*Note: This document consists of selected slides from the presentation used for the earnings call.

TSUBURAYA FIELDS HOLDINGS

Financial Presentation

for the Six Months Ended September 30th, 2025

TSUBURAYA FIELDS HOLDINGS INC.

Tokyo Stock Exchange Prime Market
Securities code: 2767

November 2025

Overview of H1 FY2025

TSUBURAYA FIELDS HOLDINGS

Consolidated Results

- Results: Net sales of ¥95,950 million (up 109.7% YoY), operating profit of ¥13,590 million (up 233.9% YoY).
- Increased sales and profits mainly due to strong sales of machines equipped with major IPs and meeting increased production demand in the amusement equipment business.

Content and Digital Business Segment

- The *Ultraman* IP continues to enjoy strong popularity in Japan and overseas. However, in the Chinese market, revenue and profit declined temporarily due to decrease in licensing income from key products such as block toys and trading cards. The main factors include the normalization of sales for products that had previously contributed significantly due to a temporary hit in the Chinese market, as well as a review of product offerings by local partners in response to IP. Meanwhile, business categories other than licensing are generally firm, contributing to stable profit generation.
- Net sales were ¥7,530 million (down 5.7% YoY) and operating profit was ¥740 million (down 64.6% YoY).

Amusement Equipment Business Segment

- Unit sales reached approximately 159,000 units (up 228.6% YoY). This was driven by the launch of multiple titles featuring major IPs and the additional production of titles released in the previous fiscal year in response to higher demand. As a result, our market share in unit sales was approximately 20.7% (based on our survey).
- Net sales totaled ¥87,820 million (up 136.1% YoY) and operating profit was ¥14,670 million (up 369.9% YoY).

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First, an overview of consolidated results.
Net sales were 95.95 billion yen, up 109.7% year on year.
Operating profit was 13.59 billion yen, a substantial increase of 233.9% year on year.
This growth in revenue and profit was mainly driven by strong sales of pachinko/pachislot (PS) machines equipped with major Intellectual Property (IP) in the amusement equipment business segment and our response to increased production needs.

Next, an explanation of the content and digital business segment.
While the *Ultraman* IP has continued to maintain popularity both in Japan and overseas, licensing revenue in the Chinese market for block toys and trading card-related products temporarily declined. The reasons were the settling down of sales for one-off hit products and local partners reviewing their product lineups against the backdrop of the diversification of IPs.
On the other hand, business categories other than the license category performed steadily, securing stable earnings. As a result, net sales totaled 7.35 billion yen, down 5.7% year on year, and operating profit was 740 million yen, down 64.6% year on year.

Next, an explanation of the amusement equipment business segment.
In addition to strong sales of multiple PS machines featuring major IPs, we responded to increased production needs for machines sold in the previous quarter, resulting in unit sales of approximately 159,000 units, up 228.6% year on year. As a result, our market share in unit sales expanded to approximately 20%. Net sales totaled 87.82 billion yen, up 136.1% year on year, and operating profit was 14.67 billion yen, up 369.9% year on year.

H1 FY2025 [Consolidated P/L]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

Consolidated P/L	FY2024		FY2025			
	H1 (Apr.-Sep.)	Full-year	H1 (Apr.-Sep.)	YoY change	Initial plan (May 13th)	Revised plan (Oct. 31st)
Net sales	457.6	1,405.8	**959.5**	+109.7%	1,500	1,700
Gross profit	124.9	352.6	**243.8**	+95.2%	-	
SG&A expenses	84.2	199.6	**107.8**	+28.1%	-	
Operating profit	40.7	152.9	**135.9**	+233.9%	160	180
[Operating profit margin]	[8.9%]	[10.9%]	[14.2%]		[10.7%]	[10.6%]
Ordinary profit	53.3	164.6	**139.0**	+160.8%	161	183
Profit attributable to owners of parent	28.2	111.5	**95.5**	+238.3%	112	128

* Figures less than ¥10 million are rounded down.

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Next, the overview of the consolidated statement of income for the first six months of the fiscal year ending March 2026.

Net sales totaled 95.9 billion yen, a substantial increase of 109.7% year on year. This was mainly driven by strong sales of PS machines equipped with major IPs and our response to increased production in the amusement equipment business. Gross profit was 24.3 billion yen, up 95.2% year on year. The profit margin has also improved along with increased sales. Operating profit was 13.5 billion yen, a significant increase of 233.9% year on year. Operating margin was 14.2%, improving from 8.9% in the same period of the previous year. Ordinary profit was 13.9 billion yen, up 160.8% year on year. Profit attributable to owners of parent was 9.5 billion yen, up 238.3% year on year. The substantial profit growth was driven by strong sales in the amusement equipment business. We have also revised our forecast for full-year financial results as follows: net sales of 170 billion yen, operating profit of 18 billion yen, and net profit of 12.8 billion yen.

H1 FY2025 [P/L by business segment]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

P/L by business segment		FY2024		FY2025	
		H1	Full-year	H1	Percentage change from previous year
Content and digital business segment	Net sales	79.9	164.1	**75.3**	(5.7)%
	Operating profit	21.1	28.3	**7.4**	(64.6)%
	[Operating profit margin]	[26.5%]	[17.3%]	[9.9%]	
Amusement equipment business segment	Net sales	371.9	1,230.9	**878.2**	+136.1%
	Operating profit	31.2	152.7	**146.7**	+369.9%
	[Operating profit margin]	[8.4%]	[12.4%]	[16.7%]	
Other business segment	Net sales	8.3	16.8	**9.0**	+7.9%
	Operating profit	0.0	0.0	**0.0**	+317.2%
Adjusted amount	Net sales	(2.6)	(6.0)	**(3.1)**	-
	Operating profit	(11.7)	(28.2)	**(18.3)**	-

* Figures less than ¥10 million are rounded down.

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Following is the overview of profit and loss for each business segment.

For the content and digital business segment, net sales was 7.53 billion yen, down 5.7% year on year, and operating profit was 740 million yen, down 64.6% year on year. The temporary decline of licensing revenue in the Chinese market has affected sales, however, businesses other than licensing are progressing steadily.

For the Amusement Equipment Business segment, net sales was 87.82 billion yen, up 136.1% year on year, and operating profit was 14.67 billion yen, up 369.9% year on year. Strong sales of PS machines equipped with major IPs and the increased production of previously released machines contributed to the results.

FY2025 Full-year Consolidated Earnings Forecast

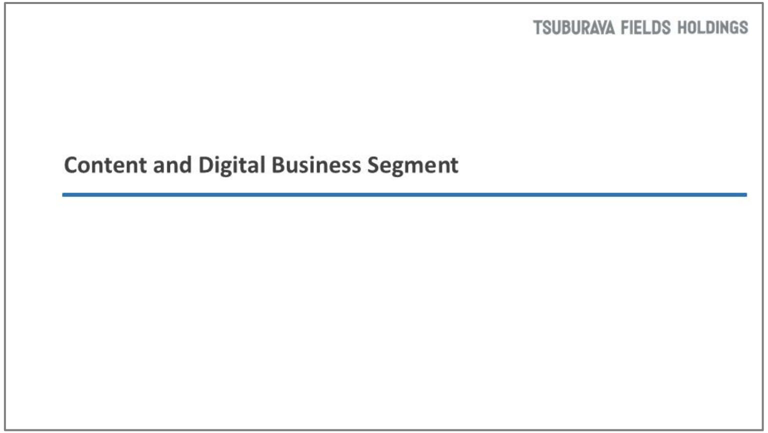
TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

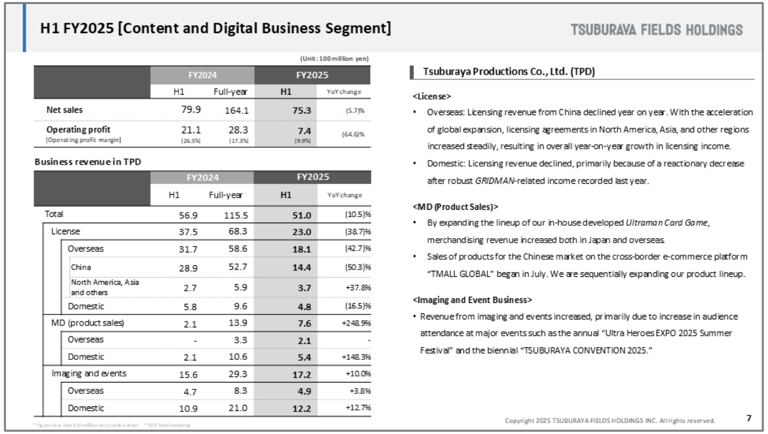
Consolidated	FY2024	FY2025			
	Full-year	Initial plan (May 13th)	Revised plan (Oct. 31st)	Pre-revision percentage change	YoY change
Net sales	1,405.8	1,500.0	**1,700.0**	+13.3%	+20.9%
Operating profit	152.9	160.0	**180.0**	+12.5%	+17.7%
Ordinary profit	164.6	161.0	**183.0**	+13.7%	+11.2%
Profit attributable to owners of parent	111.5	112.0	**128.0**	+14.3%	+14.7%

* Figures less than ¥10 million are rounded down.

Next, an explanation of the full-year forecast for the fiscal year ending March 2026.
We expect net sales of 170 billion yen, an upward revision of 20 billion yen from the initial forecast. This represents a year-on-year increase of 20.9%.
Operating profit is projected to be 18.0 billion yen, up 17.7% year on year.
Ordinary profit is projected to be 18.3 billion yen, up 11.2% year on year.
Profit attributable to owners of parent is projected at 12.8 billion yen, up 14.7% year on year.


TSUBURAYA FIELDS HOLDINGS

Content and Digital Business Segment


H1 FY2025 [Content and Digital Business Segment]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

	FY2024		FY2025	
	H1	Full-year	H1	YoY change
Net sales	79.9	164.1	75.3	(5.7)%
Operating profit [Operating profit margin]	21.1 (26.5%)	28.3 (17.3%)	7.4 (9.9%)	(64.6)%

Business revenue in TPD

	FY2024		FY2025	
	H1	Full-year	H1	YoY change
Total	56.9	115.5	51.0	(10.5)%
License	37.5	68.3	23.0	(38.7)%
Overseas	31.7	58.6	18.1	(42.7)%
China	28.9	52.7	14.4	(50.3)%
North America, Asia and others	2.7	5.9	3.7	+37.8%
Domestic	5.8	9.6	4.8	(16.5)%
MD (product sales)	2.1	13.9	7.6	+248.9%
Overseas	-	3.3	2.1	-
Domestic	2.1	10.6	5.4	+148.3%
Imaging and events	15.6	29.3	17.2	+10.0%
Overseas	4.7	8.3	4.9	+3.8%
Domestic	10.9	21.0	12.2	+12.7%

* Figures less than ¥10 million are rounded down. * MD: Merchandising

Tsuburaya Productions Co., Ltd. (TPD)

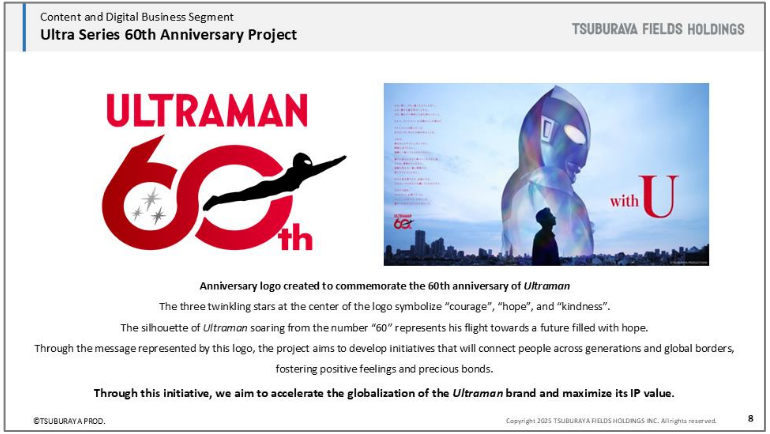
<License>
- Overseas: Licensing revenue from China declined year on year. With the acceleration of global expansion, licensing agreements in North America, Asia, and other regions increased steadily, resulting in overall year-on-year growth in licensing income.
- Domestic: Licensing revenue declined, primarily because of a reactionary decrease after robust *GRIDMAN*-related income recorded last year.

<MD (Product Sales)>
- By expanding the lineup of our in-house developed *Ultraman Card Game*, merchandising revenue increased both in Japan and overseas.
- Sales of products for the Chinese market on the cross-border e-commerce platform "TMALL GLOBAL" began in July. We are sequentially expanding our product lineup.

<Imaging and Event Business>
- Revenue from imaging and events increased, primarily due to increase in audience attendance at major events such as the annual "Ultra Heroes EXPO 2025 Summer Festival" and the biennial "TSUBURAYA CONVENTION 2025."

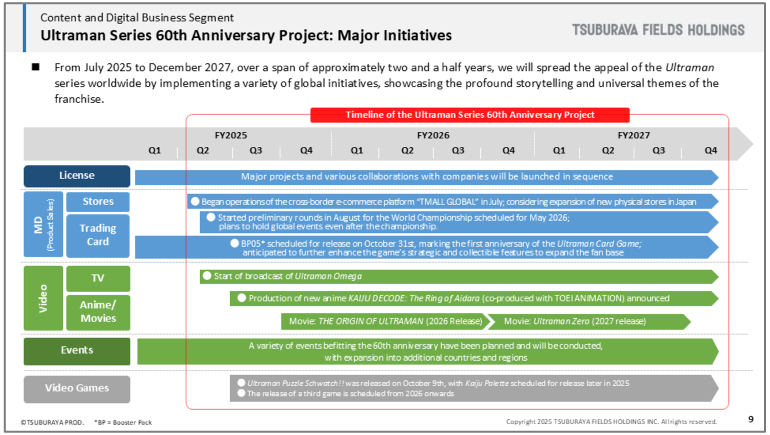
Next, an explanation of the status of the content and digital business segment for the six months of the fiscal year ending March 2026.

Net sales in the content and digital business segment totaled 7.53 billion yen, down 5.7% year on year, and operating profit was 740 million yen, down 64.6% year on year.
The temporary decline of licensing revenue in the Chinese market has affected sales, however, businesses other than licensing are progressing steadily.
The license business revenue totaled 2.30 billion yen, down 38.7% year on year; of this, overseas revenue was 1.81 billion yen, down 42.7%, and in the Chinese market it was 1.42 billion yen, down 44.2%.
Meanwhile, MD (product sales) revenue was 760 million yen, up 248.9% year on year, driven by the sales of new products in Japan.
Imaging and events revenue amounted to 1.67 billion yen, up 12.2% year on year, showing steady performance.



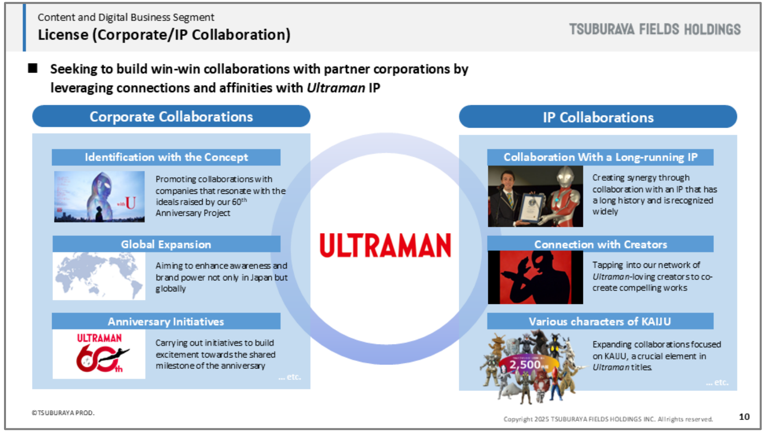
In the content and digital business segment, we are progressing initiatives to commemorate 60 years since the start of the *Ultraman* series TV broadcast. We created a 60th anniversary logo which symbolizes the ideals of “courage”, “hope” and “compassion” and a link to the future. Through the anniversary initiatives, we aim to accelerate the global expansion of the *Ultraman* brand, maximizing IP value.

We will continue to actively roll out anniversary events and related promotional activities to enhance brand recognition both in Japan and overseas.

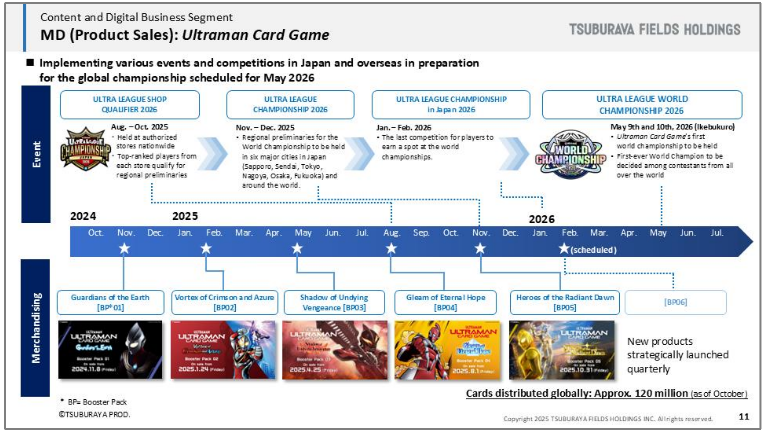


Here is an overview of the *Ultraman* series 60th anniversary project.
The project will take place over approximately two and a half years, from July 2025 to December 2027, with a global rollout of various initiatives.
Leveraging the narrative depth and universal themes of the *Ultraman* series, we plan to push out initiatives across the License, MD (product sales), imaging and events businesses.

For the license business, we plan to progressively launch large-scale initiatives and corporate collaborations. For MD (product sales), we are strengthening sales of new products in Japan and overseas.
In the imaging business, we are continuing the production of new animated works and live-action films, while the events business is preparing special anniversary initiatives. Through these initiatives, we aim to accelerate the global expansion of the *Ultraman* brand, maximizing IP value.



In the license business, we are promoting collaborations with companies and other IPs centered on shared values and connections with the *Ultraman* IP.
Regarding corporate collaborations, we aim to strengthen corporate identification with the *Ultraman* concept through the 60th anniversary project by actively advancing global expansion and anniversary initiatives.
Regarding IP collaborations, we are aiming for synergy with collaborators by developing tie-ups surrounding well-known long-selling IP, collaborating with creators, and pushing out collaborations themed around KAIJU—an essential element of *Ultraman* works.
Through these efforts, we seek to build win-win relationships with partner companies, maximizing IP value.



In the MD (product sales) business, we are strengthening the global expansion of the *Ultraman Card Game*.
Ahead of the World Championship scheduled for May 2026, we are progressively holding various events and tournaments in Japan and overseas.
Qualifiers for the World Championship began in August 2025.
In addition to these initiatives, we will strategically introduce new products and work to expand the global player base.

Content and Digital Business Segment

Imaging and Event (New Anime)

TSUBURAYA FIELDS HOLDINGS

Production of new anime *KAIJU DECODE: The Ring of Aidara* Announced

- On Oct. 20th, 2025, the production of the new anime *KAIJU DECODE: The Ring of Aidara* has been announced. This title is part of "KAIJU DECODE", a transmedia project themed around the story of KAIJU and a young girl, co-produced by Tsuburaya Productions and TOEI ANIMATION.
- Alongside this announcement, key visuals and a special video have also been released.

<Main staff>

Original work: Tsuburaya Productions/ TOEI ANIMATION
Script : Katsuie Shibata
KAIJU Design: Masayuki Goto (Tsuburaya Productions)
Character Design of Maru: Sei Nakashima
Character design of Koko: Masatsugu Saito

The official website of *KAIJU DECODE: The Ring of Aidara* https://www.kaiju-decode.com/

Regarding imaging and events, Tsuburaya Productions Co., Ltd. and TOEI ANIMATION CO., LTD. have announced their collaboration on the production of a new anime: *KAIJU DECODE: The Ring of Aidara.* Alongside this announcement, key visuals and a special video have also been released.

Content and Digital Business Segment

Imaging and Event (Video Productions)

TSUBURAYA FIELDS HOLDINGS

Aiming to further increase the value of *Ultraman* IP through video productions

To be released in 2026

60th Anniversary Documentary Film
THE ORIGIN OF ULTRAMAN (tentative title)

To be released in 2027

New movie
Ultraman Zero

Production is advancing in phases in accordance with the pipeline.

During the duration of the *Ultraman* series 60th anniversary project, we will work to further enhance the value of the *Ultraman* IP through video productions such as *THE ORIGIN OF ULTRAMAN* (working title) and *Ultraman Zero.* We also plan to steadily advance production on additional titles, proceeding in phases with a mid- to long-term pipeline.

In the digital business area, we launched our first in-house developed smartphone game in October this year. The first title, *Ultraman Puzzle Shuwatch!!*, is a puzzle game leveraging the popularity of the *Ultraman* series. Following that, we released *Kaiju Palette* as the second title. Furthermore, we are planning to release a third title beyond the fiscal year ending March 2027. We are working to strengthen global collaboration and coordination with the MD (product sales) business to drive the development of highly profitable games.

In addition, we are improving our existing fan community services and advancing new experiential initiatives that fuse real and digital elements, aiming to maximize IP value.

TSUBURAYA FIELDS HOLDINGS

Amusement Equipment Business Segment

H1 FY2025 [Amusement Equipment Business Segment]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

	FY 2024 H1	FY 2024 Full-year	FY 2025 H1	YoY change
Net sales	371.9	1,230.9	**878.2**	+136.1%
Operating profit (Operating profit margin)	31.2 (8.4%)	152.7 (12.4%)	**146.7** (16.7%)	+369.9%

Sales results

Pachinko sales	20,961 units	92,540 units	**69,569 units**	+231.9%	
Pachislot sales	27,675 units	113,161 units	**90,233 units**	+226.0%	
Total	48,636 units	205,701 units	**159,802 units**	+228.6%	250,000 units

* Figures less than ¥10 million are rounded down.
* From the year ending March 31, 2025, the segment previously named "PS Business" has been changed to the "Amusement Equipment Business."
This change is only a change in the name of the reportable segment and has no impact on segment information.

Market Circumstances

- The market is expected to be revitalized with the launch of new pachinko and pachislot machines featuring innovative game functions.
  - Pachislot: Titles with the "Bonus Trigger" feature were released in June
  - Pachinko: Titles with the "Lucky Trigger 3.0 Plus" feature were released in July

Amusement Equipment Business Segment

FIELDS CORPORATION

- In the same period last year, sales were concentrated in the second half of the fiscal year due to pachinko halls needing to update their systems in response to the nationwide release of new banknotes. In the current interim period, however, sales remained strong, driven by the launch of multiple titles equipped with leading IPs and increased production of machines released in the previous fiscal year, resulted in the cumulative sales volume for the interim period (Apr. to Sep.) reached approximately 159,000 units, capturing the industry share of about 20.7% (according to our estimates).

ACE DENKEN Co., Ltd.

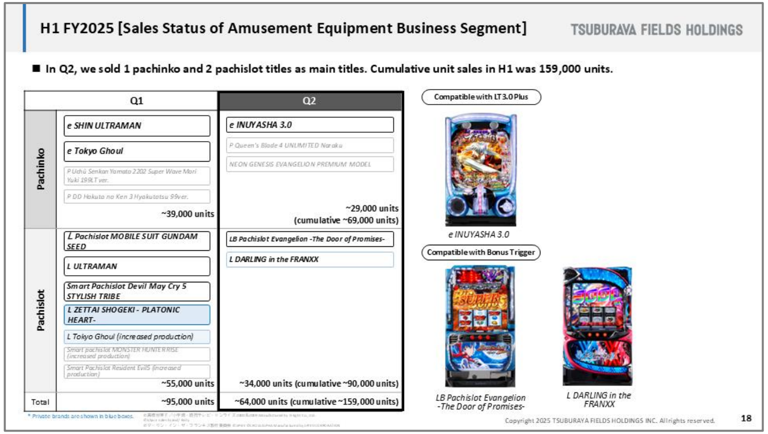
- New customer acquisition has been progressing steadily alongside the streamlining of management through the integration of sales bases with FIELDS CORPORATION.

Next, we will explain the status of the amusement equipment business segment for the six months of the fiscal year ending March 2026.
Firstly, net sales was 87.8 billion yen, up 136.2% year on year, operating profit was 14.6 billion yen, a substantial increase of 369.9% year on year.

Regarding PS sales, approximately 69,000 pachinko units (+231.9% YoY) and approximately 90,000 pachislot units (+226.0% YoY) were sold. In total, approximately 159,000 units were sold, marking a substantial increase of 228.6% year on year.

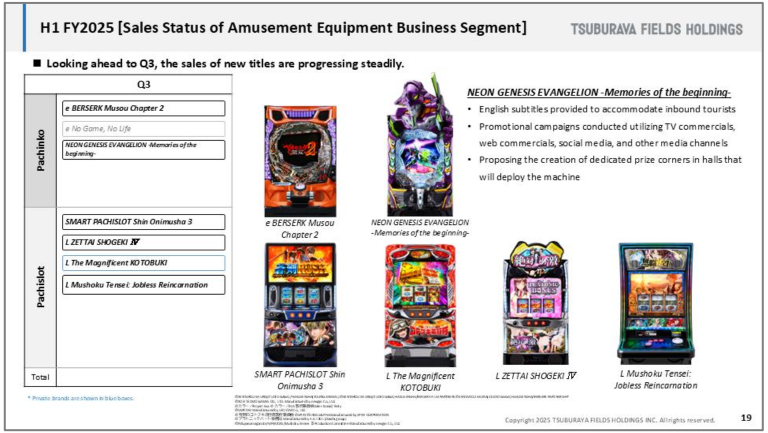
Regarding the market environment, for both pachinko and pachislot, the introduction of machines with new game functions is expected to revitalize the market going forward. Specifically, machines equipped with the "Bonus Trigger" feature were released in June, and machines equipped with the "Lucky Trigger 3.0 Plus" feature were released in July.

Regarding business initiatives, at FIELDS CORPORATION, proactive sales activities led to steady sales across multiple titles. On the other hand, ACE DENKEN Co., Ltd., strengthened coordination with FIELDS, promoting new customer acquisition and improved sales efficiency.



Next, we will explain the sales status of the amusement equipment business segment for the six months of the fiscal year ending March 2026.
In the second quarter, we sold one pachinko title and two pachislot titles as main releases.
As a result, cumulative sales for the interim period reached approximately 159,000 units.

For pachinko, approximately 29,000 units were sold – including titles such as *e INUYASHA 3.0*– bringing the cumulative total to approximately 69,000 units. For pachislot, approximately 34,000 units were sold – including titles such as *LB Pachislot Evangelion -The Door of Promises-* and *L DARLING in the FRANXX* – bringing the cumulative total to approximately 90,000 units.
We also launched PS machines compatible with the "Lucky Trigger 3.0 Plus" or "Bonus Trigger" features, strengthening our response to the market's new game functions.



Sales are progressing smoothly toward the third quarter.

In particular, in order to achieve long-term operation, *NEON GENESIS EVANGELION -Memories of the beginning-* is being promoted using a diverse mix of media including TV commercials, web commercials and social media.
We will continue to release attractive titles and further reinforce the earnings base of the amusement equipment business.