TSUBURAVA FIELDS HOLDINGS

Financial Presentation

for the Six Months Ended September 30, 2026

TSUBURAYA FIELDS HOLDINGS INC.

Tokyo Stock Exchange Prime Market
Securities code: 2767

November 2026

Overview of H1 FY2026

TSUBURAYA FIELDS HOLDINGS

Consolidated results

- Overview: In this first year of the Group Medium-Term Management Plan FY2026–2028, we are steadily executing growth strategies and further strengthening our business foundation. During the interim period under review, as a result of smooth progress across various initiatives, business results tracked largely in line with our plan, placing us on a firmer trajectory toward achieving the goals of the Medium-Term Management Plan.
- Results: Net sales of ¥89,624 million (down 6.6% YoY), operating profit of ¥11,744 million (down 13.6% YoY).

Content and digital business segment

- Overview: Based on the Group Medium-Term Management Plan FY2026–2028 announced in May this year, Tsuburaya Productions Co., Ltd.(TPD) has been driving structural reforms across four strategic domains: domestic merchandising (MD), domestic merchandising licensing, domestic corporate advertising, and the Chinese market. Tangible outcomes have steadily begun to materialize in stages across each area.
- Results: Net sales of ¥7,167 million (down 4.9% YoY), operating profit of ¥1,759 million (up 134.7% YoY).

Amusement business segment

- Overview: FIELDS CORPORATION (FIELDS) capitalized on robust sales across multiple titles powered by leading IP, while steadily meeting repeat-order demand for the *Tokyo Ghoul* series, which continues to command high machine utilization and broad market acclaim across both pachinko and pachislot formats. Although sales volume for the period reached approximately 137,000 units (down 13.8% YoY), operating profit progress against the full-year target stood at approximately 54.9%, tracking steadily toward achieving the annual plan.
- Results: Net sales of ¥81,739 million (down 6.9% YoY), operating profit of ¥12,079 million (down 17.7% YoY).

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H1 FY2026 [Consolidated P/L]

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(Unit: 100 million yen)

	H1 FY2025	H1 FY2026	YoY change	Full-year forecast (Jul. 27th)	Progress
Net sales	959.5	**896.2**	(6.6)%	2,053.0	43.7%
Gross profit	243.8	**215.9**	(11.4)%	-	-
SG&A expenses	107.8	**98.4**	(8.7)%	-	-
Operating profit	135.9	**117.4**	(13.6)%	225.0	52.2%
[Operating profit margin]	[14.2%]	[13.1%]		[11.0%]	
Ordinary profit	139.0	**119.5**	(14.0)%	226.5	52.8%
Profit attributable to owners of parent	95.5	**82.1**	(14.0)%	150.0	54.8%

* Figures less than ¥10 million are rounded down.

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H1 FY2026 [P/L by business segment]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

		H1 FY2025	H1 FY2026	YoY change	Full-year forecast (Jul. 27th)	Progress
Content and digital business segment	**Net sales**	75.3	**71.6**	(4.9)%	190.0	37.7%
	Operating profit	7.4	**17.5**	+134.7%	45.0	39.1%
	[Operating profit margin]	[9.9%]	[24.6%]		[23.7%]	
Amusement business segment	**Net sales**	878.2	**817.3**	(6.9)%	1,850.0	44.2%
	Operating profit	146.7	**120.7**	(17.7)%	220.0	54.9%
	[Operating profit margin]	[16.7%]	[14.8%]		[11.9%]	
Other business segment	Net sales	9.0	8.7	(2.9)%	-	
	Operating profit	0.0	(0.1)	-	-	
Adjusted amount	Net sales	(3.1)	(1.5)	-	-	
	Operating profit	(18.3)	(20.7)	-	-	

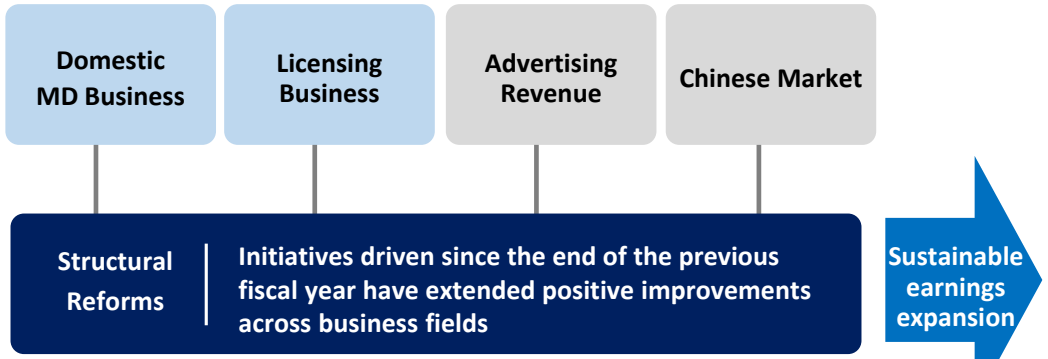
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H1 Results by Business Segment

Progress of Structural Reforms

Tangible achievements from the structural reforms have been progressing steadily across their respective business fields.



Steadily executing key initiatives of the Group Medium-Term Management Plan

Business Overview

1. Domestic Merchandising (MD)

- Positioned as a new earnings pillar under the current Medium-Term Management Plan, this domain is advancing initiatives encompassing product planning tailored to Generation Z and other key demographics, establishing product development, production, and distribution frameworks, and building an operational infrastructure to support multi-store rollouts.
- At “ULTRA MART TOKYO” (Harajuku store), our directly operated store opened in July this year, collaborative merchandise with prominent IP holders has received strong acclaim from new customer segments, marking a launch that tracked well in line with our plan.

2. Domestic Merchandising Licensing

- Transitioning from a conventional ad-hoc project model to an “account-based sales organization” that identifies key accounts and strategic categories to make proactive proposals on a year-round basis. Driven by licensing rollouts across a wide array of new categories—including foods, daily goods, and toys—domestic licensing revenue increased by approximately 60% YoY.
- Progress in merchandising licensing for our key partner BANDAI CO., LTD. remained largely on par with the prior-year level; going forward, we will strive to expand revenue under an even stronger partnership with the company.

3. Domestic Corporate Advertising

- Advancing corporate sales reforms alongside business alliances with leading advertising agencies. Supported by the promotion of new account development, the acquisition of new projects progressed steadily. While our business alliances with leading advertising agencies remain in their initial stages, we will continue initiatives aimed at acquiring further new accounts and creating operational synergies.
- Across the aforementioned domestic businesses, driven by the positive effects of these initiatives alongside steady progress in cost efficiencies, both net sales and operating profit increased YoY.

4. Chinese Market

- Built upon a long-standing, robust relationship of trust with our local master licensee, we are advancing an even deeper strategic partnership. Through concerted efforts by both companies, we have maintained our local brand value while firmly underpinning our licensing and merchandising revenue base.

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H1 FY2026 Results

Content and digital business segment

		H1 FY2025	H1 FY2026	YoY change
Tsuburaya Productions	Net sales	47.4	**47.4**	+0.2%
	Operating profit	3.6	**15.6**	+330.5%
Other Businesses (Digital Frontier, etc.)	Net sales	27.9	**24.1**	(13.5)%
	Operating profit	3.8	**1.9**	(48.6)%
Total	Net sales	75.3	**71.6**	(4.9)%
	Operating profit	7.4	**17.5**	+134.7%

* Figures less than ¥10 million are rounded down.

TPD: Results by business category

(Unit: 100 million yen)

			H1 FY2025	H1 FY2026	YoY change
License		Net sales	19.8	**22.0**	+11.2%
		Operating profit	11.6	**16.5**	+42.5%
MD (in-house merchandising)		Net sales	6.1	**6.0**	(1.5)%
		Operating profit	(3.8)	**(1.4)**	-
Imaging and events		Net sales	16.7	**17.2**	+3.1%
		Operating profit	(0.6)	**4.3**	-
Total		Net sales	42.7	**45.3**	+6.2%
		Operating profit	7.2	**19.4**	+169.7%
Global marketing (*2)		Net sales	4.6	**2.1**	(54.8)%
		Operating profit	(3.5)	**(3.8)**	-
Total		Net sales	47.4	**47.4**	+0.2%
		Operating profit	3.6	**15.6**	+330.5%

* Global Marketing: Video production expenses, amortization of investments in production committees, etc.

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Content and Digital Business Segment

Results in Tsuburaya Productions

TSUBURAYA FIELDS HOLDINGS

Results by Region

			H1 FY2025	H1 FY2026	YoY change
Japan		Net sales	21.6	**24.2**	+12.0%
		Operating profit	(2.4)	**5.1**	-
China		Net sales	17.7	**17.6**	(0.7)%
		Operating profit	14.1	**14.9**	+5.9%
Asia		Net sales	2.3	**1.5**	(32.4)%
		Operating profit	(2.5)	**(0.3)**	-
Others (*1)		Net sales	0.9	**1.9**	+92.7%
		Operating profit	(1.9)	**(0.2)**	-
Regional Total		Net sales	42.7	**45.3**	+6.2%
		Operating profit	7.2	**19.4**	+169.7%
Global Marketing (*2)		Net sales	4.6	**2.1**	(54.8)%
		Operating profit	(3.5)	**(3.8)**	-
Total		Net sales	47.4	**47.4**	+0.2%
		Operating profit	3.6	**15.6**	+330.5%

Breakdown of Net Sales in China

(Unit: 100 million yen)

	H1 FY2025	H1 FY2026	YoY change
Toys and hobbies (toys)	5.5	**8.3**	+50.3%
Lifestyles (fashion, stationery, etc.)	4.4	**3.9**	(12.7)%
Publishing (books, publishing)	0.1	**0.3**	+129.9%
FMCG(*3) (daily consumer goods, food product, etc.)	1.7	**0.1**	(93.4)%
Card games	1.2	**0.2**	(76.9)%
Others (game, advertisement, etc.)	1.1	**1.1**	(4.5)%
Subtotal	14.4	**14.1**	(1.8)%
Elimination of other companies' revenue etc.	(0.2)	**(0.8)**	-
Total in license	14.1	**13.3**	(5.7)%
Total in MD (in-house merchandising)	0.0	**0.1**	+643.3%
Total in imaging and events	3.5	**4.1**	+16.6%
Total net sales in China	17.7	**17.6**	(0.7)%
Total operating profit in China	14.1	**14.9**	+5.9%

* Figures less than ¥10 million are rounded down.
(*1) Others: North America & Europe, and other regions
(*2) Global Marketing: Video production expenses, amortization of investments in production committees, etc.
(*3) FMCG: fast-moving consumer goods (daily consumer goods, food product, etc.)

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Amusement Business Driving Growth

As the industry's sole distributor, FIELDS leverages its strong sales and distribution network spanning 34 locations nationwide, drawing upon core strengths in IP acquisition and procurement capabilities to continuously secure leading IPs, supply capabilities for both products developed in collaboration with partner manufacturers and in-house private brand (PB) products, and proposal capabilities providing multifaceted support for pachinko hall management and player acquisition.

01 Sales Consulting

Providing comprehensive support to all halls through consulting, information sharing, and strategic advice.

02 Sales of Partner Manufacturers' Products

Proposing IP to partner manufacturers to supply high-performing machines to the nationwide market.

03 Sales of In-House Private Brand Products

Expanding investments in IP, human resources, and development capability to supply high-value in-house products across the nationwide market and drive profitability.

04 Pachinko Hall Space Production

Supporting pachinko halls in multiple areas through ACE DENKEN's parlor production proposals.

05 Promotions

Delivering diverse proposals not only in machine sales and pachinko hall space production, but also in promotions.

06 Sales of IP-Related Products

Developing IP products including *Tokyo Ghoul* and *Evangelion*, enhancing IP value while driving customer traffic to pachinko halls.

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Amusement Business Segment

FY2026 H1 Results

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(Unit: 100 million yen)

	H1 FY2025	H1 FY2026	YoY change
Net sales	878.2	**817.3**	(6.9)%
Operating profit	146.7	**120.7**	(17.7)%

Sales results

Pachinko sales	~69,000 units	**~87,000 units**	+25.3%
Pachislot sales	~90,000 units	**~50,000 units**	(43.9)%
Total	~159,000 units	**~137,000 units**	(13.8)%

* Figures less than ¥10 million are rounded down.

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(Pachinko Sales)

- Net sales were ¥40,585 million (up 37.1% YoY) and unit sales were 87,000 units (up 25.3% YoY). During the period, sales of 6 titles (compared with 3 titles in the same period of the previous fiscal year).

(Pachislot Sales)

- net sales were ¥26,595 million (down 41.4% YoY) and unit sales were 50,000 units (down 43.9% YoY). Sales of 3 titles (compared with 6 titles in the same period of the previous fiscal year). The decrease in the number of titles was due to our decision to prioritize securing sufficient development and validation periods, placing the highest priority on product development that contributes to prolonged hall utilization and enhanced player satisfaction. In addition, we addressed demand for increased production of the Spiky-branded *L Tokyo Ghoul*, which has established a proven track record of high machine utilization.

(ACE DENKEN)

- Net sales were ¥12,242 million (up 19.8% YoY), and operating income was ¥1,405 million (up 14.0% YoY). Firmly maintained its position holding the leading market share in the industry. During the period, ACE DENKEN further expanded its market share, driven by a steady increase in the number of business accounts through reinforced sales collaboration with FIELDS.

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Amusement Business Segment

Main Sales Titles for the H1 FY2026

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	Q1	Q2
Pachinko	New series (Apr.) ***P Ultraman Mebius Dekaheso319***	New title (Jul.) ***e Mushoku Tensei: Jobless Reincarnation***
	New series (May.) ***e Resident Evil6***	New title (Aug.) ***e EDENS ZERO ~Ultimate LT~***
	New series (Jun.) ***e Tokyo Ghoul Chōdeka Chō Ichigeki ver.***	New title (Sep.) ***e Assault Lily***
	e Tokyo Ghoul (Continued sales from FY2025)	*e Tokyo Ghoul Chōdeka Chō Ichigeki ver.* (Continued sales from current Q1)
	NEON GENESIS EVANGELION -Memories of the beginning- (Continued sales from FY2025)	*P Haruichiban: Ama-Deji*
	e Revelation of school HIGHSCHOOL OF THE DEAD 3	*e SHIN ULTRAMAN 79ver.*
	P Queen's Blade Naraku: Nanael 79 ver.	
	e INUYASHA 3.0 Oiri Amadigi SPEC	
	~42,000 units	**~44,000 units (Cumulative: ~87,000 units)**
Pachislot	New series (Apr.) ***L Pachislot MOBILE SUIT GUNDAM UNICORN Awakening DRIVE***	New series (Jul.) ***L ULTRAMAN The Final Showdown***
	L Tokyo Ghoul (Continued sales from FY2024)	New series (Aug.) ***Smart Pachislot STREET FIGHTER 6***
		L Tokyo Ghoul (Continued sales from FY2024)
	~25,000 units	**~25,000 units (Cumulative: ~50,000 units)**
Total	**~67,000 units**	**~70,000 units (Cumulative: ~137,000 units)**

* Private brands(PB) are shown in blue boxes.
* New series: New titles in existing series; New title: Machines featuring newly adopted IPs.

Pachinko

<Q1>



P Ultraman Mebius Dekaheso319



e Tokyo Ghoul Chōdeka Chō Ichigeki ver.



e Resident Evil6

<Q2>



e Mushoku Tensei: Jobless Reincarnation



e Assault Lily



e EDENS ZERO ~Ultimate LT~

Pachislot

<Q1>



L Pachislot MOBILE SUIT GUNDAM UNICORN Awakening DRIVE

<Q2>



L ULTRAMAN The Final Showdown



Smart Pachislot STREET FIGHTER 6

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Amusement Business Segment

Main Sales Titles from Q3 FY2026

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	Q3 onward
Pachinko	New series: *SMART-PACHINKO GANTZ* New series: *GODZILLA VS EVANGELION -WIND BURST* New series: *P NEON GENESIS EVANGELION -319 RED-* *e Tokyo Ghoul Chōdeka Chō Ichigeki ver.* (Continued sales from Q1) *No Game, No Life 119Ver.*
Pachislot	New series: ***Smart Pachislot Monster Hunter Rise: Sunbreak*** New series: ***L Pachislot Godzilla vs EVANGELION 2*** New title: *L Assault Lily* New title: *L SYNDUALITY Noir* *L Tokyo Ghoul* (increased production) (Continued sales from FY2024)
Total	

* Private brands(PB) are shown in blue boxes.
* New series: New titles in existing series; New title: Machines featuring newly adopted IPs.

Pachinko



SMART-PACHINKO GANTZ

coming soon

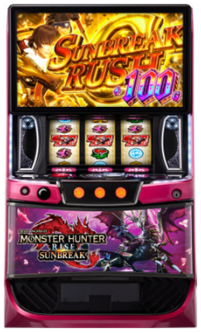
GODZILLA VS EVANGELION -WIND BURST-



P NEON GENESIS EVANGELION -319 RED-

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Pachislot



Smart Pachislot Monster Hunter Rise: Sunbreak



L Pachislot Godzilla vs EVANGELION 2



L Assault Lily



L SYNDUALITY Noir

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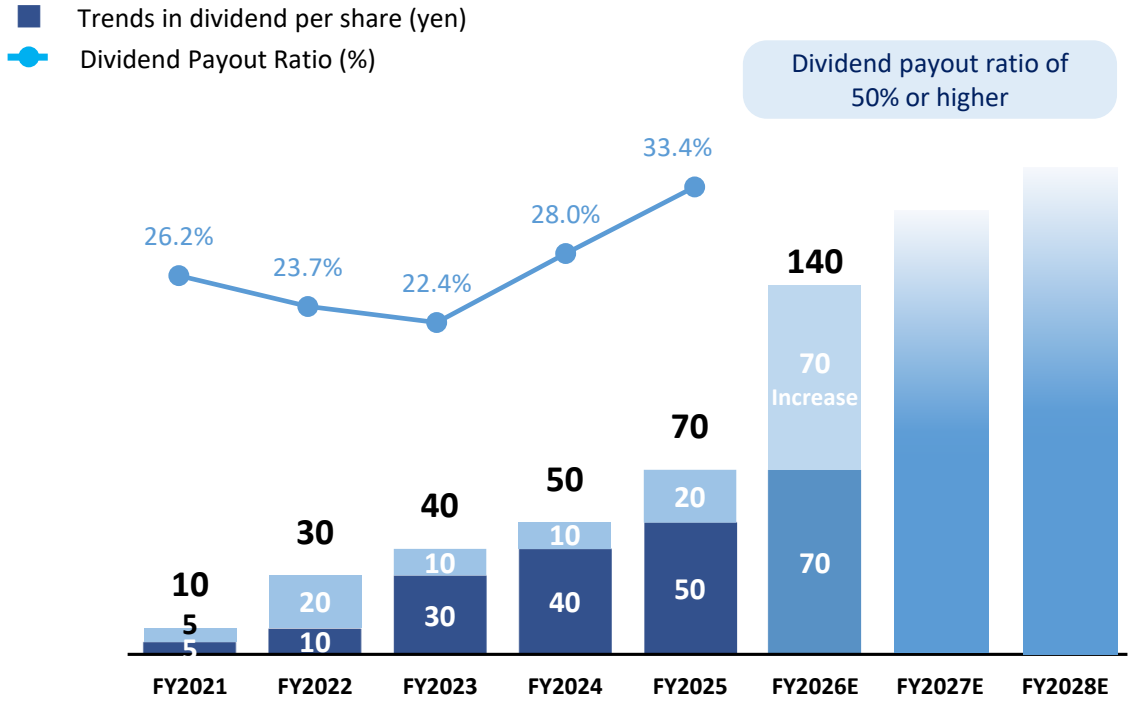
Shareholder Returns

Revision of Dividend Policy (Enhancing Shareholder Returns)

TSUBURAYA FIELDS HOLDINGS

■ Our new policy sets a dividend payout ratio of 50% or higher as the benchmark.

Annual Dividends and Dividend Payout Ratio Trends



Profit (Unit: Billions of Yen)	2.47	8.22	11.69	11.15	13.05	15.00	16.00	18.00

Payment of Special Dividend (interim dividend) of ¥70 per share

Full-year dividend forecast for FY2026
¥70 to ¥140 (special dividend of ¥70 + year-end dividend of ¥70).
For the FY2026, the interim dividend is paid as a special dividend; from the next fiscal year onward, we plan to pay interim dividends on an ongoing basis.

Dividend Payout Ratio of 50% or higher

We aim to deliver stable and continuous dividends with a payout ratio of 50% or higher, considering future business expansion and changes in the operating environment.

* The Company executed a 2-for-1 stock split of its common stock on March 22, 2023. Dividend per share for the fiscal year ended March 31, 2022 and prior is calculated on a post-split basis.

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Appendix

H1 FY2026 [Consolidated B/S, Consolidated C/F]

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

Consolidated B/S	End of Mar. 2026	End of Sep. 2026	Change from end of previous FY
Current assets	**740.8**	**858.8**	+118.0
Non-current assets	**292.7**	**305.9**	+13.2
Total assets	**1,033.6**	**1,164.8**	+131.2
Current liabilities	**248.1**	**329.4**	+81.3
Non-current liabilities	**123.5**	**128.3**	+4.7
Total liabilities	**371.7**	**457.8**	+86.1
Total net assets	**661.8**	**706.9**	+45.1
Total liabilities and net assets	**1,033.6**	**1,164.8**	+131.2

Consolidated C/F	H1 FY2025	H1 FY2026	YoY change
Cash flows from operating activities	**109.0**	**37.7**	(71.3)
Cash flows from investing activities	**(12.1)**	**(24.5)**	(12.3)
Cash flows from financing activities	**(42.2)**	**(39.4)**	+2.7
Increase in cash and cash equivalents	**54.7**	**(26.2)**	(81.0)
Cash and cash equivalents at beginning of period	**308.5**	**308.3**	(0.1)
Cash and cash equivalents at end of period	**363.3**	**282.0**	(81.2)

* Figures less than ¥10 million are rounded down.

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[Repost] Thee-Year Group Medium-Term Management Plan

TSUBURAYA FIELDS HOLDINGS

(Unit: 100 million yen)

	FY2025 (Results)	Group Medium-Term Management Plan (FY2026-2028)					
		FY2026		FY2027		FY2028	
		Initial plan	Revised plan (Jul. 27th)	Initial plan	Revised plan (Jul. 27th)	Initial plan	Revised plan (Jul. 27th)
Net sales	**1,741.4**	1,870.0	**2,053.0**	1,930.0	**2,153.0**	2,020.0	**2,303.0**
Content and digital business segment	138.7	153.0	**190.0**	205.0	**240.0**	240.0	**290.0**
Amusement business segment	1,590.6	1,700.0	**1,850.0**	1,710.0	**1,900.0**	1,760.0	**2,000.0**
Other business segment &Adjusted amount	11.9	15.0	**13.0**	15.0	**13.0**	15.0	**13.0**
Operating profit	**174.5**	190.0	**225.0**	217.0	**255.0**	250.0	**285.0**
Content and digital business segment	9.3	30.0	**45.0**	37.0	**55.0**	50.0	**65.0**
Amusement business segment	198.8	200.0	**220.0**	220.0	**240.0**	240.0	**260.0**
Other business segment &Adjusted amount	(33.6)	(40.0)	**(40.0)**	(40.0)	**(40.0)**	(40.0)	**(40.0)**
Ordinary profit	**177.5**	191.5	**226.5**	218.5	**256.5**	251.5	**286.5**
Profit attributable to owners of parent	**130.5**	135.0	**150.0**	138.0	**160.0**	155.0	**180.0**

* Figures less than ¥10 million are rounded down.

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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.