

**TSUBURAYA FIELDS HOLDINGS**



# Financial Presentation

for the Nine Months Ended December 31, 2024

**TSUBURAYA FIELDS HOLDINGS INC.**

Tokyo Stock Exchange, Prime Market  
Security code: 2767  
February 2025

## Content and digital business segment

In the content and digital business, we steadily executed our mission for the fiscal year under review, which is the first year of our 5-year medium-term management plan. In order to build a solid foundation as a global content business company, we aggressively conducted activities and invested, including building overseas bases, strengthening human resources, and implementing marketing measures in various regions of the world.

By creating new visual products that appeal to a wide range of people and distributing them around the world, we will raise our brand power and recognition, and leverage this to develop a diverse range of businesses.

## PS business segment

In the environment surrounding the PS business, in addition to smart pachislot, which maintains strong performance while capturing new fan segments, smart pachinko, which is equipped with game function, such as lucky triggers, is attracting attention.

The emergence of pachinko and pachislot machine with new IP and new game characteristics and functions is expected to further revitalize the marketplace in the future.

FIELDS CORPORATION, the core company in the PS business, is analyzing and researching the latest market trends, and aims to grow sustainably by developing and selling machines to meet the needs of both pachinko halls and fans together with allied manufacturers.

(Unit: billions of yen)

Consolidated P/L	FY2023		FY2024		
	Cumulative Q3	Full-year	Cumulative Q3	YoY change	Full-year forecast
Net sales	123.20	141.92	97.76	(20.6)%	155.0
Gross profit	23.00	26.45	23.71	3.1%	-
SG&A expenses	10.68	14.63	14.32	34.1%	-
Operating profit [Operating profit margin]	12.32 [10.0%]	11.82 [8.3%]	9.39 [9.6%]	(23.8)%	15.2 [9.8%]
Ordinary profit	13.45	12.94	10.75	(20.0)%	16.1
Profit attributable to owners of parent	9.53	11.69	6.42	(32.6)%	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.

(Unit: billions of yen)

P/L by business segment		FY2023		FY2024		
		Cumulative Q3	Full-year	Cumulative Q3	YoY change	Full-year forecast
Content and digital business segment	Net sales	11.46	15.33	12.87	12.2%	18.0
	Operating profit [Operating profit margin]	3.00 [26.2%]	3.78 [24.7%]	2.79 [21.7%]	(6.9)%	4.0 [22.2%]
PS business segment	Net sales	110.95	125.59	84.11	(24.2)%	135.0
	Operating profit [Operating profit margin]	10.97 [9.9%]	10.41 [8.3%]	8.57 [10.2%]	(21.9)%	13.5 [10.0%]
Other business	Net sales	1.20	1.60	1.26		
	Operating profit	0.01	0.01	0.01		
Adjustment amount	Net sales	(0.41)	(0.61)	(0.48)		
	Operating profit	(1.67)	(2.38)	(1.98)		

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

# Content and digital business segment

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(Unit: billions of yen)

	FY2023	FY2024	
	Cumulative Q3	Cumulative Q3	YoY change
<b>Net sales</b>	<b>11.46</b>	<b>12.87</b>	12.2%
<b>Operating profit</b> [Operating profit margin]	<b>3.00</b> [26.2%]	<b>2.79</b> [21.7%]	(6.9)%

	FY2023	FY2024	
	Cumulative Q3	Cumulative Q3	YoY change
MD and license revenue	5.08	6.71	+32.0%
Overseas MD and license revenue	3.60	5.15	+43.1%
Domestic MD and license revenue	1.48	1.56	+5.0%
Imaging and event business revenue	2.50	2.17	(13.0)%
<b>Overseas revenue</b>	<b>4.37</b>	<b>5.83</b>	+33.2%
<b>Domestic revenue</b>	<b>3.21</b>	<b>3.06</b>	(4.6)%

**MD and license**

▶ Details can be found on the next page

- MD and license revenues increased thanks to the expansion of the fan base through video development, as well as efforts to cultivate markets not only in Japan and China but also in Asia and North America
- Sales continued to grow in the toys and hobbies and Lifestyle categories in China  
In addition to the particularly popular merchandise such as block toys and stationery, steady growth in the number of licensee companies and the number of merchandise items contributed to growth

**Imaging and event**

- Revenue declined YoY, partly due to the fact that the Tsuburaya Convention, a major event for fans held once every two years, was not held in this fiscal year
- In addition to broadcasting and distribution of two new video titles, the company focused on distribution and program sales of past titles such as television and movies, and on the development of owned media

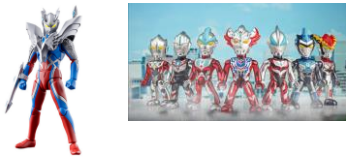
## Main merchandise revenues by categories

(Unit: millions of yen)

### Toys and hobbies

- Block toys continued to grow
- The number of low-priced toy licensees expanded

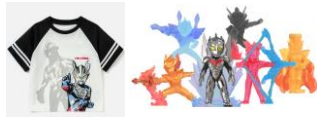
<Toys>



### Lifestyle

- Sales of stationery, apparel, and daily necessities increased steadily

<Apparels and stationery, etc.>



### FMCG

- The number of new licensees for food products, such as toys and dairy products, etc. increased

<Foods, etc.>



### Card games

- Newly launched *ULTRAMAN CARD GAME* globally
- Licensing revenue from existing card games in China also remained stable

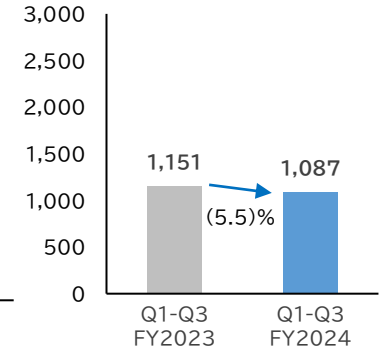
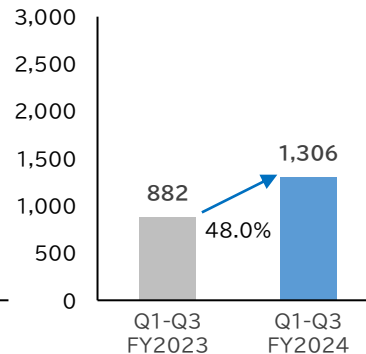
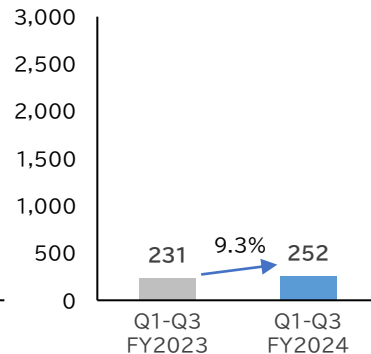
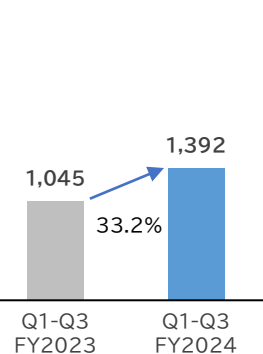
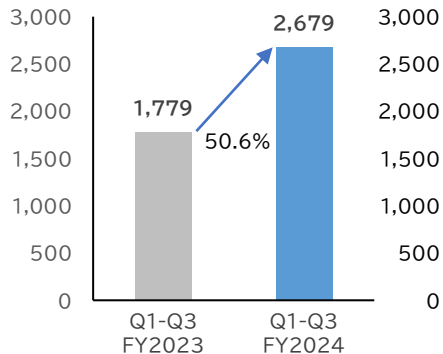
<Card games>



### Others

- Overseas, revenue from games and corporate advertising expanded
- In the previous fiscal year, license revenue from the *Gridman* series and other products was recorded

<Game collaborations, advertisement and books, etc.>



- Sales of the ULTRAMAN CARD GAME got off to a good start with the first merchandise in October 2024
- In January 2025, the company launched its second merchandise, and plans to launch its third merchandise in April

Since then, we have been strategically launching the new merchandise on a quarterly basis, and we are continuing to promote them in preparation for the global championship of the card game in spring 2026

## Shipments of ULTRAMAN CARD GAME (preliminary figures)

	Number of shipments
Domestic	Approx. 30.9 million
Overseas	Approx. 32.5 million
China	Approx. 17.5 million
Asia	Approx. 9.9 million
North America	Approx. 3.7 million
Europe	Approx. 1.3 million
<b>Total</b>	<b>Approx. 63.4 million</b>

## Second booster pack and extra deck





# PS business segment

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(Unit:billions of yen)

	FY2023	FY2024	
	Cumulative Q3	Cumulative Q3	YoY change
Net sales	110.95	84.11	(24.2)%
Operating profit [Operating profit margin]	10.97 [9.9%]	8.57 [10.2%]	(21.9)%

## Sales results

(Unit: machines)

Pachinko	162,000	69,000	(57.1)%
Pachislot	66,000	62,000	(5.9)%
Total	228,000	131,000	(42.2)%

\* Figures less than ¥10 million are rounded down.  
\* PS: pachinko/pachislot

## Market circumstances

- In the H1 of the fiscal year, pachinko halls nationwide had restrained its investment in purchasing new machines because of its emphasis on capital investment in response to the issuance of new banknotes

## Situation of PS business segment

## &lt;FIELDS CORPORATION&gt;

- It has positioned the H1 of the fiscal year as a period for refining merchandise, and have made steady progress in preparing for merchandise sales in the H2 of the fiscal year
- As a consequence, a total of 83,000 units of 6 titles (3 pachinko and 3 pachislot titles) were sold in Q3 (October to December) as planned
- In Q4, sales of 2 pachinko titles and 5 pachislot titles were already completed  
*Smart pachislot MONSTER HUNTER RISE* and several other titles are being resold

## &lt;ACE DENKEN&gt;

- In addition to responding to robust demand, results were favorable due to improved confidence from pachinko halls as the company joined our group from the fiscal year under review
- The company is also integrating its sales bases with FIELDS CORPORATION and is working to generate group synergies and improve efficiency

	Q1	Q2	Q3	Q4
Pachinko	<p><i>Pachinko GANTZ Awakening SWEET 2000</i></p> <p><i>P Kaiji numa 5 Cho yokubo 129×87%ver.</i></p> <p><i>P Queens blade 4 UNLIMITED</i></p>	<p><i>P DD Hokuto no ken 3</i></p> <p><i>P Seven Heavenly Virtues Golden angel time sweet 99Ver.</i></p> <p><i>NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL (Resale)</i></p>	<p><i>P Uchū Senkan Yamato 2202 Super Wave</i></p> <p><i>Sumapachi SSSS.GRIDMAN</i></p> <p><i>P Godzilla vs EVANGELION Second impact G</i> <i>e Godzilla vs EVANGELION Second impact G Awakening of destroyer</i></p>	<p><i>e ULTRAMAN 2400★80</i></p> <p><i>P Ring ni kakero1</i></p> <p>Other generic title are being marketed.</p>
	9,000 units	12,000 units (Cumulative 21,000 units)	48,000 units (Cumulative 69,000 units)	
Pachislot	<p><i>L Godzilla vs EVANGELION (increased production)</i></p> <p><i>Smart Slot STRIKE THE BLOOD</i></p> <p><i>L Ultraman Tiga</i></p> <p><i>Smart slot STREET FIGHTER V The way of the challenger</i></p>	<p><i>L Godzilla vs EVANGELION (increased production)</i></p> <p><i>L AKAME GA KILL! 2</i></p>	<p><i>L SHIN IKKITOUSEN</i></p> <p><i>Smart pachislot MONSTER HUNTER RISE</i></p> <p><i>L INUYASHA 2</i></p>	<p><i>L Salaryman Kintaro</i></p> <p><i>L Tokyo Ghoul</i></p> <p><i>L Pachislot Evangelion: 3.0+1.0</i></p> <p><i>Smart Pachislot Resident Evil 5</i></p> <p><i>L MASKED RIDER DEN-O</i></p>
	21,000 units	7,000 units (Cumulative 28,000 units)	34,000 units (Cumulative 62,000 units)	
Total	29,000 units	19,000 units (Cumulative 49,000 units)	83,000 units (Cumulative 131,000 units)	

\* Private brands are framed in blue

# Appendix

Consolidated financial results of the Q3 FY2024

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## Consolidated B/S and C/F

# Q3 FY2024 [Consolidated B/S, Consolidated C/F]

TSUBURAYA FIELDS HOLDINGS

(Unit:billions of yen)

Consolidated B/S	End of Mar. 2024	End of Dec. 2024	YoY change
Current assets	64.84	76.25	+11.40
Non-current assets	33.43	30.44	(2.98)
<b>Total assets</b>	<b>98.28</b>	<b>106.69</b>	<b>+8.41</b>
Current liabilities	30.61	42.82	+12.21
Non-current liabilities	11.68	12.38	+0.69
<b>Total liabilities</b>	<b>42.29</b>	<b>55.20</b>	<b>+12.91</b>
<b>Total net assets</b>	<b>55.98</b>	<b>51.48</b>	<b>(4.49)</b>
<b>Total liabilities and net assets</b>	<b>98.28</b>	<b>106.69</b>	<b>+8.41</b>

Consolidated C/F	Q1-Q3 FY2023	Q1-Q3 FY2024	YoY change
Cash flows from operating activities	0.87	(0.33)	(1.20)
Cash flows from investing activities	(5.67)	1.04	+6.72
Cash flows from financing activities	(4.41)	(10.55)	(6.14)
Increase in cash and cash equivalents	(9.21)	(9.84)	(0.63)
Cash and cash equivalents at beginning of period	36.49	34.81	(1.68)
Increase in cash and cash equivalents resulting from inclusion of subsidiaries in consolidation	-	0.16	+0.16
Cash and cash equivalents at end of period	27.28	25.13	(2.14)

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# 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.