



BUSHIROAD

**Financial Results Briefing Material
for the First Quarter of the Fiscal Year 2023**

**Bushiroad Inc.
Securities code: 7803
(November 14, 2022)**

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Change in organizational structure

Change in organizational structure

The Company has changed its organizational structure as described below from the first quarter of the fiscal year 2023.

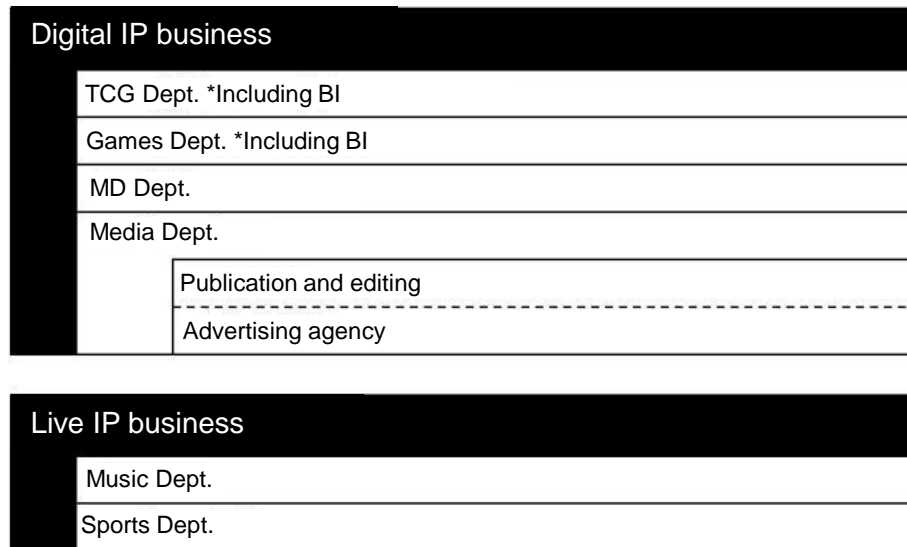
Under this change, "Unit system" has been introduced and subsegments have been reorganized from previous "Department" to "Unit".

Consequently, business segment of the Company consists of 2 Business (segments) and 7 Units.

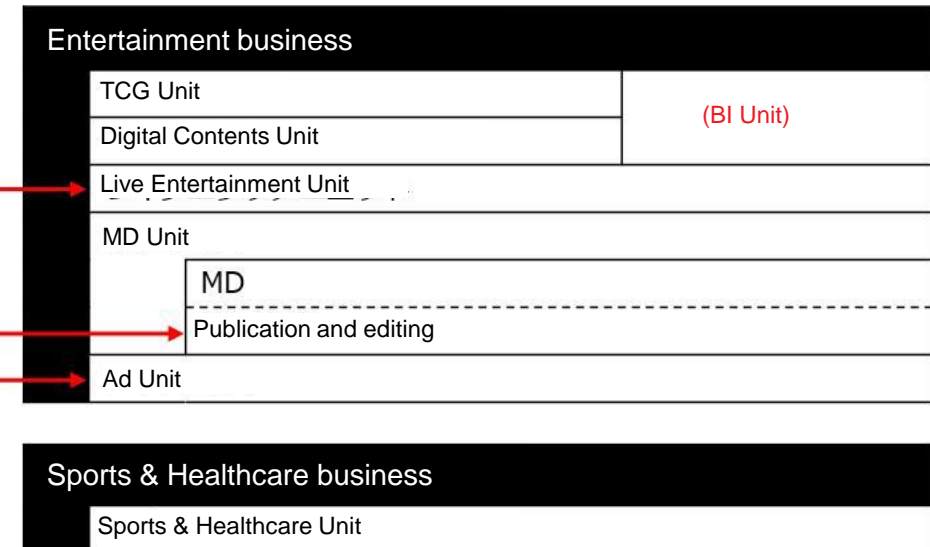
[Purpose of change]

- Strengthen the synergy by enhancing cooperation within Unit. Making goal settings possible from wider perspectives.
- Promoting transfer of power and selection of competent young employees by appointing Unit directors.

- Until FY2022 -

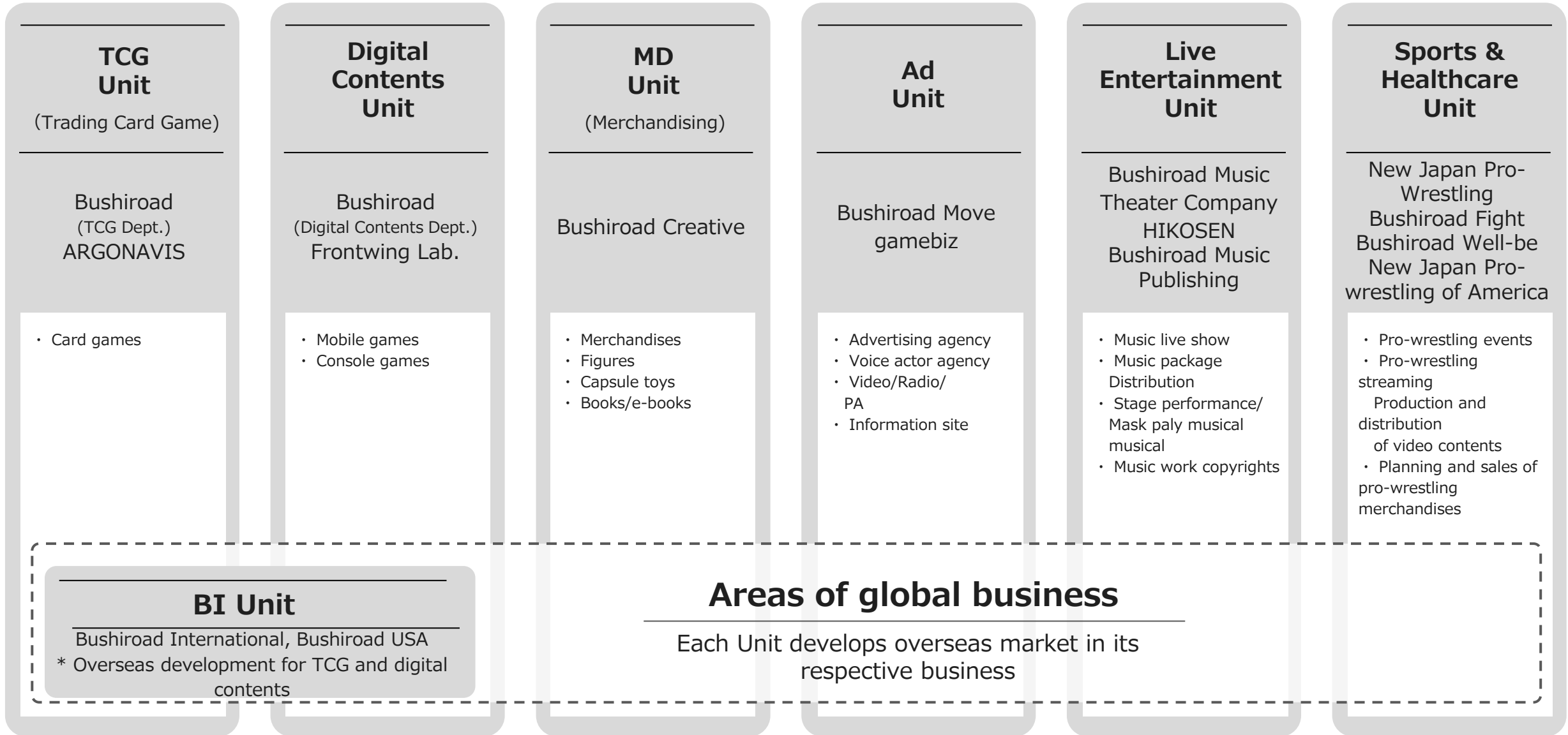


- FY2023 onwards -



※BI...Bushiroad International Pte.Ltd.

Business areas of each Unit



FY2023 Q1 Financial Results Summary/Overview

FY2023 Q1 Financial Results Summary

<p>FY2023 1Q</p>	<p>Although TCG was a mainly driver of sales and Net sales increased, profit decreased due to increase in costs related to game development, events, and distribution.</p> <p>Net sales 12,340 million yen (YoY +17.7%)</p> <p>Operating profit 867 million yen (YoY -34.4%)</p>
<p>Entertainment business</p>	<p>Although TCG Unit renewed the record high Net sales and showed a great performance, Operating profit decreased due to impacts from surges in costs of game development, transportation, and materials.</p> <p>Net sales 10,772 million yen (YoY +15.7%)</p> <p>Operating profit 832 million yen (YoY ▲41.2%)</p>
<p>Sports & Healthcare business</p>	<p>Bushiroad Fight Co., Ltd. which is operating “STARDOM” renewed the record high Net sales for four consecutive quarters.</p> <p>“New Japan Pro-Wrestling” is also on a recovery track with increase both in revenues and earnings, and Operating profit returned to profitability.</p> <p>Net sales 1,568 million yen (YoY +33.9%)</p> <p>Operating profit 34 million yen (YoY -)</p>

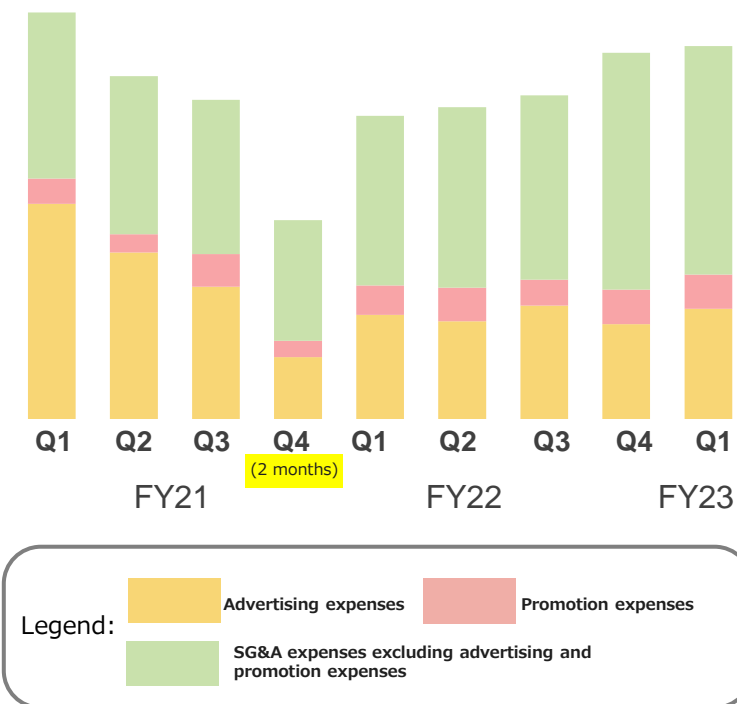
Summary Income Statement (Consolidated)

- Revenues increased by launches of a large number of merchandises including TCGs and MDs and hosting multiple number of music live shows and pro-wrestling events.
- SG&A expenses increased mainly in costs for research and development of games and holding events, which negatively affected profit.
- Non-operating profit includes subsidies for J-LODlive*1 **and others of ¥111 million and foreign exchange gains of ¥185 million due to fluctuations in exchange rates.**

Unit: million yen	FY23 1Q (1) (7-9/2022)	FY22 Q1 (2) (7-9/2021)	+/- amount (1) - (2) = (3)	+/- % (3) / (2)
Net sales	12,340	10,484	+1,855	+17.7 %
Gross profit	4,086	3,938	+147	+3.8 %
SG&A expenses	3,219	2,617	+602	+23.0 %
Advertising expenses	952	899	+52	+5.9 %
Promotion expenses	295	254	+40	+16.1 %
Operating profit	867	1,321	-454	-34.4 %
Operating profit margin	7.0 %	12.6 %	-5.6 Pt	-
Ordinary profit	1,186	1,669	-482	-28.9 %
Ordinary profit rate	9.6 %	15.9 %	-6.3 Pt	-
Attributable to owners of parent Net profit per share	643	1,136	-492	-43.4 %

Changes in SG&A expenses

Many real events were held in Japan and abroad and SG&A expenses including advertising and promotion expenses increased.



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

Quarterly Consolidated Performance

Legend:

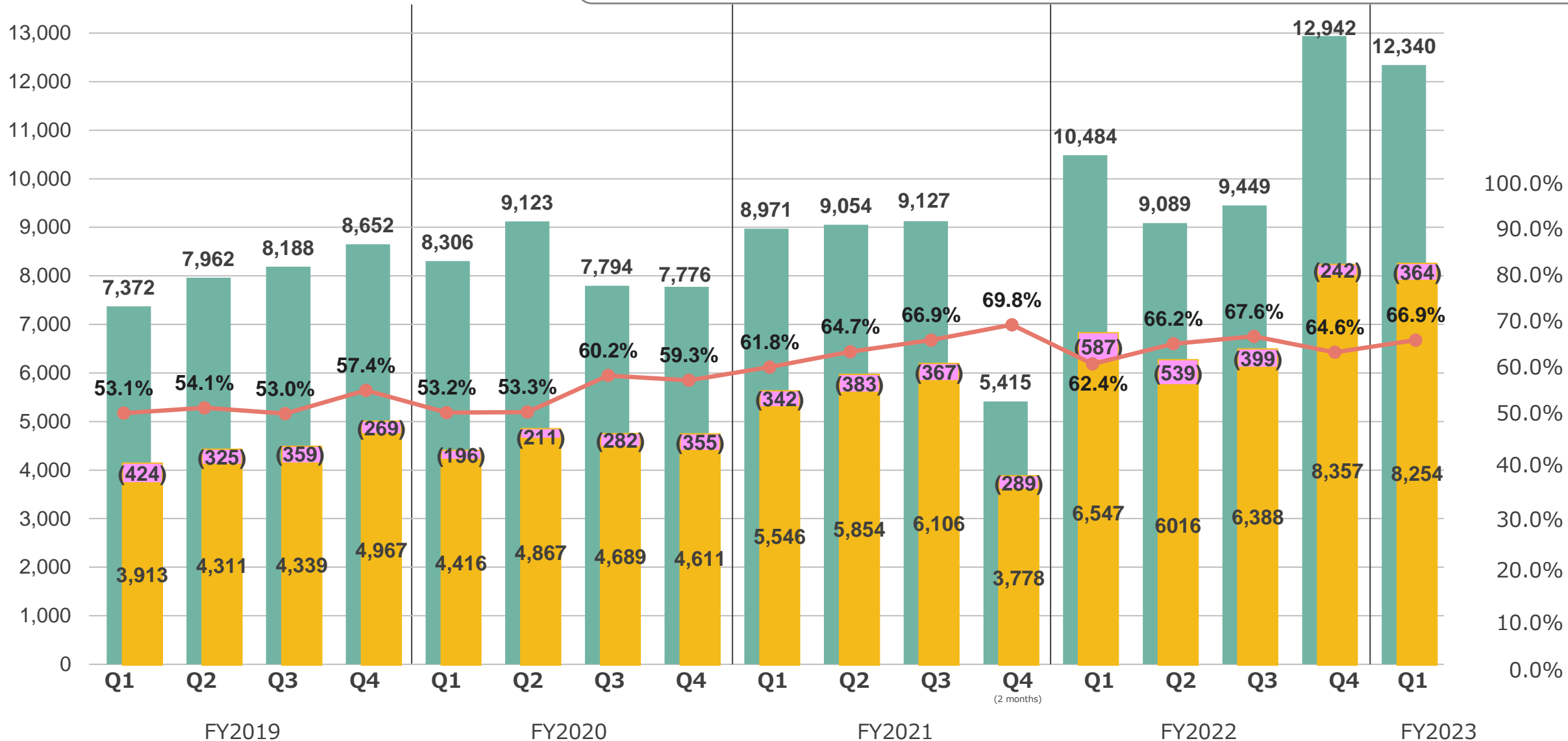
Net sales

Cost of sales

(of which, depreciation)

Cost rate

(million yen)



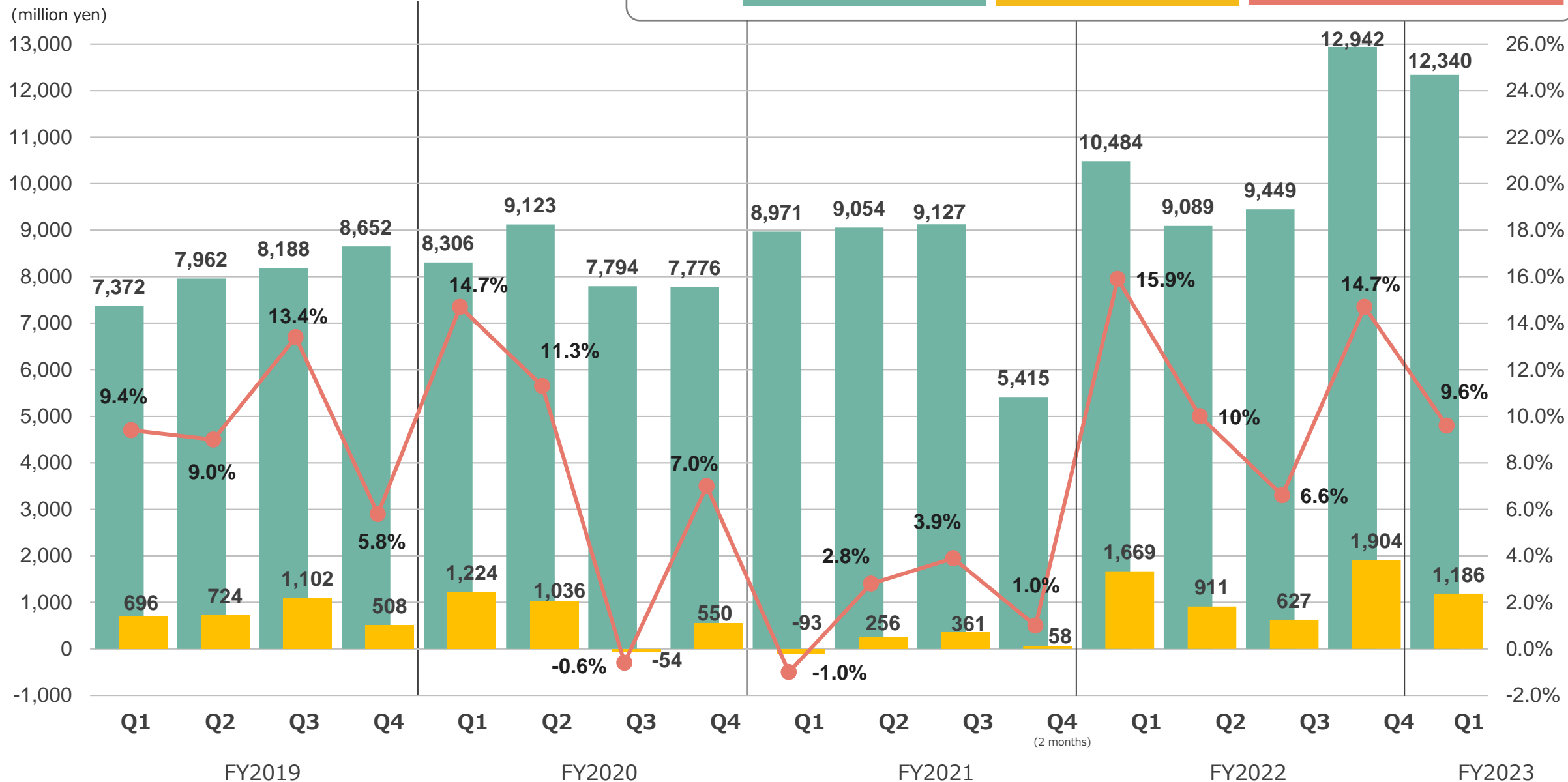
Quarterly Consolidated Performance

Legend:

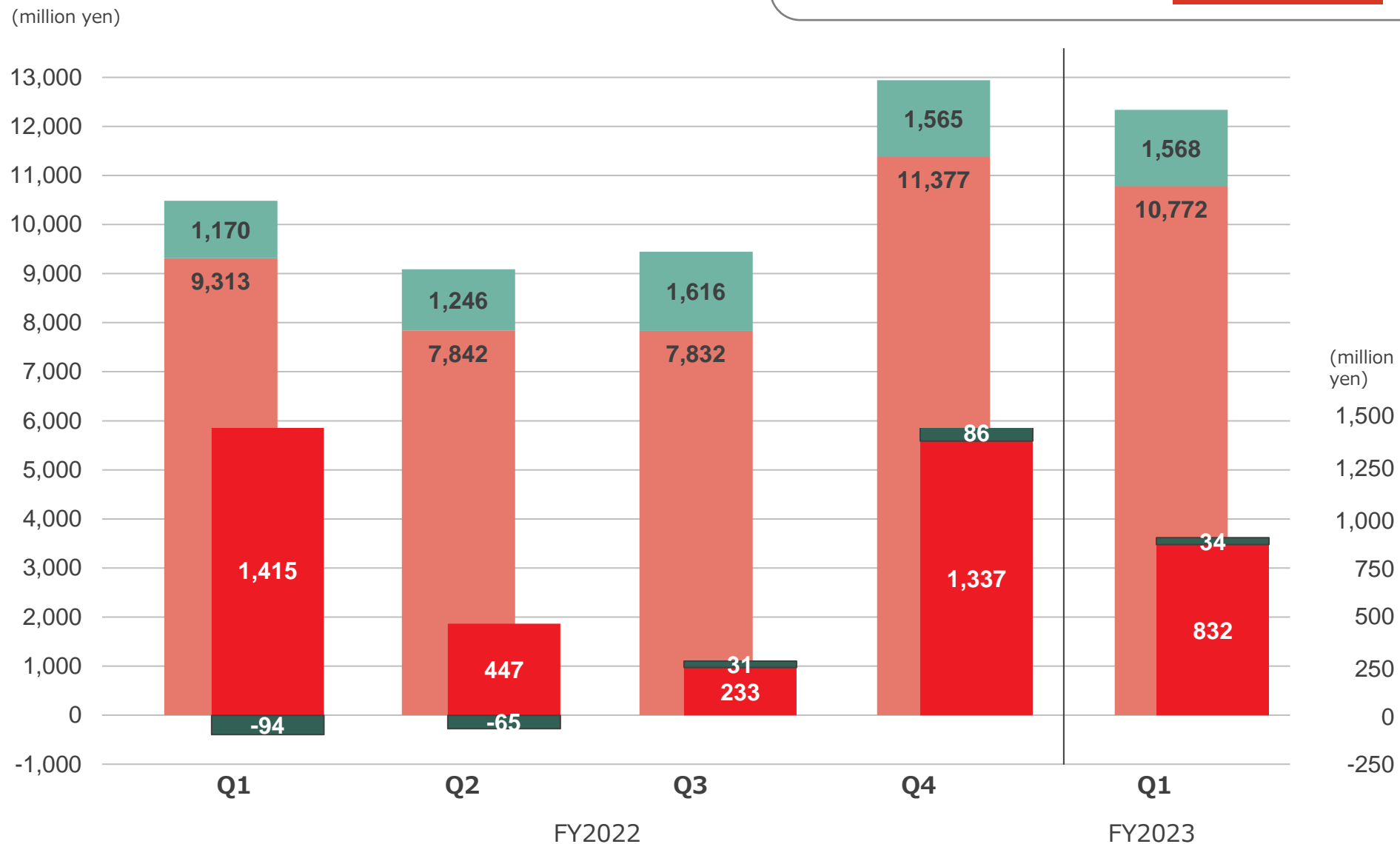
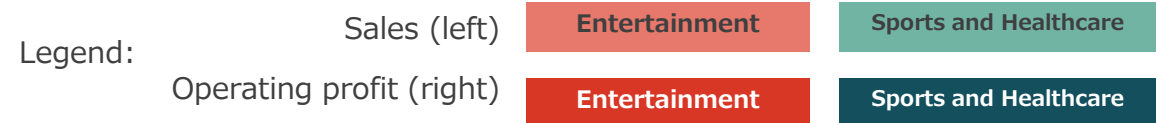
Net sales

Ordinary profit

Ordinary profit rate



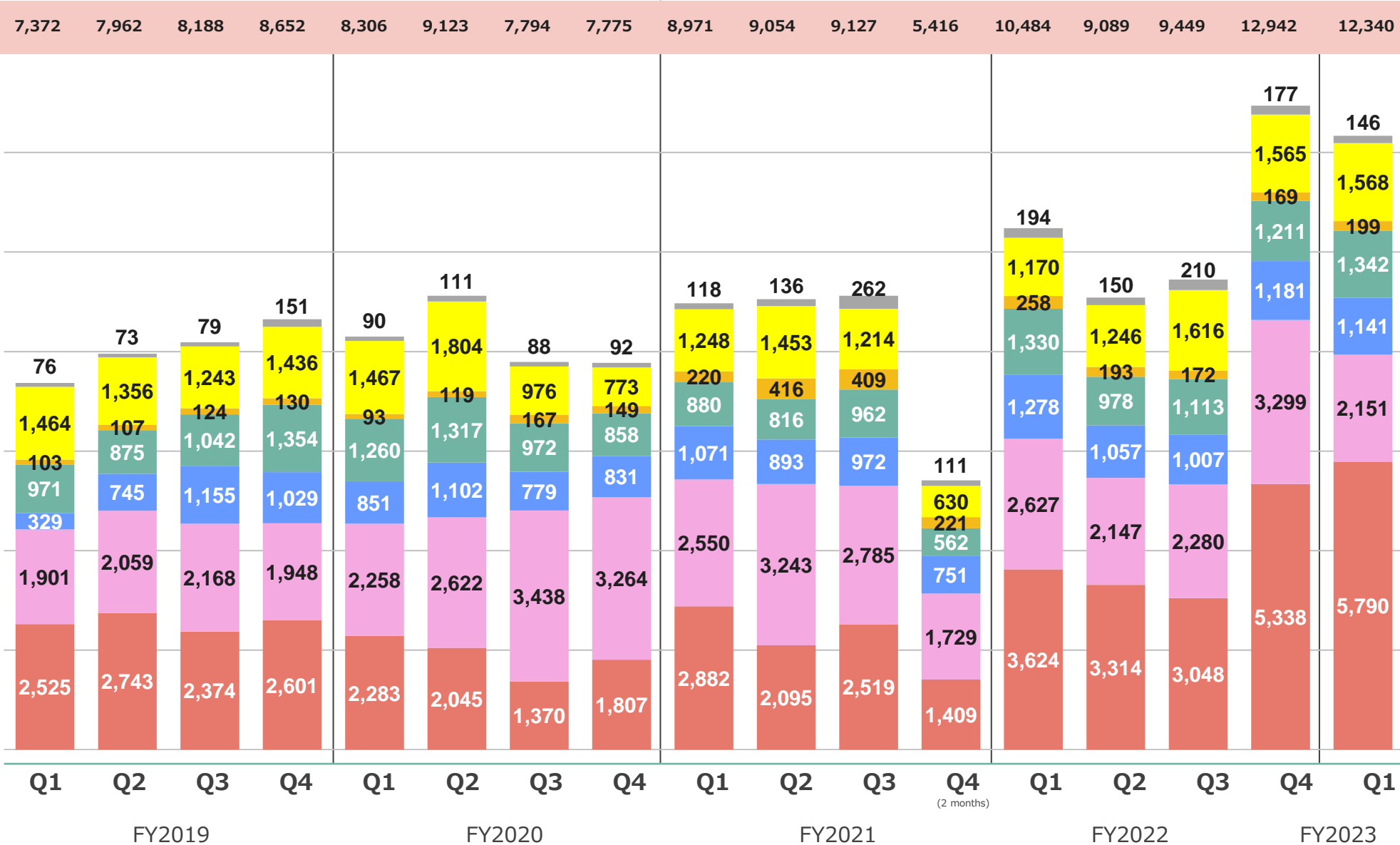
Quarterly Sales and Operating Profit by Segment



* Due to segment change, figures have been rearranged since the first quarter of FY2022.

Quarterly Net sales by Unit

(million yen)



Sports and Healthcare Unit

Drove sales by holding big matches such as "G1 CLIMAX 32" and "5★STAR GP 2022". Bushiroad Fight Co., Ltd. which is operating "STARDOM" renewed the record high Net sales for four consecutive quarters.

MD Unit

Showed a steady performance mainly in capsule toys and live merchandises.

Live Entertainment Unit

Accumulated sales by holding many music live shows and stage plays such as BanG Dream! 10th☆LIVE. Theater Company HIKOSEN also achieved a strong results from stage performance.

Digital Contents Unit

Net sales significantly declined QoQ in QA1, due to rebound from increase in sales occurred by shortened period of estimate use started in the previous year for game items published by the Company.

Got softened overall, despite holding "School Idol Festival Series Thanksgiving 2022" and implementing collaboration events and anniversary tactics within games.

TCG Unit

Renewed the record high Net sales for two consecutive quarters through releases of many merchandises in Japan and abroad including those linked with TV animations and adapted from popular IPs. In "Shadowverse EVOLVE", the first collaboration pack "Uma Musume Pretty Derby" was released.

Consolidated Balance Sheet Summary for the First Quarter of FY2023

(Unit: ¥mn)	At the end of September 2022	Change YoY
Liquid assets	41,106	+4,110
(Cash and deposits)	29,845	+3,239
Fixed assets	7,140	+416
Investments and other assets	4,102	+416
Total assets	48,247	+4,526
(Long-term loans payable)	15,164	+2,652
(Bonds)	2,000	+2,000
(Convertible bond-type bonds with subscription rights to shares)	–	-4,000
Total liabilities	27,519	-9
Shareholders' equity	19,346	+4,368
(Treasury stock)	0	+2,325
Total net assets	20,728	+4,535

Financing activities

Issued private placement bonds (2 billion yen) and borrowed funds (4 billion yen) (July 2022)

Improvement in asset efficiency

Managed foreign currency-denominated surplus funds in foreign currency-denominated fixed-term deposits and foreign currency-denominated bonds.

Improvement in equity ratio

Shareholders' equity increased due to completion (August 2022) of conversion of convertible bond-type bonds with subscription rights to shares.

Equity ratio increased from 35.6% at the end of the previous fiscal year to 41.6%.

FY2023 Q1 Topics 1

TCG Unit

Bahasa language version “Cardfight!! Vanguard” became available

Bahasa language version “Cardfight!! Vanguard” was released (for Bahasa-speaking countries such as Malaysia, Indonesia, and Brunei) from September 23, in addition to Chinese language version.

In localizations to Bahasa language, the Unit is aiming to further enhance “Card Fight!! vanguard” brand through operations and promotions that can match the preferences of local players and market environments.



English language version “Weiss Schwarz”

In English language version “Weiss Schwarz”, merchandises from popular works such as “Is It Wrong To Try To Pick Up Girls In A Dungeon?”, “Tokyo Revengers”, “The Quintessential Quintuplets”, and “Attack On Titan” were released.

Release of a wide genres of merchandises is also planed including “Kobayashi-san Chi no Maid Dragon” and “Seven Deadly Sins”.



Is It Wrong to Try to Pick Up Girls in a Dungeon?
Released on July 15, 2022



Tokyo Revengers
Released on July 29, 2022



The Quintessential Quintuplets 2
Released on August 19, 2022



Attack On Titan:
Final Season
Released on September 16, 2022

Bushiroad Rumble Online 2022

Card game tournaments “Bushiroad Rumble Online 2022” was hosted in July and August. Four tournaments were held in “Card Fight!! Vanguard” and “Weiss Schwarz” using Discord to fight against players online around the world.

In addition, “Bushiroad Championship Series 2022”, which gathers a few thousands of players from across the world, has been hosted since August. “Bushiroad Championship Series 2022”



「Bushiroad Rumble Online 2022」
Held from July to August 2022



“Bushiroad Championship Series 2022”
Hosted from August 2022 to January 2023

FY2023 Q1 Topics 2

Digital Contents Unit

Hosted “School Festival Series Thanksgiving 2022”.

Held “School Festival Series Thanksgiving 2022” in Akihabara, Odaiba, Harajuku, and Numazu from September 1-30.

Stage events were also held at BELLESALLE Akihabara from September 24-25, in addition to peripheral events such as merchandise sales and exhibitions, and the event created much excitement.

At the closing ceremony & new information presentation session, an announcement was also made about decision on production of the latest series of school festival “LoveLive! School idol festival 2 MIRACLE LIVE!”.



FY2023 Q1 Topics 3

Live Entertainment Unit

BanG Dream! 10th☆LIVE

Held “BanG Dream! 10th☆LIVE” for four days from September 22-25 at Ariake Arena.

Four music bands being active as real bands for BanG Dream! offered solo performances and brought excitements unveiling also new numbers and offering photo shooting time.



DAY1 : Roselia
“Sonnenschein”



DAY2 : Morfonica
“Reverberation”



DAY3 : Poppin'Party
“Hoppin'☆Poppin'☆Dreamin'!!!”



DAY4 : RAISE A SUILEN
“SOUL ROAR”

Sports & Healthcare Unit

G1 CLIMAX 32

“New Japan Pro-Wrestling” held a big match
“New Japan Pro-Wrestling STRONG SPIRITS Presents G1 CLIMAX 32”

from July 16 to August 18.

The match was held in summer for the first time in three years and fierce battles were fought mainly in the championship match.

A special match “New Japan Pro-Wrestling G1 SPECIAL in Roppongi Hills”

was also held at Roppongi Hills Arena on August 20.

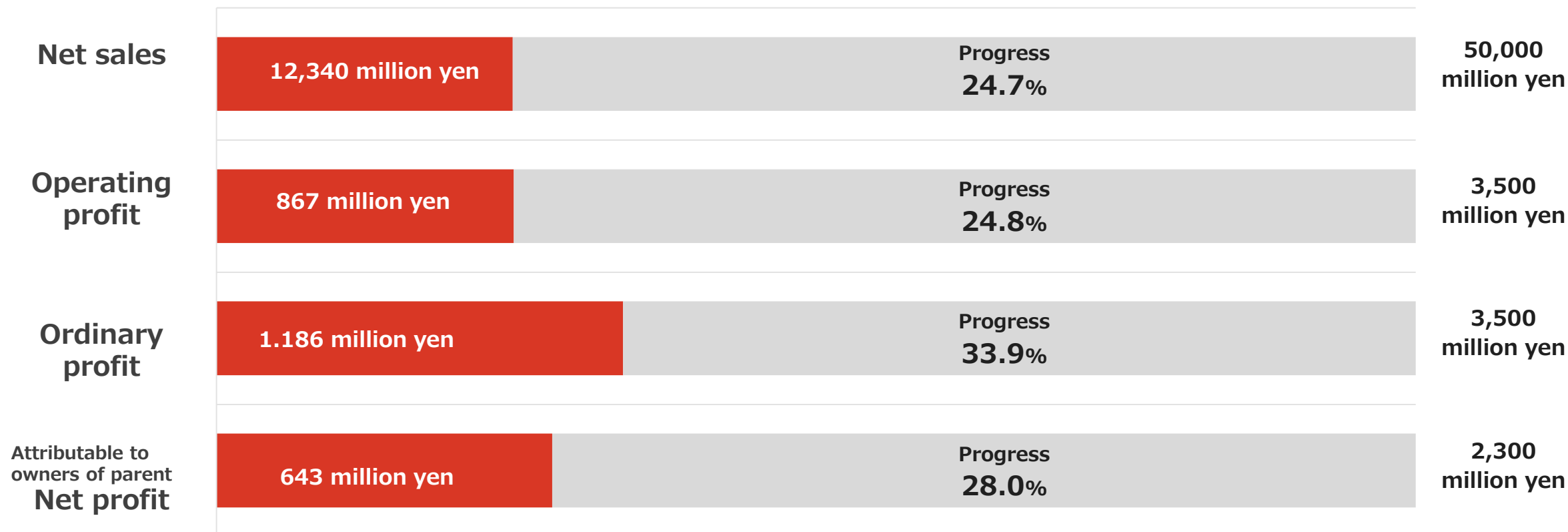


FY2023 Consolidated Performance Forecasts

Consolidated Performance Forecasts for FY2023

Progress rate against performance forecasts

- Made a steady progress through strong performances by merchandises of TCG and MD and by hosting multiple numbers of music live shows and pro-wrestling events.
- Increase in costs will continue also in and after the second quarter for holding large scale music live shows and developing games as an upfront investment to achieve the 4-year medium term management plan.



Upcoming Activities

Following pages show Bushiroad Group's major upcoming activities from the second quarter of FY2023 (10-12/2022) to the third quarter of FY2023 (1-3/2023).

Upcoming Activities 1: Trading Card Games



Card Fight!! Vanguard

In "Card Fight!! Vanguard!", Vol. 8 of the Booster pack "Minerva Sairin" will be launched.

For this merchandise, it has been determined that collaboration cards from hololive production affiliated VTuber talents "Hoshimachi Suisei" and "Sakura Miko" will be included.



Weiss Schwarz

The Weiss Schwarz trading card game will release premium Booster "STAR WARS" on February 17, 2023.

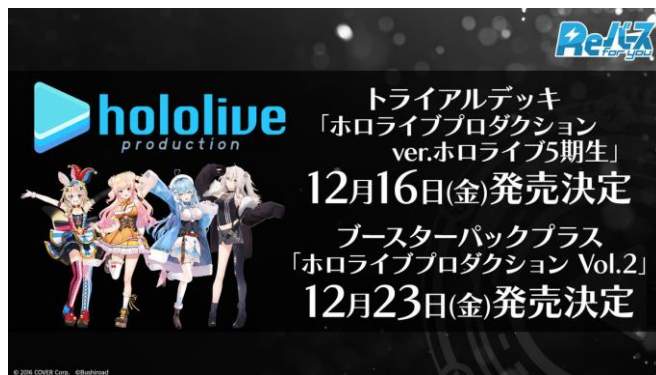
In addition, a wide genres of merchandises such as "MARVEL", "HEAVEN BURNS RED", and "Chainsaw Man" will also be released.



ReBirth for you

In "ReBirth for you", Trial Deck Hololive Production Ver. "Hololive 5th Generation" and Booster Pack Plus "Hololive Production Vol. 2" will be released on December 16 and December 23, respectively.

In addition, merchandises related to TV animation "Lycoris Recoil" broadcasted from July will also be released.



Shadowverse EVOLVE

In "Shadowverse EVOLVE", Booster Pack Vol. 3 "FLAME OF LAEVATEINN" will be launched on December 16.

For this merchandise, it has been determined that collaboration cards from NIJISANJI liver "Hyakumantenbara Salome" will be included.



Upcoming Activities 2: Trading Card Games



“Weiss Schwarz Blau”

New character card game “Weiss Schwarz Blau” becomes available from November.

For the first release, merchandises from five works including “Chiikawa”, “Strawberry Prince”, and “A3!” will be offered from November 19.

“How to play class”, in which how to play “Weiss Schwarz Blau” can be learnt from scratch, has been also offered at 200 shops across Japan from October to December.

Merchandises released from November 19, 2022

- “A3! Spring Troupe”, “A3! Summer Troupe”, “A3! Autumn Troupe”, and “A3! Winter Troupe” Start Decks
- “Eve ~ ZINGAI/Card Collection ~” Start Deck
- “Uta no☆prince-sama ♪ Maji LOVE ST☆RISH TOURS” Start Deck
- “Chiikawa” Start Deck
- “Strawberry Prince” Start Deck

遊び方教室全国200店舗で開催!

約60店舗の会場では「Argonavis」・「GYROAXIA」のメンバーが先陣に!

10月～12月 入場者にはPRカード5種のうちからお好きな2枚をプレゼント!

9月14日16時より特設ページにて抽選予約受付開始!

“Bushiroad Card Game Festival 2023” takes place

“Bushiroad Card Game Festival 2023”, once yearly major event, will be hosted at Tokyo Big Sight from April 29-30, 2023.

The festival will give attendees much opportunities to play with Bushiroad’s card games, and various battle events will be held in larger scale tournaments including those fought by teams of three players and so on. In addition, stage shows, merchandize sales, and exhibitions are also planned.

「ブシロードカードゲーム祭2023」開催日決定!

開催日: 2023年4月29日(土)・30日(日)

会場: 東京ビッグサイト

【29日(土)】東京ビッグサイト 西3・4ホール / 【30日(日)】東京ビッグサイト 西3・4ホール 南3・4ホール

ブシロードカードゲーム祭 × Weiss Schwarz Blau

3色トリオ大会開催決定!

4月29日(土)・30日(日)

ブシロードカードゲーム祭2023にて開催予定!

Upcoming Activities 3: Games

Production of “Love Live! School Idol Festival 2 MIRACLE LIVE!” to be kicked off



Production of the latest school festival series “Love Live! School Idol Festival 2” has been decided.

Each group has different storylines and users can also play with all the musics of Love Live! series.

PC game “GINKA” to be released in 2023

Frontwing Lab. Inc. will release a new PC game “GINKA (tentative name)”. “GINKA” is a new visual novel game presented by the duo of scenario writer and illustrator of “ATRI-My Dear Moments-” for which TV anime adaptation has been decided.

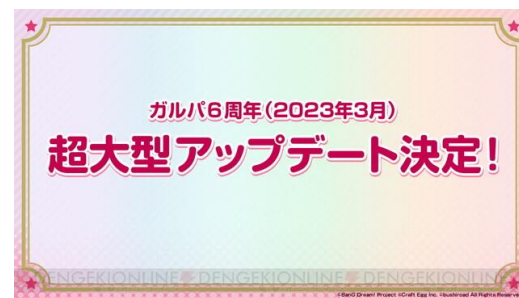


“BanG Dream! Girls Band Party!” 6th anniversary!



“BanG Dream! Girls Band Party!” will mark 6th anniversary in March 2023 and a super large-scale commemorative update will take place.

CeVIO AI song voice is also being developed for characters as a collaboration with a voice creation software “CeVIO AI”.



Upcoming activities 4: Music live show event & Stage play



“BanG Dream! Special☆LIVE
Girls Band Party! 2020→2022”
BELLUNA DOME on November, 2022



“Bushiroad 15th Anniversary Live in
BELLUNA DOME”
BELLUNA DOME on November 13,
2022



BanG Dream! 11th☆LIVE

BanG Dream! 10th☆LIVE will take place over February 4-5, 2023 at Ariake Arena.

This is the first joint live held in combination of Poppin'Party X RAISE A SUILEN for Day 1 and Roselia X Morfonica for Day 2.

“from ARGONAVIS” A new stage play



The second stage play for “from ARGONAVIS” will take place in February 2023.

The show is scheduled for February 18-20 at TOKYO TATEMONO Brillia HALL (Toshima Arts and Culture Theater) and February 24-26 at Hyogo AiiA 2.5 Theater Kobe.

Girls☆Musical Revue Starlight -The LIVE- A new stage show



“Girls☆Musical Revue Starlight -The LIVE- A new stage play” will be performed from February 25-28, 2023.

A total of eight performances are scheduled at TOKYO TATEMONO Brillia HALL.

Peaky P-key 1st LIVE



“Peaky P-key 1st LIVE” will take place at “Zepp Haneda” on March 25, 2023.
“Peaky P-key 1st LIVE”

This will be the first solo live for Peaky P-key, though it previously has held joint lives with other units.

Upcoming activities 5: MD/TV animation

“Shiro Kuro Capsule” to be appearing

A mini figure “Shiro Kuro Capsule” on which players can stand and decorate a card of “Weiss Schwarz” will be released as a new sibling brand.

The title for the first participation title is “Re: ZERO - Starting Life in Another World”. The mini character is wearing a black and white dress originally drawn in the game, and it is scheduled to be released sequentially.



Animated TV series broadcasting schedule

“D4DJ All Mix” ,which is D4DJ’s second season, and other TV animations will be on air in addition to a mini animation “Reiwa no Di Gi Charat” which is currently being broadcasted.



“Reiwa no Di Gi Charat”
On air and distribution
from October 7, 2022.



“D4DJ All Mix”
On air from January 2023



“Card Fight!! Vanguard will+Dress”
Aired on January 2023 for Season 2
July 2023 for Season 3

Upcoming activities 6: Sports & Healthcare

“Historic X-over”, the first ever joint event by “New Japan Pro-Wrestling X STARDOM”, is coming
A tasting event for “New Japan Protein” to be launched on January 2023 is also scheduled on the same day



“Historic X-over”, the first ever joint event by “New Japan Pro-Wrestling X STARDOM”, will take place at Ariake Arena in Tokyo on November 20, 2022.

Bushiroad Well-be Co., Ltd. also decided to launch “New Japan Protein”, a protein product supervised by a pro-wrestler Hiroshi Tanahashi affiliated with “New Japan Pro-Wrestling”, on January 2023.

The first tasting event will be held at the joint performance “Historic X-over”.

Upcoming activities 7: Sports & Healthcare

“New Japan Pro-Wrestling” and “STARDOM” plan to hold many big matches.



“WORLD TAG LEAGUE 2022 & SUPER Jr. TAG LEAGUE 2022”
November 21 - December 14 (17 tournaments)



“WRESTLE KINGDOM 17 in Tokyo Dome”
January 4, 2023 (Tokyo Dome)



“NEW YEAR DASH!!”
January 5, 2023 (Ota-City General Gymnasium, Tokyo)



“The 12th GODDESS OF STARDOM”
October 23 - December 4, 2022 (10 tournaments, including opening and championship matches)



“STARDOM DREAM QUEENDOM 2022”
December 29, 2022 (Ryogoku Kokugikan, Tokyo)

Appendix

Notices concerning share splitting, partial amendment of articles of incorporation, and correction of dividend forecast

Purpose

The Company seeks to reduce monetary amount per investment unit of its stock and develop more comfort environment for investors, as well as to improve its stock liquidity and further broadening its investor base.

Overview

- On September 30, 2022, common stocks of the Company owned by its shareholders recorded on the finalized shareholders' list as of the same date were split at the rate of one share to two shares.
- With this share splitting, the Company corrected forecasted amount of dividend for FY2023 from 8.00 yen to 4.00 yen per share.

Notice concerning change (enrichment) in shareholder special benefit plan

Purpose

With aforementioned share splitting, Bushiroad Inc. aims to further enhance attractiveness of investment in our company.

Overview

The change will begin to be applied from the shipment to the shareholders whose names are described or recorded on the shareholders list as of December 31, 2022 owning at least one unit of the Company's shares (100 shares).

Before share splitting		After share splitting	
		100 - 299 shares	500 points
Below 300 shares	0 point	300 - 599 shares	1,500 points
300 - 499 shares	3,000 points	600 - 999 shares	3,000 points
500 - 699 shares	6,000 points	1,000 - 1,399 shares	6,000 points
700 - 999 shares	10,000 points	1,400 - 1,999 shares	10,000 points
1,000 - 1,999 shares	15,000 points	2,000 - 3,900 shares	15,000 points
2,000 shares or more	20,000 points	4,000 shares or more	20,000 points

Participated in “Nakano ZERO Medial Arts Program”

As a business operator in Nakano Ward, we participated in “Nakano ZERO Media Arts Program” held for the purpose to offer people experience and help understand “media arts” executed in fusion between entertainment such as manga, animation, and game and arts.

Held lecture meeting titled as “Let’s try to know about jobs of media arts!”, a talk event by a Hibiki-affiliated voice actress Ms. Amane Shindo, and exhibitions at the arts gallery from August to September, and gathered many visitors.

Bushiroad will continue to offer cooperation for fostering culture of media arts as a company supporting promotion of arts.



The 5th collaboration event with “BanG Dream! Girls Band Party!” is ongoing for community chest in Red Feather Campaign.

The 5th collaboration event is being hosted with a smartphone game title “BanG Dream! Girls Band Party!” for community chest in Red Feather Campaign.

In this collaboration, awareness posters which use specifically drawn illustrations are displayed, and collaboration goods with Red Feather Campaign are distributed to those who made more than certain amount of donations.



Company Overview

Bushiroad Group's management philosophy



Intellectual Property

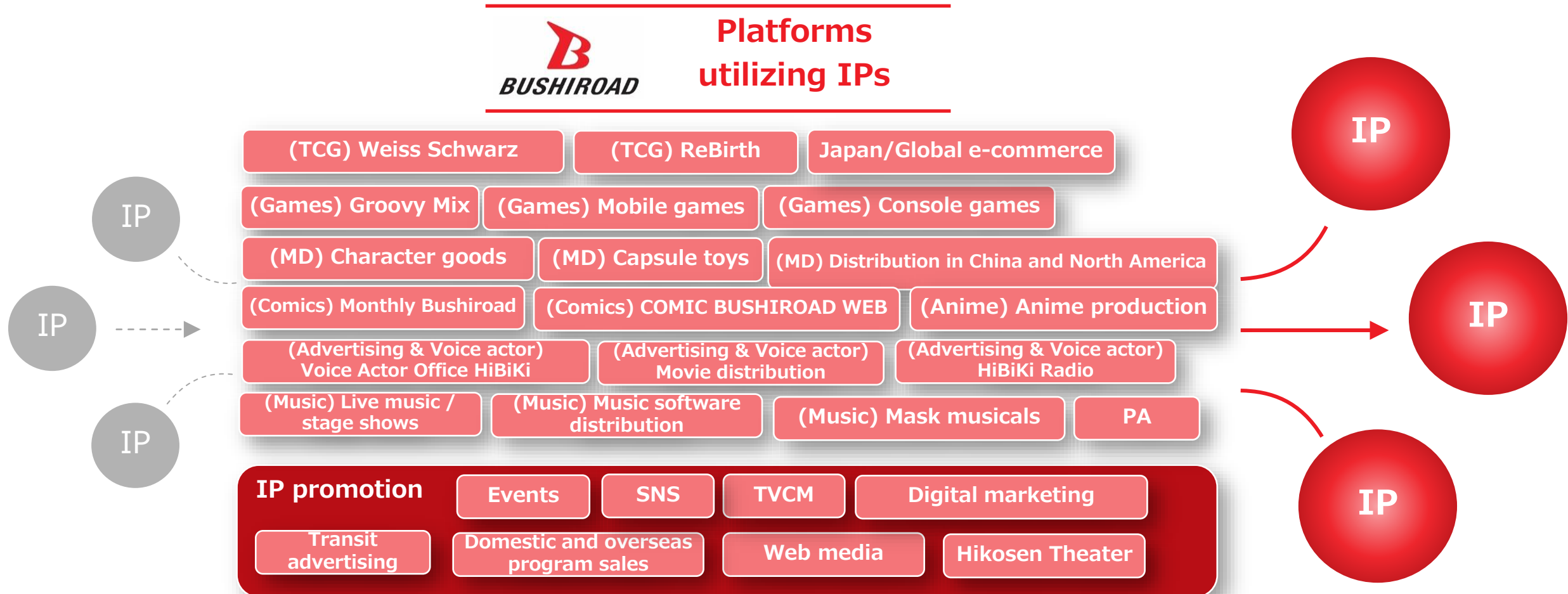
The Company uses this term to mean entertainment works, characters and a variety of other products.

Bushiroad's business and departments

Entertainment business					Sports & Healthcare business
TCG Unit	Digital Contents Unit	Live Entertainment Unit	MD Unit	Ad Unit	Sports and Healthcare Unit
Over seas		Bushiroad International Pte. Ltd. / Bushiroad USA Inc.			 New Japan Pro-wrestling of America, Inc.

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



BanG Dream!
バンドリ★

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.

Live Entertainment Unit



Ad Unit



MD Unit



TCG Unit



Digital Contents Unit



One-Stop Media Mix

Various kinds of promotion development

TVCM

Transit advertising

SNS

Events

Web advertising

Presentations

Distribution



BUSHIROAD

Bushiroad Inc.

Securities code:

7803

Disclaimer

This material has been prepared based on the information available to the Company at the time of its preparation. The Company offers no guarantee of its realization. Furthermore, please note that the materials includes financial information based on past financial statements or the like that has not been audited by an independent certified public accountant or audit corporation, or management figures not based on financial statements or the like.