



BUSHIROAD

FY2022

**Q3 Financial Results
Briefing Material**

Bushiroad Inc.

Securities code: 7803

May 13, 2022

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NOTICE

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

Thus, 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, YoY comparisons are shown only as reference.

FY2022
Third Quarter
Financial Results
Summary/Overview

FY2022 Q3 Financial Results Summary

Sales and profit increased year-on-year with better segment profit in the Live IP business

- In the Digital IP business, the number of products released in the TCG Dept. was less than in the previous quarter, so even though sales and profit remained at a high level, they dropped from the previous quarter. In addition, due to the increase in the number of games published in the third quarter, both sales and profit in the Games Dept. were significantly affected by the application of accounting standards for revenue recognition. As a result, **sales increased** but **profit decreased** sales and profits decreased year-on-year from the previous quarter, **and both sales and profits decreased** year-on-year.
- In the Live IP business, sales and profit in the Sports Dept. increased from the **previous quarter and from the same period of the previous year with segment profit returning to the black** aided by the New Japan Pro-Wrestling and STARDOM big matches held in the third quarter.

Unit: million yen	FY22 Q3 (1) (Jan-Mar 2022)	FY21 Q3 (2) (Feb-Apr 2021)	+/- amount (1) - (2) = (3)	+/- % (3) / (2)	FY22 Q2 (4) (Oct-Dec 2021)	+/- amount (1) - (4) = (5)	+/- % (5) / (4)
Net sales	9,449	9,127	+322	+3.5%	9,089	+360	+3.9%
Operating profit	264	264	0	0%	381	-117	-30.7%
Ordinary profit	627	361	+266	+73.6%	911	-284	-31.1%
Quarterly net profit attributable to owners of parent	195	30	+165	+550.0%	701	-506	-72.1%

Digital IP business							
Net sales	6,803	6,940	-137	-1.9%	6,785	+18	+0.2%
Segment profit	197	348	-151	-43.3%	459	-262	-57.0%
Live IP business							
Net sales	2,645	2,187	+458	+20.9%	2,304	+341	+14.8%
Segment profit	63	-87	+150	-	-62	+125	-

* From Fiscal Year 2022, the company has changed its accounting policy (accounting standards with regard to revenue recognition, etc.) (for details, see Page 6). We have not changed our disclosure methodology in tandem with this change in policy as regards the period up to Fiscal Year 2021.

Summary Income Statement (Consolidated)

- Appropriate control of SG&A expenses, especially advertising expenses, has continued, with all sales and profit items for the cumulative third quarter **maintaining a pace significantly higher than in the same period of the previous year.**
- 211 million yen in non-operating profit as subsidy for J-LODlive*1 and others was recorded.
- **An extraordinary loss of 149 million yen** was recorded as an impairment loss on goodwill for Frontwing Lab. Inc.

Unit: million yen	Quarter				Total			
	FY22 Q3 (1) (Jan-Mar 2022)	FY21 Q3 (2) (Feb-Apr 2021)	+/- amount (1) - (2) = (3)	+/- % (3) / (2)	FY22 Q3 (1) (Jul 2021 - Mar 2022)	FY21 Q3 (2) (Aug 2020 - Apr 2021)	+/- amount (1) - (2) = (3)	+/- % (3) / (2)
Net sales	9,449	9,127	+322	+3.5%	29,023	27,154	+1,869	+6.8%
Gross profit	3,060	3,021	+39	+1.2%	10,072	9,647	+425	+4.4%
SG&A expenses	2,796	2,756	+40	+1.4%	8,104	9,223	-1,119	-12.1%
Advertising expenses	980	1,141	-161	-14.1%	2,723	4,435	-1,712	-38.6%
Promotion expenses	222	282	-60	-21.2%	767	658	+109	+16.5%
Operating profit	264	264	0	0%	1,967	423	+1,544	365.0%
Operating profit margin	2.7%	2.8%	-0.1pt	-	6.7%	1.5%	+5.2pt	-
Ordinary profit	627	361	+266	+73.6%	3,208	524	+2,684	512.2%
Ordinary profit rate	6.6%	3.9%	+2.7pt	-	11.0%	1.9%	+9.1pt	-
Quarterly net profit attributable to owners of parent	195	30	+165	+550.0%	2,033	-161	+2,194	-

Note:1. Content Global Demand Creation Promotion and Infrastructure Development Project Subsidy

* From Fiscal Year 2022, the company has changed its accounting policy (accounting standards with regard to revenue recognition, etc.) (for details, see Page 6). We have not changed our disclosure methodology in tandem with this change in policy as regards the period up to Fiscal Year 2021.

Regarding Application of Accounting Standards for Revenue Recognition

From the beginning of the first quarter consolidated accounting period, the accounting standard for revenue recognition has been applied and so the accounting method for revenue recognition has changed.

* We have made no changes to how our results are disclosed with respect to previous consolidated accounting years.

Changes in revenue recognition

	before	after
1. Revenue recognition for in-game billing in the Games Dept.	When customers purchase in-game currency	Based on our estimate of customer period of use
2. Revenue recognition in providing licenses in the Media Dept.	When contracts are concluded in the case of contract fees that do not need to be returned	Recognize revenue over a certain period
3. Some transactions in the Media and Music Depts.	Total payments received from customers	Net amount obtained by subtracting amount paid to business partners from amount received from customers
4. Revenue recognition in product sales such as in the Music and TCG Depts.	When goods are returned	At time of sale as regards expected returns

Impact in current term

		Q1	Q2	Q3
Digital IP business	Net sales	-¥470,313,000	-¥531,352,000	-¥666,577,000
	Segment profit	-¥58,202,000	-¥226,930,000	-¥384,298,000
Live IP business	Net sales	-¥31,831,000	-¥58,476,000	-¥34,182,000
	Segment profit	¥9,118,000	-¥10,113,000	¥7,486,000

Quarterly Consolidated Performance

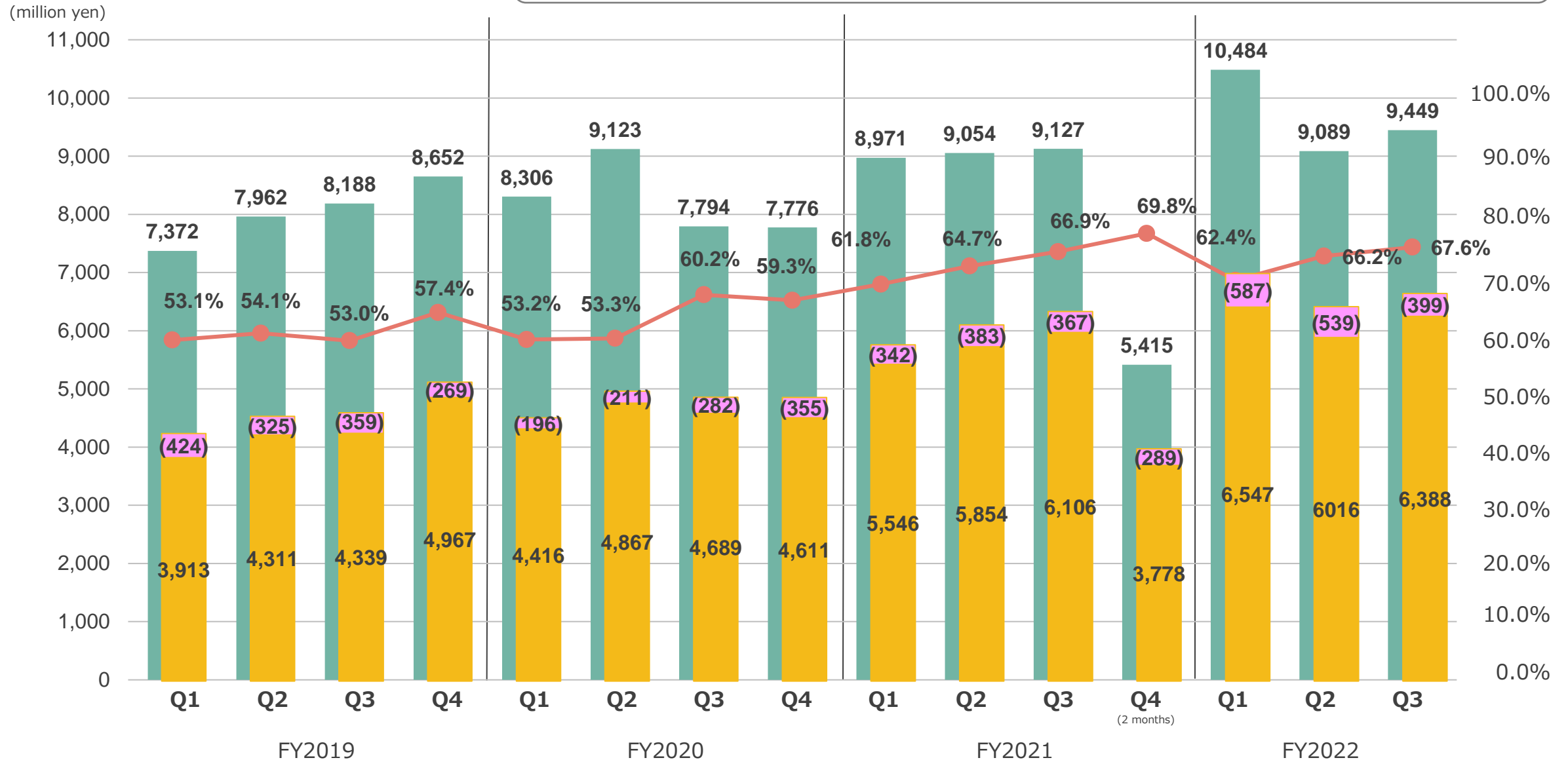
Legend:

Net sales

Cost of sales

(of which, depreciation)

Cost rate



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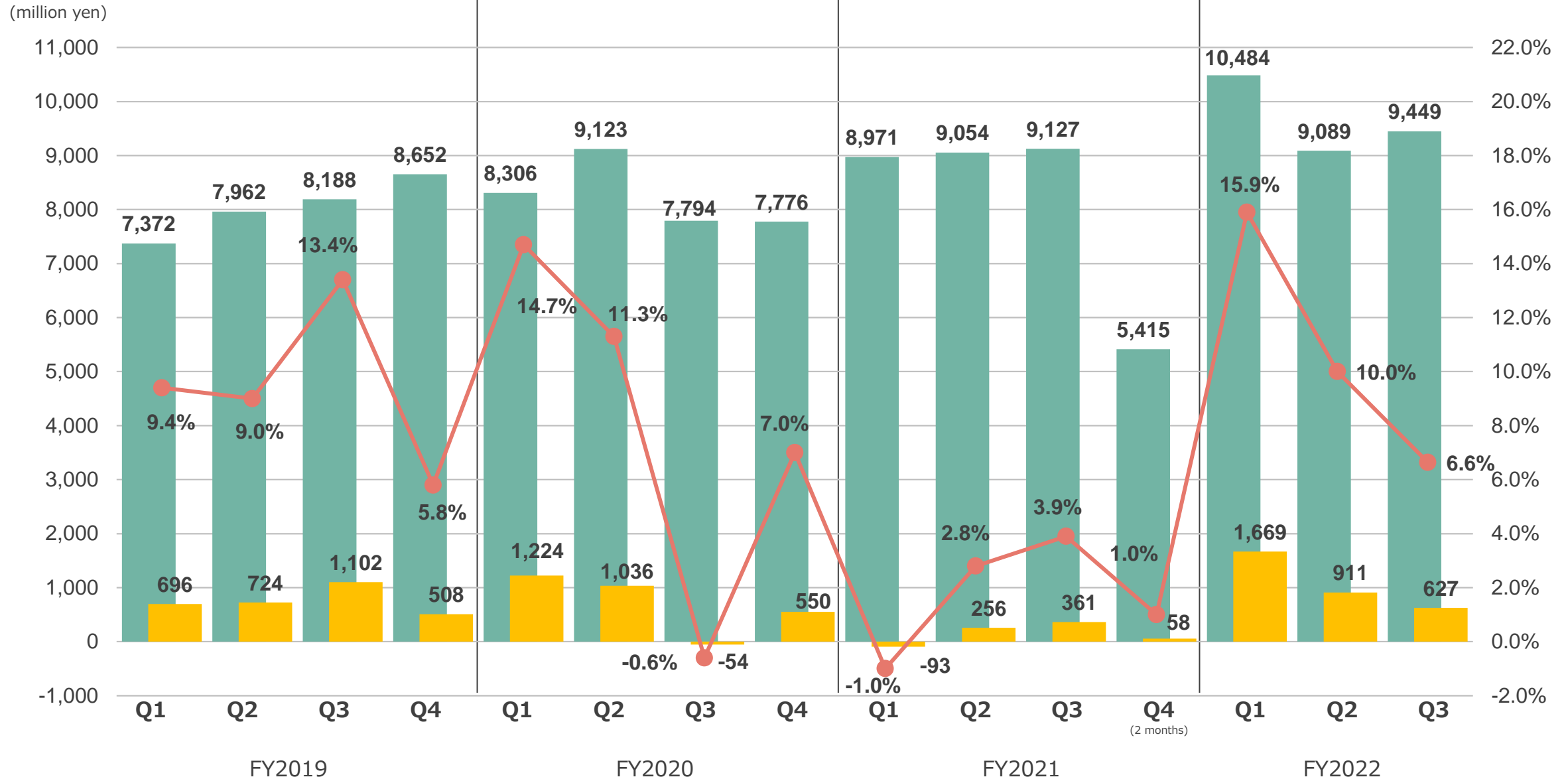
Quarterly Consolidated Performance

Legend:

Net sales

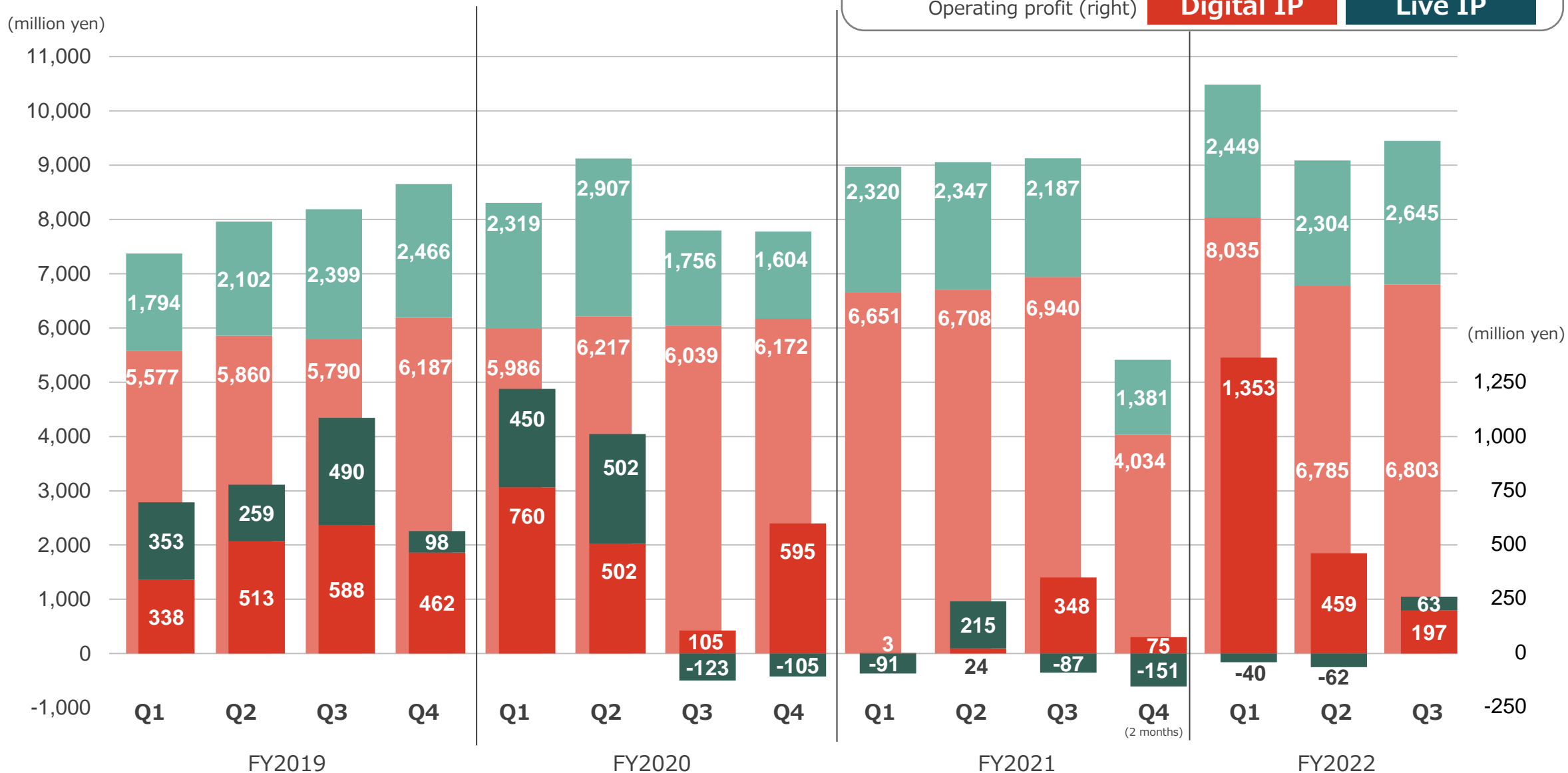
Ordinary profit

Ordinary profit rate



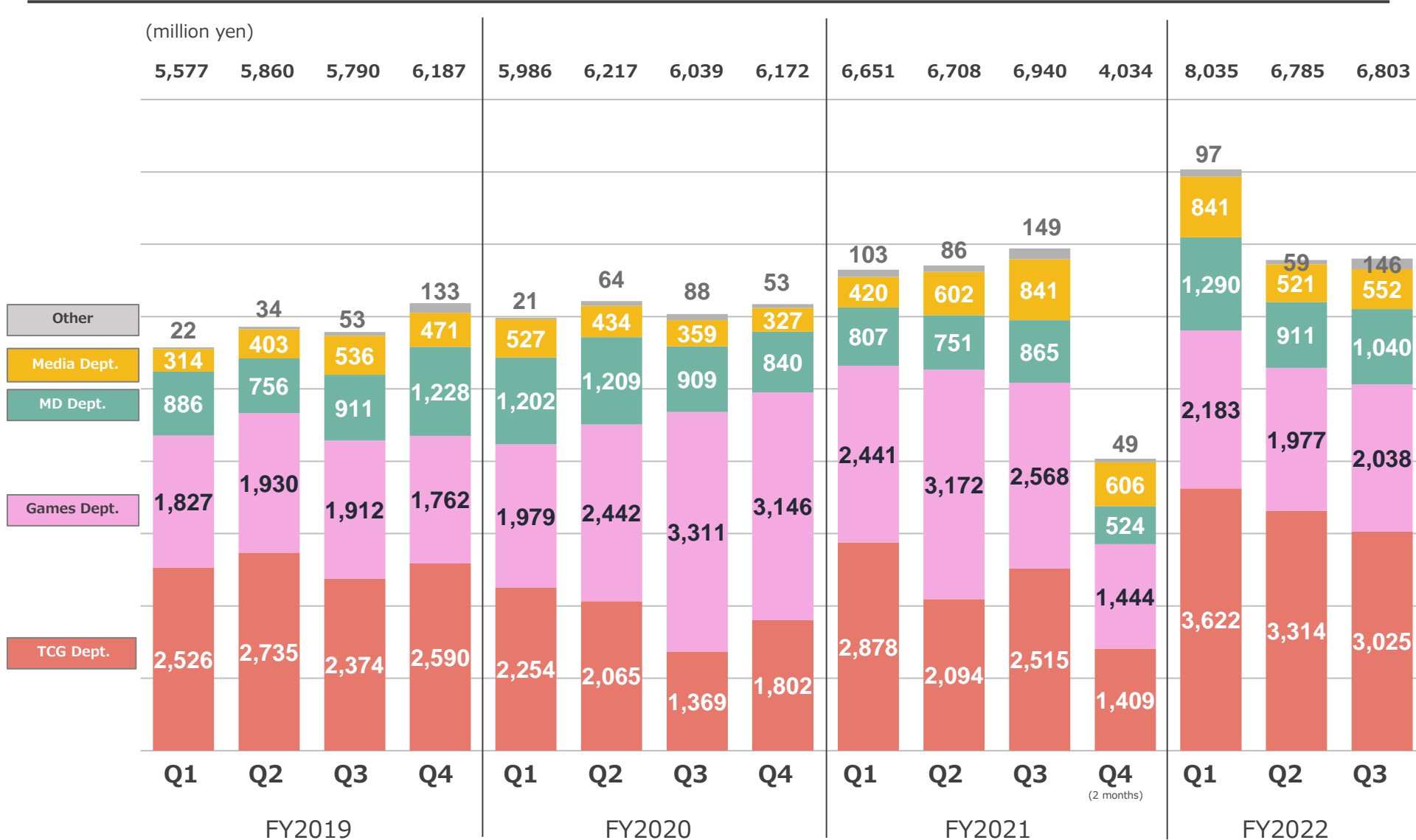
* From Fiscal Year 2022, the company has changed its accounting policy (accounting standards with regard to revenue recognition, etc.) (for details, see Page 6). We have not changed our disclosure methodology in tandem with this change in policy as regards the period up to Fiscal Year 2021.

Quarterly Sales and Operating Profit by Segment



* From Fiscal Year 2022, the company has changed its accounting policy (accounting standards with regard to revenue recognition, etc.) (for details, see Page 6). We have not changed our disclosure methodology in tandem with this change in policy as regards the period up to Fiscal Year 2021.

Quarterly Sales by Department 1: Digital IP Business



Media Dept.

The advertising agency, publishing, and voice actor office businesses remained strong following Q2.

MD Dept.

Results were favorable overall, including events, the original capsule toy brand TAMA-KYU, and IP goods from other companies.

Games Dept.* 1

Sales increased from previous quarter, led by BanG Dream! Girls Band Party!, which celebrated its 5th anniversary in March. And in February, NJPW STRONG SPIRITS went on release around the world.

TCG Dept.

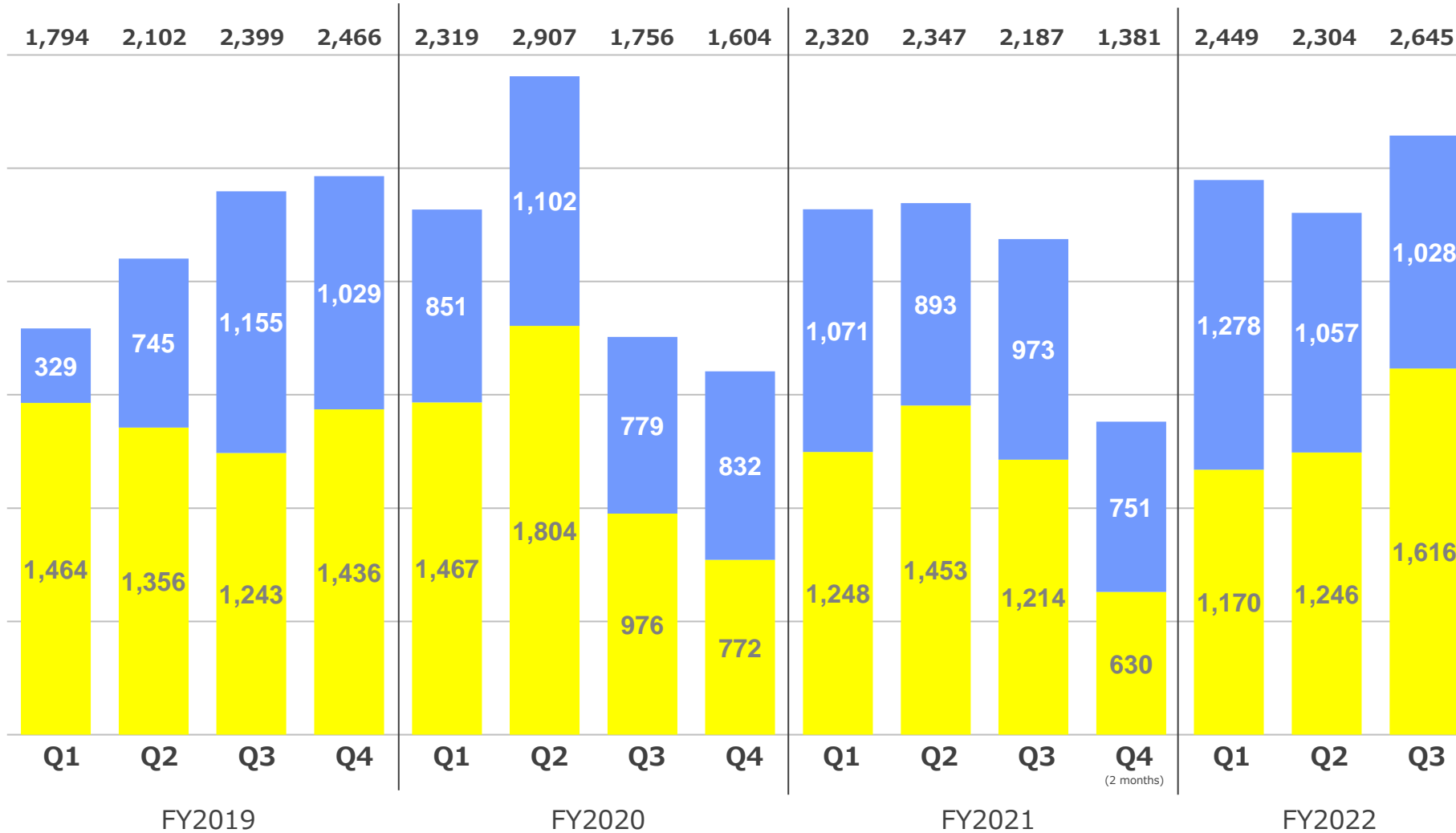
The Cardfight!! Vanguard 10th Anniversary GiftBox, and products using popular IP from both Bushiroad Inc., and other companies were released. Not so many products were released in Q3 leading to a drop in revenue, but sales did reach 3 billion yen.

Notes: 1. The MOG Dept. name has been changed to the Games Dept. from the current fiscal year.

* From Fiscal Year 2022, the company has changed its accounting policy (accounting standards with regard to revenue recognition, etc.) (for details, see Page 6). We have not changed our disclosure methodology in tandem with this change in policy as regards the period up to Fiscal Year 2021.

Quarterly Sales by Department 2: Live IP Business

(million yen)



Music Dept.

Music/video software, such as BanG Dream! and HATSUNE MIKU: COLORFUL STAGE!, were released, maintaining good sales. In terms of live music, sales were gained through hosting several small and midsize music events in Q2.

Sports Dept.

A WRESTLE KINGDOM 16 big match and an exhibition commemorating the 50th anniversary were put on at New Japan Pro-Wrestling with revenues increasing both QoQ and YoY.

In the STARDOM Women's Pro-Wrestling promotion, the LEC Cleanpa! Presents STARDOM WORLD CLIMAX 2022 event held at the Ryogoku Kokugikan in March helped Bushiroad Fight Inc., post record-high sales for the third successive quarter.

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BanG Dream! Girls Band Party! - 5th Anniversary

The smartphone game BanG Dream! Girls Band Party! celebrated its 5th anniversary in March.

A number of projects have been implemented to mark the 5th anniversary, including in-game campaigns, anniversary animation, and events.



5th Anniversary Projects



BanG Dream! Girls Band Party! 5th Anniversary Animation - CIRCLE THANKS PARTY! -



BanG Dream! Girls Band Party! 5th Anniversary BanG Dream! 26 hours Live TV



BanG Dream! Girls Band Party! 5th Anniversary FanFesta in Akihabara



6th Anniversary Major Update Decision

A super-major update for the 6th anniversary (March 2023) has also been decided.

Various projects and events are being planned for the 6th anniversary, such as a 3D Live Mode installation and a new season of stories, making the future ever more exciting.





First Big Match WRESTLE KINGDOM 16 Kicks Off 50th Anniversary Year

New Japan Pro-Wrestling held the first big match WRESTLE KINGDOM 16 in Tokyo Dome from January 4-5 to mark its 50th anniversary.

This year, WRESTLE KINGDOM 16 in Yokohama Arena was also held on January 8th with more than 25,000 people visiting the venue over three days.

The Women's Pro-Wrestling promotion STARDOM took to the stage on January 5, and on January 8 about against Pro-Wrestling NOAH was put on in a powerful display to celebrate the 50th anniversary.



First two consecutive Women's Pro-Wrestling events held at the Ryogoku Kokugikan LEC Cleanpa! Presents STARDOM WORLD CLIMAX 2022

The Women's Pro-Wrestling promotion STARDOM hosted the big match LEC Cleanpa! Presents STARDOM WORLD CLIMAX 2022 at the Ryogoku Kokugikan from March 26-27. It was the first time for Women's Professional Wrestling to be held for two consecutive days at the Ryogoku Kokugikan where the venue was at full capacity on the 27th with 3,085 spectators. A total of 17 fights, including title fights, were fought over two days in some fierce competition.

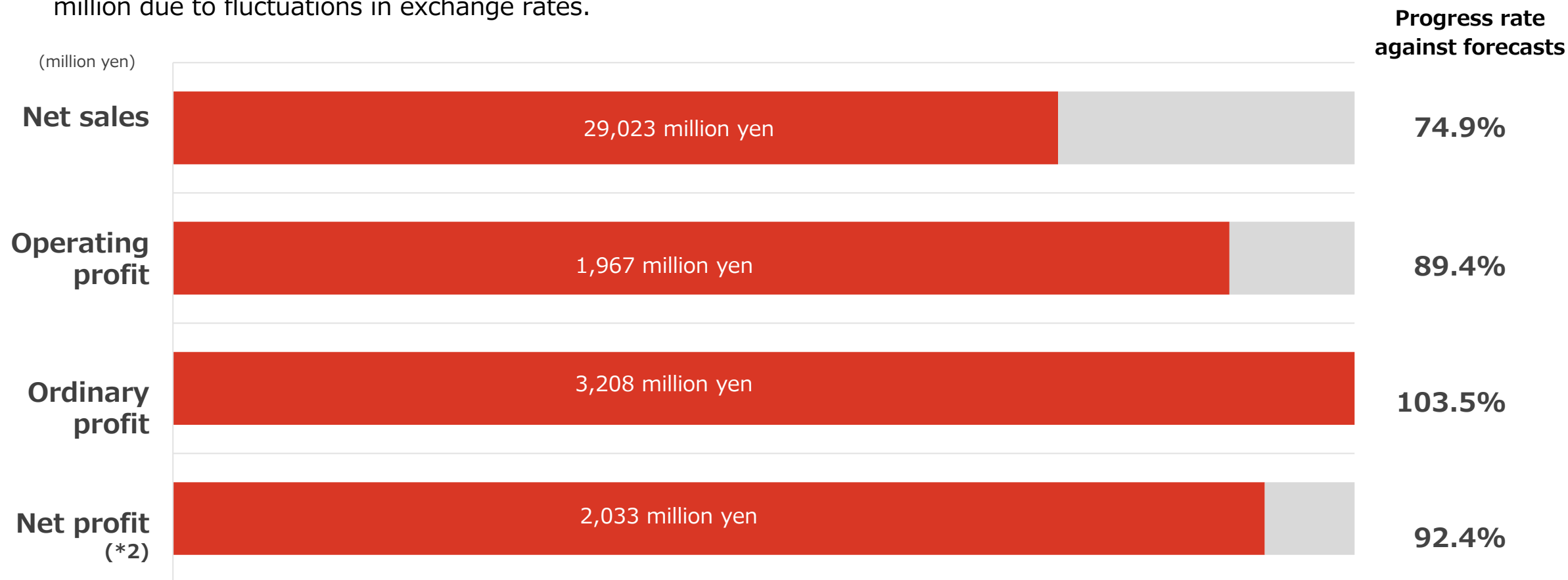


FY2022 Consolidated Performance Forecasts

Consolidated Performance Forecasts for FY2022

Progress rate against performance forecasts

- The progress rate against performance forecasts was favorable following the second quarter with ordinary profit at 103% exceeding forecasts.
- Non-operating profit includes subsidies for J-LODlive*₁ and others of ¥ 1,001 million and foreign exchange gains of ¥251 million due to fluctuations in exchange rates.



Notes: 1. Content Global Demand Creation Promotion and Infrastructure Development Project Subsidy
2. Net profit attributable to owners of parent

Consolidated Performance Forecasts for FY2022

Upward revision to performance forecasts

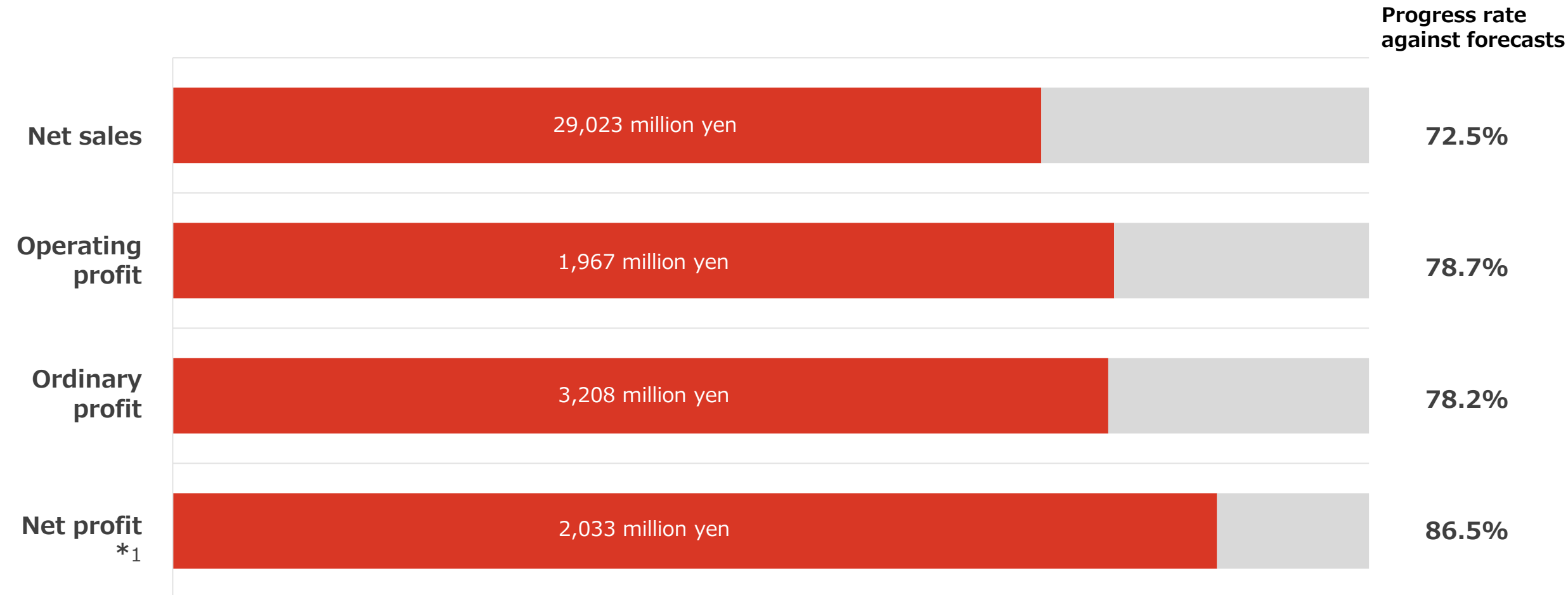
- Growth is expected in the TCG Dept. both in Japan and overseas, with the new trading card game Shadowverse EVOLVE as well as English versions anticipated to continue to perform well in the fourth quarter.
- Due to fluctuations in the exchange rate, the yen at the end of the fourth quarter is expected to be ¥130 to the dollar, at which point we expect to record a foreign exchange gain of ¥418 million as non-operating profit for the full year.
For the above reasons, performance forecasts announced at the time of first quarter financial results are expected to be surpassed and so will be revised upwards.

Unit: million yen	FY22 Previous forecasts (Nov 12, 2021)	FY22 Revised forecasts (Jul 2021 - Jun 2022)	+/- amount	+/- %	FY20 Full-year results (Aug 2019 - Jul 2020)	FY21 Full-year results (Aug 2020 - Jun 2021) <small>(11 months)</small>
Net sales	38,700	40,000	+1,300	+3.4%	33,000	32,569
Operating profit	2,200	2,500	+300	+13.6%	2,710	344
Ordinary profit	3,100	4,100	+1,000	+32.3%	2,755	583
Net profit attributable to owners of parent	2,200	2,350	+150	+6.8%	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 rate after upward revision



*1: Net profit attributable to owners of parent

Upcoming Activities

Principal upcoming activities of the Bushiroad Group scheduled around FY2022 Q4 (Apr – Jun 2022) and FY2023 Q1 (Jul – Sep 2022)

Upcoming Activities 1: Trading Card Games



Cardfight!! Vanguard

In the Cardfight!! Vanguard trading card game, in addition to the P Clan Collection 2022 and the V Clan Collection, which are sold only at stores hosting official Vanguard tournaments, a trial deck will be released containing cards showcasing the new animation season.



**P-Special Series 01
- P Clan Collection 2022**
On sale May 13



**V-Special Series 05
- V Clan Collection Vol.5**
On sale June 17



Trial Decks (3 kinds)
On sale July 22



Weiss Schwarz

The Weiss Schwarz trading card game will release products with PIXAR characters, including Toy Story, Monsters, Inc. and Cars. The brand is also set to release other products such as Tokyo Revengers and Love Live! Nijigasaki High School Idol Club.



- Trial Decks
Toy Story - On sale June 24
Monsters, Inc. - On sale July 29
Cars - On sale Sep 9
- Booster Pack
PIXAR ALL STARS - On sale Sep 30



Rebirth for you

The Rebirth for you trading card game will release the second booster pack of New Japan Pro-Wrestling which was first released in September 2021 and see six types of trial decks go on sale on July 16. The brand is also set to release other products, including Kaginado, Laid-Back Camp, and Abandoned Girl -Hyakka Ryoran no Moehime Tachi-.



KAGINADO
Trial Decks - On sale May 27
Booster Pack - On sale July 1



New Japan Pro-Wrestling
Booster Pack 02 and Trial Decks (6 kinds)
On sale July 16



Shadowverse EVOLVE

Booster Pack 02 On sale in June

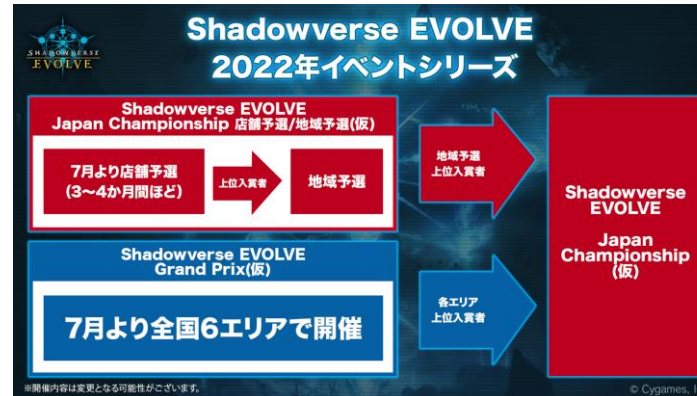
Shadowverse EVOLVE, a physical trading card game based on Shadowverse presented by Cygames, Inc and Bushiroad Inc. will release the second booster pack on June 17. This pack will also feature a card of the virtual YouTuber associated with hololive production, Laplus Darkness.



Booster Pack 02
On sale June 17

Tournaments across Japan from July

Official tournaments such as the Shadowverse EVOLVE Japan Championship will be held all over Japan from July. And, due to popular demand, beginner classes will be hosted at 200 stores nationwide for an extended period.



SHADOWVERSE EVOLVE

来場者特典

全国初心者講習会

好評につき開催期間延長決定!!

日程 3月25日(金)～5月31日(火)

場所 全国200店舗

- PRカード(ファイター)1枚
- プレミアム加工PRカード(全4種)からお好きなカード2枚 New!!
- Shadowverse EVOLVE限定冊子

© Cygames, Inc.

Weiss Schwarz - hololive production English edition on sale

The Weiss Schwarz trading card game will release an English edition of the popular hololive production, which the Japanese edition was released in October 2021, from April to May. Other English-language products, such as The Quintessential Quintuplets, are also set to be released.



hololive production (English edition)
Trial Decks (7 kinds) - On sale April 29
Booster Pack - On sale May 13

Bushiroad Spring Fest 2022

Bushiroad Spring Fest 2022, a major trading card game tournament, will be held from April to June.

This tournament encompasses Cardfight!! Vanguard and Weiss Schwarz, and will be held for the first time in roughly two years.

Bushiroad Spring Fest 2022 will be held across three regions (Asia-Oceania, Europe, North and Latin America) and will give a boost to overseas expansion through the games.



Bushiroad Spring Fest 2022
April - June

Two animations are set to be broadcast on TV from July.

Cardfight!! Vanguard will+Dress



Cardfight!! Vanguard will+Dress, the sequel to the TV animation Cardfight!! Vanguard overDress Season 1 broadcast in April 2021 and Season 2 aired from October of the same year, will begin showing on TV screens from July.

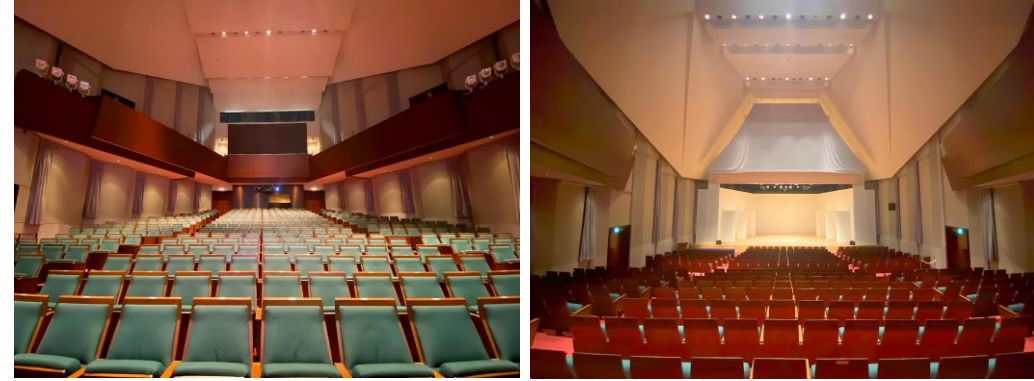
TEPPEN!!!!!!!!!!!!!!!!!!!!



The original TV animation TEPPEN!!!!!!!!!!!!!!!!!!!!, based on the manga series TEPPEN!!! serialized in Bushiroad Media's magazine Monthly Bushiroad will be aired on TV screens in July. An offline event involving 15 cast members has also been set up for August 21.

The Hikosen Theater Open from April

Work was carried out on the Ishibashi Memorial Hall which was acquired by the Group last year, and opened as the Hikosen Theater on April 1. As well as being used by the Group, the event hall is also available for hire.



Events and stage shows planned for Group works



Assault Lily mini talk and live performance “#Lily Kojo Kaigi”
May 14 - 15 and 21 - 22 (8 performances in total)

Lyrical Lily stage show
June 28 - July 3 (9 performances in total)

Upcoming Activities 6: Live Music

May - June

Massive live concert at the Fujikyū Highland Conifer Forest



Episode of Roselia DAY 1: Weißblee
Episode of Roselia DAY 2: Rose
May 21 - 22

D4DJ D4 FES. LIVE -ALL IN-
May 28 - 29



RAISE A SUILEN × Morfonica
Mythology Chapter 2
June 18



RAISE A SUILEN LIVE 2022
OVERKILL
June 19

September

BanG Dream! At Ariake Arena - 4 Days of Solo Live Music Shows



Roselia
Sep 22



Morfonica
Sep 23



Poppin' Party
Sep 24



RAISE A SUILEN
Sep 25

August

Assault Lily - Live Summer Show
voller Blüte

From Assault Lily, the huge live show voller Blüte is set to take place. Scheduled for August 6 - 7 at the Kawaguchiko Stellar Theater.



Merm4id 4th LIVE
Summer Killer II

Presented by D4DJ and following on from the Merm4id 2nd LIVE - Summer Killer held last year, Summer Killer II is set to take place. Scheduled for August 13 at Toyosu PIT.



Upcoming Activities 7: Pro-Wrestling

New Japan Pro-Wrestling

In addition to the competitions at the Fukuoka PayPay Dome and Osaka-Jo Hall, New Japan Pro-Wrestling is scheduled to perform jointly with another Professional Wrestling Group, AEW, at the United Center in Chicago, Illinois, USA on June 26.



WRESTLING DONTAKU 2022
Fukuoka PayPay Dome - May 1



DOMINION 6.12 in OSAKA-JO HALL
Osaka-Jo Hall - June 12



NEW JAPAN ROAD
June 16 - July 5 (8 competitions in total)



AEW x NJPW: Forbidden Door
Illinois, USA - June 26

STARDOM

In addition to the competitions at the Fukuoka Kokusai Center, STARDOM will hold the opening two consecutive fights for the 5★ STAR GP 2022 - Championship Title Fight on October 1.



Fukuoka Goddess Festival - Batten Stardom-
Fukuoka Kokusai Center - May 5



NEW BLOOD 2
New Pier Hall, Tokyo - May 13



Flashing Champions 2022
5月28日(土) 東京・大田区総合体育館

STARDOM Flashing Champions 2022
Ota-City General Gymnasium, Tokyo - May 28



5★ STAR GP 2022 - Day 1
5★ STAR GP 2022 - Day 2
Ota-City General Gymnasium, Tokyo - July 30 - 31

Events Calendar

* Events/releases listed below are as announced on May 13, 2022.
 * The positions of events/releases in the lists may not be in line with the actual timing of the events/releases.

- D4DJ
- ARGONAVIS
- Cardfight!! Vanguard
- BanG Dream!
- Assault Lily
- New Japan Pro-Wrestling
- STARDOM
- Revue Starlight

May
June
From July

Live Music & Stage Shows

- Argonavis LIVE 2022 -DIVE into CYAN-(May7)
- Fantôme Iris 1st LIVE -C'est la vie!- Rescheduled (May 15)
- Fujikyū Highland Conifer Forest**
- Roselia - Episode of Roselia (May 21-22)
- D4DJ D4 FES. LIVE -ALL IN- (May 28-29)
- RAISE A SUILEN×Morfonica - Mythology Chapter 2 (June 18)
- RAISE A SUILEN LIVE 2022 - OVERKILL (June 19)
- Lyrical Lily stage show (Hikosen Theater June 28 - July 3)
- MyGO!!!!! 1st LIVE - We scream here (July 3)
- Assault Lily Summer LIVE - voller Blüte (August 6-7)
- GYROAXIA TOUR 2022 -Freestyle-(Aug 6 - Sep 3)
- Merm4id 4th LIVE Summer Killer II (Aug 13)
- Solo Live Music Shows**
Roselia (Sep 22), Morfonica(Sep 23)
Poppin'Party(Sep 24), RAISE A SUILEN (Sep 25)

Pro-Wrestling

- New Japan Pro-Wrestling
WRESTLING DONTAKU 2022(May 1)
- STARDOM
Fukuoka Goddess Festival - Batten Stardom - (May 5)
- STARDOM
NEW BLOOD 2 (May13)
- STARDOM
STARDOM Flashing Champions 2022 (May28)
- New Japan Pro-Wrestling
DOMINION 6.12 in OSAKA-JO HALL (June 12)
- New Japan Pro-Wrestling
NEW JAPAN ROAD(June 16 - July 5)
- New Japan Pro-Wrestling
AEW x NJPW: Forbidden Door
(Illinois, USA - June 26)
- STARDOM
5★ STAR GP 2022 - Day 1
5★ STAR GP 2022 - Day 2 (July 30-31)

Other Events

- ARGONAVIS 4th ANNIVERSARY EVENT
-CHEMISTRY-(May 14)
- Assault Lily
Mini talk and live performance
(Hikosen Theater - May 14-15, 21-22)
- Revue Starlight Re LIVE Readers Theater Part 1
(June 5)
- Bushiroad 15th Anniversary Event (June 6)
- TCG Strategy Announcement (June 15)**
- Akanesasu Sekai de Kimi to Utau
- Repeat Performance
(Hikosen Theater - June 17-20)
- TV animation - TEPPEN!!!!!!!!!!!!!!!!!!!!
On air from July
- TV animation**
Cardfight!! Vanguard will+Dress
On air from July
- D4DJ special edition animation: D4DJ Double Mix
- Scheduled for summer broadcast
- Siegfeld's Legendary Training
- TALK & LIVE (7/10)
- BanG Dream! Tokimeku Summer Festival! 2022
(July 30)

Appendix

Grand Opening of the Bushiroad Well-Be Higashi Matsubara Sports Club

Purpose

Bushiroad Well-Be, a Bushiroad Group company, opened the Bushiroad Well-Be Higashi Matsubara Sports Club on May 18. As a first step in the full-scale expansion of the healthcare business by the Sports & Healthcare Division, the aim is to develop business by utilizing the resources and know-how of each company to realize a healthy and happy society required for the future, and a society where people can play an active role in their own way.



Overview

Sports Club Name: Bushiroad Well-Be Higashi Matsubara

Address: 5-26-11 Matsubara, Setagaya-ku, Tokyo

Business hours: Weekdays 9:00 to 22:30 / Weekends and holidays 9:00 to 21:00

Membership fee: From ¥7,590/month (tax included)

有酸素マシンジム



マシンジム



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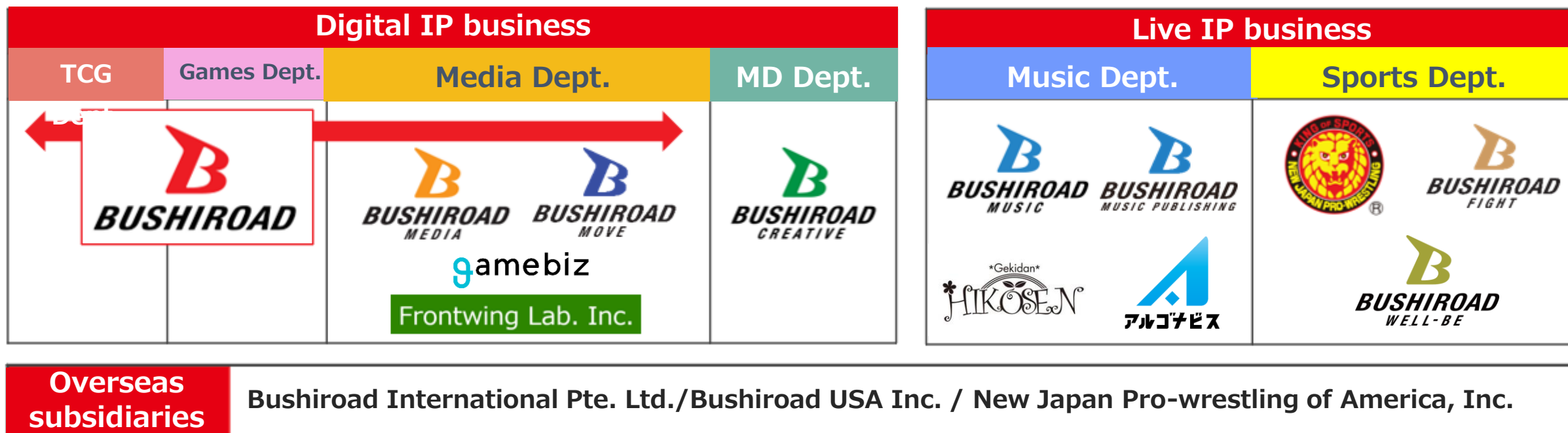
Bushiroad Group's management philosophy



Intellectual **P**roperty

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

Bushiroad's business and departments



Mid-Term Growth Strategy

Basic Strategy

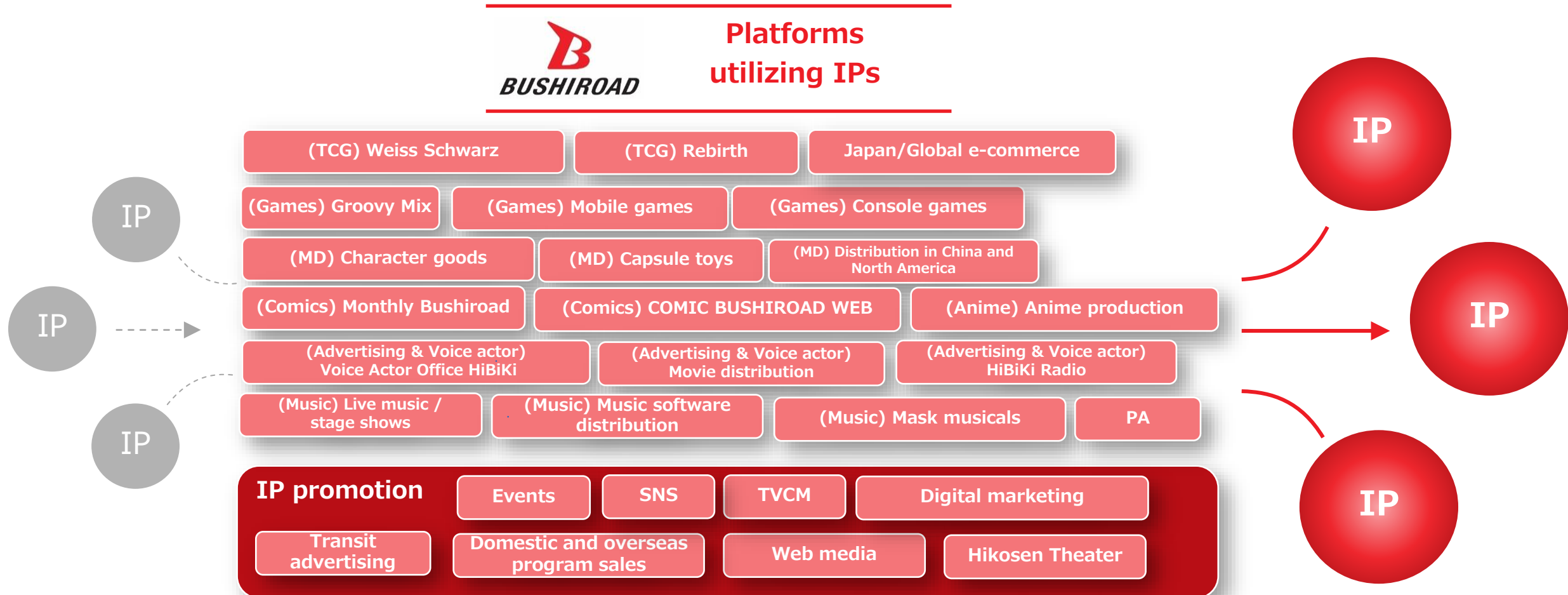
1. Build & establish unique business foundations in 8 areas
2. Further enhancement mainly of TCG & pro-wrestling
3. Fulfillment of IP Developer 2.0

(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	Vanguard BanG Dream! D4DJ Revue Starlight ARGONAVIS	Weiss Schwarz, Rebirth
	Games Dept.	2 Games		D4DJ (Groovy Mix), console deployment
	MD Dept.	3 MD		Capsule toys , character goods, Manufacture/distribution in China and North America , global e-commerce
	Media Dept.	4 Comics		COMIC BUSHIROAD WEB
		5 Anime		Anime production, development of original work, original drawings
		6 Advertising & Voice actor		Anime marketing, PA, Movie distribution Voice actor casting, Credit cards, HiBiKi Radio
	Music Dept.	7 Music		Music software distribution , Mask musicals , Stage shows
	Live IP business	Sports Dept.	8 Pro-Wrestling	New Japan Pro-Wrestling , 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 (ideas)”** and **“Promotional capabilities”** based on our own experience as an IP developer to strengthen our position as a **“Platform company”** that adds more IP value through collaboration with external IPs.



What is the IP Developer Strategy?

Bushiroad speedily implements various corporate activities essential for IP creation and growth within the group in a so-called "One-Stop Media Mix".

Then, we actively send out information through "Promotion Development" from across the Group by making the best use of our expertise and alliances to make our IP widely recognized.

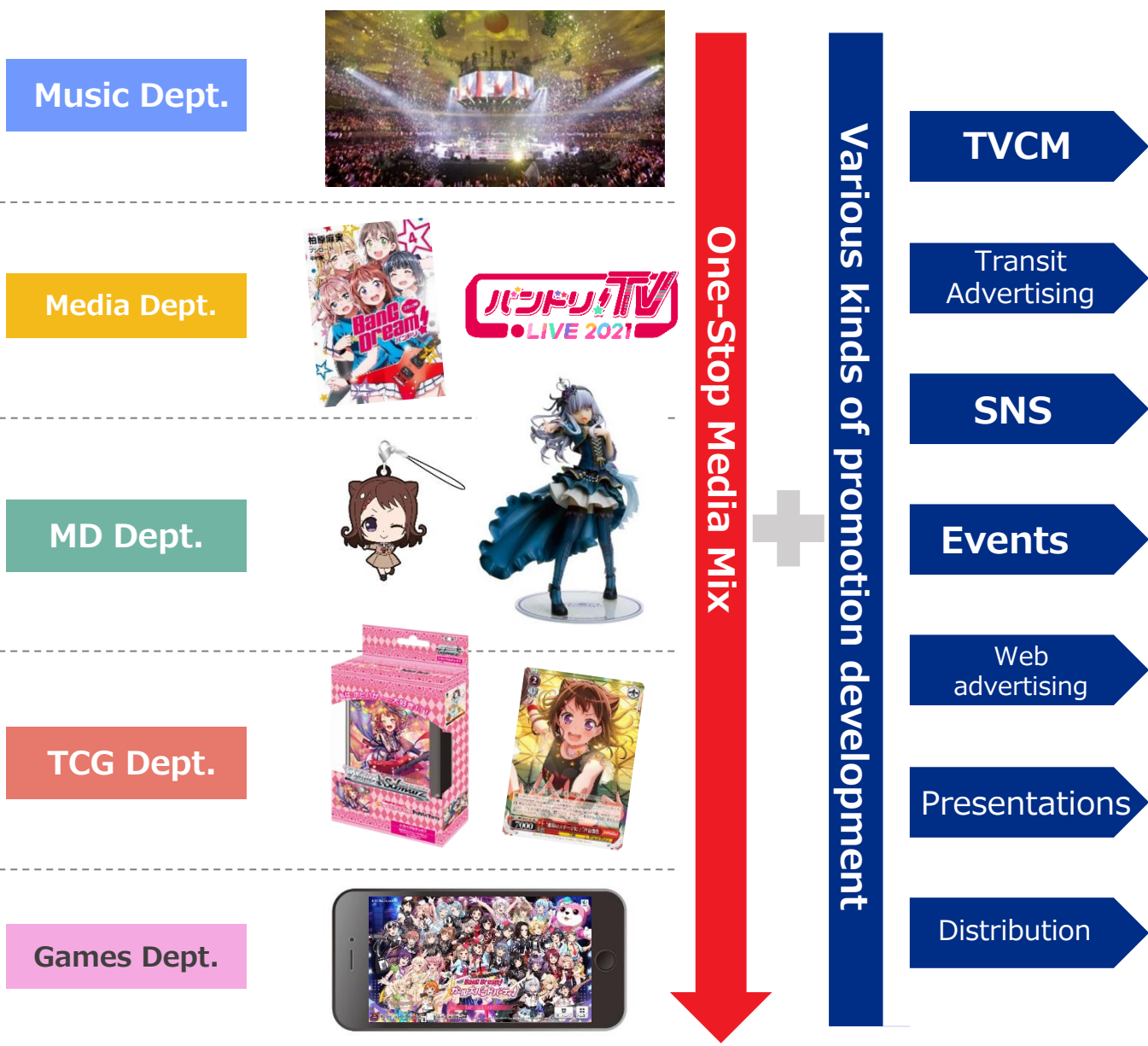
This is Bushiroad's "IP Developer Strategy."

BanG Dream! Project example



A next-generation girls band project where anime, games, comics and live performances all come together in a media mix.

Among the many music-related anime contents, **the project leads the way in a style where the character voice actors actually play instruments and perform live.** Along with the growth of characters through anime, games and comics, the strength of the project is in allowing the fans to enjoy the growth of the band in real life through live concerts and music software.





BUSHIROAD

Bushiroad Inc.

Securities code: 7803

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