

TSUBURAYA FIELDS HOLDINGS



Financial Presentation

for the Six Months Ended September 30, 2024

TSUBURAYA FIELDS HOLDINGS INC.

Tokyo Stock Exchange, Prime Market
Security code: 2767
November 2024

(Unit: billions of yen)

Consolidated P/L	FY2023		FY2024		
	H1	Full-year	H1	YoY change	Full-year forecast
Net sales	67.01	141.92	45.76	(31.7)%	155.0
Gross profit	12.34	26.45	12.49	+1.2%	-
SG&A expenses	6.97	14.63	8.42	+20.7%	-
Operating profit [net sales ratio]	5.37 [8.0%]	11.82 [8.3%]	4.07 [8.9%]	(24.2)%	15.2 [9.8%]
Ordinary profit	5.90	12.94	5.33	(9.8)%	16.1
Profit attributable to owners of parent	4.12	11.69	2.82	(31.5)%	11.6
Dividend per share (annual)		40 yen			40 yen

* Figures less than ¥10 million are rounded down.

* Figures for the FY2023 (full-year) reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

(Unit: billions of yen)

P/L by business segment		FY2023		FY2024		
		H1	Full-year	H1	YoY change	Full-year forecast
Content and digital business segment	Net sales	7.40	15.33	7.99	+7.9%	18.0
	Operating profit [net sales ratio]	1.98 [26.7%]	3.78 [24.7%]	2.11 [26.5%]	+6.9%	4.0 [22.2%]
PS business segment	Net sales	59.02	125.59	37.19	(37.0)%	135.0
	Operating profit [net sales ratio]	4.50 [7.6%]	10.41 [8.3%]	3.12 [8.4%]	(30.7)%	13.5 [10.0%]
Other business	Net sales	0.80	1.60	0.83		
	Operating profit	0.02	0.01	0.00		
Adjustment amount	Net sales	(0.22)	(0.61)	(0.26)		
	Operating profit	(1.13)	(2.38)	(1.17)		

* Figures less than ¥10 million are rounded down.

Content and digital business segment

(Unit: billions of yen)

	FY2023	FY2024	
	H1	H1	YoY change
Net sales	7.40	7.99	+7.9%
Operating profit [net sales ratio]	1.98 [26.7%]	2.11 [26.5%]	+6.9%

	FY2023	FY2024	
	H1	H1	YoY change
Net sales of Tsuburaya Productions	4.89	5.69	+16.3%
MD and license revenue	3.42	3.97	+15.9%
Overseas MD and license revenue	2.34	3.17	+35.0%
Domestic MD and license revenue	1.08	0.80	(25.7)%
Imaging and event business revenue	1.55	1.56	+1.2%
Overseas revenue	2.72	3.64	+34.0%
Domestic revenue	2.25	1.89	(16.1)%

MD and license

▶ Details can be found on the next page

- Steady penetration of merchandise in a wide range of categories among Chinese consumers led to significant growth in Chinese license revenue, up 41.2% YoY
- Overseas MD and license revenue increased by 35.0% YoY

Imaging and event

[Imaging business]

- Ultraman: Rising*, which is being distributed exclusively in 190 countries and regions worldwide on Netflix, also contributes to imaging business revenue

[Live and event business]

- Large-scale domestic event “Ultra Hero’s EXPO Summer Festival” was newly held in Osaka in addition to Tokyo
- Contributing to the expansion of the fan base through events held in major Asian countries and regions

Main merchandise revenues by categories

(Unit: millions of yen)

Toys and hobbies

- Significant growth in licensing revenue for block toys
- Increase in the range of low-priced toy licensees

<Toys>



Lifestyles

- Licensing revenue increased mainly for stationery
- Sales of daily necessities were also steady

<Apparels and stationeries>



FMCG

- In particular, sales increased in the food business

<Foods>



Card games

- In China, licensing revenues from conventional collection-type cards declined in YoY ahead of the launch of ULTRAMAN CARD GAME, but increased compared to Q1 in the current fiscal year

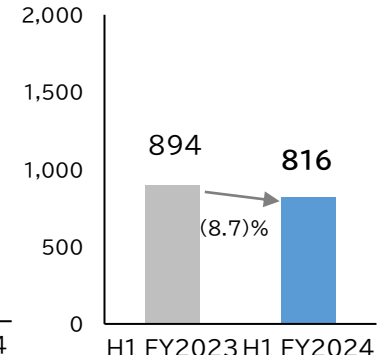
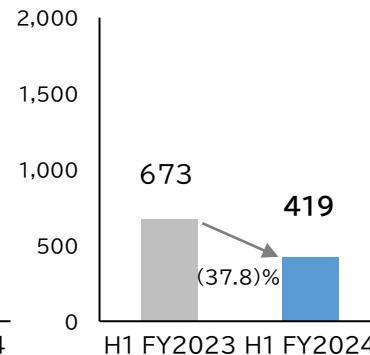
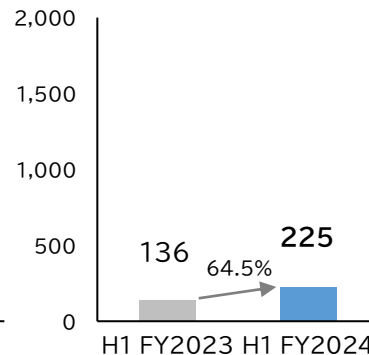
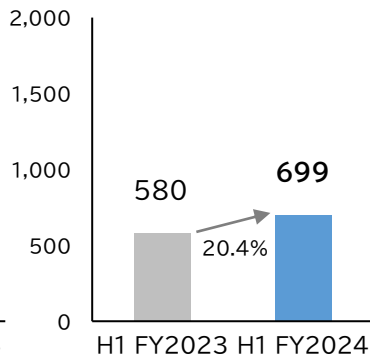
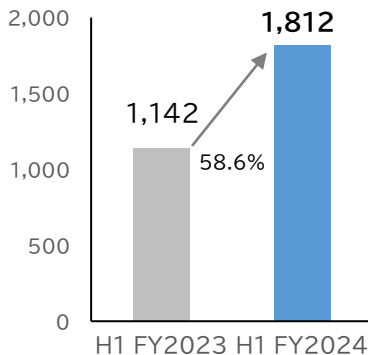
<Card games>



Others

- Steady expansion of the base of game and corporate advertising licensees in China

<Game collaborations, advertisement and books>



Started sales of ULTRAMAN CARD GAME in October

- Strong start with initial shipments exceeding seven million packs globally, sales consumption rate exceeding expectations
- New extra deck products and booster pack products to be launched globally in January 2025
- Developing promotions tailored to the characteristics of each region globally

Shipments of ULTRAMAN CARD GAME (preliminary figures)

	Number of shipments
Domestic	Approx. 22 million
Overseas	Approx. 22 million
China	Approx. 14 million
Asia	Approx. 5 million
North America	Approx. 2 million
Europe	Approx. 0.7 million
Total	Approx. 44 million

Starter deck pack and booster pack



TVCM/WEB

Distributed through TV placement, YouTube distribution, and *ULTRAMAN ARC* overlooked distribution



15-second CM
[Hero Combined Edition]



15-second CM
[Consolidation of Space People & KAIJU]

YouTube distribution

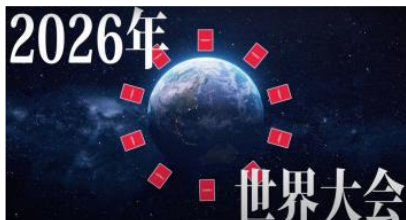


ULTRAMAN CARD GAME Information Office

Various WEB PV



Appeal of ease of playing



Promoting the implementation of the world convention



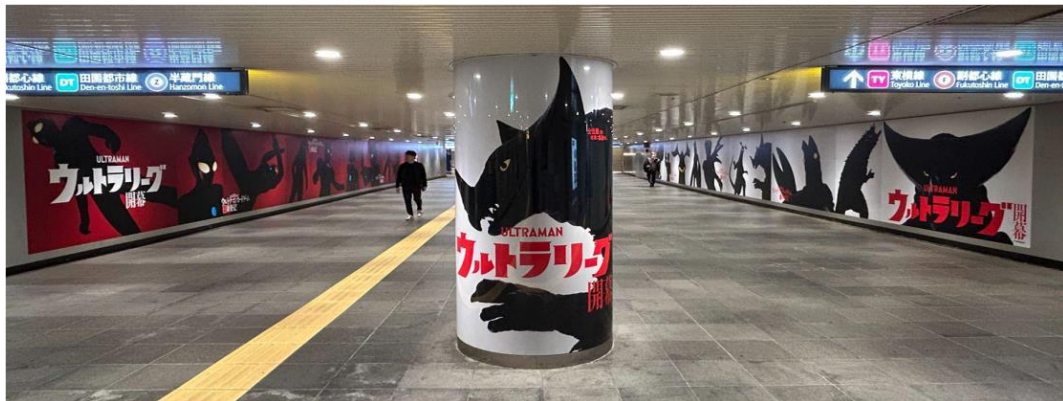
Promote by products



Ultra League PV

Street ADs (Shibuya and Akihabara, Tokyo, and Nipponbashi Osaka)

SHIBUYA DOGENZAKA HAPPY BOAD/AD circle



AKIBA Ai VISION



OSAKA Nipponbashi Ota Road POSTER SET



PS business segment

(Unit:billions of yen)

	FY2023	FY2024	
	H1	H1	YoY change
Net sales	59.02	37.19	(37.0)%
Operating profit [net sales ratio]	4.50 [7.6%]	3.12 [8.4%]	(30.7)%

Sales results

(Unit: machines)

Pachinko	85,748	20,961	(75.6)%
Pachislot	40,277	27,675	(31.3)%
Total	126,025	48,636	(61.4)%

* Figures less than ¥10 million are rounded down.
* PS: pachinko/pachislot

Market circumstances

- In July of this year, pachinko halls conducted large-scale capital expenditures nationwide in response to the issuance of new banknotes, which was the first issue in about 20 years from the Japanese government.
- Total PS unit sales in the first half fell 10.3% YoY

Situation of PS business segment

- Announced business alliance with DAIKOKU DENKI

<FIELDS CORPORATION>

- In the fiscal year under review, title lineup focused on the H2
H1: PS totals 4titles sold
Q3: PS totals 6 titles sold and completed sales mostly as planned

<ACE DENKEN>

- Favorable performance in equipment installation, etc. and favorable tailwind in response to compatibility renovations for new banknotes
- Currently in the midst of drafting the Company's medium-term management plan

1. Purpose and reasons for the business alliance

With the aim of sharing the business know-how of both companies over many years and developing a business that not only contributes to the development of both companies but also to the development of the pachinko and pachislot industry as a whole, we have decided to form a business alliance in order to promote the creation of new products and services, business models, etc. by mutually utilizing the marketing know-how that our group possesses and the market analysis know-how that DAIKOKU DENKI has created through the information systems business, and to jointly develop a business that generates new value as everyday leisure for PS and contributes to the expansion of fans.

2. Details of the alliance

The two companies will jointly study, research, and develop the following businesses.

The details of each business will be examined in the future at the committee established by both companies.

- i. Building a pachinko hall customer attraction system that leverages AI and market-analysis expertise to cultivate new fans
- ii. Joint development of new PS machine through the mutual use of IP (contents)
- iii. Sales of jointly developed PS machine by FIELDS CORPORATION
- iv. Joint research on game spaces that contribute to the comfortable playing of fans
- v. Joint R&D of products and services that contribute to the development of the PS industry as a whole

	Q1	Q2	Q3	Q4
Pachinko	<p><i>Pachinko GANTZ Awakening SWEET 2000</i></p> <p><i>P Kaiji numa 5 Cho yokubo 129×87%ver.</i></p> <p><i>P Queens blade 4 UNLIMITED</i></p> <p>9,000 units</p>	<p><i>P DD Hokuto no ken 3</i></p> <p><i>P Seven Heavenly Virtues Golden angel time sweet 99Ver.</i></p> <p><i>NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL (Resale)</i></p> <p>12,000 units (Cumulative 21,000 units)</p>	<p><i>P Uchū Senkan Yamato 2202 Super Wave</i></p> <p><i>Sumapachi SSSS.GRIDMAN</i></p> <p><i>P Godzilla vs EVANGELION Second impact G</i></p> <p><i>e Godzilla vs EVANGELION Second impact G Awakening of destroyer</i></p>	<p><i>e ULTRAMAN 2400★80</i></p> <p>Coming soon</p>
Pachislot	<p><i>L Godzilla vs EVANGELION (increased production)</i></p> <p><i>Smart Slot STRIKE THE BLOOD</i></p> <p><i>L Ultraman Tiga</i></p> <p><i>Smart slot STREET FIGHTER V The way of the challenger</i></p> <p>21,000 units</p>	<p><i>L Godzilla vs EVANGELION (increased production)</i></p> <p><i>L AKAME GA KILL! 2</i></p> <p>7,000 units (Cumulative 28,000 units)</p>	<p><i>L SHIN IKKITOUSEN</i></p> <p><i>Smart pachislot MONSTER HUNTER RISE</i></p> <p><i>L INUYASHA 2</i></p>	<p><i>L Tokyo Ghoul</i></p> <p>Coming soon</p>
Total	29,000 units	19,000 units (Cumulative 49,000 units)		

* Private brands are framed in blue

Appendix

Consolidated financial results of the H1 FY2024

Consolidated B/S and C/F

H1 FY2024 [Consolidated B/S, Consolidated C/F]

TSUBURAYA FIELDS HOLDINGS

(Unit:billions of yen)

Consolidated B/S	End of Mar. 2024	End of Sep. 2024	YoY change
Current assets	64.84	52.99	(11.85)
Non-current assets	33.43	34.71	+1.27
Total assets	98.28	87.70	(10.57)
Current liabilities	30.61	28.63	(1.97)
Non-current liabilities	11.68	10.10	(1.57)
Total liabilities	42.29	38.73	(3.55)
Total net assets	55.98	48.96	(7.01)
Total liabilities and net assets	98.28	87.70	(10.57)

Consolidated C/F	H1 FY2023	H1 FY2024	YoY change
Cash flows from operating activities	(2.44)	(1.26)	+1.17
Cash flows from investing activities	(4.67)	(1.33)	+3.34
Cash flows from financing activities	(1.44)	(10.95)	(9.50)
Increase in cash and cash equivalents	(8.56)	(13.55)	(4.98)
Cash and cash equivalents at beginning of period	36.49	34.81	(1.68)
Cash and cash equivalents at end of period	27.92	21.25	(6.67)

* Figures less than ¥10 million are rounded down.

* Figures for the FY2023 (full-year) reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

TSUBURAYA FIELDS HOLDINGS

Disclaimer

The Company's plans, strategies, forecasts, and other statements contained in this document, except for facts that have already been determined, are subject to potential risks and uncertainties and are not guarantees of their accuracy.

Potential risks and uncertainties include, but are not limited to, the economic environment in which our group operates, competition in the market, and the products we handle.