

2Q FY2017 Earnings Summary Q&A (Six Months Ended September 30, 2017)

Q According to the mid-term management plan (FY2017-2020) announced in May 2017, WOWOW has set “increasing online members*” as a key strategy. What is the current status in terms of number of online members?

A While we cannot disclose the exact number of online members, we have been working hard to acquire new online members. For example, we have made it possible to register as an online member on a comprehensive tennis website, The Tennis Daily, and we are collaborating with a comic and novel service, Comico, to release an original comic series exclusively for online members.

Q Please explain the main reason for the difference of 700 million yen in operating income between the consolidated financial forecast for the second quarter of 5.1 billion yen, and the result announced today of 5.824 billion yen.

A The main reason for operating income being higher than the initial forecast is the postponement of the expenditure for certain major programs to the second half of

*Customers who have agreed to the online member terms of use and have an online ID (registration is free of charge)

