



***BUSHIROAD***

**Financial Results Briefing Material  
First Quarter of the Fiscal Year 2022**

**Bushiroad Inc.  
Securities code: 7803  
November 12, 2021**

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## NOTICE

The Company has changed its fiscal year end **from July 1 to June 30** since the previous term (FY2021).

Therefore, FY2021 was **11 months** from August 1, 2020 to June 30, 2021.

In this material, because of difference of length of periods between FY2022 and FY2021, YonY comparisons are shown only as <reference>.

# **FY2022 First Quarter Financial Results Summary/Overview**

# 1Q of FY2022: Financial Results Summary

Net sales, Operating profit, Ordinary profit, and Net profit, all **updated record-high** quarterly results.

- **Record-high quarterly net sales was achieved**, resulting in **higher revenues and earnings** YonY/QonQ.
- In the Digital IP business, TCG and MD Depts. contributed to sales to increase profit substantially.
- In the Live IP business, although Sports Dept. got softened, Music Dept. could increase sales of music/video software and live shows, resulting in higher sales and profit YonY/QonQ.

Unit: million yen	FY22 1Q ①(7-9/2021)	FY21 1Q ②(8-10/2020)	+/- amount (① - ② = ③)	+/- % (③ / ②)	FY21 4Q ④(5-6/2021)	+/- amount (① - ④ = ⑤)	+/- % (⑤ / ④)
Net sales	<b>10,484</b>	8,971	+1,513	+16.9%	<b>5,415</b>	+5,069	+93.6%
Operating profit	<b>1,321</b>	-82	+1,403	-	<b>-79</b>	+1,400	-
Ordinary profit	<b>1,669</b>	-93	+1,762	-	<b>59</b>	+1,610	-
Profit (loss) attributable to owners of parent	<b>1,136</b>	-154	+1,290	-	<b>-123</b>	+1,259	-
<b>Digital IP business</b>							
Net sales	<b>8,035</b>	6,651	+1,384	+20.8%	<b>4,034</b>	+4,001	+99.2%
Segment profit	<b>1,353</b>	3	+1,350	-	<b>75</b>	+1,278	-
<b>Live IP business</b>							
Net sales	<b>2,449</b>	2,320	+129	+5.6%	<b>1,381</b>	+1,068	+77.3%
Segment profit	<b>-40</b>	-91	+51	-	<b>-151</b>	+111	-

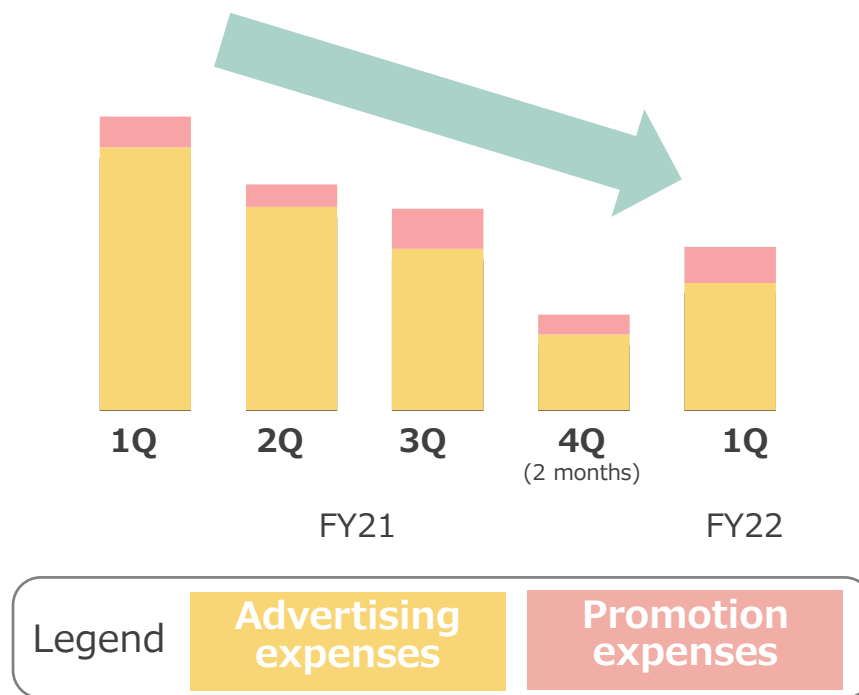
\* For segment profit, amount of adjusted inventories is not shown.

# Summary Income Statement (Consolidated)

- Substantially improved performance could turn the red figure in the previous term to black.
- Due to adequate control over SG&A expenses mainly advertising expenses, SG&A expenses decreased by 25% YoY along with increased sales, securing substantial profit.
- Subsidies of **306 million yen** from J-LODlive (\*1) and others were recorded as **non-operating profit**.

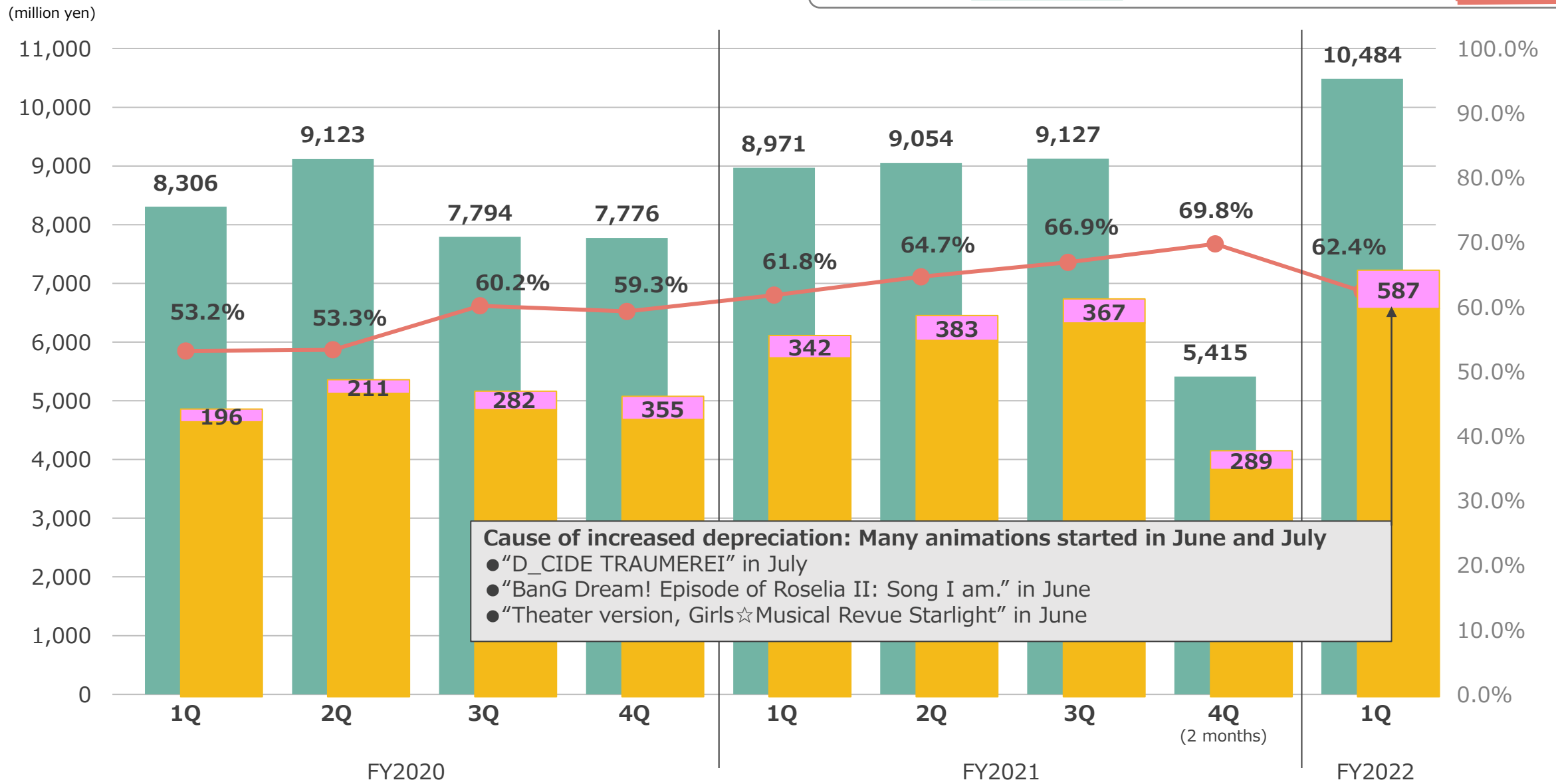
Unit: million yen	Quarter			
	FY22 1Q ①(7-9/2021)	FY21 1Q ②(8-10/2020)	+/- amount (①-②=③)	+/- % (③/②)
Net sales	10,484	8,971	+1,513	+16.9%
Gross profit	3,938	3,425	+513	+15.0%
SG&A expenses	2,617	3,507	▲890	▲25.4%
Advertising expenses	899	1,857	▲958	▲51.6%
Promotion expenses	254	217	+37	+17.1%
Operating profit	1,321	-82	+1,403	-
Operating profit margin	12.6%	-0.9%	+13.5pt	-
Ordinary profit	1,669	-93	+1,762	-
Ordinary profit rate	15.9%	-1.0%	+16.9pt	-
Profit (loss) attributable to owners of parent	1,136	-154	+1,290	-

Trend in Advertising/Promotion expenses



\*1 "J-LODlive" =Content Global Demand Creation Promotion and Infrastructure Development Project Subsidy

# Quarterly Trend of Consolidated Performances



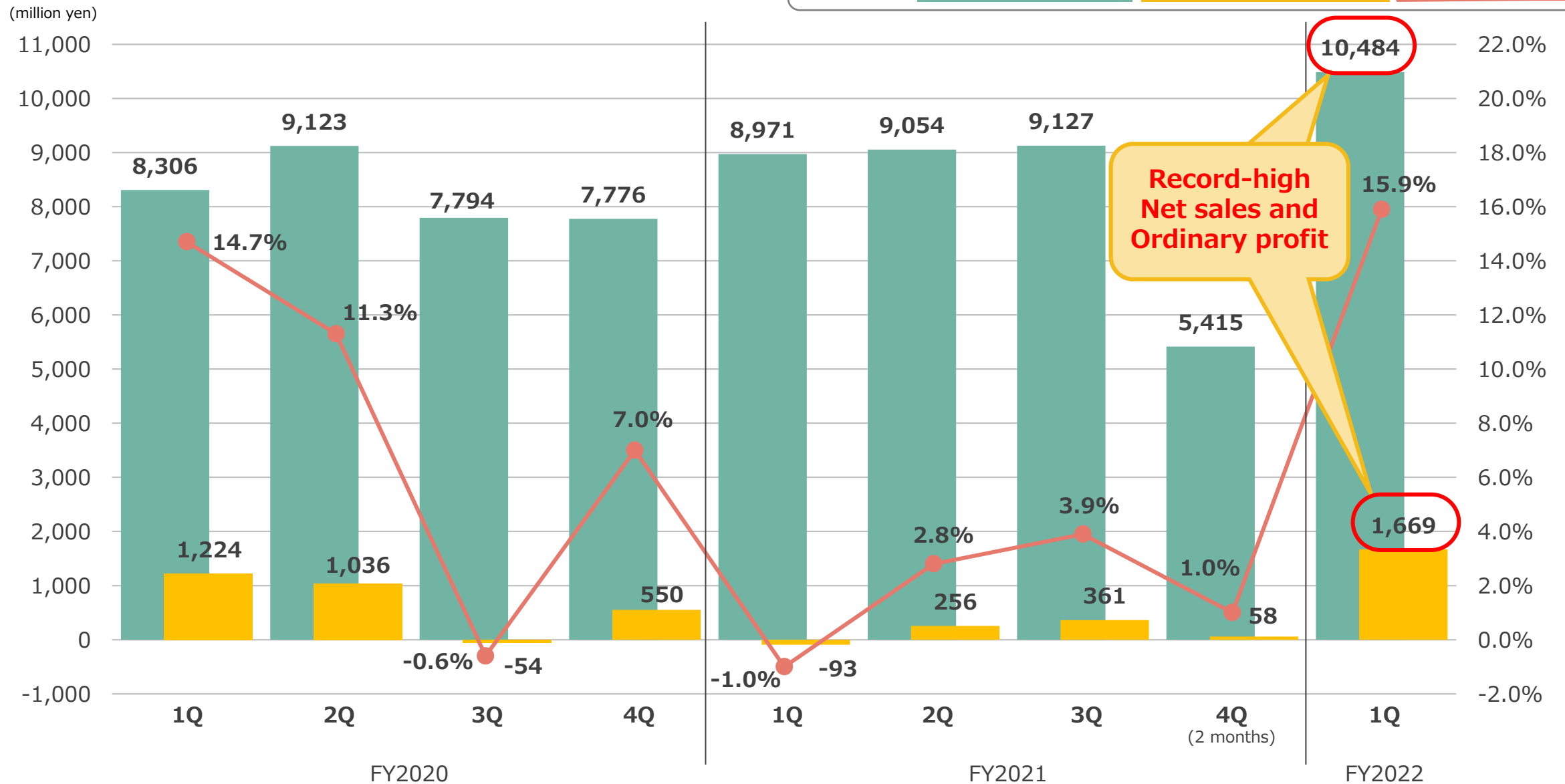
# Quarterly Trend of Consolidated Performances

Legend

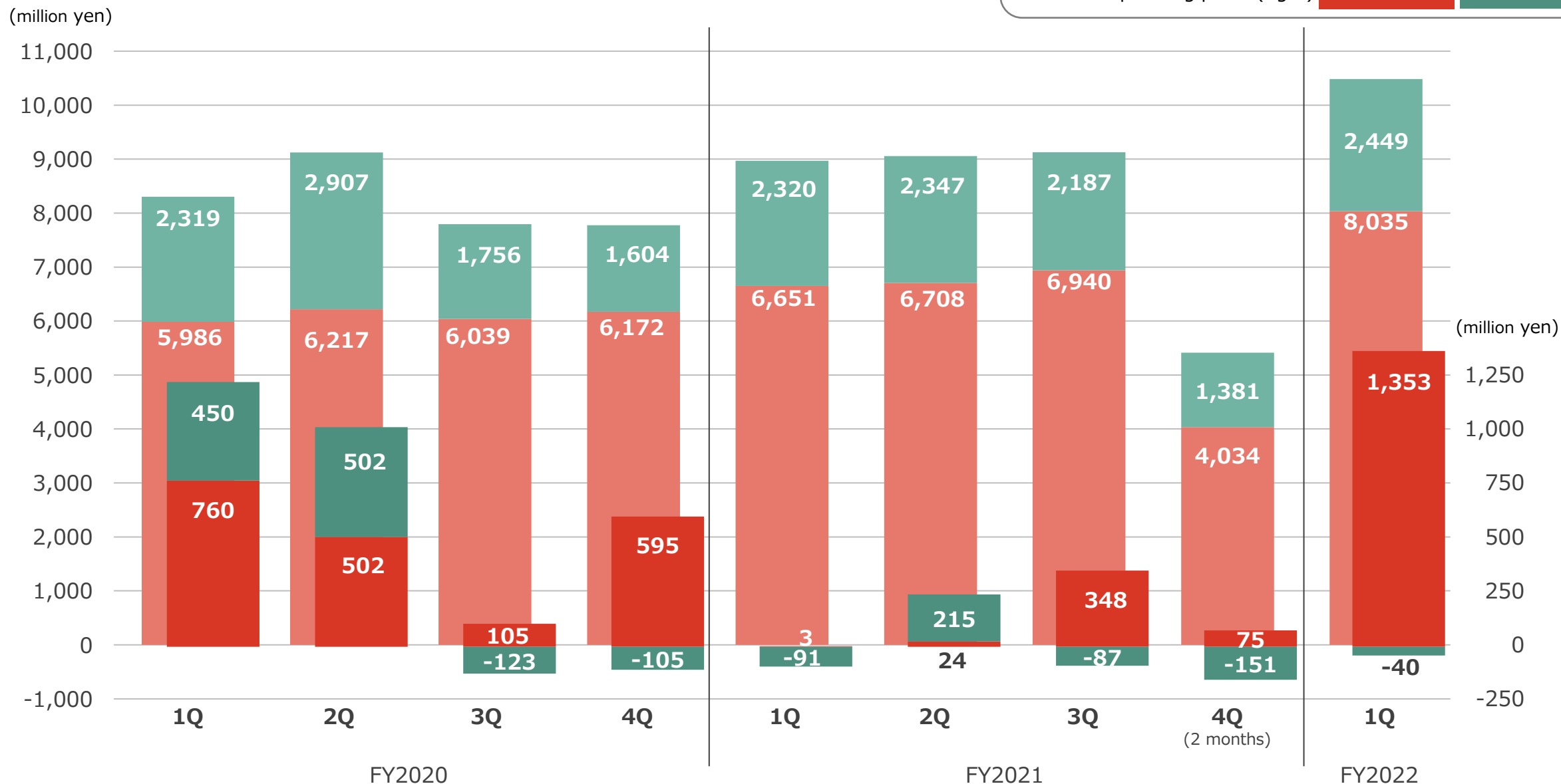
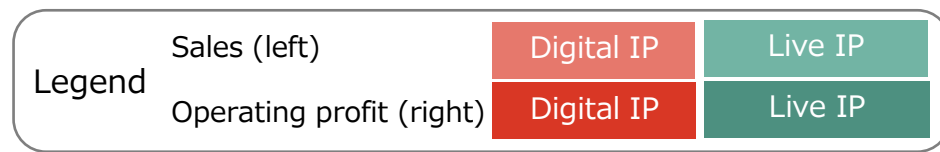
Net sales

Ordinary profit

Ordinary profit rate



# Quarterly Trend of Sales and Operating Profit by Segments



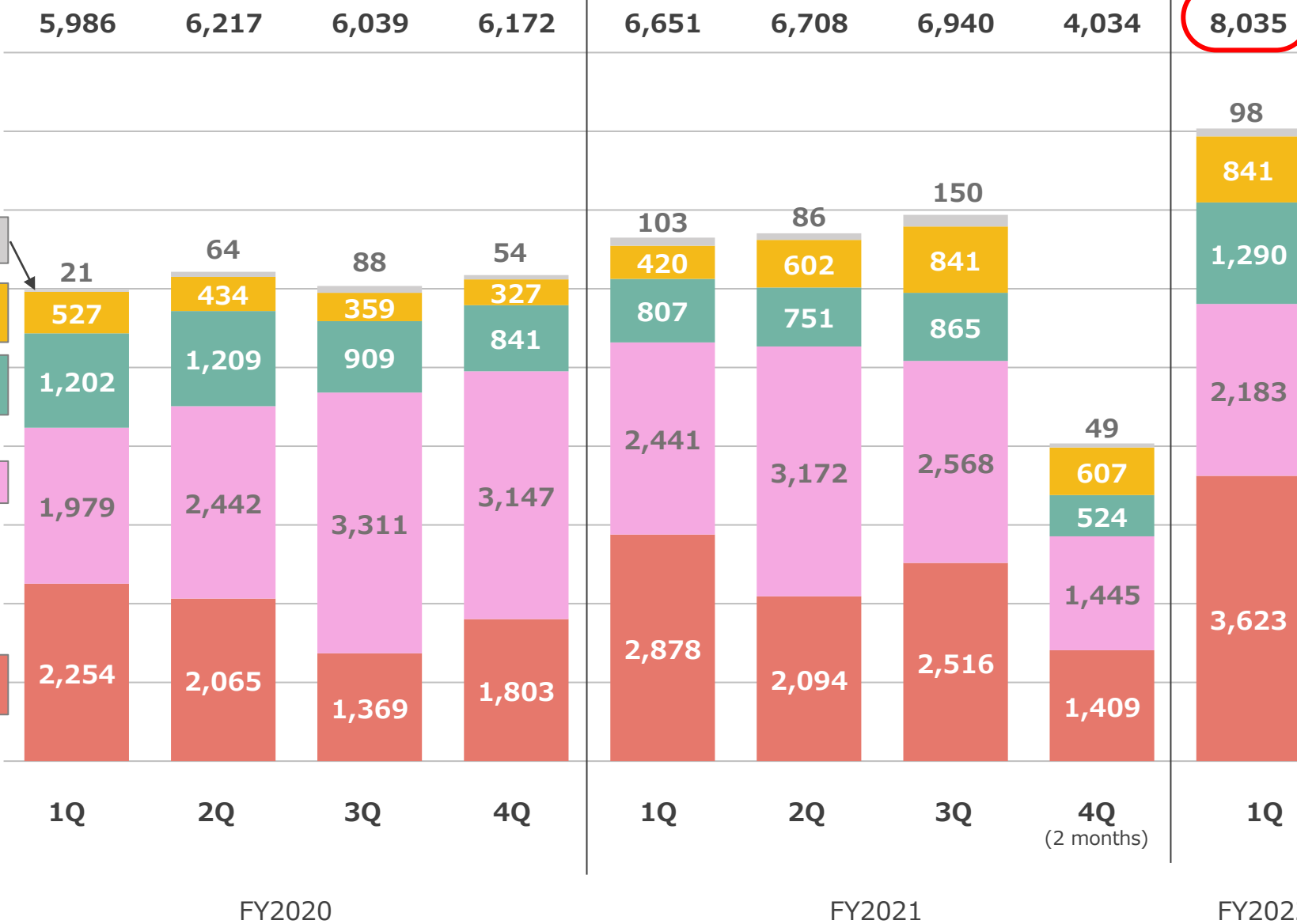
\* Segment sales are sales to external customers. \* For segment operating profit, adjusted amount is not shown.



# Change in Quarterly Net Sales by Department: ① Digital IP Business

**Record-high Net sales!**

(million yen)



**Media Dept.**

Committee's revenues from the live stage "Starlight" in July and others contributed to record-high quarterly sales.

**MD Dept.**

Overall high level of performance around capsule toys and general distribution resulted in **record-high quarterly sales** in this Dept. Also, sales from OEM and events for external IPs such as "Genshin" and "Hololive Production" registered record-high.

**Games Dept. \*1**

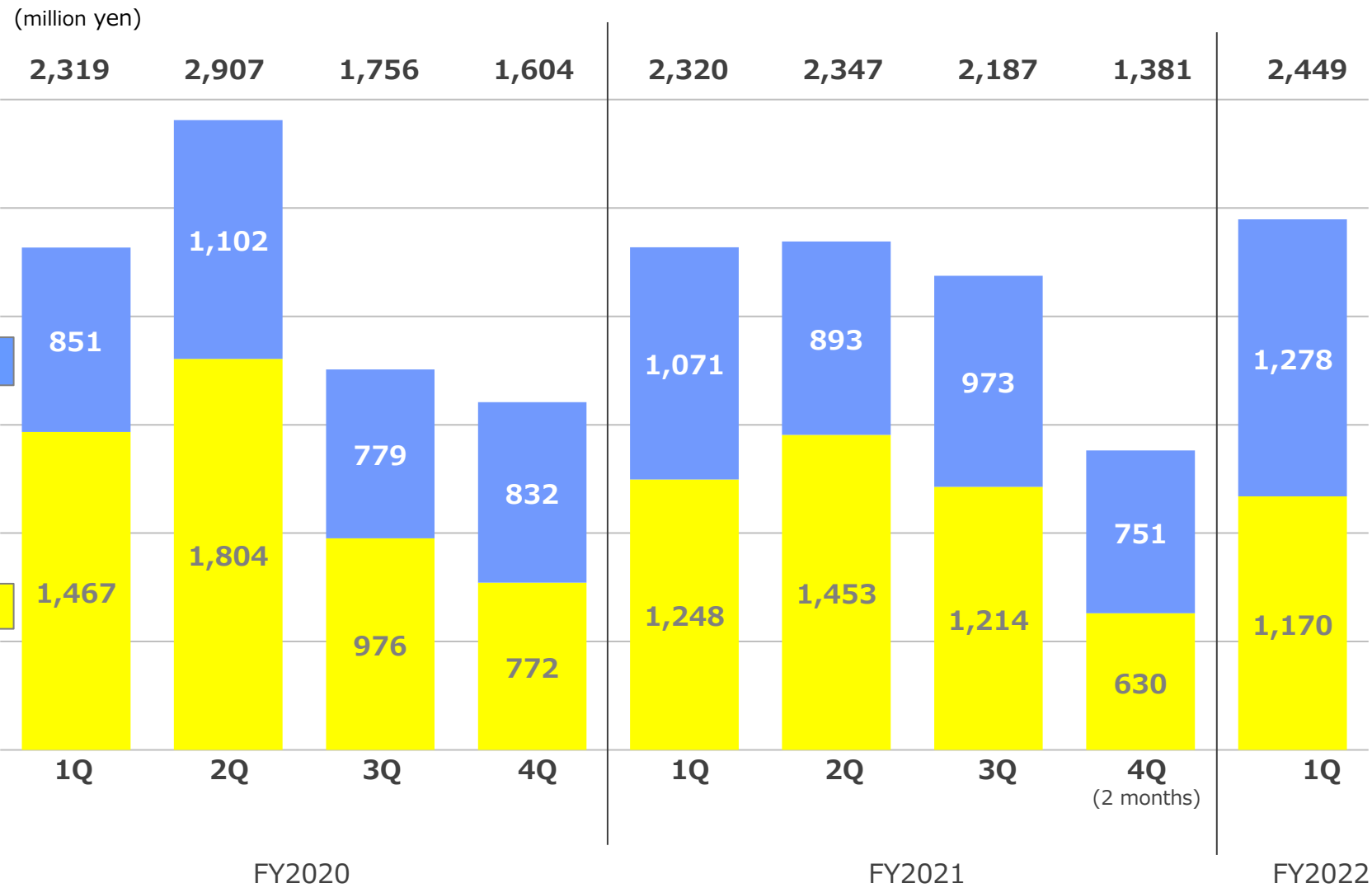
Got softened overall. On September 16, "BanG Dream! Girls Band Party! for Nintendo Switch" was released, which enabled Bushiroad to enter into the field of console games on a full scale.

**TCG Dept.**

"Weiss Schwarz" showed good results, leading to **record-high quarterly sales**. "VANGUARD", specifically the new series "CARDFIGHT!! VANGUARD overDress" showed good results especially overseas.

\*1 From the current consolidated FY, former "MOG Dept." is renamed to "Games Dept."

## Change in Quarterly Net Sales by Department: ② Live IP Business



### Music Dept.

Bushiroad Music Co., Ltd. held several events at large-scale venues, and also overall sales of music/visual software showed good results, and additionally Hikosen Theater Company tended to recover its audience attendance, which led to record-high quarterly sales.

### Sports Dept.

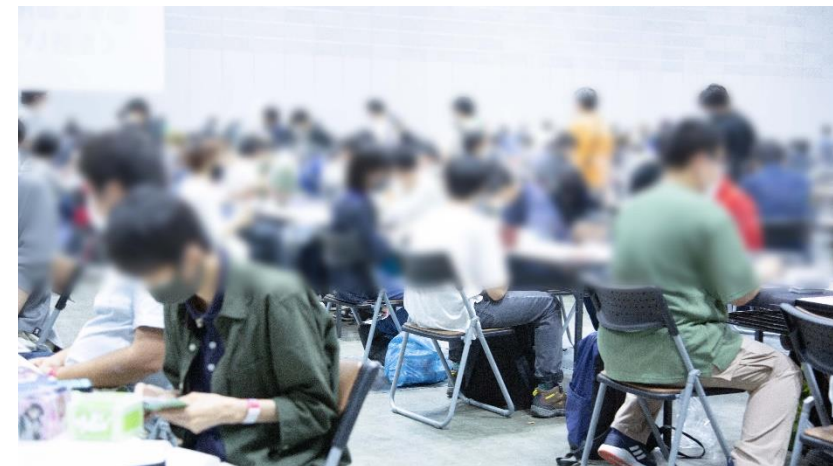
Although “New Japan Pro-Wrestling” held a large-scale event at Tokyo Dome and MetLife Dome, number of spectators was restricted due to extended State of Emergency Declaration, and therefore sales of the event and related goods could not grow very much. However, sales of contents such as video streaming service of “New Japan Pro-Wrestling World” and application game of “NJPW Collection” maintained steady growth. “STARDOM” has increased events held at larger venues in a step-by-step manner, resulting in record-high quarterly sales in Bushiroad Fight Co., Ltd.

## TCG “Weiss Schwarz” achieved record-high sales great contribution by “Hololive Production”



For the IP platform type TCG “Weiss Schwarz”, various products showed good results, including an external large IP “Hololive Production” as well as “The Quintessential Quintuplets ㄝㄝ” and “Is the order a rabbit? BLOOM”.

In addition, real event “Weiss Schwarz & ReBirth presents Hololive Production Festival” was held on October 9-10 at Pacifico Yokohama, which gathered **3,931 guests** for two days and provided a big hope for resuming real events and future deployment of card games.





## “BanG Dream! 9th☆LIVE” at Fuji-Q Highland Conifer Forest



“BanG Dream! 9th☆LIVE” were held in August and September, gathering about 20,000 guests for four days.

For the future, too, lots of live music shows / stages of each IP are planned.



**BanG Dream! 9th☆LIVE  
“The Beginning” (8/21・22)**



**BanG Dream! 9th☆LIVE  
“Mythology” (9/4・5)**

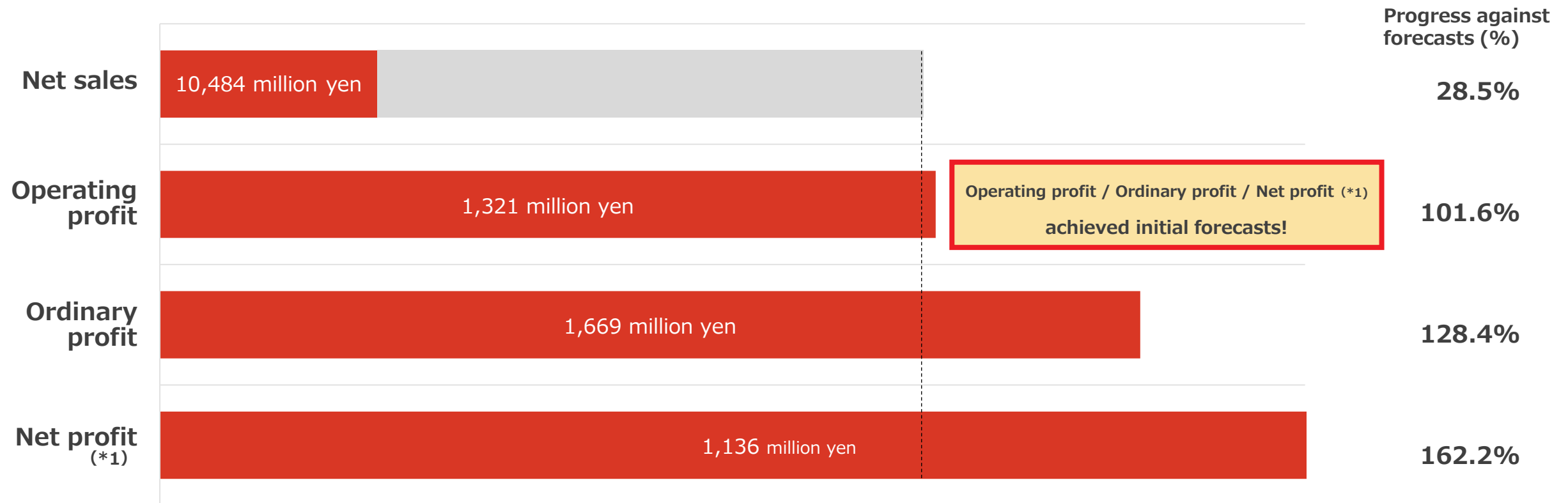


# **FY2022 Consolidated Performance Forecasts**

# Consolidated Performance Forecasts for FY2022

## 【Progress from initial forecasts】

- During the current first quarter, TCG and MD Depts. showed good results and **achieved record-high quarterly sales**.
- Adequate control over SG&A expenses mainly advertising expenses and recording subsidies of J-LODlive and others as non-operating profit contributed to **significant progress in each profit item** as compared to initial forecasts.



\* 1 Net profit attributable to owners of parent

# Consolidated Performance Forecasts for FY2022

## 【Performance forecasts were upwardly revised】

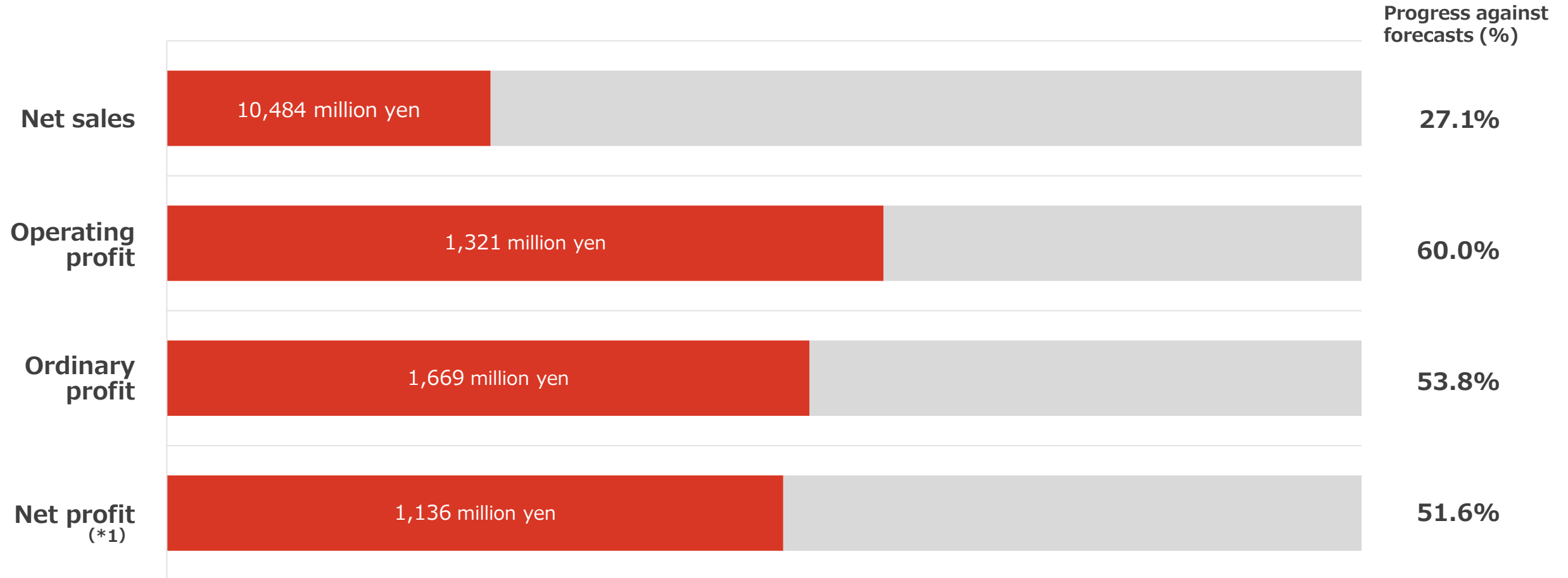
- For the second quarter and onward as well, it is expected that TCG Dept. and MD Dept., including overseas, would show successful results, and also control over SG&A expenses such as advertising expenses shall be sustained.
- Both Music Dept. and Sports Dept. expect increased attendance, but in a situation of remaining uncertainty about the suppression of COVID-19, earning from large-scale events are estimated conservatively.
- Subsidy of J-LODlive was not reflected on the performance forecasts because actual amount to be received was not yet determined at the beginning of the period, but considering the amount actually obtained during the first quarter, subsidy income of 600 mil.yen which equals to 80% of the adopted balance is expected as non-operating profit.

Unit: million yen	FY22 previous forecasts (07/2021 - 06/2022)	FY22 after revision (07/2021 - 06/2022)	+/- amount	+/- %	FY20 Actual (full term) (08/2019 - 07/2020)	FY21 <sup>(11months)</sup> Actual (full term) (08/2020 - 06/2021)
Net sales	36,700	38,700	+2,000	+5.4%	33,000	32,569
Operating profit	1,300	2,200	+900	+69.2%	2,710	344
Ordinary profit	1,300	3,100	+1,800	+138.5%	2,755	583
Profit (loss) attributable to owners of parent	700	2,200	+1,500	+214.3%	1,551	-284

(Note) Performance forecasts are based on currently available information. Actual performance may differ from these forecasts due to various factors in the future.

# Consolidated Performance Forecasts for FY2022

【Progress after upward revision】



\* 1 Net profit attributable to owners of parent



# Upcoming Activities

Principal upcoming activities of Bushiroad Group scheduled around FY2022/2Q (Oct. – Dec. 2021) and FY2022/3Q (Jan. – Mar. 2021)

# Mid-term growth strategy

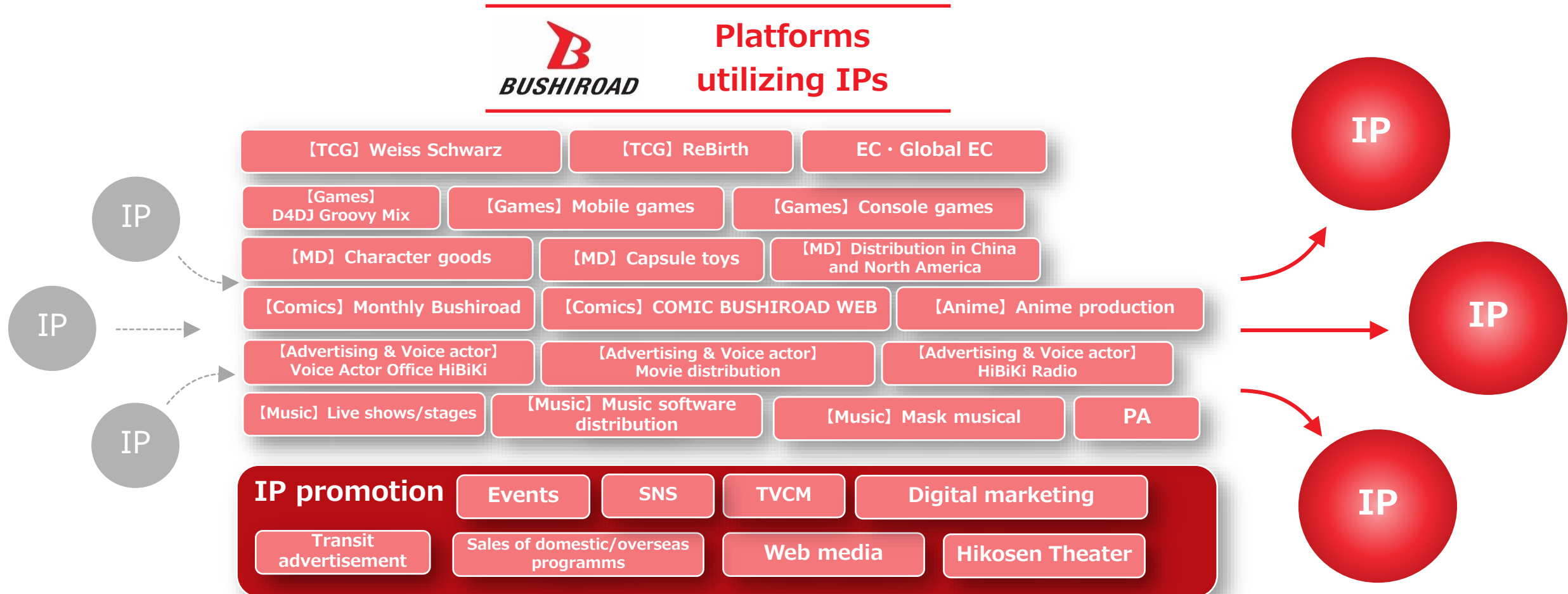
- ① Build & establish unique business foundations in 8 areas
- ② Further enhancement mainly of TCG & pro-wrestling
- ③ Fulfillment of IP Developer 2.0

⇒Fostering to mega IPs, establishing platforms for utilizing IPs, and enhancing global marketing

(Segments)	(Sub-segments)	8 areas	Shift to mega IP by sustainable management	Unique foundation / IP-enabled platform
Digital IP business	TCG Dept.	1 TCG	<b>VANGUARD</b>	Weiss Schwarz, ReBirth
	Games Dept.	2 Game		<b>BanG Dream!</b> <b>D4DJ</b> Assault Lily Girls☆Musical Revue Starlight ARGONAVIS ROAD59 D_CIDE TRAUMEREI
	MD Dept.	3 MD	<b>Capsule toys</b> , character goods, <b>Manufacture/distribution in China and North America</b> , GLOBAL EC	
	Media Dept.	4 Comic	COMIC BUSHIROAD WEB	
		5 Anime	Anime production, development of original work, original drawing	
		6 Advertising & Voice actor	Anime marketing, PA, Movie distribution Voice actor casting, Credit card HiBiKi Radio	
Live IP business	Music Dept.	7 Music	Band/DJ, <b>Music software distribution</b> <b>Mask musical</b> , Live stage	
	Sports Dept.	8 Pro-wrestling	<b>New Japan Pro-Wrestling</b> , STARDOM	Parallel events in Japan and US, New Japan Pro-Wrestling World

# Enhanced strategies for platforms utilizing IPs

We aim to enhance our presence further in the entertainment market and realize greater profitability by making use of our **“Creative ability (idea)”** and **“Promotion power”** based on our own experience as an IP developer, and by strengthening our position as a **“Platform company”** that adds more value of IPs in collaboration with external IPs.



# Upcoming Activities ① “CARDFIGHT!! VANGUARD”

TCG



TV anime “CARDFIGHT!! VANGUARD overDress” Season 2 started broadcasting on Oct. 4. Following this, production of “Season 3” and “Season 4” has already been decided.



It was decided to hold a WGP commemorating the 10th anniversary of VANGUARD. Qualifications will be held at 10 venues nationwide, and final competitions will be held on Apr. 29-30, 2022, during Great Vanguard Festival at Tokyo Big Site.



Products featuring the main characters of the Tv anime “CARDFIGHT!! VANGUARD overDress” Season 2 were released on Oct. 29. Also, products in collaboration with the TV anime “SHAMAN KING” were released on Nov. 5, and further wide variety of products are to be released.



“Vanguard Autumn Festival 2021” will be held on Oct. 29 ~ Nov. 23 at Tokyo Anime Center, where new goods featuring “CARDFIGHT!! VANGUARD overDress” and “VANGUARD ZERO”, etc. are offered.



# Upcoming Activities ② Weiss Schwarz and ReBirth

TCG

A lot of new products featuring popular IPs including the TCG “Weiss Schwarz” and “ReBirth for you” are to be released.

## » “Weiss Schwarz”

Popular IP “Project Sekai: Colorful Stage! feat. Hatsune Miku” will be released, as well as “D.C.III ~ Da Capo III ~ The Magic of Time Traveling with You” which is a live-action products stage consisting of special photos shot by the casts for the first time as Weiss Schwarz.

In addition, other popular IPs such as “Marvel”, “Love Live! Superstar!!” and “Is It Wrong To Try To Pick Up Girls In A Dungeon?” will join.



Stage “D.C.III ~ Da Capo III ~ The Magic of Time Traveling with You”  
Up-front sales starts at theaters on Nov. 17, 2021



“Project Sekai: Colorful Stage! feat. Hatsune Miku”  
Released on Feb. 11, 2022



“Bokutachi no Remake (Remake our Life!)”  
Released on Dec. 17, 2021



“D4DJ feat. D4DJ Groovy Mix+Edition”  
Released on Jan. 28, 2022

## « “ReBirth for you”

Concerning “ReBirth for you”, products of the TV anime “Bokutachi no Remake (Remake our Life!)” which started broadcasting in July, and those of the game application “D4DJ Groovy Mix” which celebrated its 1st anniversary on Oct. 25, will be released. In addition, works such as “Genshin”, “Blue Archive” and “STARDOM”, which show differences from Weiss Schwarz, will join.





“D4DJ Groovy Mix” celebrated its 1st anniversary on Oct. 25 since starting its formal service. Stories of Chapter 2, large-scale update and addition of popular music, as well as many other campaigns commemorating the 1st anniversary including releasing original products and books fair have been rolled out. Number of music implemented in the game exceeded 300, and more platforms for music games will be further strengthened.



Service of an application game of a joint project “D\_CIDE TRAWMEREI” produced by three companies of Sumzap, Inc., Drecom Co., Ltd. and Bushiroad Inc. formally started on Sept. 30.



Prior registration service started on Oct. 21 for the new application game of New Japan Pro-Wrestling titled “New Japan Pro-Wrestling STRONG SPIRITS” developed jointly with Drecom Co., Ltd. This application game will be released worldwide concurrently early in 2022.

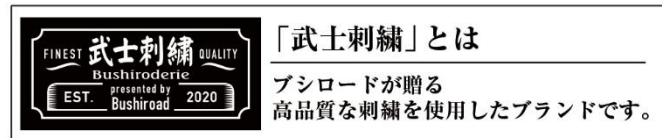




Sitting stuffed toys featuring ARGONAVIS from BanG Dream! Aside Released on Nov. 12, 2021

## Goods

A lot of character goods and live goods have been rolled out. In addition, not only in-house IPs, but also products using external IPs are sold.



## EC site

On the Bushiroad's EC site "Bushiroad Online Store", original apparel brand "Bushiroderie" and business items brand "Triple-B" are sold, as well as EC-only products are offered. Many other goods of various IPs are also widely sold.

## Capsule toys

From the original capsule toys brand "TAMA-KYU", a series of popular product "Office Hanko (seal)" has been sold more than one million in total, and its 4th version has been released from Oct. 25 at many capsule toy corners nationwide.



Assault Lily Fruits Harvest Festival! Nov. 19 - Dec. 5, 2021



Nabiharo! -GYROAXIA Halloween Party- Oct. 8 - 17, 2021

## Merchandising events

Goods are planned, produced and sold at times of holding events for Busiroad's IPs. Also for external IPs, fixed-term stores are opened at events and commercial facilities regularly.



# Upcoming Activities ⑤ Theater version animation

Anime

“Theater version of ARGONAVIS: Ryusei no Obbligato”  
In theaters on Nov. 19, 2021



“Theater version of ARGONAVIS: Ryusei no Obbligato” will be in theaters on Nov. 19, produced from a boys band project “ARGONAVIS from BanG Dream!”.

In addition, celebrating release of the theater version, Sapporo Tour will be held on Nov. 27-28, including stage greetings at a theater.

Theater version “BanG Dream! Poppin’ Dream!”  
In theaters on Jan. 1, 2022

BanG Dream!  
ぽっぴん'  
どじゅーむ!  
2022.1.1 Sat.  
ROADSHOW

©BanG Dream! Project



Theater version “BanG Dream! Poppin’ Dream!” produced from the next-generation girls project “BanG Dream!” will be in theaters on Jan. 1, 2022.

This is a story flowing from the anime “BanG Dream! 3rd Season” broadcasted in 2020.



## Large-scale live shows coming soon at Fuji-Q Highland Conifer Forest

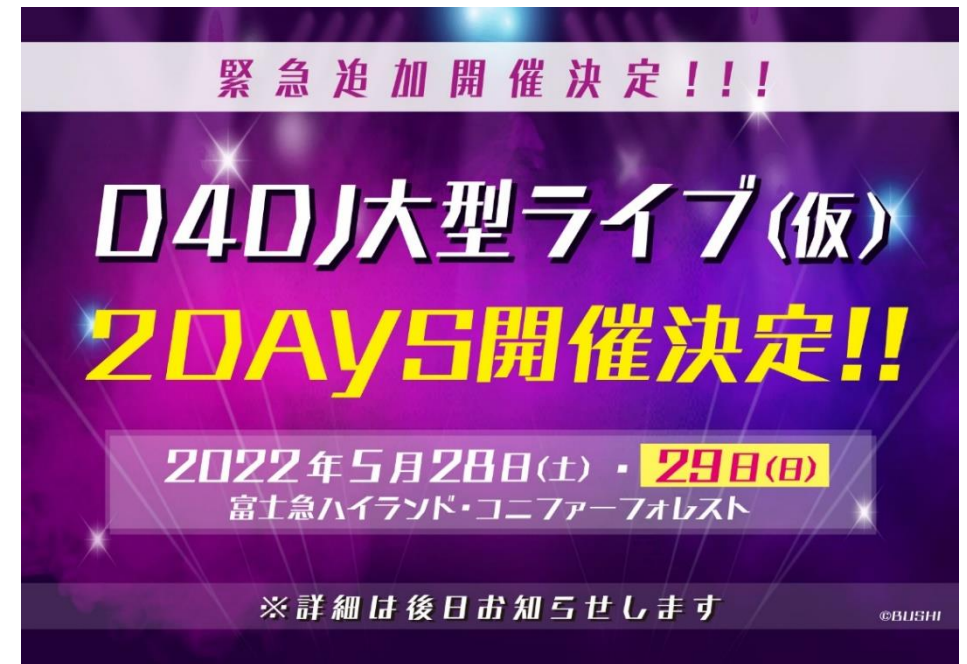
It was decided to hold large-scale live shows in May 2022, by BanG Dream! and D4DJ.  
These are scheduled for four days in total at Fuji-Q Highland Conifer Forest.

### ① BanG Dream!



Roselia solo live “Episode of Roselia”  
May 21 and 22, 2022

### ② D4DJ



D4DJ's large-scale live shows  
May 28 and 29, 2022



## Live stage “Joran: THE PRINCESS OF SNOW AND BLOOD ~ Hi-izuru Setsugetsuka-hen ~”

Live stage version of the TV anime “Joran: THE PRINCESS OF SNOW AND BLOOD” broadcasted from Apr. 2021 was performed at Meijiza from Oct. 28 to Nov. 7, 2021 (16 stages in total).

Not only casts who acted as voice actors in the TV anime version, but also special casts for the stage showed up.

## Live stage “Girls☆Musical Revue Starlight -The LIVE Edel- Delight” in Feb. 2022



**SCHEDULE** 2022.2.18 Fri. ~ 2.27 Sun. / 全16公演

**THEATER** 天王洲 銀河劇場

It was decided to present a live stage version of “Girls☆Musical Revue Starlight -Re LIVE-”, an application game currently being distributed, which is produced from a media-mix article “Girls☆Musical Revue Starlight” rolled out in a two-tier style made up from musical x animation. This stage will be performed at Galaxy Theatre, Tennouzu, on Feb. 18-27, 2022 (16 stages in total). On Oct. 21, it celebrates its 3rd anniversary since starting service, and more updates and campaigns will be put forward for enjoying games even further.



## The 3rd live stage from Assault Lily” project

Following the live stage performed in Sept. 2020 from the media-mix project “Assault Lily” based on a story of action dolls with a theme of weapons x beautiful girls, the 3rd live stage “Assault Lily: Lost Memories” will be performed at Sunshine Theater on Jan. 20-30, 2022.

A wrestler named Natsupoi from “STARDOM”, a women’s pro-wrestling group, will also appear on the stage.



# Upcoming Activities ⑧ Music/Visual software

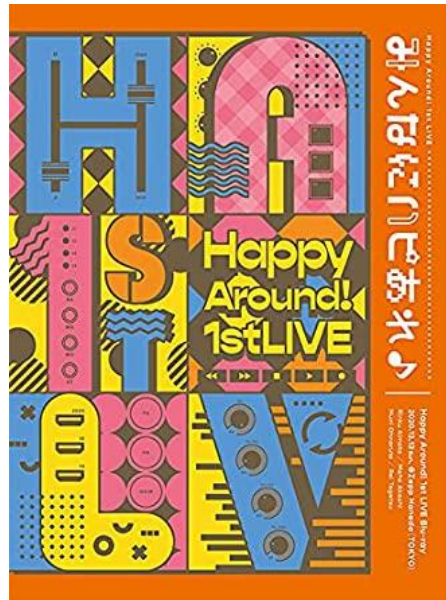
Music



“BanG Dream! Girls Band Party!”  
Cover collections Vol. 6  
Released on Nov. 10, 2021



BanG Dream!  
Episode of Roselia I:  
**約束**  
Roselia  
BanG Dream!  
Episode of Roselia II:  
**Song I am.**  
Roselia



Happy Around! 1st LIVE  
Minna ni Hapiyane♪  
Blu-ray released on Dec. 8, 2021

Theater version “BanG Dream! Episode of Roselia”  
I: Promise  
II: Song I am  
Both Blu-rays released on Dec. 15, 2021



### “G1 CLIMAX31” 19 competitions in total



“G1 CLIMAX31” was held on Sept. 18 ~ Oct. 21. At the final competition held on Oct. 21 at Nippon Budokan, Kazuchika Okada won for the third time after 7 years since his second winning.

### “POWER STRUGGLE” in Osaka All seats sold out in advance



“POWER STRUGGLE” was held on Nov. 6 at EDION Arena Osaka. Since Oct. 24, number of matches has been restored to the level before COVID-19 pandemic and **all seats were sold out** in advance.

### “WRESTLE KINGDOM 16” at Tokyo Dome & Yokohama Arena



New Japan Pro-Wrestling celebrates its 50th anniversary since foundation. On Jan. 4 and 5, 2022, a large-scale competition “WRESTLE KINGDOM 16” will be held at Tokyo Dome. Also on Jan. 8, 2022, the same will be held at Yokohama Arena after 7 years of absence since 2014.

### “STARDOM DREAM QUEENDOM 2021” at Ryogoku Kokugikan



“STARDOM”, a women’s pro-wrestling group, will hold “STARDOM DREAM QUEENDOM 2021” on Dec. 29 at Ryogoku Kokugikan after 8 years of absence since 2013.

# Events calendar

\* Below listed ones are as announced as of November 12, 2021, to be held/released.  
 \* Order of listing may not be in line with actual timing of holding/releasing.

- D4DJ
- ARGONAVIS
- Joran
- STARDOM
- BanG Dream!
- Assault Lily
- New Japan Pro-Wrestling
- Girls☆Musical Revue Starlight
- CARDFIGHT!! VANGUARD

## Live Shows/Stages

Live stage "Joran: THE PRINCESS OF SNOW AND BLOOD  
 ~ Hi-izuru Setsugetsuka-hen ~"

Assault Lily Last Bullet Presents LIVE  
 in TACHIKAWA GARDEN

RAISE A SUILEN ZEPP TOUR 2021 "BE LIGHT" extra stage

Poppin'Party and Roselia will join "ANIMAX MUSIX 2021"

Argonavis LIVE 2021 -Kitto Bokura Wa-

Roselia solo live "Edelstein"

D4DJ D4 FES. -Party Time-

Assault Lily Last Bullet Presents Idol Lily Stage

Peaky P-key joint live tour

Stage "Assault Lily Lost Memories"

Stage "Girls☆Musical Revue Starlight  
 -The LIVE Edel - Delight"

## Music/Visual Software

RONDO 3rd Single "[Re] termination"

"BanG Dream! Girls Band Party!"  
 Cover collections Vol.6

Argonavis/GYROAXIA  
 "Kitto Bokura Wa / Hibana Chiru"

Lyrical Lily 3rd Single "Bouken Ou!"

Happy Around! 1st LIVE  
 "Minna ni Hapiare♪" Blu-ray

Stage "ARGONAVIS the Live Stage" Blu-ray

Two Blu-ray products of theater versions of  
 BanG Dream!, released on same day

Fantome Iris 2nd Single "Pierrot"

Theater version  
 "Girls☆Musical Revue Starlight" Blu-ray

Poppin'Party 17th Single "Poppin' Dream!"

D4DJ Groovy Mix cover tracks vol.3

## Topics

TV anime "CARDFIGHT!! VANGUARD  
 overDress" starts broadcasting on Oct. 4

Vanguard Autumn Festival 2021

ARGONAVIS from BanG Dream! joins  
 Animate Girls Festival 2021

New Japan Pro-Wrestling  
 BATTLE IN THE VALLEY (Nov. 13)  
 DETONATION 2021 (Nov. 15)  
 in California

Theater version of ARGONAVIS "Ryusei no  
 Obbligato"

Morfonica public talk

STARDOM  
 STARDOM DREAM QUEENDOM 2021 at Ryogoku Kokugikan

Theater version "BanG Dream! Poppin' Dream!"

New Japan Pro-Wrestling  
 WRESTLE KINGDOM 16 in Tokyo Dome  
 WRESTLE KINGDOM 16 in Yokohama Arena

New Japan Pro-Wrestling STRONG SPIRITS  
 Application game will be released early in 2022

Nov.

Dec.

From Jan.

# Appendix

# Press release

## Notices concerning deployment of the new credit card business of "Bushiroad Card". (Oct. 27, 2021)

### 【Purpose】

The Company aims at deploying perquisites and services with which members of this card would feel satisfied on a variety of occasions, and attempting to vitalize dissemination of point service. This business is operated mainly by Bushiroad Move Co., Ltd., one of Bushiroad Group companies, and Orient Corporation undertakes issuance of "Bushiroad Cards".

### 【Overview】

- Eligibility : Adults 20 years and older
- Card brand : Mastercard®: Accepted at domestic/overseas Mastercard affiliated stores
- Membership fee : Free for the 1st year (¥1,375 [including tax] for the 2nd year and onward)
- Point system : "Bushiroad ID points" are rewarded.
  - \* Points are linked to Bushiroad ID, calculated as 1 pt equals to 1 yen, and can be used at "Bushiroad Online Store" as such.

### 【Perquisites】

- Upon subscription : 500 pts.
- Usage : For every 200 yen paid via the credit card, 1 pt. is rewarded(reward rate: 0.5%).

### 【When to start】

Applications will be accepted from January 2022.

### Examples of card design

9 types are available.  
(\* Card design will be enhanced sequentially.)



"Bushiroad Card (red)"



"Bushiroad Card (white)"



# Press release

**Bushiroad Group acquired an event hall, which will be opened as “Hikosen Theater” in spring 2022. (Nov. 8, 2021)**

## 【Purpose】

Recently in the entertainment industry concerns have become serious about shortage of venues for theatrical shows and live shows. Although such concerns were temporarily resolved amid COVID-19 pandemic, along with gradual suppression of the pandemic there seems again to be further serious concerns.

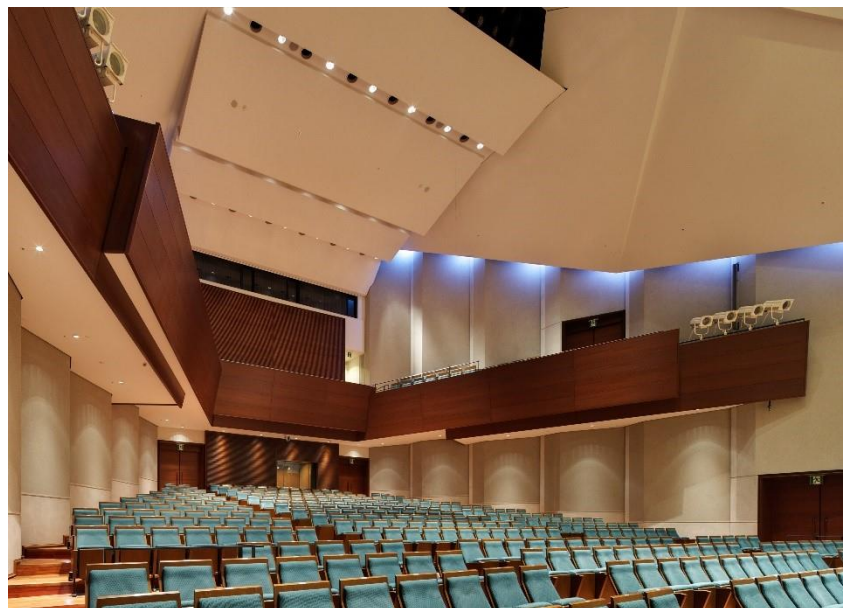
The Group, therefore, specifically Bushiroad Music Co., Ltd. in charge of music/live stage business has, in an attempt to secure and facilitate venues for live performance and reduce const of holding events, started to consider acquisition of an event hall, subsequently agreed with Ueno Gakuen on conditions, and eventually executed a contract for acquiring this event hall. By executing the contract with Ueno Gakuen which has 117 years of history and tradition since its foundation, we will also contribute to development of Japanese art and culture, as well as serving to Ueno area.

## 【Overview】

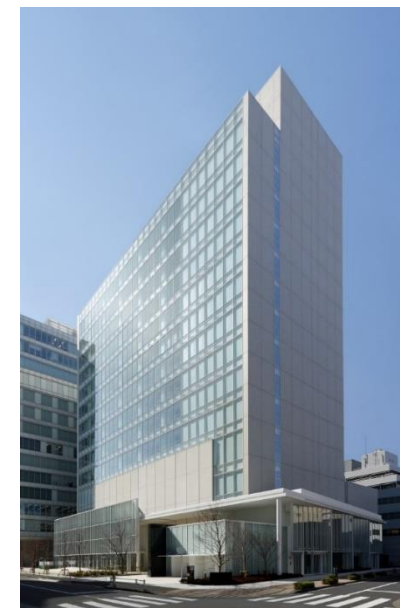
This event hall will be operated by Hikosen Theater Company which has 55 years history of musical performance and is a consolidated subsidiary of the Company.

From December 1, 2021, renovation work on some facilities starts such as enhancement of sound absorption facilities and introduction of 270-degree projection mapping, and after renewal it will be opened as “Hikosen Theater” in March 2022.

In order to support stage performance as well, it will be renewed from a music hall to a music culture hall, and in April 2022 and onward it will be available for lending to external users.



**Main hall**



**Exterior view**



# Company Overview

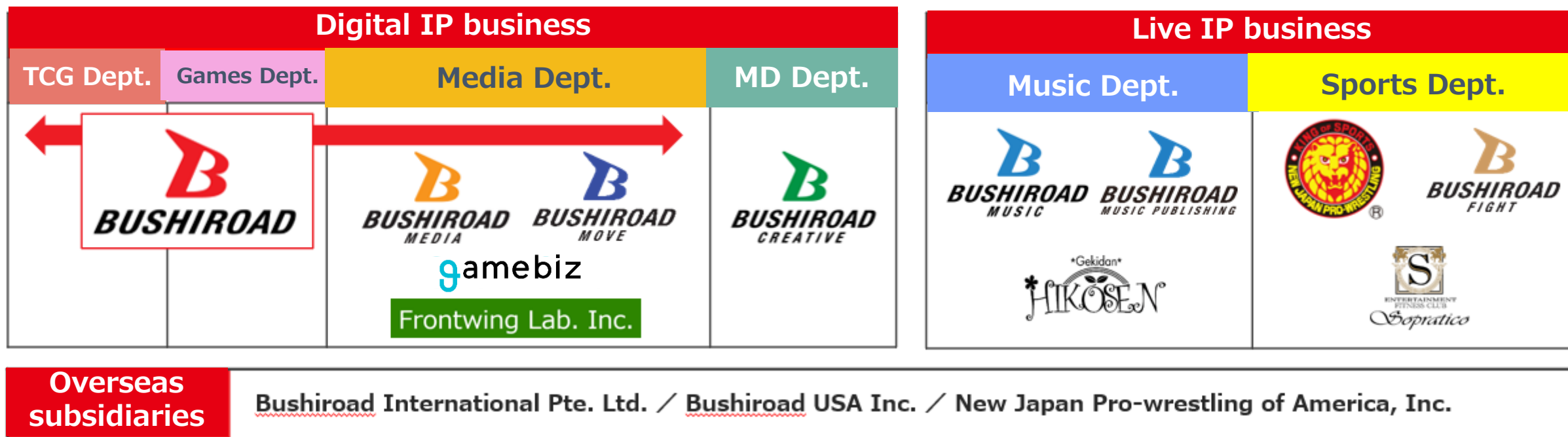
## Bushiroad Group's management philosophy



**I**ntellectual **P**roperty

The Company uses this term to mean entertainment works, characters and a variety of other products.

## ブシロードグループの事業と部門



# What is the IP Developer Strategy?

“One-Stop Media Mix” is to carry out various corporate activities, essential for IP creation/growth speedily, within the Group.

And IP will be widely perceived upon strong dissemination by group-wide “Promotion Development” using of our know-how and alliance.

This is the Bushiroad’s “IP Developer Strategy”.

## A case of BanG Dream! Project

**BanG Dream!**  
バンドリ★



It is a new generation girls band project where anime, games, comics and live performances all come together as a media mix. Among many music related anime contents, the project took **the initiative in style that the voice actresses of the characters actually play instruments and perform in live events**. Its feature is allowing to see the growth of characters through anime, games, and comics at the same time that real bands also grow through live stages and releasing songs.

Music Dept.



Media Dept.



MD Dept.



TCG Dept.



Games Dept.



TV commercials

Transit Advertising

SNS

Events

Web advertisement

Recital

Distribution





***BUSHIROAD***

**Bushiroad Inc.**  
**Securities code: 7803**

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