

WOWOW

WOWOW ANNOUNCES SENIOR MANAGEMENT CHANGE

New Executives in Place to Oversee Programming, Production, Business Entertainment, Engineering, ICT and More

Tokyo, Japan – June 20, 2019 – WOWOW, Japan's leading premium pay TV broadcaster, today revealed senior level management changes catalyzed by the company's growth and applied to advance its ongoing strategic initiatives.

Five new members have been elected to WOWOW's Board of Directors. They include three executives who have joined WOWOW from outside companies: **Hideki Tashiro**, who joins the company from TBS (Tokyo Broadcasting System Television), will oversee both the programming and production capacities at WOWOW; **Masahiko Mizuguchi**, who joins the company from Pony Canyon (a subsidiary of Fuji Television Network) will assume oversight of the company's Business & Entertainment Development Division ; and **Kenji Noshi**, who joins the company from Shizuoka Daiichi Television (a local network of Nippon Television Network Cooperation), will manage the company's Engineering and Information and Communication Technology divisions.

Meanwhile, two newly elected board members have been promoted from within WOWOW. They are **Junichi Onoue**, who oversees Investor Relations, Finance and Accounting and Strategy Integration; and **Hitoshi Yamamoto**, who oversees Human Resources and General Affairs.

Reelected Board members include WOWOW's President, **Akira Tanaka**, who has held the top role at WOWOW for the last four years; **Noriaki Kuromizu** who holds the position of Executive Vice President, and **Ichiro Yamazaki** who is Senior Managing Director now overseeing WOWOW's marketing division.

Board member staffing changes took effect on June 20th, 2019 following WOWOW's shareholders' meeting.

Changes to the board reflect the company's strategy to differentiate itself from competitors via strong content, maximize business through both its main subscription business and B2B sales of original content, promote ICT initiatives via the WOWOW Members On Demand service and grow the WOWOW group through operational reforms and synergy creation. The dynamic executive shifts aim for an organization that can nimbly and flexibly address a rapidly changing business environment and approach new challenges uninhibited by precedents and reinforcement of the company's content creativity by bringing in executives with great experience and insight in the Japanese television industry.

About WOWOW

WOWOW is Japan's leading premium pay TV broadcaster with approximately 2.9 million subscribers and the *first 24/7*, 3 channel, full-HD broadcaster in Japan. With a focus on quality entertainment and exceptional customer service, WOWOW has seen thirteen consecutive years of net growth in subscribers. As of July 2011, all of the company's subscribers are now on a digital subscription, which includes access to WOWOW's groundbreaking Members On Demand service.

Listed in the First Section of the Tokyo Stock exchange, WOWOW's subscription offering includes 3 premium Full-HD channels and a streaming service:



WOWOW Prime covers a wide range of genres, including 10 popular overseas TV drama series per week along with our original series, movies, and documentaries. WOWOW Prime is also the official channel for the live broadcasts of the Oscars, the Grammy Awards and the Tony Awards in Japan.

WOWOW Live brings exclusive live broadcasts of the world's greatest sports events along with live concerts and stage performances. Sports featured on WOWOW Live include boxing title matches, La Liga Española, LPGA, and more. Additionally, WOWOW Live broadcasts all four tennis Grand Slam Championships including the Australian Open, the French Open, Wimbledon and the US Open.

WOWOW Cinema carries titles from major studios and a lineup of approximately 1900 movie titles per year from all over the world. WOWOW Cinema provides an experience to the world of cinema through a selective collection of movies.

WOWOW Members On Demand offers subscribers the ability to view our quality programming anywhere and anytime. The streaming service features simultaneous transmission of all 3 linear channels, streaming of live events and sports that are not on linear broadcast, as well as on demand streaming of original and licensed series and movies.

WOWOW aspires to become a channel where viewers can always encounter something they had never experienced, and by doing so transform the role of television from something that is viewed passively, to a place where new and exciting encounters can be expected.

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