

FY2025 1Q Earnings Announcement

Event Summary

Date : July 31, 2025 15:30-16:30

Speakers : Hitoshi Yamamoto Representative Director, President & CEO
Junichi Onoue Board Director, Senior Managing Executive Officer
Tami Ihara Board Director, Senior Managing Executive Officer

Presentation

Moderator: Thank you very much for taking time out of your busy schedule today to participate in the WOWOW Q1 financial results briefing for FY2025. In addition to the venue here today, we are also streaming the briefing online.

Please note that the content of the briefing and the question-and-answer session will be recorded for our records. In addition, a full transcript will be posted on external organizations and our corporate website. Please understand this in advance.

As for the briefing materials we handed out to the participants in the venue, if you are attending the meeting online, please refer to the IR information from the IR Library on our corporate website. There will be time for questions and answers at the end of the presentation. You can ask questions from either the venue or online.

I would now like to introduce today's attendees. Hitoshi Yamamoto, Representative Director, President & CEO; Junichi Onoue, Board Director, Senior Managing Executive Officer; and Tami Ihara, Board Director, Senior Managing Executive Officer.

To begin, we would like to present the financial highlights for Q1 of FY2025. President Yamamoto, please.

1Q FY2025 Earnings Highlights①

Income & Expenditure (Consolidated)

- Revenue decreased due to a decrease in "Membership Revenue" and other factors, despite increase in sales of group companies
- Ordinary income decreased due to a decrease in "Membership Revenue" and other factors, despite an increase in sales of group companies and a decrease in expenses due to the termination of 4K broadcasting and other factors

(Millions of yen)

	1Q FY2024	1Q FY2025	Difference	YoY
Revenue	18,791	18,694	-96	99.5%
Ordinary Income	1,653	1,422	-231	86.0%

*Figures rounded down to millions of yen.

©2025 WOWOW INC. | 3

Yamamoto: I am Yamamoto, Representative Director, President & CEO. Thank you very much for attending today's financial results briefing.

I will now explain the highlights of Q1 of FY2025.

The slide on page three, the earnings highlights. Revenue decreased mainly due to a decline in membership revenue, despite an increase in sales from group companies.

Ordinary income decreased because although there were factors to increase income, such as increased sales by group companies and decreased expenses due to the termination of 4K broadcasting and other factors, it could not cover the decrease in membership revenue and others.

1Q FY2025 Earnings Highlights②

New Subscription

- UEFA Champions League and music contents received favorable reviews, but gross new subscriptions decreased due to the launch of WOWSPO and broadcast/transmitted of UEFA EURO 2024 in the same period of the previous fiscal year
- Cancellations improved year-on-year, but net new subscriptions decreased

	1Q FY2024	1Q FY2025	Difference	YoY
Gross New Subscriptions	198	157	-41	79.1%
Cancellations	238	234	-4	98.2%
Net New Subscriptions	-40	-77	-37	—
Net Cumulative Subscriptions	2,427	2,283	-145	94.0%

(Thousands)

©2025 WOWOW INC. | 4

The slide on page four, subscription highlights. In Q1 of FY2025, there were 157,000 gross new subscriptions and 234,000 cancellations.

Although sports and music content received favorable reviews and led to the acquisition of new subscribers, the number of gross new subscriptions decreased from the previous fiscal year due to factors that had a positive impact on the same period last year, including the launch of WOWSPO and the broadcast and transmitted of UEFA EURO 2024™.

On the other hand, the number of cancellations improved YoY, despite cancellations due to the termination of programs that subscribers joined for and other factors. As a result, net new subscriptions decreased by 77,000, bringing the net cumulative subscriptions to 2,283,000. Next, Mr. Onoue, who oversees Corporate Management, Finance & Accounting, will explain the details of the financial figures.

1Q FY2025 Income & Expenditure

WOWOW
(Millions of yen)

	1Q FY2024		1Q FY2025		Previous Period Comparison	
	Result	Percent of Revenue	Result	Percent of Revenue	Difference	YoY
Revenue	18,791	100.0%	18,694	100.0%	-96	99.5%
Operating Income	1,398	7.4%	1,176	6.3%	-221	84.1%
Ordinary Income	1,653	8.8%	1,422	7.6%	-231	86.0%
Profit Attributable to Owners of Parent	1,107	5.9%	997	5.3%	-109	90.1%

* Figures rounded down to millions of yen.

* In the previous consolidated fiscal year, we changed the closing date of our consolidated subsidiary Frost International Corporation from December 31 to March 31, which is the same as the consolidated closing date of WOWOW INC. Therefore, in the previous consolidated fiscal year, the consolidated subsidiary had an irregular 15-month consolidated accounting period (January 1, 2024 to March 31, 2025).

©2025 WOWOW INC. 6

Onoue: My name is Onoue from Corporate Management, Finance & Accounting. I am in charge of investor relations. I will explain up to the dividend plan on slide 13.

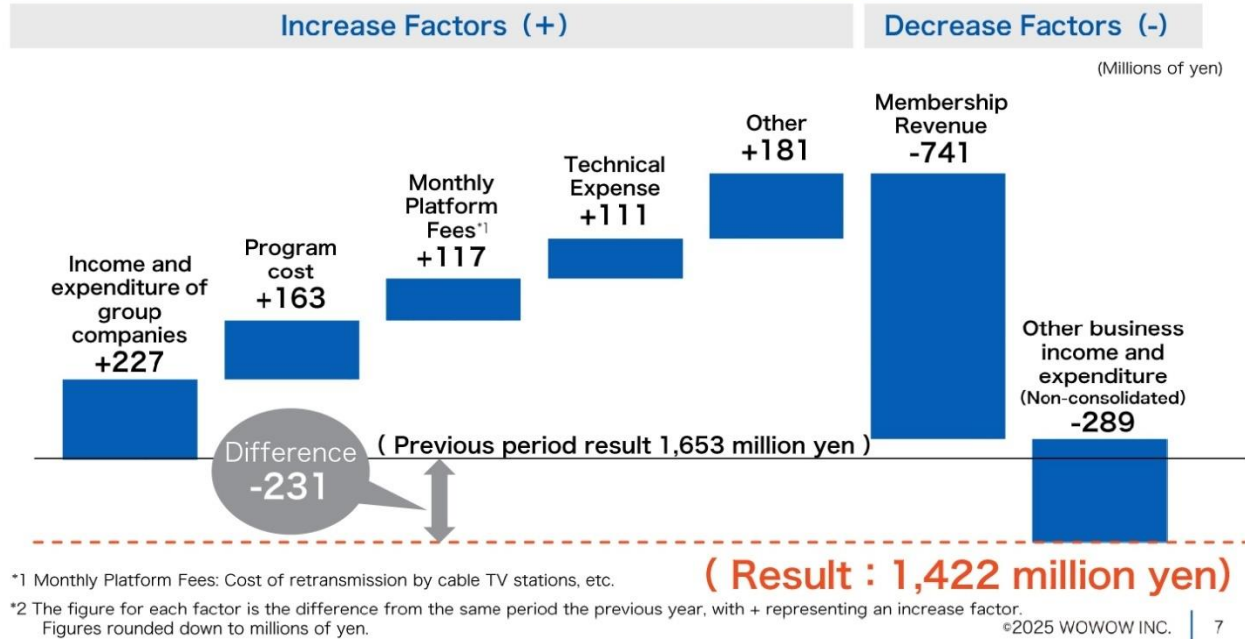
First, the slide on page six shows the consolidated income and expenditure. Both revenue and income decreased compared with the same period of the previous year. Revenue was JPY18,694 million, down JPY96 million. Ordinary income was JPY1,422 million, down JPY231 million.

Revenue decreased mainly due to a decline in membership revenue, despite an increase in sales of group companies. Although there were factors to increase ordinary income, such as increased sales of group companies and decreased expenses associated with the termination of 4K broadcasting and other factors, they could not cover the decrease in membership revenue and other factors.

In addition, a gain on sales of investment securities of JPY42 million was recorded as extraordinary income. This is due to the fact that we applied for TOB for the shares of IMAGICA GROUP. As a result, profit attributable to owners of parent was JPY997 million, a decrease of JPY109 million.

Consolidated Ordinary Income Factors in Difference from Previous Period

WOWOW



The next slide on page seven is the consolidated ordinary income factors in difference from the previous period. The left-hand side shows the factors that increased income and the right-hand side shows the factors that decreased income.

First, the factors for the increase.

Income and expenditure of group companies increased by JPY227 million, mainly due to the addition of CINRA, which WOWOW Communications acquired last October.

Program cost decreased by JPY163 million. Details will be explained later.

Monthly platform fee, which is the cost of retransmission by cable TV stations, etc., decreased by JPY117 million due to a decrease in the number of members.

Technical expense decreased by JPY111 million, mainly due to the termination of 4K broadcasting.

Other includes a decrease mainly in depreciation expense due to the termination of 4K broadcasting, etc.

Next are the decrease factors.

Membership revenue decreased by JPY741 million.

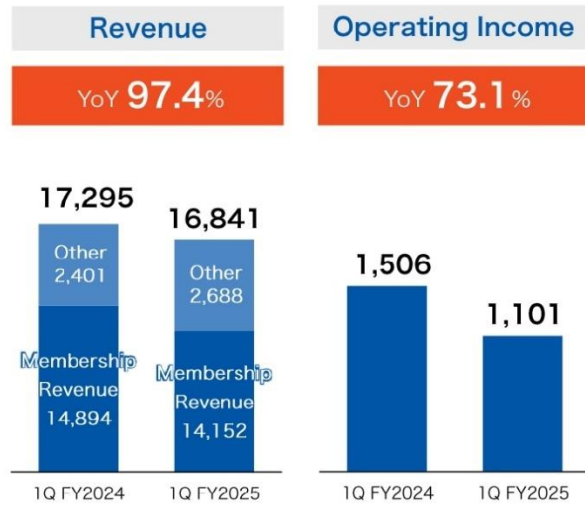
In addition, other business income and expenditure decreased by JPY289 million. This was mainly due to the sales of the Golden Kamuy movie in the same period of the previous year. As a result, income decreased by JPY231 million.

Comparison of Consolidated Revenue /Operating Income by Segment

WOWOW

Media and Content

(Millions of yen)



*Figures rounded down to millions of yen.

*The amounts for each segment include transactions between segments.

Telemarketing

(Millions of yen)



©2025 WOWOW INC.

8

The next slide on page eight is a comparison by segment.

First is the media and content segment. Membership revenue received from customers' accounts for a large portion of revenue.

Revenue decreased JPY453 million YoY as the increase in other income due to higher sales at WOWOW BRIDGE and other group companies failed to offset the decline in membership revenue.

Operating income decreased by JPY404 million due to the decrease in revenue.

Next is the telemarketing segment.

This business is conducted by WOWOW Communications, a consolidated subsidiary.

Revenue increased by JPY298 million, mainly due to the addition of CINRA sales.

Operating income increased by JPY184 million due to the increase in revenue.

1Q FY2025 Subscription

WOWOW

		(Thousands)		
	1Q FY2024	1Q FY2025	Previous Period Comparison Difference	YoY
Gross New Subscriptions	198	157	-41	79.1%
Cancellations	238	234	-4	98.2%
Net New Subscriptions	-40	-77	-37	—
Net Cumulative Subscriptions	2,427	2,283	-145	94.0%
Of these, multi-subscriptions*1	329	307	-22	93.2%
Of these, hotel subscriptions*2	87	89	2	102.5%

*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.

©2025 WOWOW INC. | 9

The slide on page nine is about the subscription status.

Gross new subscriptions totaled 157,000. This was a decrease of 41,000 compared to the same period last year. Sports content such as the UEFA Champions League and French Open, and music content such as TVXQ and SUPER BEAVER were well received, leading to the acquisition of new subscribers.

On the other hand, the number of gross new subscriptions decreased due to factors such as the launch of WWSPO in April 2024 and the broadcasting and transmitted of the UEFA EURO 2024™ in the same period last year.

The number of cancellations totaled 234,000, a decrease of 4,000 YoY.

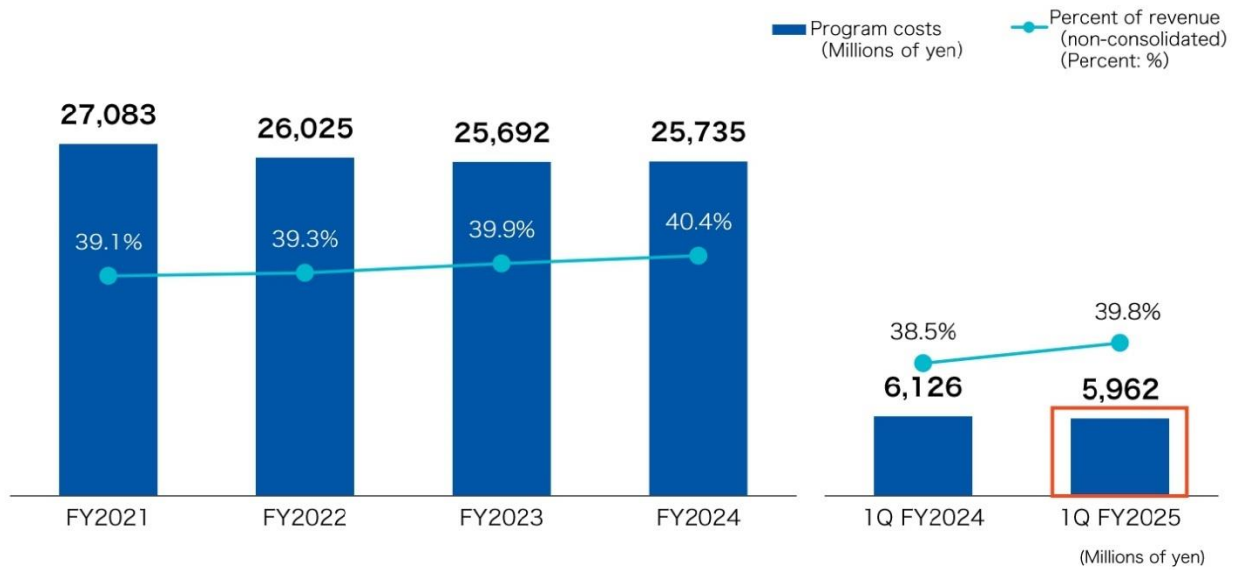
The number of cancellations improved YoY, although there were cancellations due to the termination of soccer content and other programs subscribers joined for.

As a result, net new subscriptions decreased by 37,000 YoY to a minus 77,000.

Net cumulative subscriptions decreased by 145,000 to 2,283,000.

Change in Program Cost

WOWOW



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

©2025 WOWOW INC. | 10

The next slide on page 10 shows the change in program cost.

Although broadcasting and streaming of music content was strengthened in Q1, program cost decreased by JPY163 million mainly due to the broadcasting and transmitted of major content such as TOKYO VICE Season 2 in the same period last year.

FY2025 Income & Expenditure Plan

WOWOW
(Millions of yen)

	FY2024		Initial FY2025		Comparison	
	Result	Percent of Revenue	Plan	Percent of Revenue	Difference	YoY
Revenue	76,757	100.0%	76,600	100.0%	-157	99.8%
Operating Income	2,036	2.7%	700	0.9%	-1,336	34.4%
Ordinary Income	2,997	3.9%	1,500	2.0%	-1,497	50.0%
Profit Attributable to Owners of Parent	637	0.8%	800	1.0%	162	125.4%

*Program costs forecast to be approximately 42.0% of non-consolidated revenue. (Non-consolidated revenue forecast for FY2025: 62,300 million yen)

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

©2025 WOWOW INC. | 11

The next slide on page 11 is the income and expenditure plan for FY2025.

There is no change from the figures published in May.

Revenue is expected to decrease YoY due to a decrease in membership revenue, despite the contribution of CINRA, acquired last October, for the full year, an increase in the telemarketing segment due to an increase in non-group sales, and an increase in sales due to the multi-layering of the business.

Ordinary income is expected to decrease YoY due to lower sales, despite lower expenditure from more efficient marketing costs and lower expenditure related to 4K broadcasting.

Profit is expected to increase due to the absence of extraordinary losses such as impairment losses incurred in the previous fiscal year.

FY2025 Subscription Plan

WOWOW

(Thousands)

	Result FY2024	Initial FY2025 Plan	Comparison	
			Difference	YoY
Net New Subscriptions	-107	-100	7	—
Net Cumulative Subscriptions	2,360	2,260	-100	95.8%

©2025 WOWOW INC. | 12

On page 12 is the FY2025 subscription plan.

There is no change here from the figures published in May. Net new subscriptions is minus 100,000, bringing net cumulative subscriptions to 2.26 million.

Although the number of net new subscriptions was minus 77,000 as of Q1, we expect a certain amount of cancellations due to the end of the sports content season, and expect that customers who have cancelled their subscriptions due to the start of a new season will gradually come back after this period. We will also aim to acquire subscriptions through the introduction of content from Q2 onward, which will be explained later.

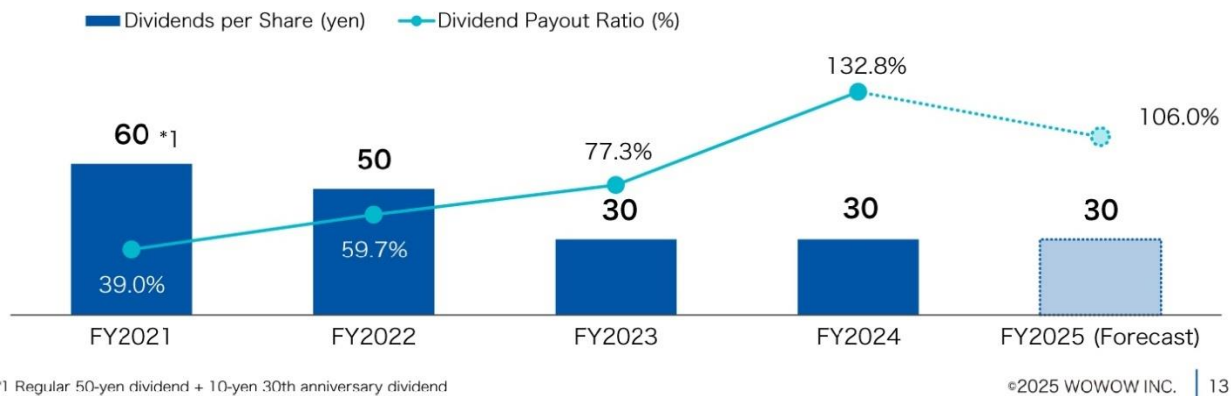
In addition, we will continue to aim to shift to an income and expenditure structure that is not significantly affected by increases and decreases in subscriptions by accelerating growth through multi-layered business operations linked to content, as set forth in the medium-term management plan.

Dividend Plan for FY2025

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



The slide on page 13 is the FY2025 dividend plan.

There will be no change here either. We plan to pay a dividend of JPY30 per share. We recognize the importance of shareholder returns and will maintain our policy of paying stable dividends on an ongoing basis.

That is all from me.

オリジナルドラマや音楽ライブが充実

WOWOW



©2025 WOWOW INC. | 15

Ihara: Hello everyone. My name is Ihara, and I am in charge of membership business strategy. Thank you.

From August to October, it is filled with original dramas and live music performances. Our original drama series will include Yoru no Douhyou - Aru Yougisha wo Meguru Kiroku, a socialist mystery series starring Hidetaka Yoshioka, based on the original story by You Ashizawa, winner of the Mystery Writers of Japan Award; and 1972 Nagisa no Keika, featuring Issei Takahashi in his first starring role in the serial drama W. This is a crime-suspense drama set in Okinawa in 1972, just before the return of Okinawa to mainland Japan, and is an original drama that only WOWOW, which produced the serial drama W Fence that also took place in Okinawa and won the Grand Prize in the TV category at the 61st Galaxy Award, could produce.

In terms of music content, WOWOW will continue its exclusive live transmitted of SUMMER SONIC 2025 as the official TV, following last year's event. Please enjoy Japan's leading urban festival featuring top artists regardless of genre, such as Western music, J-pop, and K-pop. Following Asia and the US, YOASOBI will expand their activities into Europe in June 2025, and we will be broadcasting and transmitted their first European solo show at the OVO Arena Wembley in England.

多層サービスの推進

WOWOW

ATEEZ 2025 WORLD TOUR [IN YOUR FANTASY] IN JAPAN

ATEEZグッズ
オフィシャルグッズも販売

会場限定キーホルダー(全3種)

公演日別ナンバープレートキーホルダー(全7種)

OFFICIAL LIGHT STICK VER.2

JAZZ NOT ONLY JAZZ II
東京国際フォーラム 9月18日(木)

劇場版『JAZZ NOT ONLY JAZZ』
9月19日(金)より全国の映画館で公開

さいたまスーパーアリーナ：9月13日(土)～15日(月・祝)
ポートメッセなごや 第1展示館：9月20日(土)～21日(日)
GLION ARENA KOBE：10月22日(水)～23日(木)

©2025 WOWOW INC. | 16

I will now explain on slide 16 about the promotion of multi-layered services, one of the key strategies of the medium-term management plan announced in May.

First, let's talk about ATEEZ, which we are working on box office and merchandise sales in addition to broadcasting and transmitted rights for solo performances in Japan. Starting in September, ATEEZ will be holding their largest-ever arena tour in Japan, ATEEZ 2025 World Tour [In Your Fantasy] in Japan. They are global artists holding tours in the US and Europe as well as Asia, and they will do seven shows in three cities throughout Japan, attracting a total of 75,000 people. Light sticks, limited venue edition keychains, and other merchandise will also be available for purchase.

Next is our sponsored event, JAZZ NOT ONLY JAZZ. The first event, held in June last year, was a huge hit, with tickets sold out even as the first event. In addition to broadcast and transmitted on WOWOW, the movie version will be released on September 19 this year, and various other multi-layered services are being developed. This second event will feature such as Ringo Sheena and Grammy Award-winning artist Robert Glasper. This live performance project, which will continue from the previous show, will bring together a splendid cast, and tickets have already been sold out and are very popular. Streaming tickets for the day's events will also be available through Streaming+ and other streaming channels. Following the first phase, we will continue to promote multi-layered development that is not limited to holding events.



The slide on page 17 is about new e-commerce services. Preparations are steadily underway for the launch of EC services this fall, one of the key strategies in the medium-term management plan.

In order to develop this new business from the current wowshop, the name will change to "WOWOW Hyakkaten," and the store concept is "a department store for adults who follow their senses and enjoy life".

The logo for the WOWOW Hyakkaten was created by creator Ryu Mieno. Mr. Mieno specializes in graphic production centered on text, and has been involved in projects such as the Tokyo Olympics and Osaka World Expo. Regarding the new WOWOW Hyakkaten's logo, he commented, "I created it with an image that is both playful and mature, with a hint of humor in its elegance, crispness, and strength."

In this WOWOW Hyakkaten, we would like to welcome our customers with not only content-linked products, but also limited-time-only products and lifestyle products that match the seasons. Please look forward to its opening this fall.

「WOWOW 夢中のトビラボ」における取り組み

WOWOW



©2025 WOWOW INC. | 18

The slide on page 18 is about the WOWOW Muchu no Tobi Labo initiative.

In order to realize our purpose, "Fill your life with WOW and increase the number of adults who live enthusiastically" the WOWOW Muchu no Tobi Labo will not limit itself to the entertainment domain, but will promote research on adults' passions by understanding consumers from a wide variety of perspectives, with the aim of gaining important insights.

In May, we released our first report, the Muchu no Chikara Survey, in collaboration with Hakuhodo, and held a webinar in June. Thanks to the participation of approximately 230 people, we were pleased with the high level of interest in the event.

According to the survey, 51.2% of people in their 20s to 70s have things they are passionate about, and people who are passionate about things that are not influenced by others' evaluations have twice as much life satisfaction as those who are not passionate about things. This shows that having a passion for something enhances the quality of life and wellbeing of people.

WOWOW is also looking for partners to join us in activities that will lead to the wellbeing of consumers, and we hope that this institute will lead to new business opportunities.

The second report and webinar will be held in the fall of this year, and will focus more deeply on the over 50s, a group that has a high percentage of self-directed passions. As

WOWOW

soon as the details are decided, we will announce it on this page and other places.

Through the lineup of original content and topical titles explained above, multi-layered services, e-commerce, and various other initiatives, we will continue to evolve into a company that provides “enthusiasm” to the daily lives of members. Please stay tuned. Thank you for your attention.

Question & Answer

Moderator [M]: We will now move on to the question-and-answer session. If you have any questions, please ask after you have stated your company name and name. We will now accept your questions. If you have any questions, please ask.

Questioner A [Q]: It wasn't mentioned today, but on July 18, there was a release about starting a joint project for the purpose of business validation in the vertical short drama area.

I think there are many broadcasters that are taking on the challenge of producing and streaming vertical short dramas as a business, but your company's release indicates that for the time being you plan to stream them for free on YouTube and TikTok, with plans to charge for them in the future. How do you plan to raise revenue as a business in the future?

Yamamoto [A]: Thank you. Vertical short dramas are very popular in the world, and WOWOW is going to conduct a trial, including verification, on a test basis, although we are late to the game.

As you all know, vertical short dramas are very popular among the younger generation, but WOWOW has received high acclaim for its serial drama W, which is aimed at the adult generation. The vertical short dramas will be conducted on a trial basis as a new method to target new audiences, while learning from our partners and their know-how.

We are in the process of verifying whether we will charge fees in the future, increase the number of videos on a full-scale, or go in a different direction, depending on the results of these efforts.

Questioner A [M]: Yes. I understand. Thank you very much.

Moderator [M]: If anyone has any other questions, please raise your hand. Any more questions? We will now conclude the question-and-answer session. President Yamamoto, any last words, please.

Yamamoto [M]: Thank you very much for attending today's financial results briefing. Finally, I would like to briefly introduce a major drama series, Suikoden, scheduled for broadcasting and transmitted in 2026.

WOWOW

This is a film adaptation of the epic novel by Kenzo Kitakata on an overwhelming scale never seen before in Japanese drama history. Starring Yuji Oda. The production features a splendid cast, including Takashi Sorimachi.

We will continue to announce information as it becomes available, so please stay tuned.

Also, as Ihara explained earlier, we will be handing out digital movie tickets for the movie version of JAZZ NOT ONLY JAZZ to everyone who is present at the venue now. The movie will hit theaters on September 19, so it is still a little while away, but it is a great show with rich content and very good sound, so we hope you will come watch it in theaters. Thank you very much for joining us today in this hot weather.

Moderator [M]: With that, we will conclude the presentation of the financial results for Q1 of FY2025. Thank you very much for joining us today.

[END]