

**TSUBURAYA FIELDS HOLDINGS**



# Financial Presentation

for the first quarter of the fiscal year ending March 31, 2025

**TSUBURAYA FIELDS HOLDINGS INC.**

Tokyo Stock Exchange, Prime Market  
Security code: 2767  
August 2024

(Unit: billions of yen)

Consolidated P/L	FY2023		FY2024		
	Q1	Full-year	Q1	YoY change	Full-year forecast
Net sales	30.33	141.92	26.17	(13.7)%	155.0
Gross profit	5.39	26.45	6.60	+22.5%	-
SG&A expenses	3.36	14.63	4.08	+21.3%	-
Operating profit [net sales ratio]	2.02 [6.7%]	11.82 [8.3%]	2.51 [9.6%]	+24.4%	15.2 [9.8%]
Ordinary profit	2.18	12.94	3.32	+52.3%	16.1
Profit attributable to owners of parent	1.38	11.69	1.69	+22.6%	11.6
Dividend per share (annual)		40 yen			40 yen

\* Figures less than ¥10 million are rounded down.

\* Figures for the FY2023 (full-year) reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

# Q1, FY2024 [P/L by business segment]

TSUBURAYA FIELDS HOLDINGS

(Unit: billions of yen)

P/L by business segment		FY2023		FY2024		
		Q1	Full-year	Q1	YoY change	Full-year forecast
Content and digital business segment	Net sales	3.13	15.33	3.59	+14.9%	18.0
	Operating profit [net sales ratio]	0.78 (25.1%)	3.78 (24.7%)	1.04 [29.1%]	+33.6%	4.0 [22.2%]
PS business segment	Net sales	26.97	125.59	22.29	(17.4)%	135.0
	Operating profit [net sales ratio]	1.88 (7.0%)	10.41 (8.3%)	2.05 [9.2%]	+9.3%	13.5 [10.0%]
Other business	Net sales	0.40	1.60	0.41		
	Operating profit	0.00	0.01	0.00		
Adjustment amount	Net sales	(0.17)	(0.61)	(0.12)		
	Operating profit	(0.65)	(2.38)	(0.59)		

\* Figures less than ¥10 million are rounded down.

# Content and digital business segment

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(Unit: billions of yen)

	FY2023	FY2024	
	Q1	Q1	YoY change
Net sales	3.13	3.59	+14.9%
Operating profit	0.78	1.04	+33.6%

	FY2023	FY2024	
	Q1	Q1	YoY change
Net sales of Tsuburaya Productions	1.92	2.41	+25.9%
MD and license revenue	1.41	1.84	+30.6%
Overseas MD and license revenue	0.95	1.42	+49.1%
Domestic MD and license revenue	0.46	0.42	(7.7)%
Imaging and event business revenue	0.57	0.61	+6.7%

\* Figures less than ¥10 million are rounded down.

\* MD: Merchandising \* FMCG: Fast Moving Consumer Goods

## MD and license

▶ Details can be found on the next page

### [Main merchandise categories]

- **Toys and hobbies** :Growth in low-priced toys in addition to block toys
- **Lifestyle** :Growth mainly in children's apparels and stationeries
- **FMCG** :Food-related merchandise performed well
- **Card games** :Existing card games remained at the same level as the previous fiscal year
- **Others** :Licensing revenues from game collaborations contributed

## Imaging and event

### [Imaging]

- Progressing in program sales and distribution in North America and other regions

### [Live and event]

- Broadcasting and distribution of *Ultraman Arc* and *Ultraman: Rising*  
Pioneering promotional measures are performing well

## Digital Frontier

- In addition to VFX production for Netflix titles such as *City Hunter*, commissioned development of large-scale anime movies and gaming projects remained steady

Revenues by main merchandise categories (Unit: millions of yen)

Toys and hobbies

Toys (excluding block toys)

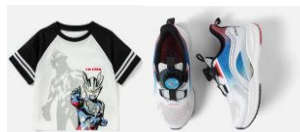


Block toys



Lifestyle

Apparels for children, etc.



Stationeries



FMCG

Foods, etc.



Card games

Card games

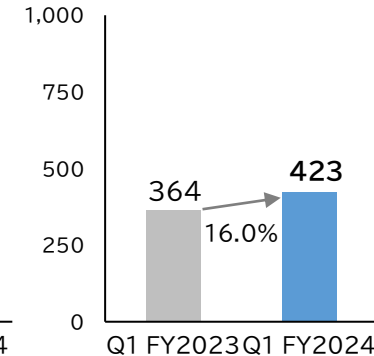
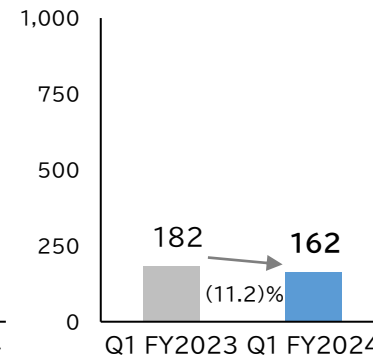
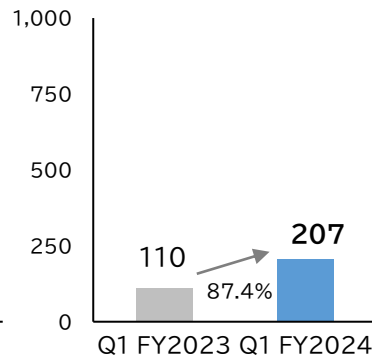
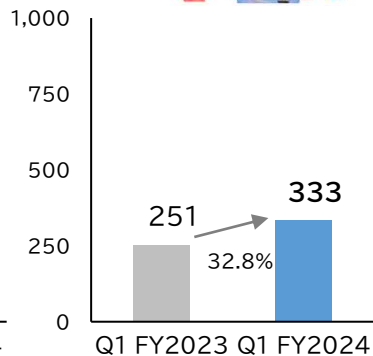
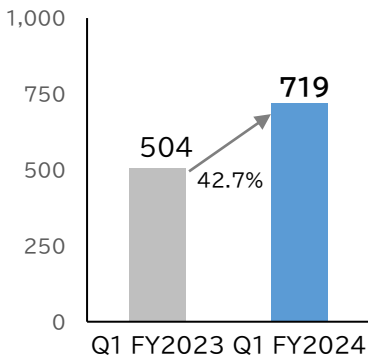


Others

Game collaborations

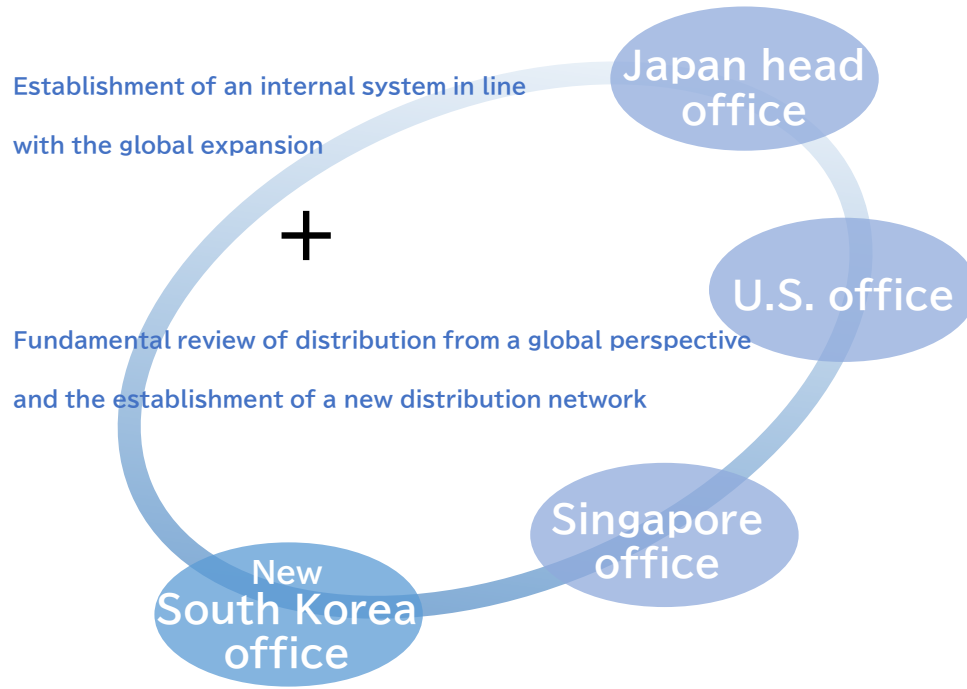


Books



## Five strategies for establishing global business

- 1 Establishment of an internal system  
in line with the global expansion
- 2 Fundamental review of distribution from a global perspective and  
the establishment of a new distribution network
- 3 Strengthening of development/ deployment of  
Ultraman series merchandise
- 4 Development of a variety of  
IP merchandise other than Ultraman
- 5 Development of new visual products

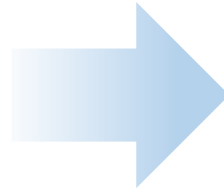


- Inviting professional personnel
- Direct trade with local partners cooperate with each base, expanding new licensees and strengthening merchandise distribution network
- Establishing a subsidiary in South Korea this summer and beginning market development



## (Results of initiatives with leading regional partners: Examples in China)

Fifth Ultraman area within theme park opened, further expanding touch points



The popularity of Ultraman is becoming a favorable chain for merchandising, and merchandise development for a broad range of consumers is expanding.

## Strengthening of development/ deployment of Ultraman series merchandise

- Started sales of Ultraman card game in October this year to strengthen merchandise capabilities of Ultraman series

- Orders launched in June remained steady

Domestically, it has expanded to include card specialty stores, major distributors, mass merchandisers, and convenience stores.

Overseas, orders from North America and Asia are brisk.



Supports four languages  
(English, Japanese, traditional and simplified chinese)  
Planned simultaneous launch in 15 countries worldwide

## Development of a variety of IP merchandise other than Ultraman

Leveraging our global relationships with distributors, we will expand the distribution of card games and a broader range of merchandise.

## Development of new visual products

Netflix movie *Ultraman: Rising* global simultaneous distribution on June 14



Ranked No. 2 in Netflix Weekly Global Ranking  
Became a weekly TOP10 in 69 countries/ regions worldwide

- This title has increased the popularity of Ultraman in the North American region, and we will work to further raise awareness by aggressively developing historical video titles that are attracting renewed attention
- Cultivate the North American market into a pillar of global merchandising development after China and Asia

# PS business segment

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(Unit:billions of yen)

	FY2023	FY2024	
	Q1	Q1	YoY change
Net sales	26.97	22.29	(17.4)%
Operating profit	1.88	2.05	+9.3%

## Sales results

(Unit: machines)

Pachinko	42,909	8,615	(79.9)%
Pachislot	17,488	20,676	+18.2%
Total	60,397	29,291	(51.5)%

\* Figures less than ¥10 million are rounded down.

\* PS: pachinko/pachislot

## PS business segment

- Acquire attractive IP and create a merchandise that meets the expectations of fans to grow medium-to long-term
  - FIELDS CORPORATION focuses on strengthening merchandise capabilities for mid-term deliveries in Q1, taking into account the latest market trends
- ➡ We plan to launch these merchandise in the optimal time from Q2 onward.
- **Total PS 29,000 units sold in Q1**  
 Pachinko : Sales of 8,000 units mainly for generics  
 Pachislot : Four titles including increased production, sold approximately 20,000 units
  - ACE DENKEN Co., Ltd. contributed greatly to the earnings of PS business, supported by an increase in equipment installation work supported by the benefits of our joining the Group, as well as a favorable tailwind from renovation support.

		Q1	Q2 onward
FIELDS	Pachinko	<i>Pachinko GANTZ Awakening SWEET 2000</i> <i>P Kaiji numa 5 Cho yokubo 129×87%ver.</i> <i>P Queens blade 4 UNLIMITED</i>	<i>P Uchū Senkan Yamato 2202 Super Wave</i> <i>P DD Hokuto no ken 3</i> <i>P Seven Heavenly Virtues Golden angel time sweet 99Ver.</i> <i>NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL (Resale)</i>
		8,000 units	Coming soon
		Pachislot	<i>L Godzilla vs EVANGELION (increased production)</i> <i>Smart Slot STRIKE THE BLOOD</i> <i>L Ultraman Tiga</i> <i>Smart slot STREET FIGHTER V The way of the challenger</i>
20,000 units	Coming soon		
Total	29,000 units		
ACE DENKEN	It will continue to meet all pachinko halls requirements, including installation of equipment.		

\* Private brands are framed in blue

# Appendix

Consolidated financial results of the Q1, FY2024

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## Consolidated B/S and C/F

# Q1, FY2024 [Consolidated B/S, Consolidated C/F]

TSUBURAYA FIELDS HOLDINGS

(Unit:billions of yen)

Consolidated B/S	End of Mar. 2024	End of Jun. 2024	YoY change
Current assets	64.84	55.64	(9.20)
Non-current assets	33.43	33.33	(0.09)
<b>Total assets</b>	<b>98.28</b>	<b>88.98</b>	<b>(9.29)</b>
Current liabilities	30.61	28.67	(1.93)
Non-current liabilities	11.68	10.35	(1.32)
<b>Total liabilities</b>	<b>42.29</b>	<b>39.03</b>	<b>(3.26)</b>
<b>Total net assets</b>	<b>55.98</b>	<b>49.95</b>	<b>(6.03)</b>
<b>Total liabilities and net assets</b>	<b>98.28</b>	<b>88.98</b>	<b>(9.29)</b>

Consolidated C/F	Q1, FY2023	Q1, FY2024	YoY change
Cash flows from operating activities	(0.43)	(2.73)	(2.30)
Cash flows from investing activities	(1.09)	(0.65)	+0.43
Cash flows from financing activities	(1.64)	(9.47)	(7.83)
Increase in cash and cash equivalents	(3.16)	(12.87)	(9.70)
Cash and cash equivalents at beginning of period	36.49	34.81	(1.68)
Cash and cash equivalents at end of period	33.32	21.94	(11.38)

\* Figures less than ¥10 million are rounded down.

\* Figures for the FY2023 (full-year) reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.



# TSUBURAYA FIELDS HOLDINGS

## Disclaimer

The Company's plans, strategies, forecasts, and other statements contained in this document, except for facts that have already been determined, are subject to potential risks and uncertainties and are not guarantees of their accuracy.

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.