



CA CyberAgent®

1Q FY2024 Presentation Material

October to December 2023

January 31, 2024



[Forward-looking statement]

The future information, such as earnings forecast, written in this document is based on our expectations and assumptions as of the date the forecast was made. Our actual results could differ materially from those described in this forecast because of various risks and uncertainties.

1. **Financial Summary** (October - December 2023)
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FY24 Q1 Financial Summary

October - December 2023

1. Financial Summary

**FY2024
Q1**

The three key businesses started the quarter better than usual year.

Increase Sales: **193.0** billion yen up **15.2%** YoY
Increase OP: **6.2** billion yen +**7.5** billion yen YoY

Media

Loss reduction driven by increase in sales of ABEMA related businesses.

Increase Sales: **42.7** billion yen up **27.8%** YoY
Increase OP: **-0.9** billion yen +**8.3** billion yen YoY

Ad

Ad business performed well, with its strength in maximizing advertising effectiveness. OPM has grown for the second quarter in a row. (3.7% ⇒ 4.3% ⇒ 5.4%)

Increase Sales: **105.3** billion yen up **10.1%** YoY
Increase OP: **5.6** billion yen up **13.3%** YoY

Game

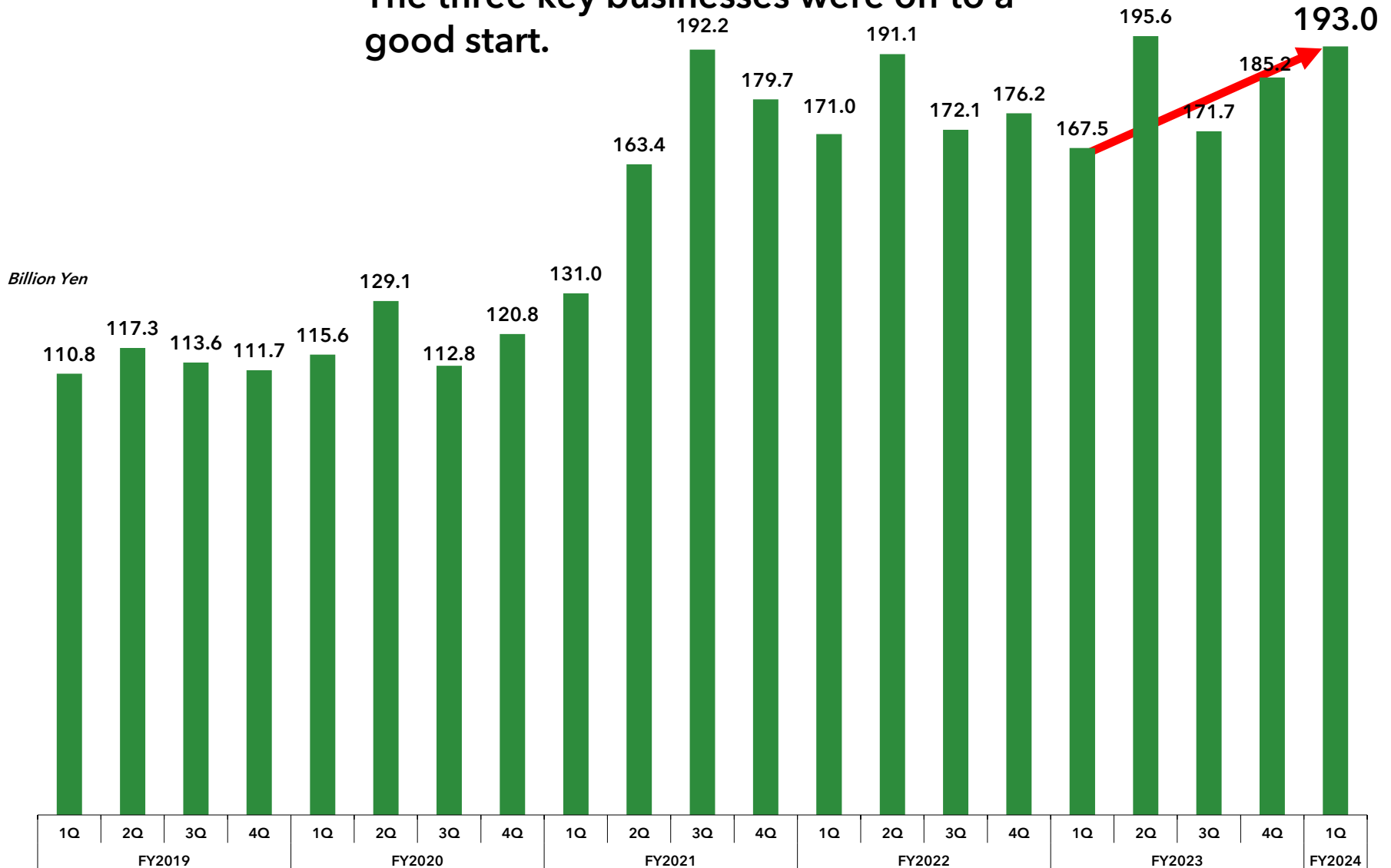
A new game became a hit, increasing sales year on year and quarter on quarter.

Increase Sales: **45.0** billion yen up **10.1%** YoY (up **6.5%** QoQ)
Decrease OP: **3.4** billion yen down **32.9%** YoY (up **42.4%** QoQ)

1. Financial Summary

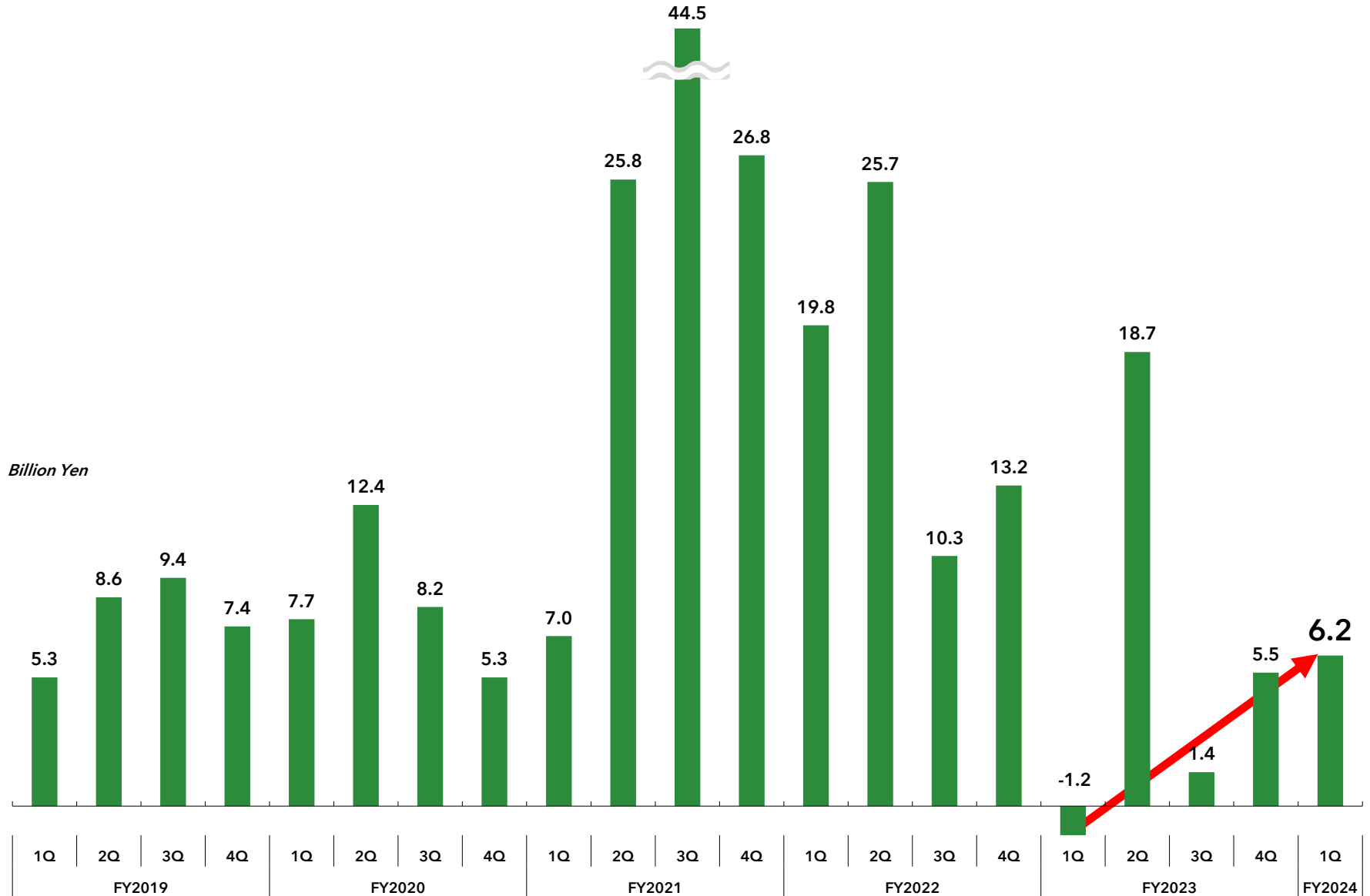
[Consolidated Sales] **193.0** billion yen (up 15.2% YoY)

The three key businesses were off to a good start.



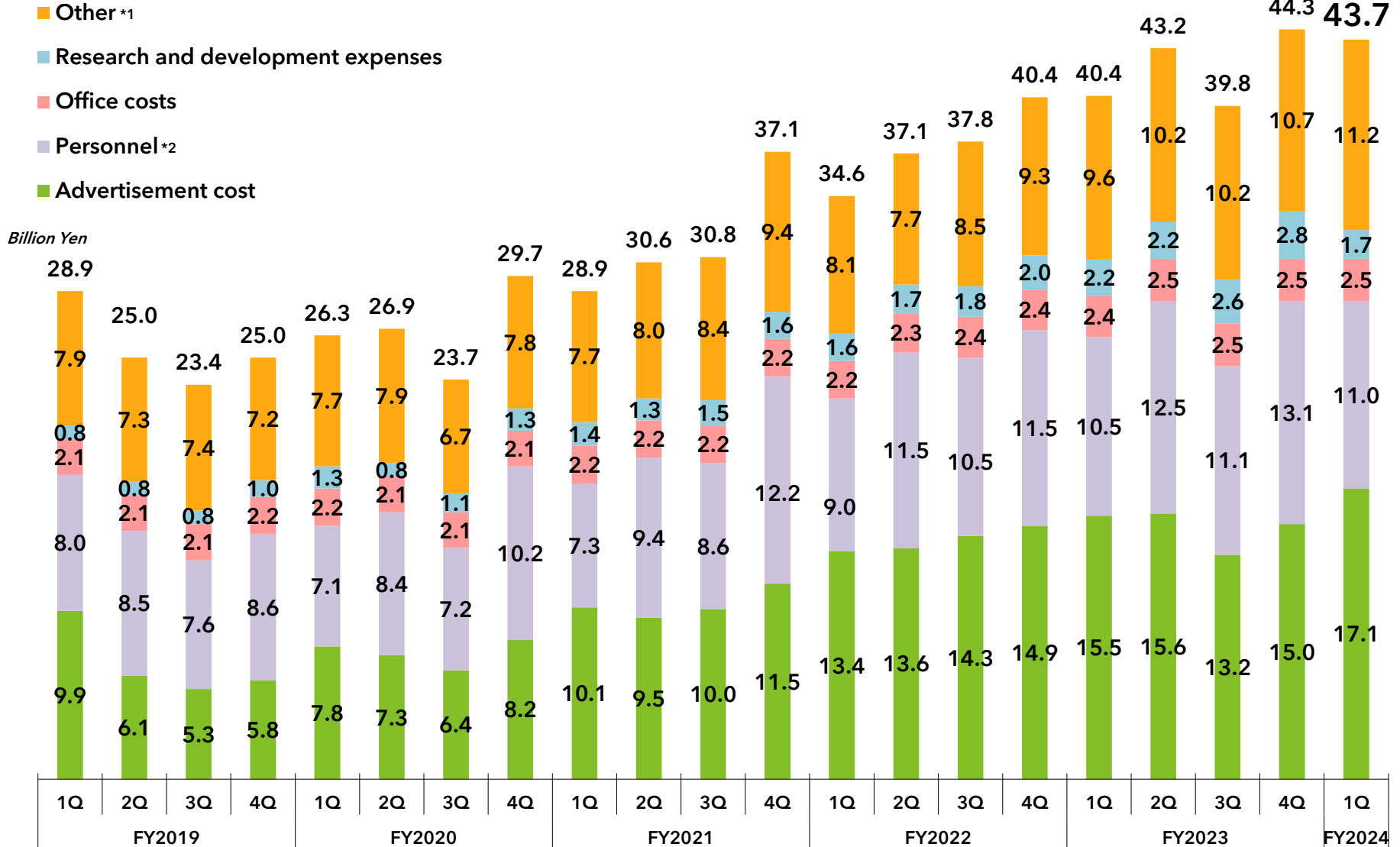
1. Financial Summary

[Consolidated OP] **6.2** billion yen (+7.5billion yen YoY) Profit increased.



1. Financial Summary

[SG&A Expenses] **43.7** billion yen (up 8.1% YoY)



*1 Other: Outsourcing expenses, sales-related expenses, external standard taxation, entertainment expenses, and others.

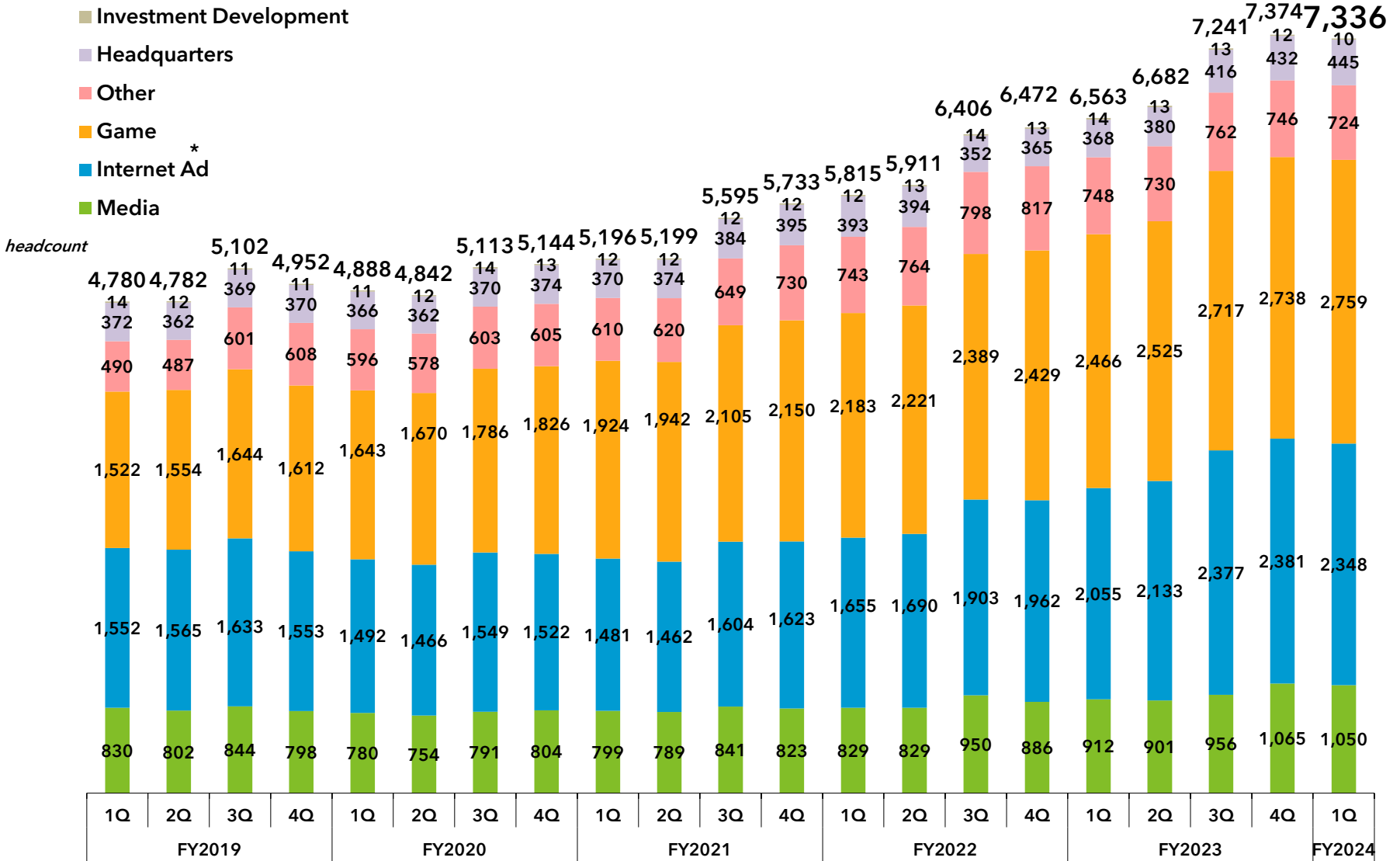
*2 Personnel: includes 1.4 billion yen special incentives in Q4 FY2020 and Q4 FY2021.

1. Financial Summary



[No. of Employees] Total headcount was **7,336** at the end of December.

(773 people increased YoY) (38 people decreased QoQ)



*Internet Ad: MicroAd, Inc. became unconsolidated on June 29, 2022, and is reflected from FY 2019 retrospectively.

1. Financial Summary

[PL]

million yen	FY2024 Q1	FY2023 Q1	YoY	FY2023 Q4	QoQ
Net Sales	193,075	167,577	15.2%	185,233	4.2%
Gross profit	50,019	39,187	27.6%	49,948	0.1%
SG&A expenses	43,734	40,443	8.1%	44,357	-1.4%
Operating income (loss)	6,284	-1,255	-	5,590	12.4%
Operating margin	3.3%	-0.7%	4.0pt	3.0%	0.23pt
Ordinary income (loss)	6,478	-939	-	5,455	18.8%
Extraordinary income	168	1,296	-87.0%	15	996.1%
Extraordinary loss	3,556	409	767.7%	2,283	55.7%
Income before income taxes and non-controlling interests	3,090	-52	-	3,186	-3.0%
Net income (loss) attributable to shareholders of parent*	-472	-5,002	-	1,729	-127.3%

1. Financial Summary

[BS]

million yen	End of Dec. 2023	End of Dec. 2022	YoY	End of Sept. 2023	QoQ
Current assets	342,589	331,580	3.3%	351,242	-2.5%
Cash deposits	184,763	198,697	-7.0%	199,579	-7.4%
Fixed assets	126,033	91,368	37.9%	126,519	-0.4%
Total assets	468,681	423,028	10.8%	477,826	-1.9%
Current liabilities	132,819	139,914	-5.1%	133,362	-0.4%
(Income tax payable)	2,827	2,318	22.0%	3,115	-9.2%
Fixed liabilities	113,948	71,416	59.6%	112,552	1.2%
Shareholders' equity	129,018	126,003	2.4%	137,034	-5.8%
Net Assets	221,914	211,696	4.8%	231,911	-4.3%

FY2024 Forecast

October 2023 - September 2024

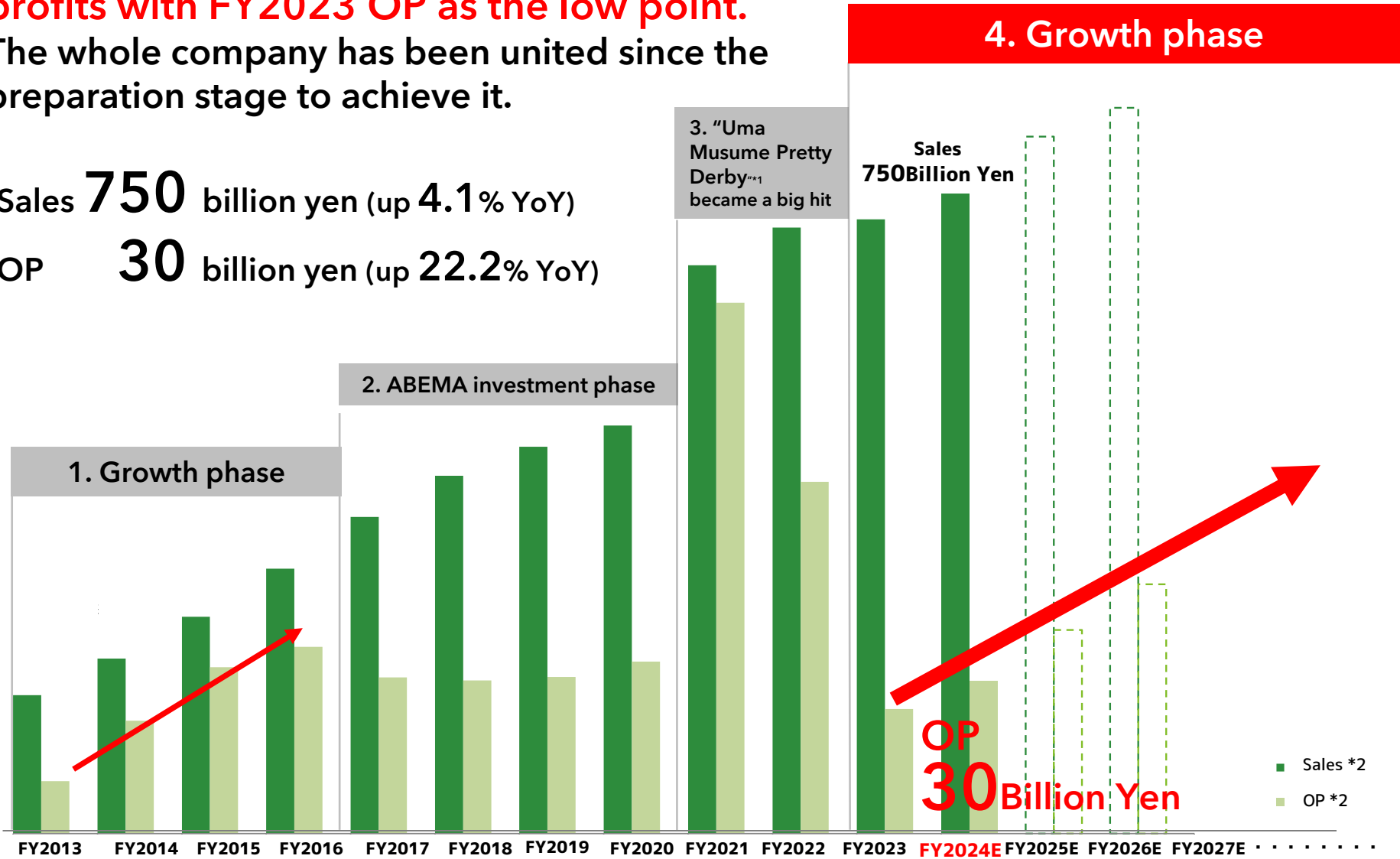
2. Forecast

We are committed to increasing sales and profits with FY2023 OP as the low point.

The whole company has been united since the preparation stage to achieve it.

Sales **750** billion yen (up 4.1% YoY)

OP **30** billion yen (up 22.2% YoY)

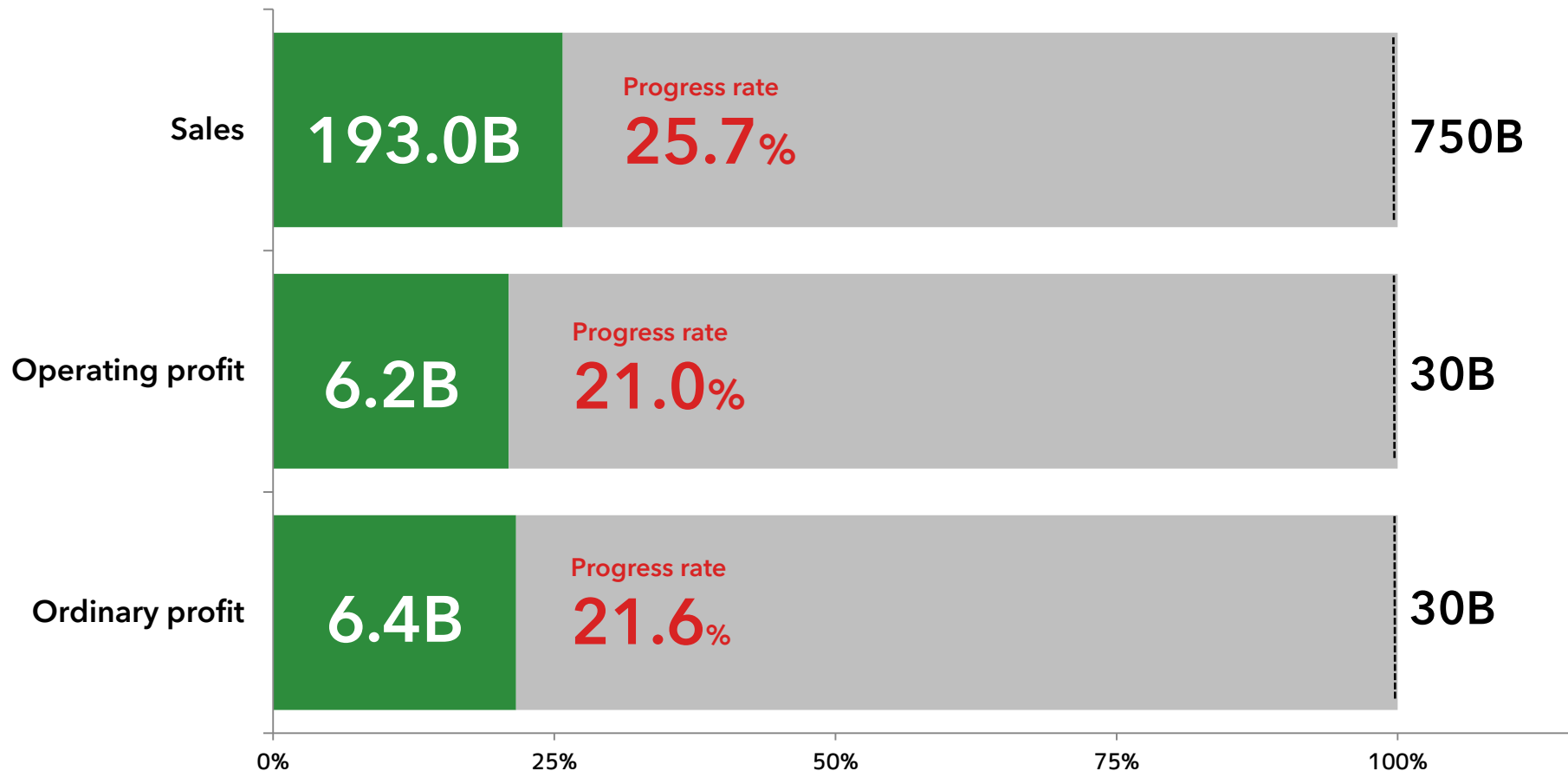


*1 "Uma Musume Pretty Derby": ©Cygames, Inc. *2 Sales and OP assumptions may differ materially.

2. Forecast

[Progress to Forecast]

Overall performance is on track, even though the first quarter tends to be weak.

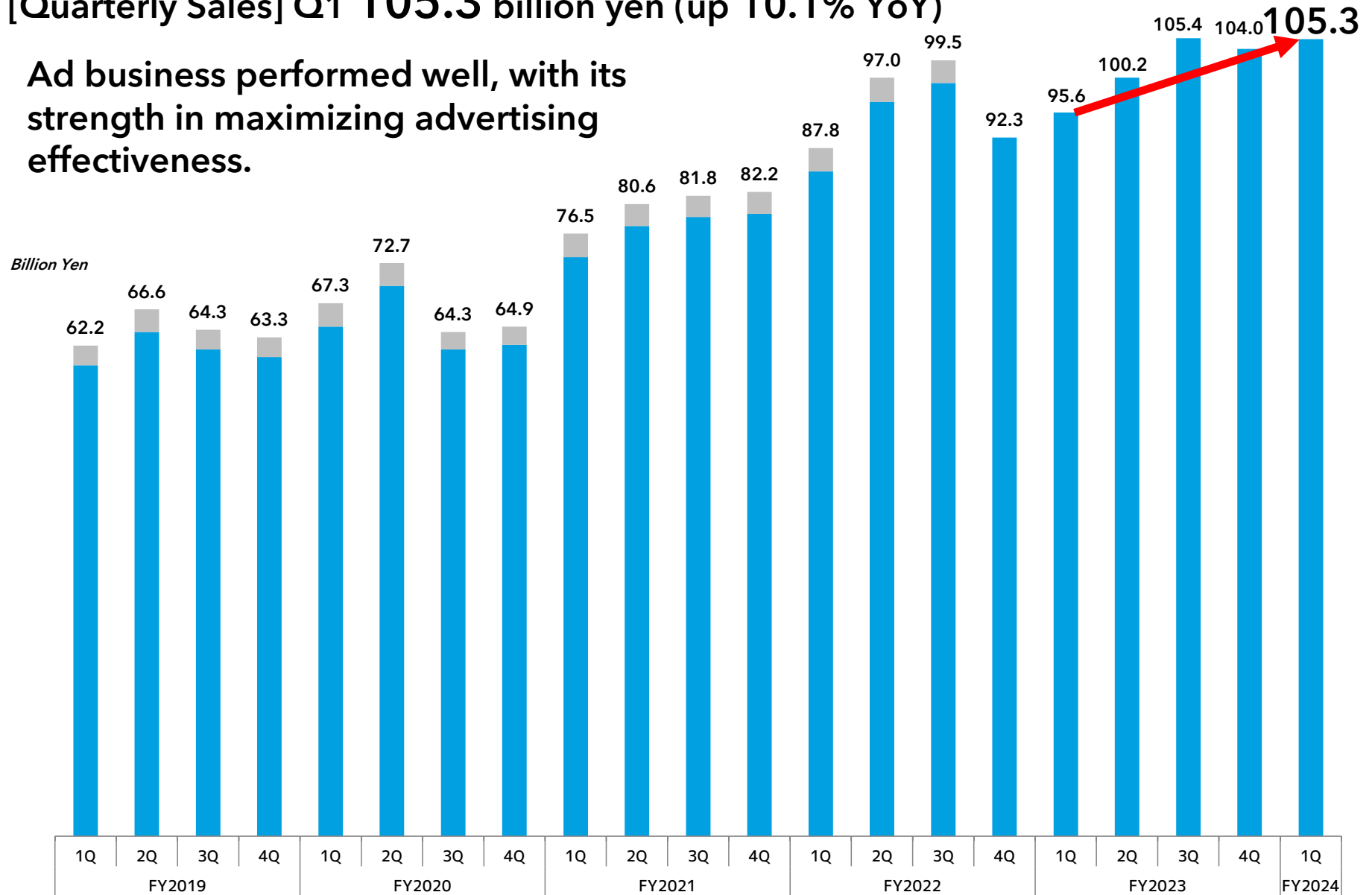


Internet Advertisement

3. Internet Advertisement Business

[Quarterly Sales] Q1 105.3 billion yen (up 10.1% YoY)

Ad business performed well, with its strength in maximizing advertising effectiveness.



■ indicates the sales of MicroAd, Inc., which became a non-consolidated company.

3. Internet Advertisement Business

[Quarterly OP] Q1 5.6 billion yen (up 13.3% YoY)

OPM bottomed out in the third quarter of FY2023 and grew for the second quarter in a row.



*Quarterly OP and OPM: Special incentives in FY2020 and FY2021 are excluded.

3. Internet Advertisement Business

[Future Plans] New service and partnership are released in the DX business.



November 2023

**ANA X and CyberAgent to Launch
Digital Ad Distribution Service
"ANA Moment Ads"**



January 2024



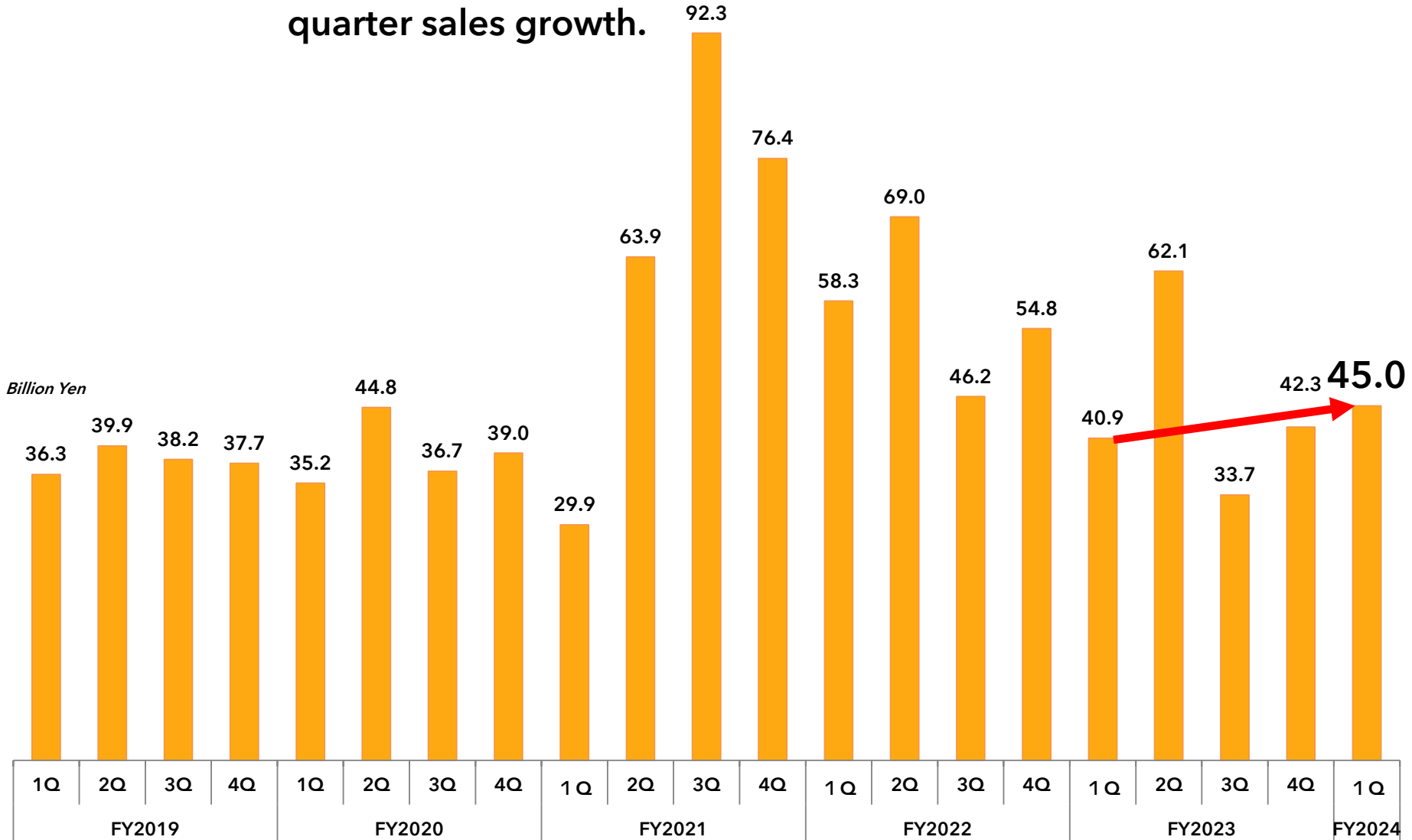
**Strategic Business Alliance Agreement on
Marketing Platform Business**

Game

4. Game Business

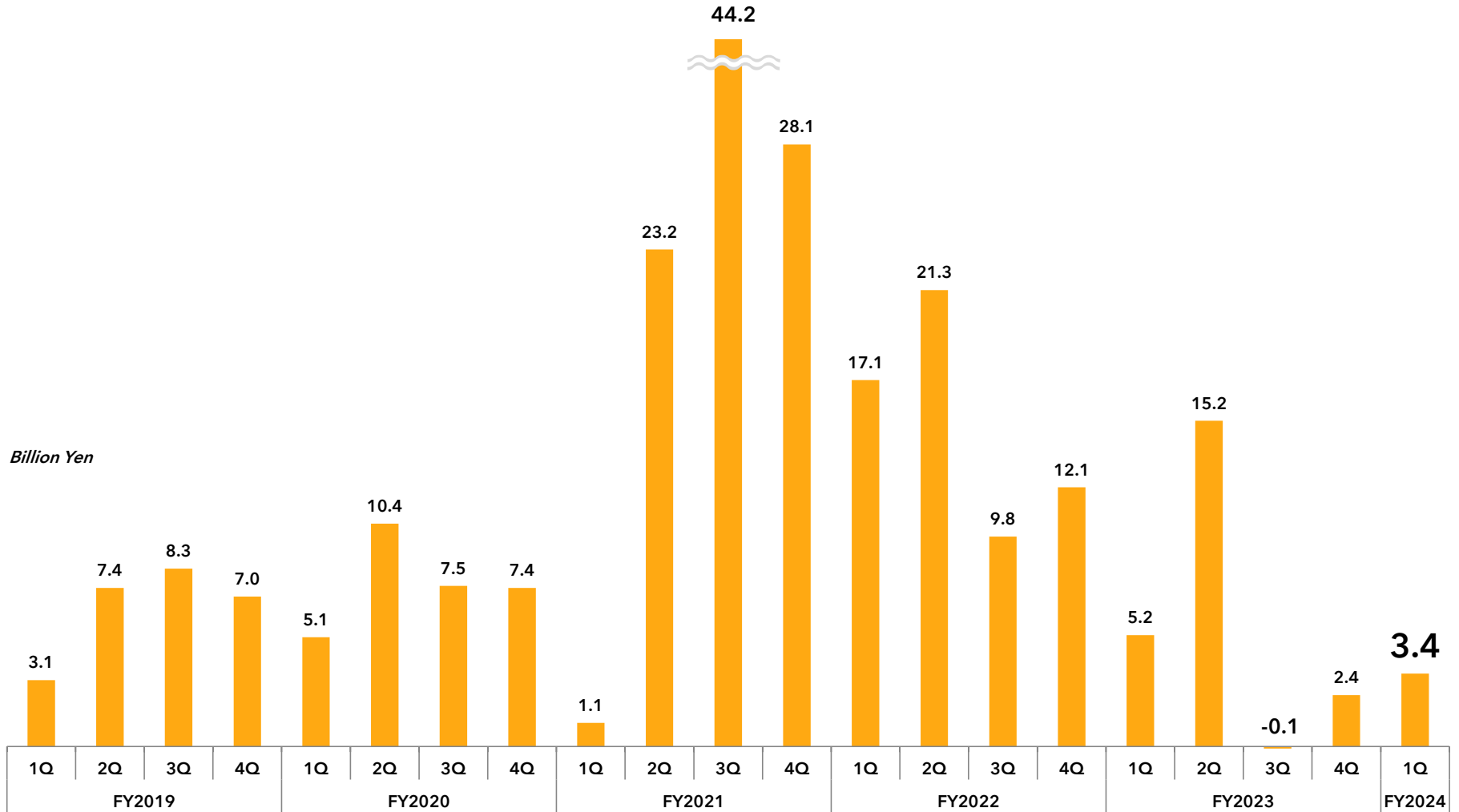
[Quarterly Sales] Q1 **45.0** billion yen (up 10.1% YoY) (up 6.5% QoQ)

A new game became a hit, resulted in year-on-year and quarter-on-quarter sales growth.



4. Game Business

[Quarterly OP] Q1 3.4 billion yen (down 32.9% YoY) (up 42.4% QoQ)



*Quarterly OP : Special incentives in FY2020 and FY2021 are excluded.

4. Game Business

[New Game] "Jujutsu Kaisen Phantom Parade*" was released in November 2023 and had a good start.



*"Jujutsu Kaisen Phantom Parade": © Gege Akutami/ Shueisha, Jujutsu Kaisen Production Committee © Sumzap, Inc./TOHO CO., LTD.
: © 2021 "Gekijyoban- Jujutsu Kaisen zero" © Sumzap, Inc./TOHO CO., LTD. © Sumzap, Inc./TOHO CO., LTD.

4. Game Business

[Future Plans] New games will continue to arrive after FY2024.

Owned IP

<p>Released</p> <p>2023年8月30日(水)から 簡体字版が配信開始!</p> <p>1. Mobile simplified Chinese Aug.2023</p>	<p>Released</p> <p>4. Console - Dec.2023</p>	<p>6. Console - Feb.2024</p>	<p>8. Console - By the end of 2024</p>	<p>11. Console - Release date TBD</p>
		<p>NEW</p> <p>7. Mobile / PC - Summer 2024</p>	<p>NEW</p> <p>9. Mobile Release date TBD</p>	<p>12. Console - Release date TBD</p>

Third Party IP

<p>Released</p> <p>2. Mobile - Dec.2022</p>	<p>Released</p> <p>5. Mobile - Nov.2023</p>		
<p>Released</p> <p>3. Mobile - Sep.2023</p>		<p>10. Mobile -Release date TBD</p>	<p>13. Mobile - Release date TBD</p>
			<p>14.Mobile - Release date TBD</p>

FY2023

After FY2024

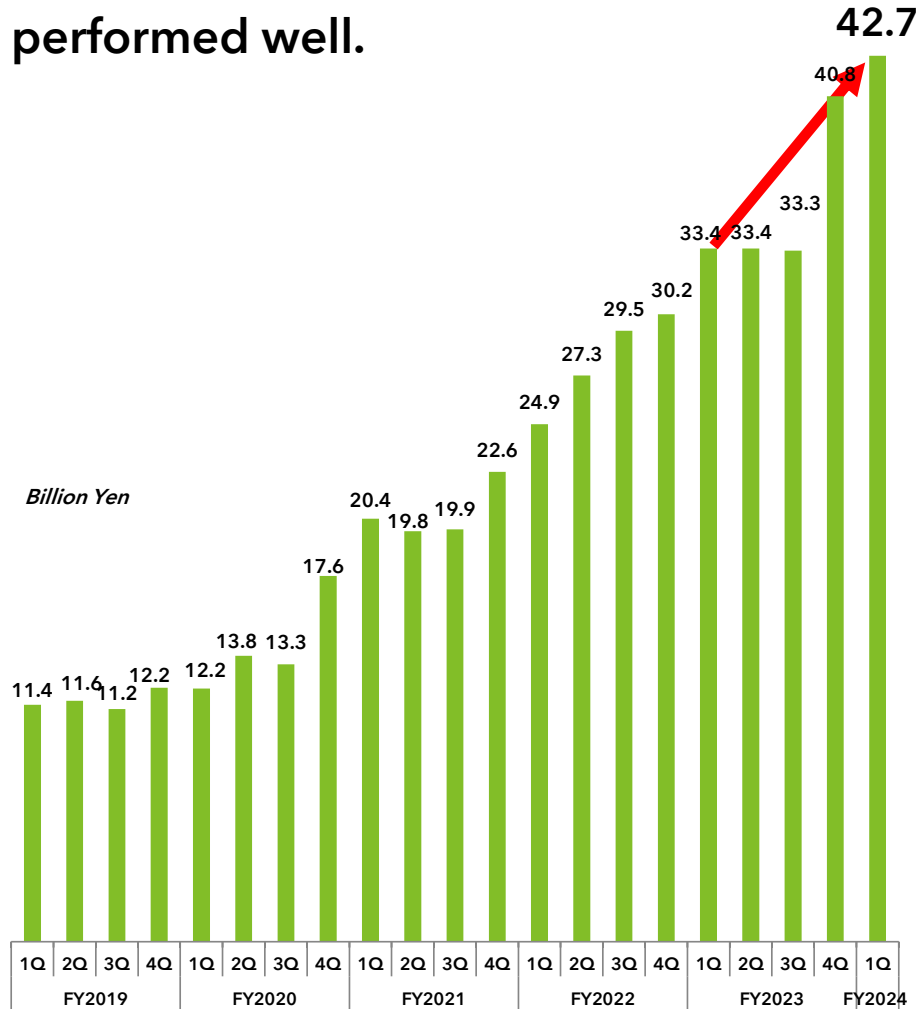
Media

5. Media Business

[Quarterly Sales]

Q1 42.7 billion yen (up 27.8% YoY)

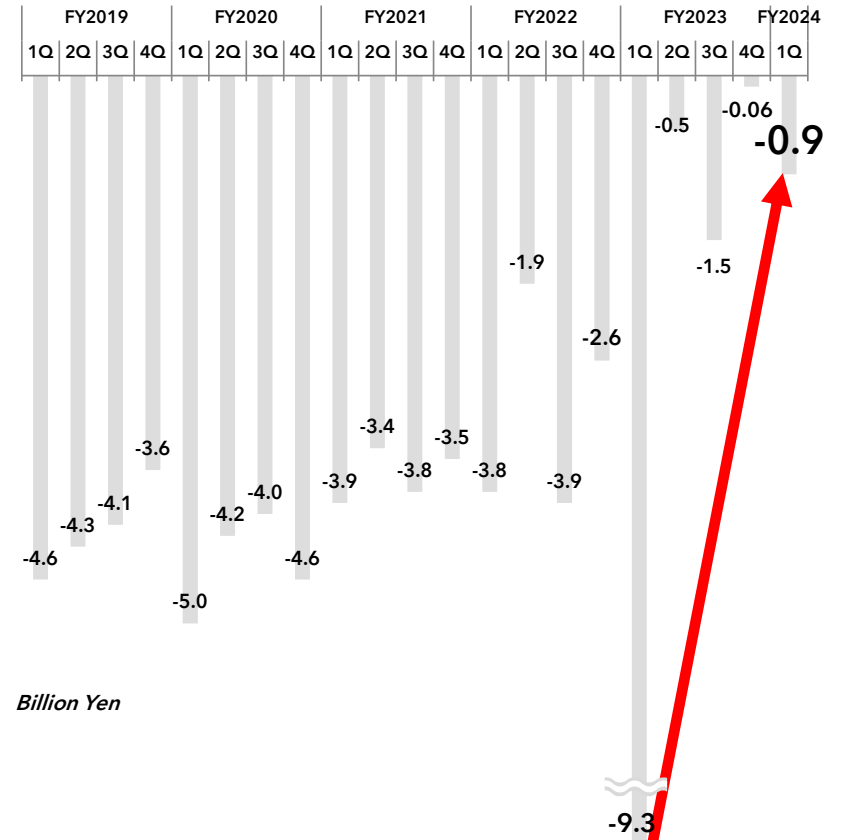
ABEMA related businesses performed well.



[Quarterly OP]

0.9 billion yen operating loss in Q1.

(8.3 billion yen loss reduction YoY)



*1 Q1 FY2023: The expenses related to FIFA World Cup Qatar 2022 are recorded.

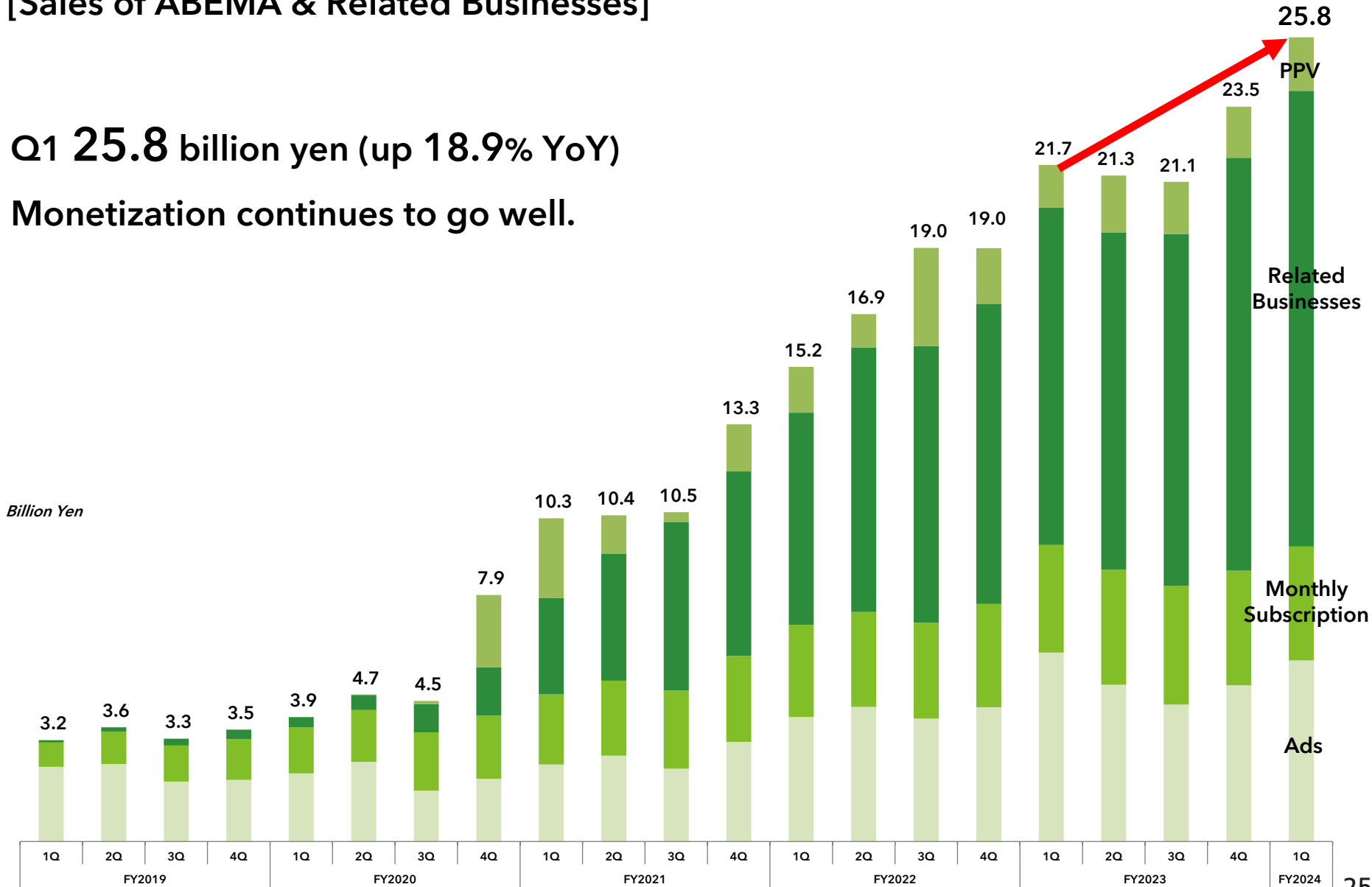
*2 Quarterly OP: Special incentives in FY2020 and FY2021 are excluded.

5. Media Business

[Sales of ABEMA & Related Businesses]

Q1 25.8 billion yen (up 18.9% YoY)

Monetization continues to go well.

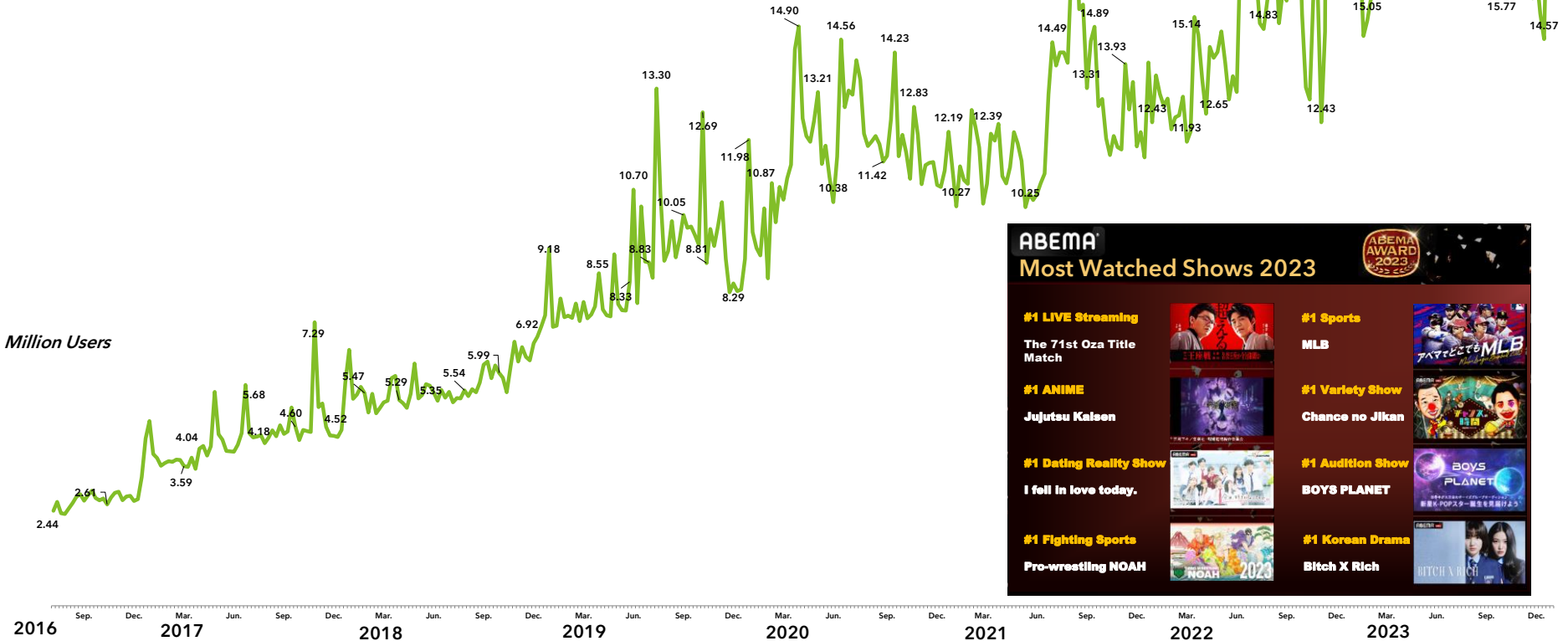


5. Media Business

[ABEMA]

Growth of WAU*1

WAU reached 20.18 million in the New Year holidays, which increased by 2.52 million from the previous year.



Category	Rank 1 Show	Rank 2 Show
#1 LIVE Streaming	The 71st Oza Title Match	MLB
#1 ANIME	Jujutsu Kaisen	Chance no Jikan
#1 Dating Reality Show	I fell in love today.	BOYS PLANET
#1 Fighting Sports	Pro-wrestling NOAH	Blitch X Rich

*1 WAU: Weekly Active Users
 *2 Comparing the first week of January 2024 and 2023.

Medium to Long-Term Strategy

Media

Make ABEMA a social infrastructure that can connect anytime, anywhere. Aim to be profitable by enhancing monetization.

Ad

Take market share with the capability to maximize advertising effectiveness. Working to commercialize AI and DX related business to improve OP margin.

Game

Create high-quality new games.
Make Game business stable by extending lifespan of released games.

A large red downward-pointing arrow is positioned above the final text block.

**With FY2023 OP at the bottom,
we are committed to increasing sales and profits.**



Aiming to be a company with
medium to long-term supporters

Reference

 **CyberAgent. | Purpose**

To break through stagnation with new power and the internet

Contribute to the digital shift of all industries.

Make ABEMA the television of the future, an easily accessible social infrastructure.

Challenge the world with a fusion of technology and creativity.

Eliminate the seniority system and embody the Japanese economy of the 21st century.

Adapt to the changing times and aim to become a global company.

Vitalize Japan with the internet.

Integrated Report CyberAgent Way 2023



In the 2023 edition, we will explain the competitive advantages and growth strategies of our three main businesses through interviews with 11 executive officers: the media business centered around ABEMA, which marked its 7th anniversary, the internet advertising business that generates about half of our consolidated revenues, and the game business that has succeeded in producing many hit titles.

Integrated Report CyberAgent Way 2023

<https://www.cyberagent.co.jp/en/ir/library/annual/>

Click!!



FY2024 Q2 earnings release is scheduled to be released at 3 pm or later on Wednesday,
April 24, 2024.

Copyrights of Game Business

- 1 閃耀！优俊少女 : © Cygames, Inc. Published by bilibili Game
- 2 Tokyo Revengers Pazuribe! The Road to Supremacy : Ken Wakui, Kodansha/ Anime "Tokyo Revengers" Production Committie
- 3 FINAL FANTASY VII EVER CRISIS :© SQUARE ENIX Powered by Applibot, Inc. Character Design: TETSUYA NOMURA / Character Illustration: LISA FUJISE
- 4 Granblue Fantasy Versus: Rising : © Cygames, Inc. Developed by ARC SYSTEM WORKS
- 5 Jujutsu Kaisen Phantom Parade:© Gege Akutami/ Shueisha, Jujutsu Kaisen Production Committee © Sumzap, Inc./TOHO CO., LTD.
- 6 Granblue Fantasy: Relink: © Cygames, Inc.
- 7 Shadowverse: Worlds Beyond: © Cygames, Inc.
- 8 Umamusume: Pretty Derby -Party Dash : © Cygames, Inc.
- 11 GARNET ARENA: Mages of Magicary : © Cygames, Inc.
- 12 Project Awakening : © Cygames, Inc.

*Games #9,10,13 and 14 are to be disclosed.