

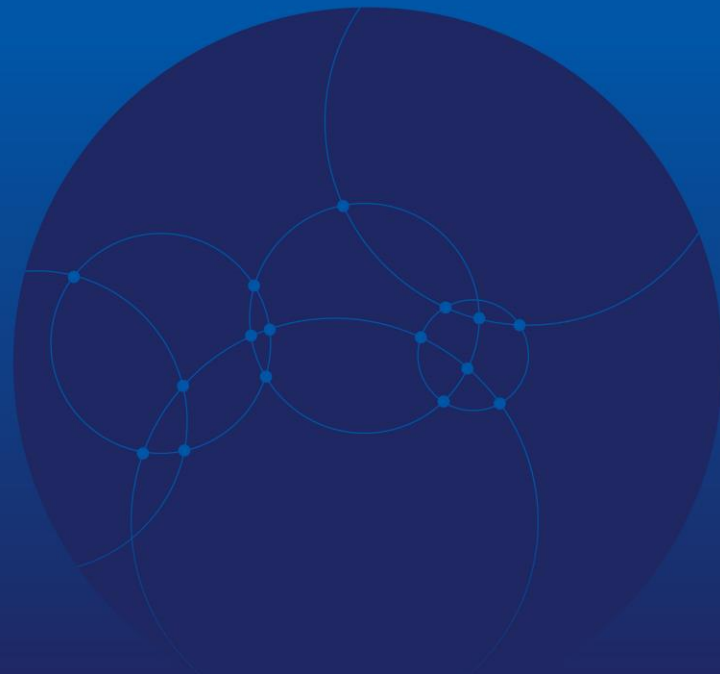
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Summary of 3Q FY2023 Earnings

Jan 31, 2024

WOWOW INC.

Tokyo Stock Exchange,
Prime Market
Stock code number : 4839



1. 3Q FY2023 Earnings Highlights
2. 3Q FY2023 and FY2023 Results Forecast

Appendix

3Q FY2023 Earnings Highlights①

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New Subscription

- Gross new subscriptions increased by 82,000 year on year mainly due to the popularity of soccer, the NBA and live music performances.
- Net new subscriptions in October to December increased for the first time since October to December 2017.

(Thousands)

	3Q FY2022	3Q FY2023	Difference	October to December 2022	October to December 2023	Difference
Gross New Subscriptions	380	462	82	99	166	68
Cancellations	506	543	37	164	163	-1
Net New Subscriptions	-126	-81	45	-65	3	68
Net Cumulative Subscriptions	2,554	2,479	-76			
UEFA Champions League/UEFA Europa League 2023-24 Season Pass※		11	—			

※Season pass subscriptions are not included in new subscriptions.

Income & Expenditure (Consolidated)

- Revenue decreased year on year due to factors such as a decrease in membership revenue.
- Ordinary income decreased due to the impact of lower income on account of the decrease in revenue despite advertisement expense decrease and improvement in foreign exchange gain/loss.

(Millions of yen)

	3Q FY2022	3Q FY2023	Difference	YoY
Revenue	57,633	55,334	-2,299	96.0%
Ordinary Income	4,181	2,983	-1,197	71.4%

※Figures rounded down to millions of yen.

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Forecast

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3Q FY2023 Subscription

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(Thousands)

	3Q FY2022	3Q FY2023	Previous Period Comparison	
			Difference	YoY
Gross New Subscriptions	380	462	82	121.6%
Cancellations	506	543	37	107.3%
Net New Subscriptions	-126	-81	45	—
Net Cumulative Subscriptions	2,554	2,479	-76	97.0%
Of these, multi-subscriptions*1	362	341	-22	94.0%
Of these, hotel subscriptions*2	81	84	3	104.2%
UEFA Champions League/UEFA Europa League 2023-24 Season Pass*3		11	—	—

*1 Existing subscribers are granted two additional subscriptions for a discounted price (JPY990/month – the first subscription is JPY2,530/month, tax included).

*2 Agreements with hotels and other accommodations for viewing in guest rooms.

*3 Season pass subscriptions are not included in new subscriptions.

3Q FY2023 Income & Expenditure

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(Millions of yen)

	3Q FY2022		3Q FY2023		Previous Period Comparison	
	Result	Percent of Revenue	Result	Percent of Revenue	Difference	YoY
Revenue	57,633	100.0%	55,334	100.0%	-2,299	96.0%
Operating Income	4,131	7.2%	2,424	4.4%	-1,707	58.7%
Ordinary Income	4,181	7.3%	2,983	5.4%	-1,197	71.4%
Profit Attributable to Owners of Parent	2,807	4.9%	1,757	3.2%	-1,049	62.6%

※ Figures rounded down to millions of yen.

Comparison of Consolidated Revenue / Operating Income by Segment

Media and Content

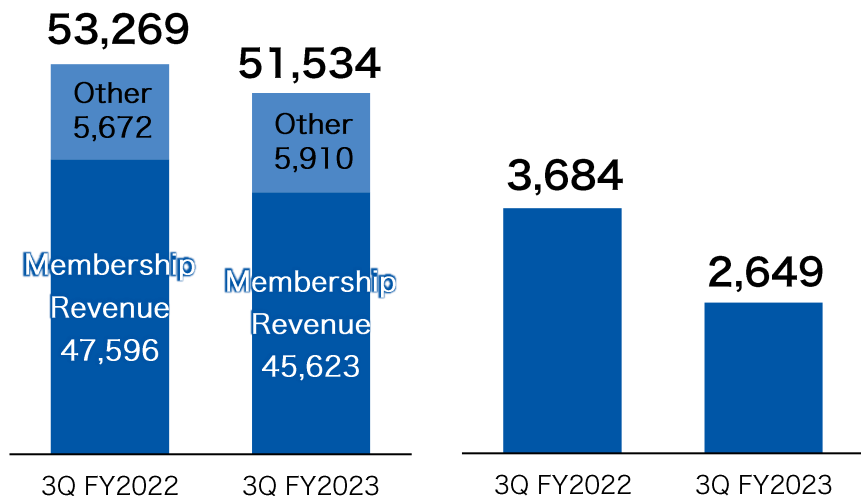
(Millions of yen)

Revenue

YoY **96.7%**

Operating Income

YoY **71.9%**



Telemarketing

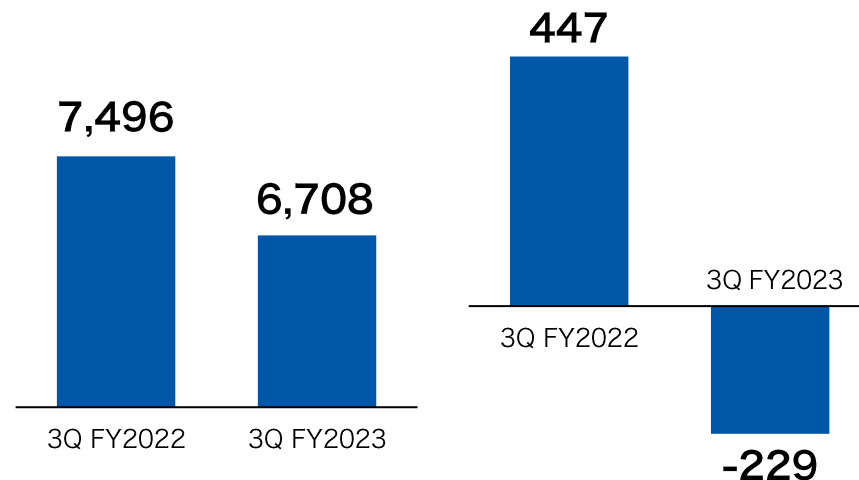
(Millions of yen)

Revenue

YoY **89.5%**

Operating Income

YoY **—**



※Figures rounded down to millions of yen.

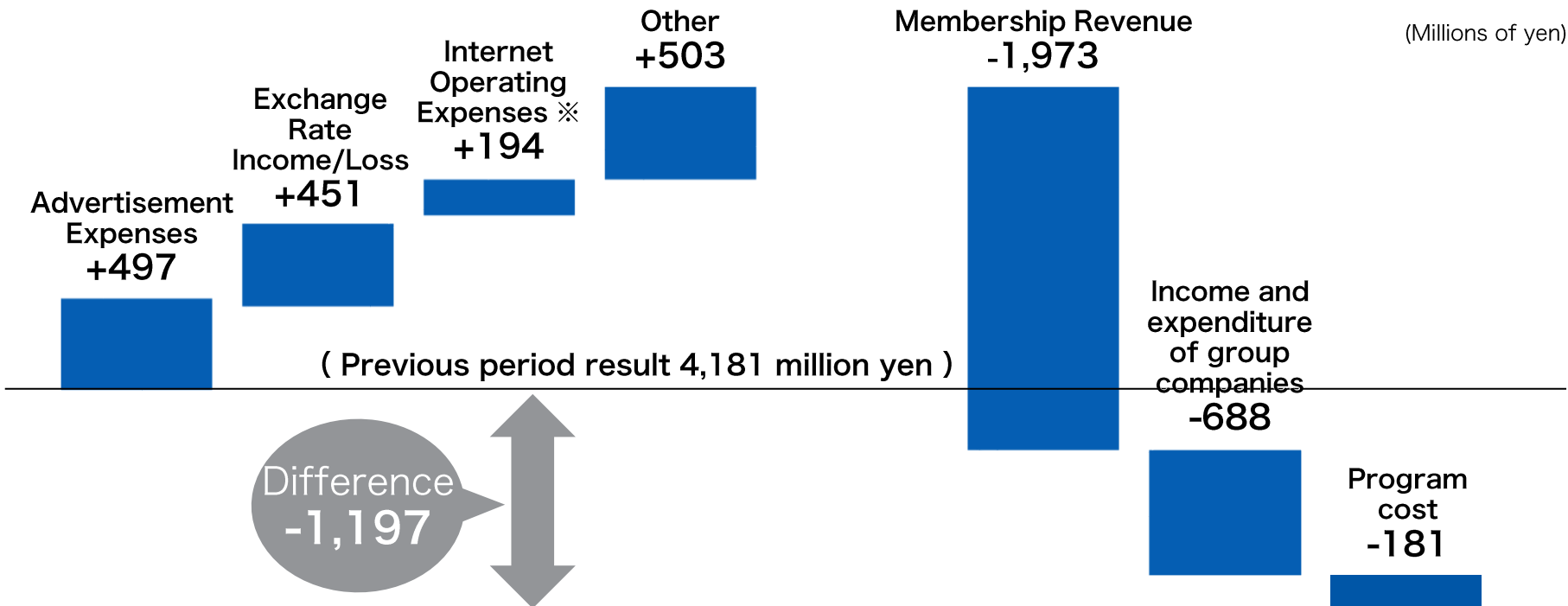
※The amounts for each segment include transactions between segments.

Consolidated Ordinary Income Factors in Difference from Previous Period

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Increase Factors (+)

Decrease Factors (-)



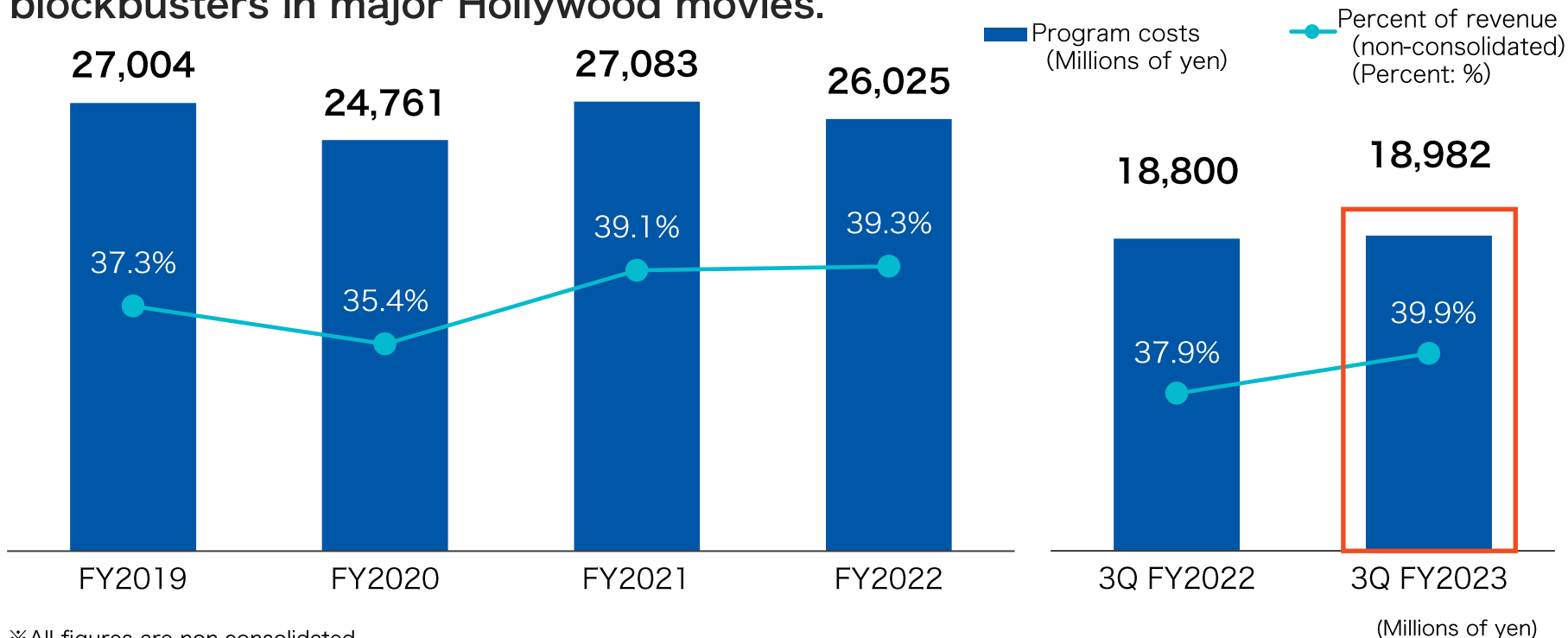
※ Internet Operating Expenses: Expenses related to operation and maintenance of WOWOW On-Demand and WOWOW Online

※ The figure for each factor is the difference from the same period the previous year, with + representing an increase factor.
Figures rounded down to millions of yen.

(Result : 2,983 million yen)

Change in Program Cost

Program costs increased year on year mainly due to the broadcast/transmission of live music performances by popular artists and blockbusters in major Hollywood movies.



※All figures are non-consolidated.
※Figures rounded down to millions of yen.

FY2023 Subscription Plan (announced October 31, 2023)

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(Thousands)

	Result FY2022	FY2023 Plan	Breakdown		Previous Period Difference
			2Q FY2023	2H FY2023 Plan	
Gross New Subscriptions	551	640	296	344	89
Cancellations	672	720	380	340	48
Net New Subscriptions	-121	-80	-84	4	41
Net Cumulative Subscriptions	2,560	2,480	2,476	2,480	-80

FY2023 Income & Expenditure Plan (announced October 31, 2023)

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(Millions of yen)

	Initial FY 2022	FY2023		Previous Period Difference	Previous Period Comparison
		Plan	Percent of Revenue		
Revenue	77,101	75,500	100.0%	-1,601	97.9%
Operating Income	3,225	900	1.2%	-2,325	27.9%
Ordinary Income	3,547	1,600	2.1%	-1,947	45.1%
Profit Attributable to Owners of Parent	2,398	700	0.9%	-1,698	29.2%

※Program costs forecast to be approximately 40% of non-consolidated revenue. (Non-consolidated revenue forecast for FY2023: 64,400 million yen)

※Estimated foreign exchange rate: 1 USD = 150yen ※Figures rounded down to millions of yen.

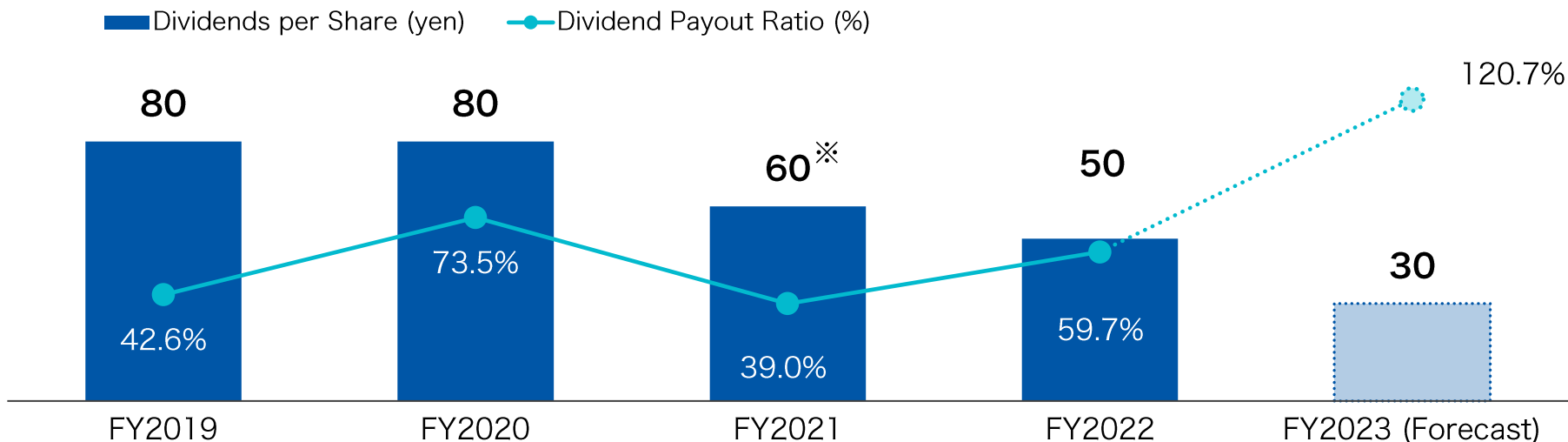
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Dividend Policy

The Company aims for uninterrupted and stable dividends while retaining sufficient earnings by taking into consideration each fiscal year's business performance, strengthening of financial structure, medium- to long-term business strategy and other factors in a comprehensive manner.

Change in Dividends over the Past Five Years/Dividend Payout Ratio



* Regular 50-yen dividend + 10-yen 30th anniversary dividend

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Numerical data details are now available in “DATABOOK” in the IR section of the website.

<https://corporate.wowow.co.jp/en/ir/finance/databook/>



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Cautionary Statement:

The earnings forecasts described in this document are made based on decisions and assumptions relying on information currently available to WOWOW INC. as of the date hereof and thus include risks and uncertainties.

The actual financial results may substantially differ due to various factors.

The factors that may influence actual financial results include, but are not limited to, economic conditions and market trends surrounding business sectors of WOWOW INC. and its group companies.

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