

TOEI COMPANY, LTD.

3Q FY2024

Financial Results

(From April 2023 to November 2023)

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3Q FY2024 Consolidated Financial Results

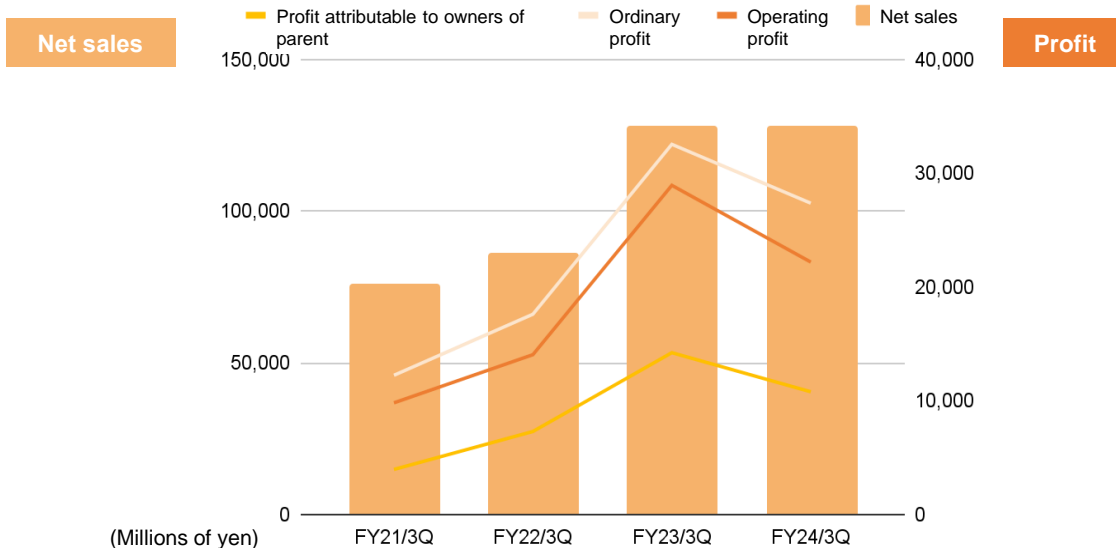
(Millions of yen)	FY21/3Q	FY22/3Q	FY23/3Q	FY24/3Q	Year-on-year change	
Net sales	76,177	86,492	128,160	128,386	226	0.2%
Cost of sales	46,734	50,735	74,598	78,528	3,930	5.3%
Selling, general and administrative expenses	19,632	21,712	24,623	27,668	3,045	12.4%
Operating profit	9,809	14,044	28,939	22,189	(6,750)	(23.3%)
Ordinary profit	12,232	17,601	32,546	27,367	(5,179)	(15.9%)
Profit attributable to owners of parent	3,951	7,288	14,220	10,782	(3,438)	(24.2%)

* FY = Fiscal Year. FY24/3Q is the period from April 2023 to December 2023

Net sales for the first nine months of the fiscal year under review stood at 128,386 million yen (up 0.2% year on year), ordinary profit came to 27,367 million yen (down 15.9% year on year), and profit attributable to owners of parent was 10,782 million yen (down 24.2% year on year).

Net sales reached the highest level for a third quarter since FY2004, while operating profit, ordinary profit and profit attributable to owners of parent were second only to the same period in the previous fiscal year, which set record highs.

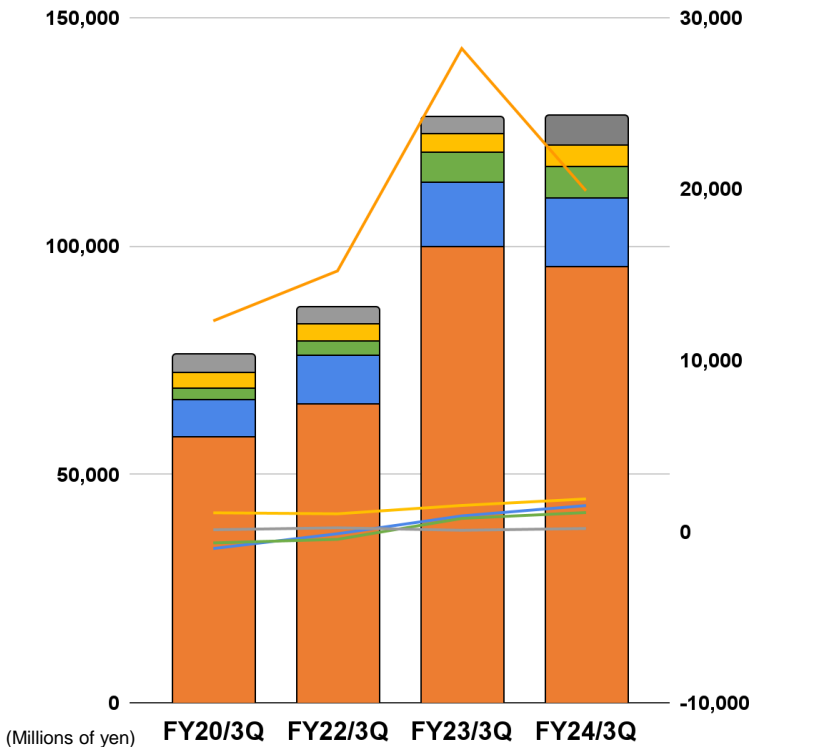
Factors behind these results included the strong performance of *THE FIRST SLAM DUNK* (released December 3, 2022), the theatrical version of *IDOLiSH 7: LIVE 4bit BEYOND THE PERIOD*, *The Birth of KITARO: The Mystery of GeGeGe*, and *Precure All Stars F The Movie* each proving to be hits at theaters, and success in the steady expansion of IP multi-use (merchandise sales, copyright sales, sale of broadcast and streaming rights, overseas sales, etc.).



3Q FY2024 Analytics by Segment (consolidated) [Overall]

Net sales

Profit



(Millions of yen)

Film and video

Entertainment

Event

Tourism real estate

Architectural interior design

Net sales

Profit

Segment	Sub-segment	FY23/3Q	FY24/3Q	Change	Percentage Change	Percentage of Sub-segment / Segment
Film and video-related business	Movie	18,609	8,557	(10,052)	(54.0%)	8.9%
	Drama	7,617	7,776	159	2.1%	8.1%
	Content	62,761	63,373	612	0.9%	66.3%
	Other	11,196	15,925	4,729	42.2%	16.7%
	Total net sales	100,185	95,633	(4,552)	(4.5%)	100.0%
	Total profit	28,199	19,895	(8,304)	(29.4%)	
Entertainment-related business	Total net sales	14,053	15,192	1,139	8.1%	100.0%
	Total profit	915	1,519	604	66.0%	
Event-related business	Event	4,955	5,380	425	8.6%	79.5%
	Toei Kyoto Studio Park	1,381	1,387	6	0.4%	20.5%
	Total net sales	6,337	6,767	431	6.8%	100.0%
	Total profit	769	1,110	341	44.4%	
Tourism real estate-related business	Real estate leasing	3,164	3,268	104	3.3%	69.2%
	Hotel	1,089	1,453	364	33.5%	30.8%
	Total net sales	4,253	4,722	469	11.0%	100.0%
	Total profit	1,526	1,906	380	24.9%	
Architectural interior design-related business	Total net sales	3,330	6,069	2,739	82.2%	100.0%
	Total profit	77	180	103	131.9%	
Total net sales		128,160	128,386	226	0.2%	
Profit adjustment		(2,548)	(2,422)	126		
Total profit		28,939	22,189	(6,750)	(23.3%)	

(Millions of yen)

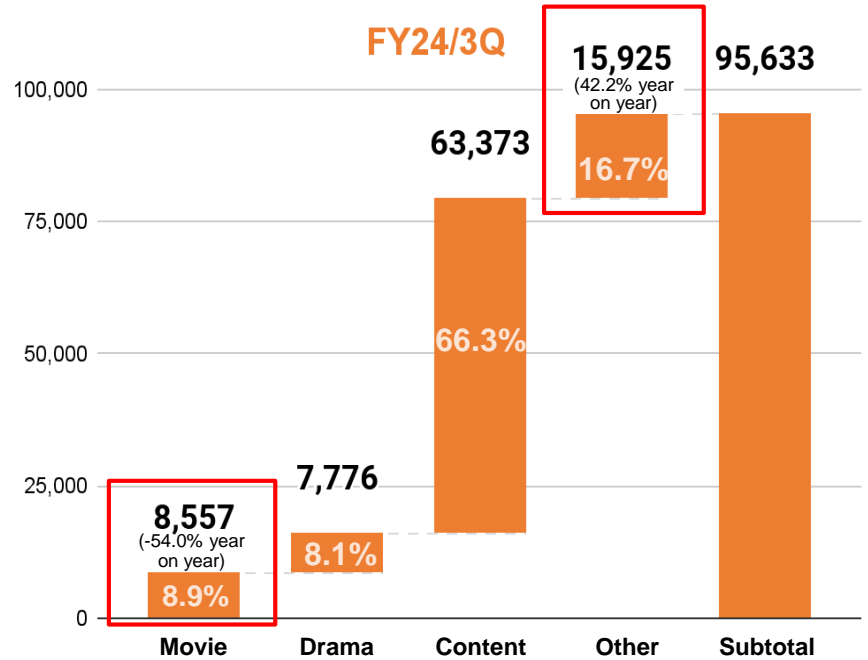
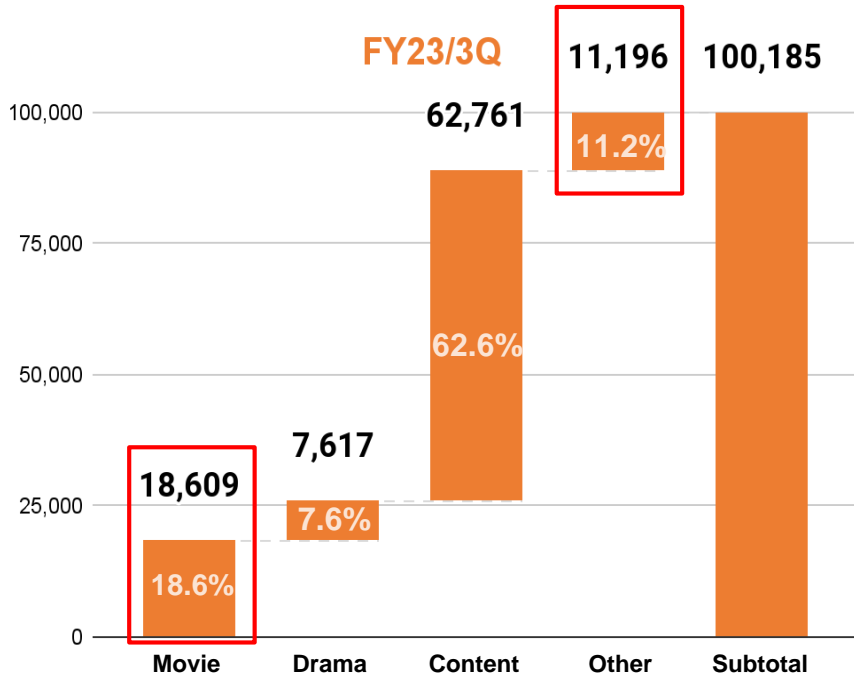
3Q FY2024 Analytics (consolidated) [Film and Video-Related Business]

(Millions of yen)		FY23/3Q	FY24/3Q	Change	
Film and video-related business	Net sales	100,185	95,633	(4,552)	(4.5%)
	Profit	28,199	19,895	(8,304)	(29.4%)

- In the Film and Video-Related Business, the sale of merchandise related to animations such as the *ONE PIECE* and the *Precure* series and event revenue in the Other sub-segment revenue drove strong performance, resulting in net sales of 15,925 million yen (up 42.2% year on year). The Content sub-segment and the Drama sub-segment also performed strongly, but there was a reactionary decline from the previous period when multiple hit titles in the Movie sub-segment were released, resulting in net sales of 8,557 million yen (down 54.0% year on year). As a result, net sales for the entire segment were 95,633 million yen, down 4.5% year on year.

- Due to factors including a loss on valuation of inventories for *KNIGHTS OF THE ZODIAC* which was released in the first quarter, profit declined to 19,895 million yen (down 29.4% year on year).

Sales by Sub-Segment



Sub-segment

[Movie] Net sales 8,557 million yen / down 54.0% year on year


In the movie business, we distributed 36 films, including films produced in collaboration with other production companies. *IDOLISH7 LIVE 4bit BEYOND THE PERIOD*, *Fly Me to Saitama: From Biwa Lake With Love*, and *The Birth of KITARO: The Mystery of GeGeGe* became big hits, and *Precure All Stars F The Movie* broke the box office sales records of the *Precure* series. Meanwhile, among the films released in the preceding fiscal year, *THE FIRST SLAM DUNK* (released on December 3) continued to be well received.

Theatrical releases from October to December 2023


- October 13: *KYRIE*
- November 10: *THE INNOCENT GAME*
- November 17: ***The Birth of KITARO: The Mystery of GeGeGe***
2,530 million yen *still in theaters
- November 23: *Fly Me to Saitama: From Biwa Lake With Love*
2,340 million yen *still in theaters
- December 22: *KAMEN RIDER THE WINTER MOVIE GOTCHARD & GEATS Strongest Chemy★Great Gotcha Operation*




Released in 1986
1986 Toei Manga Matsuri
GE-GE-GE NO KITARO 2 THE GOBLIN WAR




Released in 1996
1996 Summer Toei Animation Fair
GE-GE-GE NO KITARO 5 BIG SEA GHOST



Released in 2008
Theatrical version
GeGeGeNoKitaro the Movie Exploding Japan on Fire !!



Released in 2023
The Birth of KITARO: The Mystery of GeGeGe



Developing Evergreen IPs

The Birth of KITARO: The Mystery of GeGeGe Becomes a 2,530 Million Yen Hit! Theater merchandise also performed strongly

GeGeGe no Kitaro, which started in 1968 as a television series aimed at children, has had 547 episodes across seven television series and 13 theatrical films (including short films) made to date. And now with the release of *The Birth of KITARO: The Mystery of GeGeGe* as the first theatrical film of the franchise to be targeted at adults, there has been a lot of buzz. Sales of theater merchandise have also been strong, contributing to performance in the period under review. The hit film targets adults who loved *GeGeGe no Kitaro* when they were children, and by adopting an approach aimed at adults that differs from previous strategies, we were able to get adult demographics to visit theaters once more. This is analyzed to be the result of **evergreening** the IP. Similarly, the 20th anniversary film *Precure All Stars F The Movie* also targets adults in addition to children, and has become a hit with a box office takings of 1,530 million yen.

This evergreening of IPs is one of the strengths of the Toei Group, which has continued to produce content over the years and owns a large amount of content known nationwide.

Released in 2023
The Birth of KITARO: The Mystery of GeGeGe

Theater merchandise also performed well



*As of February 4, 2024

FY2024 Sales Report of Main Titles [Film and Video-Related Business]

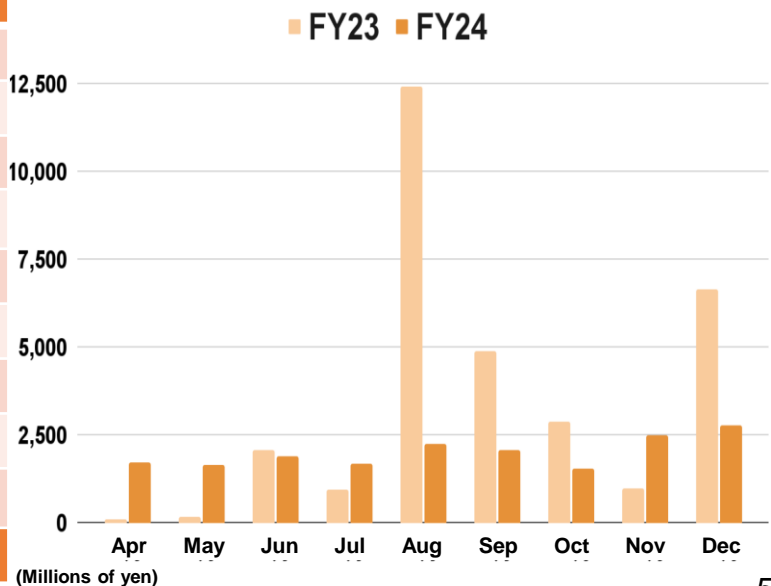
Movie

Main titles	Release date	Grossing (100 million)	Main titles	Release date	Grossing (100 million)
<i>THE FIRST SLAM DUNK</i>	December 3, 2022	158.7 * Including theatrical re-release	<i>THE INNOCENT GAME</i>	November 10	5.3
			<i>The Birth of KITARO: The Mystery of GeGeGe</i>	November 17	25.3 *still in theaters
<i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i>	May 20	29.3 *still in theaters	<i>Fly Me to Saitama: From Biwa Lake With Love</i>	November 23	23.4 *still in theaters
			<i>KAMEN RIDER THE WINTER MOVIE GOTCHARD & GEATS Strongest Chemy★Great Gotcha Operation</i>	December 22	4.2 *still in theaters
<i>Precure All Stars F The Movie</i>	September 15	15.3			

*As of February 4, 2024

Monthly Gross - Year-on-Year Comparison

(100 million yen)	FY23	FY24	Year-on-year change	Main Titles April to December 2023
Apr	0.8	17.1	2030.5%	<i>THE FIRST SLAM DUNK</i> , <i>SHIN KAMEN RIDER</i> and <i>KNIGHTS OF THE ZODIAC</i>
May	1.6	16.5	979.6%	<i>THE FIRST SLAM DUNK</i> , <i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i> , <i>SHIN KAMEN RIDER</i> and <i>ADULTHOOD FRIENDS</i>
Jun	20.6	18.8	91.1%	<i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i> , <i>THE FIRST SLAM DUNK</i> and <i>Pretty Guardian Sailor Moon Cosmos The Movie Part 1 and Part 2</i>
Jul	9.5	16.8	176.6%	<i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i> and <i>THE FIRST SLAM DUNK Movie KAMEN RIDER GEATS: 4 Aces and the Black Fox / Movie OHSAMA SENTAΙ KING—OHGER: Adventure Heaven</i>
Aug	124.3	22.5	18.2%	<i>THE FIRST SLAM DUNK</i> , <i>REVOLVER LILY</i> , <i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i> and <i>G-MEN</i>
Sep	48.7	20.8	42.8%	<i>Precure All Stars F The Movie</i> , <i>G-MEN</i> , <i>THE FORBIDDEN PLAY</i> and <i>IDOLISH7 LIVE 4bit BEYOND THE PERIOD</i>
Oct	28.8	15.5	54.0%	<i>Precure All Stars F The Movie</i> , <i>BAD LANDS</i> , <i>ONE PIECE FILM RED</i> and <i>KYRIE</i>
Nov	9.8	25.0	255.0%	<i>Fly Me to The Saitama: From Biwa Lake With Love</i> , <i>The Birth of KITARO: The Mystery of GeGeGe</i> , <i>THE INNOCENT GAME</i> and <i>ONE PIECE FILM RED</i>
Dec	66.4	27.9	42.0%	<i>Fly Me to The Saitama: From Biwa Lake With Love</i> , <i>The Birth of KITARO: The Mystery of GeGeGe</i> , and <i>KAMEN RIDER THE WINTER MOVIE GOTCHARD & GEATS Strongest Chemy★Great Gotcha Operation</i>
Total	310.5	180.9	58.2%	



Sub-segment

[Drama] Net sales 7,776 million yen / up 2.1% year on year

In the drama business (see the note below), we strove to enhance content and win orders through the production of content such as *AIBOU Season 22*, *KAMEN RIDER GOTCHARD* and *OHSAMA SENTAII KING-OHGER*, and sales of character merchandising rights for TV program characters held firm amid diversification of consumer toy preferences.

Series broadcast from October to December 2023

- From March 5: *OHSAMA SENTAII KING-OHGER* (TV Asahi)
- From August 16 to October 4: *The Woman of S.R.I. Season 23* (TV Asahi)
- From September 3: *KAMEN RIDER Gotchard* (TV Asahi)
- From October 18: *AIBOU Season 22* (TV Asahi)



Screenwriter development

Artistic trainees were recruited for the first time in three years, and applications were accepted from screenwriters in a continuation from the previous year.

[Current artistic trainees (scheduled to graduate in April 2024)]

- Yoshiyuki MITSUMASU
AIBOU, Good Morning, Sleeping Lion
- Mayu KONISHI:
Seven Detectives, TOEI MOVIE×STAGE Harakiri Squad
- Hayato NISHI:
Tokuso Nine, Fuuto PI: The STAGE, KAMEN RIDER REVICE (for streaming)



[past graduates]

Yuko IWASHITA (graduated March 2007), Ayumi SHIMO (graduated March 2020), etc.

- Entry period: From November 27, 2023 to January 5, 2024
- Number of entries: Total of 1,664 (male: 915, female: 749)
- Number of people sought: a small number *after screening of documents and practical tests, etc., final interviews will be conducted at the end of February

To strengthen planning and production capabilities and create new content, we will focus on fostering the development of screenwriters who will create beloved stories.

Strengthen touch points with children for the *SUPER SENTAII*
and *KAMEN RIDER* series

YouTube *SENTAI RIDER Kids Channel*

Started from February 1

With infants to elementary school age children as its main target, the concept of the channel is to stream videos that allow children to learn naturally through play, while making a point of developing content that children find enjoyable and want to know more about, including songs and dances that are popular with children and videos with mental training themes.

Original and cute mini characters and child dancers will also appear, becoming a familiar part of children's daily lives. Additionally, we also aim to expand in a way that helps parents and guardians who are busy on a daily basis, and plan to stream information showcasing new appeals of the *Super Sentai* and *KAMEN RIDER* series.



YouTube *BOONBOOMGER Channel* [*SUPERSENTAI Series Official*]

Started from February 1

This is the official channel of the *Bakuge Sentai BOONBOOMGER* TV series. To enable fans to better enjoy the *Super Sentai* series, the channel will stream a large amount of content related to footage from the program and toys. Ahead of the broadcast of the first episode on March 3, more than 40 videos are being streamed, featuring specials focused on the the *BOONBOOMGER* robots and machines, quizzes, and videos about illustrated books and past television series. We aim to develop a channel that will be full of videos that bring excitement to children.

This represents a measure to re-attract children whose viewing environment is changing.

We will aim to improve recognition of *tokusatsu* (special effects-live action) shows and target a market expansion.

Development of New Fans

Creating a completely original story of a world that weaves together 16 *KAMEN RIDERS*
RIDE KAMENS newly created smartphone game



The game features a total of 16 unique "*KAMEN RIDERS*" based on original designs from the animated series director Hiroko UTSUMI, illustrated by up-and-coming illustrator 1ZEN (pronounced "ichizen"). In addition, a new and completely original world view has been developed by scriptwriter Yuya TAKAHASHI, who has worked on numerous *KAMEN RIDER* series in recent years including *KAMEN RIDER GEATS*. Popular voice actors have also been brought on to voice the characters.

- Taiten TAKATO / Character Voice: Jun FUKUYAMA
- Kyosuke ARAKI / Character Voice: Kohsuke TANABE
- Saigo MIKAMI / Character Voice: Rikuya YASUDA
- Q / Character Voice: Kohei AMASAKI
- Hayate / Character Voice: KENN

Game development was carried out by Liber Entertainment Inc., with planning and operation jointly conducted with Bandai Co., Ltd.

We will aim to gain new fans beyond the existing fan base.

Sub-segment

[Content] **Net sales 63,373 million yen / up 0.9% year on year**

In the content business, in addition to selling terrestrial, BS and CS broadcasting rights and video rights for theatrical films, etc., we supplied video content to VOD (video-on-demand) distributors and sold DVDs and Blu-rays of theatrical films and television programs. In the animation business, the overseas screening rights for *THE FIRST SLAM DUNK* and the overseas distribution rights for *ONE PIECE* sold well. Sales of merchandising rights for *ONE PIECE* were also strong in Japan and overseas.

Streaming

Revenue from the sale of streaming rights for *THE LEGEND & BUTTERFLY*, *SHIN KAMEN RIDER*, *Immersion* and *G-Men* was solid.

In addition to providing original video content, the owned media service Toei Tokusatsu Fan Club increased its subscriber count by enhancing its range of original non-video content, including the e-book *Rita of Gokkan: OHSAMA SENTAII KING-OHGER* and the audio content *Three Dark Sisters Presents: KAMEN RIDER GOTCHARD Unfinished Plan*.

Broadcasting

Sales of broadcast rights for past titles and other content (such as *The Unfettered Shogun*) to BS and CS broadcasters were strong.

Blu-ray/DVD

We saw solid sales of theatrical films from the *KAMEN RIDER* series and *Super Sentai* series, as well as Vcinext content, television series and streaming series. *THE LEGEND & BUTTERFLY* also generated healthy sales.

Overseas

In live action, sales of overseas streaming rights for *THE LEGEND & BUTTERFLY* and *SHIN KAMEN RIDER* were strong. In addition, sales of merchandising and streaming rights for the *Super Sentai* series and *KAMEN RIDER* series were steady, while sales for *KYRIE* in Asia and archive theatrical films in China also performed well. In animation, sales of overseas streaming rights for *ONE PIECE* and overseas screening rights for *THE FIRST SLAM DUNK* were strong.

Animation Copyright Business

While revenue from game development rights for the *DRAGON BALL* series declined year on year, sales from merchandising rights, including game development rights for *ONE PIECE* in Japan and overseas, were strong.

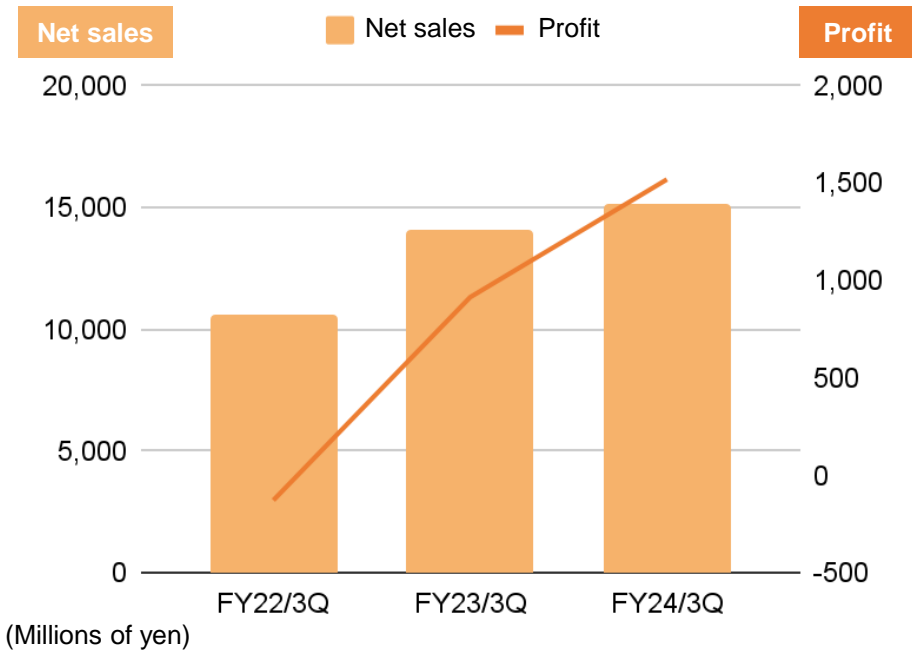


Abarenbo Shogun II



3Q FY2024 Analytics (consolidated)[Entertainment-Related Business]

(Millions of yen)		FY23/3Q	FY24/3Q	Change	
Entertainment-related business	Net sales	14,053	15,192	1,139	8.1%
	Profit	915	1,519	604	66.0%



In the box office business, we had 220 screens (including two screens directly managed by Toei Company, Ltd.) as of the end of the third quarter of the fiscal year under review, and the cinema complexes operated by T-Joy Co., Ltd. performed strongly.

- We saw a full-scale recovery from the COVID-19 pandemic in business performance, and big hits released in the first quarter, namely *The Super Mario Bros. Movie* and *Detective Conan: Black Iron Submarine* drove business results up to the third quarter.
- In addition to recovery of and increase in the number of visitors, profit margins increased due to increases in admission prices and higher revenue per customer thanks to high occupancy in Dolby cinemas, etc.
- There is a strong tendency to depend on animated titles, and a recovery in live action films and foreign films is yet to come.

[Opening of New Location as Part of Tokorozawa Station West Exit Development Project (Tentative Name)]

T-Joy Co., Ltd. has decided to open a new cinema complex in the Tokorozawa Station West Exit Development Project (Tentative Name) commercial facility to be jointly operated by Seibu Realty Solutions Inc. and Shochiku Multiplex Theaters, Ltd. The facility is scheduled to open in Autumn 2024.

Opening Date: Around autumn 2024

Joint Operators: Seibu Realty Solutions Inc.
Shochiku Multiplex Theatres, Ltd.

Location: 10 Higashi Sumiyoshi, Tokorozawa-shi, Saitama

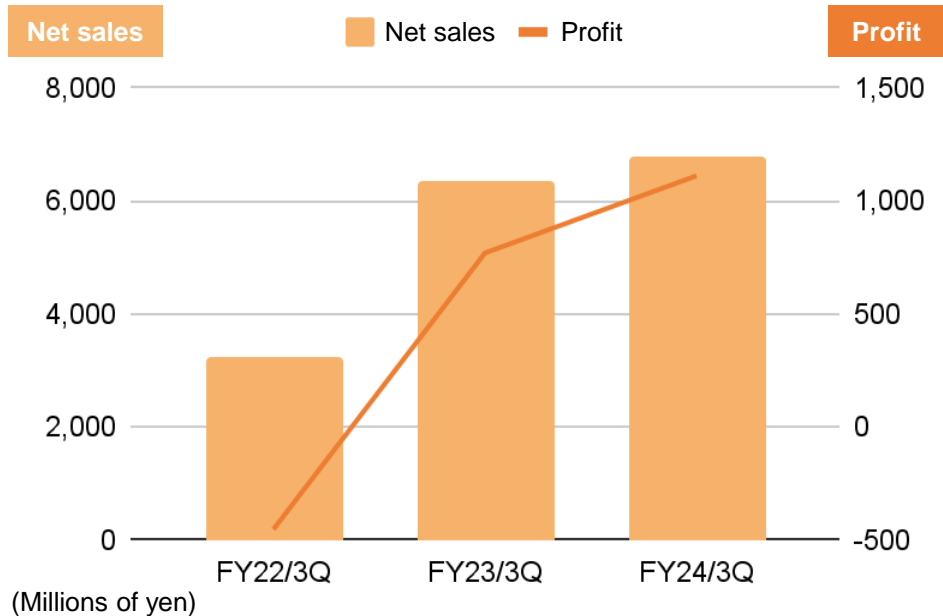
Site area: approx. 6,490 m²

Number of screens: 12

Number of seats: 1,800

(Millions of yen)		FY23/3Q	FY24/3Q	Change	
Event-related business	Net sales	6,337	6,767	431	6.8%
	Profit	769	1,110	341	44.4%

In the event-related business, various events were held, including *KAMEN RIDER GEATS Final Stage* and *MINGEI: The Beauty of Everyday Things*. The online store, which sells film-related merchandise and event-related merchandise, performed well. TOEI Kyoto Studio Park performed well.



Sub-segment [Event]

Net sales 5,380 million yen / up 8.6% year on year

- *KAMEN RIDER GEATS: Final Stage* achieved record net sales and profit.
- The number of character shows was 120% year on year, recovering to 67% of pre-pandemic levels.
- Theater merchandise performed strongly for *Precure All Stars F The Movie*, *The Birth of KITARO: The Mystery of GeGeGe*, 4K Up-convert Version of *ONE PIECE FILM RED* (theatrical re-release), and online sales of original merchandise for *OHSAMA SENTAI KING-OHGER* were also strong.

[Store Expansion]

The KAMEN RIDER STORE was opened in 2020 at Tokyo Station, and pop-up stores have been rolled out across Japan.

In the latest development, the KAMEN RIDER STORE OSAKA in the Umeda Branch of Daimaru was opened on Friday, February 9, 2024.

We are also looking toward overseas expansion and plan to develop stores related to the *KAMEN RIDER* and *SUPER SENTAI* series overseas.



Sub-segment [Toei Kyoto Studio Park]

Net sales 1,387 million yen / up 0.4% year on year

Full Renovation of Toei Kyoto Studio Park

Concept: Bring Japanese stories to the world

Toei Kyoto Studio Park was created in 1975 on the premises of the Toei Kyoto Studios as Japan's first theme park, enabling tours of the movie production process, and has cumulatively welcomed more than 65 million visitors since it opened. To coincide with its 50th anniversary, we will undertake a complete renovation of the park, aiming to utilize period drama assets such as art sets, costumes and actors unique to Toei while responding to changing social conditions and consumer needs, in order to provide entertainment offering even greater excitement. We will play a role in tourism in Kyoto and the development of Japanese culture, while highlighting the appeal of the new Japanese cultural aspects and new Japanese stories produced by the Studio Park around the world.

(1) Striving to be a location where visitors don't just observe, but where they can easily experience Japanese culture

We aim to be a place where visitors can enjoy experiences encountering the seasonal qualities of Kyoto through famous Kyoto stores and cultural figures.

Visitors will be able to immerse themselves into Edo-era Kyoto, and enjoy experiencing the Edo era for themselves.



(2) Three aspects in morning, noon and night Creating a town to satisfy children and adults alike with everything from hot baths to Edo-style bars.

Aiming to develop facilities providing satisfaction to everyone from families to adults and overseas visitors, we will develop different aspects during the morning, noon and night. In the morning, visitors will be able to enjoy morning days at the hot spring bath facilities and tour the market offering fresh Kyoto vegetables. During the day, visitors can enjoy dining and cultural experiences with an Edo era theme at Toei Kyoto Studio Park, and at night, with ninja attractions and other features, visitors can fully enjoy the Kyoto nightlife at the Uzumasa Edo Sakaba with its nighttime illuminations.



(3) Becoming a place to experience traditional culture

Making Toei Kyoto Studio Park a new place to experience traditional culture in Kyoto, where there are many well-established businesses offering tea ceremony, ikebana flower arranging, traditional crafts and more. At Toei Kyoto Studio Park, a special space where even the actors from period dramas can be found, we will create a place where anyone can take on the challenge of traditional culture or experience innovative collaborations.



■ Targets

- Families
- Women and couples in their 20s and 30s
- Inbound tourists

■ Growth-oriented News

We aim to be a facility where visitors can **experience** being immersed in the world of period dramas, **realistically** rather than virtually. We will also answer the ongoing demand for the **consumption of experiences** rather than physical goods being advanced by both domestic and inbound tourists.

We will also introduce regular nighttime operation at the renovated Uzumasa Edo Sakaba and will contribute to the expansion of the **nighttime economy** in Kyoto through evening operating hours.

■ Outline of the Renovations

- Facility name: Toei Kyoto Studio Park
- Total project cost: 12 billion yen
- Schedule

Spring 2024: Start of phase 1 construction

2025: Opening of the phase 1 renovated area

2028: Completion of all three construction phases and opening of the fully-renovated facility



(Millions of yen)		FY23/3Q	FY24/3Q	Change	
Tourism real estate business	Net sales	4,253	4,722	469	11.0%
	Profit	1,526	1,906	380	24.9%

Sub-segment

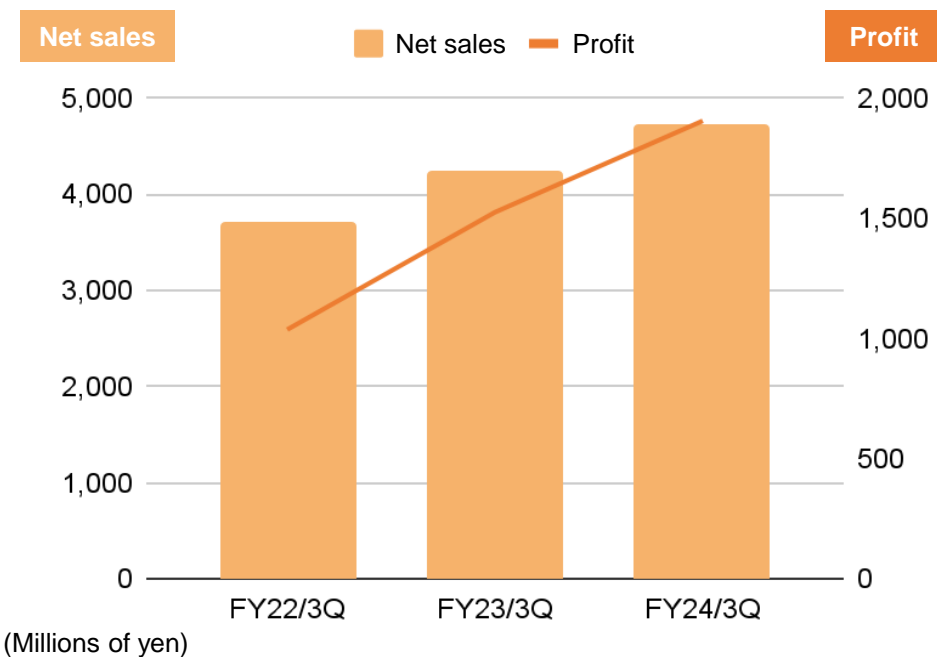
[Real estate leasing] Net sales 3,268 million yen / up 3.3% year on year

- In the real estate leasing business, leased facilities including Platz Oizumi, Oz Studio City, Shibuya Toei Plaza, Shinjuku 3-chome East Building and Hiroshima Toei Plaza were in operation.

Sub-segment

[Hotel] Net sales 1,454 million yen / up 33.5% year on year

- Niigata Toei Hotel has returned to holding banquets, which were avoided during the COVID-19 pandemic, with numbers recovering to 90% of pre-pandemic levels.
- Yuzawa Toei Hotel has seen a strong performance due to inbound guests during the ski season.
- Fukuoka Toei Hotel has enjoyed a strong performance through its banquet business in addition to healthy inbound demand.



Utilizing the Cutting-edge Technologies of the Zukun Laboratory



The Yuzawa Kogen Ski Resort and Yuzawa Toei Hotel will hold Yuzawa ILLUMIMANIA, a ski slope projection mapping display using AI and XR technology provided by Toei Zukun Laboratory, from March 1, 2024 to March 3, 2024. Themed after Japanese landscapes, at night the slopes of the Yuzawa Kogen Ski Resort Family Course are decorated with light and audio-based projection mapping. Japanese motifs such as carps, ponds and pine trees resonate and change with the sound, creating a picture of winter in Japan.



*The image is for illustrative purposes only.

An experience-based installation providing a more immersive experience of the beauty of Japan's winter will be on display inside the Yuzawa Toei Hotel. Visitors can enjoy interactive features including a smartphone illumination system linked with projection mapping that allows users to wave their smartphones over ski slopes and tap points to express their course as a pattern, and board and camera illumination which show patterns in response to people and their detected movements.

■ Date

Friday, March 1, 2024 to Sunday, March 3, 2024
18:00 - 21:00

■ Venue

- Yuzawa Kogen Ski Resort Family Course
- Yuzawa Toei Hotel

[Zukun Laboratory x Tourism Entertainment]

To date, Toei Zukun Laboratory has been working on practical and R&D activities with a focus on motion capture technology for film production, virtual production technologies, digital humans, real-time CG technologies, AI technologies, and so on. Yuzawa ILLUMIMANIA has been planned as an experience of new content that applies each of these technologies cultivated through video production. A collaboration with Yuzawa Toei Hotel was undertaken.

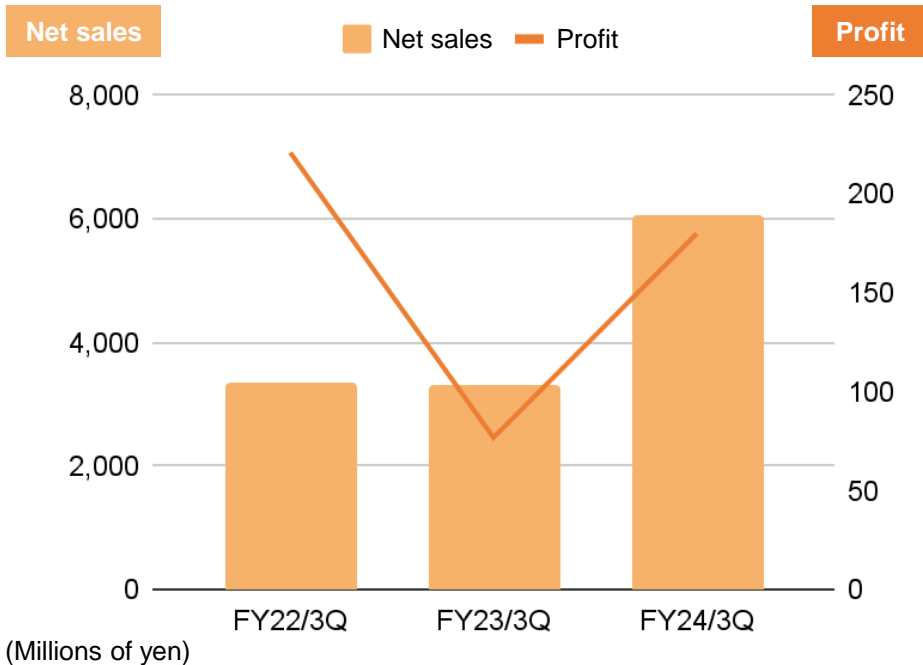
In addition to projecting existing footage, CG synthesis technology used in video production and real-time rendering is used to reflect the movements of participants in real time through projection mapping, in order to create an interactive event.

The Yuzawa Toei Hotel provides visual entertainment that the Toei Group is uniquely positioned to offer, enlivening the surrounding tourist area as a new tourism spot that is not only for skiing.

3Q FY2024 Analytics (consolidated) [Architectural Interior Design Business]

(Millions of yen)		FY23/3Q	FY24/3Q	Change	
Architectural interior design business	Net sales	3,330	6,069	2,739	82.2%
	Profit	77	180	103	131.9%

- In the Architectural Interior Design Business, Toei Kenko Co., Ltd. has been actively accepting orders, receiving orders for the new construction and renovation of cinema complexes and the construction of condominium complexes. As a result, net sales increased to 6,069 million yen, an 82.2% year-on-year improvement.
- There has been pressure on deteriorating cost margins due to sharply rising prices for a wide range of materials and personnel expenses, but through reliable estimates and the setting of appropriate construction schedules, we managed to secure profitability and posted a profit of 180 million yen (up 131.9% year on year).



Reference

The Toei Group's Business Model

(1) Run planning and production in-house,

Planning a diverse and attractive lineup of content

- Theatrical films **Over 4,400**
- Television shows **Over 38,000**
- Streaming content **Over 600**

Original productions



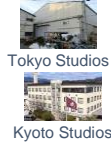
Adaptations



Film production infrastructure

- One-stop system from shooting to post-production

Shooting



Post-production



Animations



(2) Develop multi-use

- **Multi-channel coverage** from movie theaters to television and online streaming

Distribution

Box office

TV broadcasting

Streaming

DVD Blu-ray

Merchandising

Book adaptation

Game adaptation

Event adaptation

Stage adaptation

Overseas development



T-Joy Co., Ltd.



Toei Online Store



Toei Tokusatsu
YouTube channel

(3) Franchise out content to increase points of contact

Aim to maximize the revenue generated by IPs

Revenue maximization

Improved IP recognition
Creating fans, etc.

Piling up of profits

Planning Production Multi-use

Piling up of profits

Planning Production Multi-use

IP

Increased points of contact

The Toei Group's Business Model

Strategies to strengthen our business model

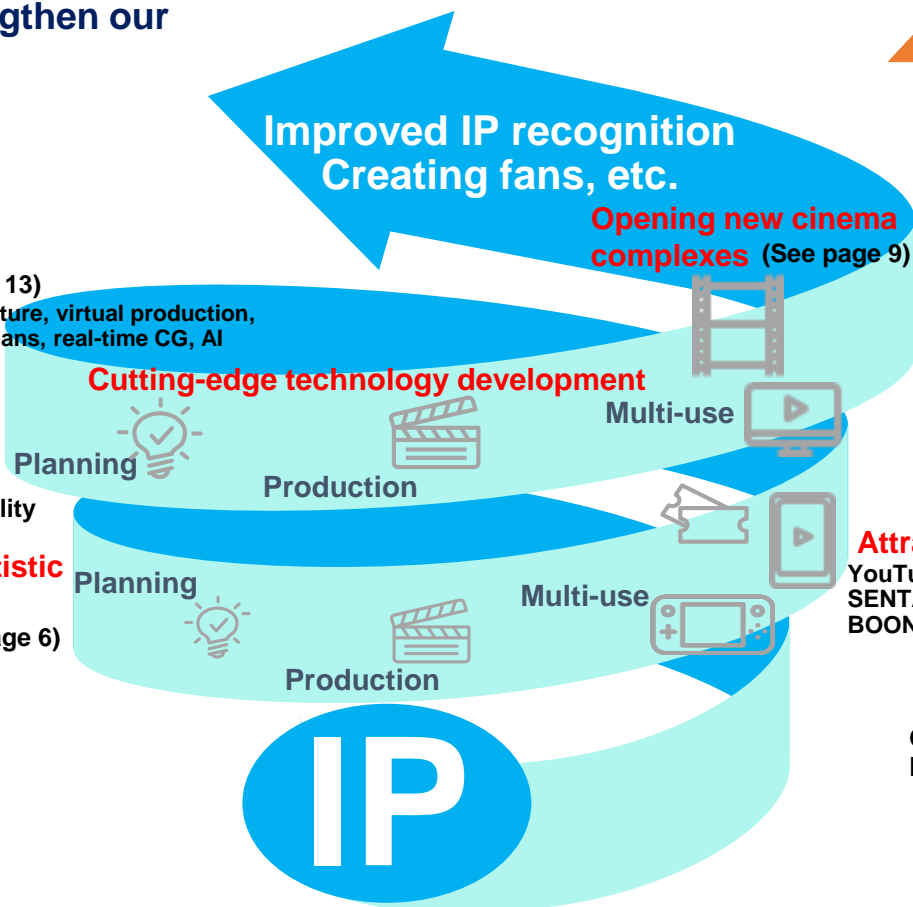


Tourism
Digital art

(See page 13)
Motion capture, virtual production, digital humans, real-time CG, AI

Strengthening our ability to create stories
Recruitment of artistic trainees

(See page 6)



Improved IP recognition
Creating fans, etc.

Opening new cinema complexes (See page 9)

Cutting-edge technology development

Planning

Production

Multi-use

Planning

Production

Multi-use

IP

Increased points of contact

Evergreen IPs
(See page 4)

Increasing contact points with merchandise
(See page 10)



Attracting new fans

YouTube
SENTAI RIDER Kids Channel
BOONBOOMGER Channel [Super Sentai Series Official]
(See page 7)

Game apps for smartphones
RIDE KAMENS



Create works that are loved and bring joy to many people in various forms

- **Share Split, Partial Amendment of Articles of Incorporation Related Thereto and Change in Shareholder Special Benefit Plan**
- **Remake of *100 Yen Love* (originally released in 2014) is released in China**
- **Exhibitions organized by “NFAJ’s Model Project for Forming Archival Core Base”: “The Toei Tokyo Studio Story” and “Japan Movie Expo 1957 Unmasked” (literal translation)**
- **Intellectual Property Right Symposium 2024**
- **Support for the 2024 Noto Peninsula Earthquake**
- **"Dramatic Study" Training Service**
- **Lineup of Releases and Events**

Share Split, Partial Amendment of Articles of Incorporation, and Change in Shareholder Special Benefit Plan

Toei Company, Ltd. (“the Company”) has resolved at its Board of Directors meeting held on February 14, 2024 to conduct a share split and partial amendment of the Articles of Incorporation and to change its shareholder special benefit plan.

【Purpose of the share split】

The purpose of the share split is to improve the liquidity of the Company’s stock and expand the range of its investors by reducing the investment amount per share.

【Overview of the share split】

(1) Method of the split

The Company will split the shares of common stock owned by the shareholders listed or recorded on the final register of shareholders as of Sunday, March 31, 2024 (virtually Friday, March 29, 2024), the record date, in the proportion of five shares for one share.

(2) Increase in the number of shares resulting from the split

Number of issued shares before the share split	14,768,909 shares
Increase in the number of issued shares after the share split	59,075,636 shares
Total number of issued shares after the share split	73,844,545 shares
Total number of authorized shares after the share split	150,000,000 shares

(3) Schedule

Date of public notice of record date Wednesday, March 6, 2024

Record date Sunday, March 31, 2024(Effectively Friday, March 29, 2024)

Effective date Monday, April 1, 2024

(4) Change in share capital

Share capital does not change because of the share split.

Share Split, Partial Amendment of Articles of Incorporation, and Change in Shareholder Special Benefit Plan

【Dividends】

As this share split is scheduled to be effective as of April 1, 2024, the year-end dividend for the fiscal year ending March 31, 2024 with the record date at March 31, 2024 will be paid based on the number of shares before the share split.

There is no change in the Company's year-end dividend forecast of 30.00 yen per share for the fiscal year ending March 31, 2024.

【Partial amendment of the Articles of Incorporation associated with the share split】

In response to the share split, the Company intends to revise the total number of authorized shares from 30 million shares to 150 million shares.

【Changes to shareholder special benefit plan】

Due to this share split, the shareholder special benefit plan will be changed as follows.

< Before changes >

Number of coupons issued (to be issued on a half-yearly basis)

Record date: End of March and September

Threshold number of shares	Number of coupons issued	Threshold number of shares	Number of coupons issued
100 shares or more	1 book of 6 coupons	1,300 shares or more	8 books of 6 coupons
200 shares or more	2 books of 6 coupons	2,000 shares or more	10 books of 6 coupons
400 shares or more	4 books of 6 coupons	4,000 shares or more	20 books of 6 coupons
700 shares or more	6 books of 6 coupons	6,000 shares or more	30 books of 6 coupons

< After changes >

Number of coupons issued

Threshold number of shares	Special QUO card (issued on a yearly basis) Record date End of March	Number of coupons issued (issued on a half-yearly basis) Record date End of March and September
100 shares or more	Equivalent to 1,000 yen	—
500 shares or more	Equivalent to 1,000 yen	1 book of 6 coupons
1,000 shares or more	Equivalent to 1,000 yen	2 books of 6 coupons

【Timing of the change】

Shareholders eligible for the shareholder special benefit plan after the changes will be those who are registered or recorded on the shareholder register as of Monday, September 30, 2024.

【Establishment of long-term shareholders special benefit plan】

With the aim to extend its sincere gratitude to its long-term shareholders and increase the number of medium- to long-term shareholders, the Company will newly establish a long-term shareholders special benefit plan.

<Content of long-term shareholders special benefit plan>

The Company will prepare a long-term shareholders special benefit plan to present TOKYO or KYOTO STUDIOS tours , merchandise or others (with recipients to be chosen by lot out of applicants) to shareholders holding no less than one unit (100 shares) who are registered or recorded on the shareholder registry as of the end of March and September every year at least three consecutive times under the same shareholder numbers.

- Threshold number of shares : 100 shares or more
- Content of long-term shareholders special benefit plan : TOKYO or KYOTO STUDIOS tours, merchandise or others (to be chosen by lot out of applicants)

< Eligible persons for the first year of the new plan >

A long-term shareholders special benefit plan will be applied to long-term shareholders who are registered or recorded on the shareholder register as of Monday, September 30, 2024. The shareholding period for eligible shareholders for the long-term shareholders special benefit plan will be judged retrospectively from September 30, 2024.

We are currently inviting 5 groups of 10 people to participate in the **Toei Kyoto Studio Park special event "Uzumasa Edo Sakaba - Sakura Snowstorm at Night"** on Saturday, April 6 and Sunday April 7, 2024. Participants will be determined by a shareholders' lottery.

Please see the URL below for details of how to apply.

<https://f.msgs.jp/n/form/kup/ZWUbATRHz2pfMCRv5GMVR5>

* Application deadline is Wednesday, February 28, 2024

* Japanese Only

Click here for details of "Uzumasa Edo Sakaba - Sakura Snowstorm at Night"

<https://www.toei-eigamura.com/edosakaba/en.html>

The lottery campaign is also available via Toei's official LINE account.



Remake of *100 Yen Love* (originally released in 2014) Is Released in China

100 Yen Love (originally released on December 20, 2014, starring Sakura ANDO, scripted by Shin ADACHI, directed by Masaharu TAKE, and produced by Toei Video Company, Ltd.), won a total of 21 awards both domestically and internationally, including Japan Academy Film Prize Best Leading Actress, and enjoyed an unprecedented run. The film has been remade in China, where it became

a huge hit earning 23.7 billion yen in three days from its release on Saturday, February 10.

The English title of the Chinese remake of *100 Yen Love* is “YOLO (*You Only Live Once*).” Toei Company, Ltd. and Toei Video received an offer from the Chinese side and the remake was realized. Creators of the original film including scriptwriter Shin ADACHI, director Masaharu TAKE and producer Gen SATO supervised the development of the remake which stars JIA Ling, a leading comedienne in China. She also directed the remake. JIA Ling’s last work before this one is *Hi, Mom* (released in 2021), in which she was the leading actress and director. The film earned 5.413 billion yuan (approx. 111 billion yen) and is the third highest-grossing film in the history of the Chinese movie market.



YOLO was released at movie theaters in China on Saturday, February 10. By the 12th, the remake achieved box-office earnings of **1.187 billion yuan (approx. 23.7 billion yen)** in China nationwide and attracted **25.17 million people** to the theaters. It became the highest grossing film in the Lunar New Year, namely the period between February 10 to 17 characterized by a peak in consumption.

As of the present, the highest grossing Japanese film ever remade in China is *The Magic Hour* (box-office earnings: 2.627 billion yuan, approx. 53.38 billion yen), followed by *Key Thief's Method* (box-office earnings: 762 million yuan, approx. 14 billion yen). YOLO is taking all of China by storm, attracting great support with the enthusiastic performance by JIA Ling who plays the role of a female boxer. Record-breaking box-office earnings are expected.

Exhibitions organized by “NFAJ’s Model Project for Forming Archival Core Base”: “The Toei Tokyo Studio Story” and “Japan Movie Expo 1957 Unmasked” (literal translation)

Saturday, February 10 to Sunday, February 18, 2024

As part of Model Project for Forming Archival Core Base, the National Film Archive conducted a survey of Nerima-ku, Tokyo, and other areas. An exhibition demonstrating the results of this effort—***The Toei Tokyo Studio Story*** and ***Japan Movie Expo 1957 Unmasked***—(literal translation) is currently being held.

The exhibition features scripts and location scout photographs of films shot at Toei Tokyo Studios from the studio archives, along with other studio-related materials and explanatory panels. The story of the studio’s history—spanning over 70 years since its initial establishment—is told through events from the Shinko Kinema Tokyo Studios days, introductions of representative film works and popular series, materials from the old collection of famous director Shinichiro SAWAI, and scripts for phantom film projects that were ultimately never made into movies.

◆ **Exhibition period:** 10:00–19:00 Saturday, February 10 to Sunday, February 18, 2024

◆ **Venue:** Chofu City Cultural Hall Tazukuri, 2nd Floor, North Gallery (33-1, Kojimacho 2-chome, Chofu, Tokyo)

◆ **Admission fee:** Free

◆ **Organizer:** National Film Archive

◆ **Operator:** Visual Industry Promotion Organization (VIPO)

◆ **Cooperation:** Toei Co., Ltd., Toei Studios Kyoto, Haruhiko HONCHI, Matsunaga Bunko (Kitakyushu), Keisuke KINOSHITA Memorial Museum, Nakabayashi Co., Ltd.

◆ Examples of exhibited materials and memorabilia

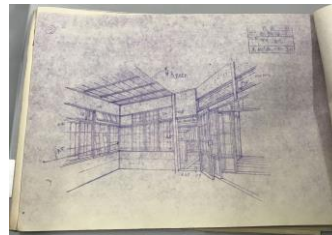
- Original drawing of the box art for the truck trailer in the *TRUCK YARO* series
- Location scout photos and art materials such as sketches of location sets that appear in *A FUGITIVE FROM THE PAST*
- Location scout photos used to recreate the Japanese National Railways control room in *THE BULLET TRAIN*
- Script used by director Shinichiro SAWAI

(These and many other film memorabilia will be exhibited.)

Comment from Ryosuke KIJIIYA Toei Tokyo Studios Managing Director

Toei’s mission is to fill the world with stories that bring people joy. In February 2023, we announced this mission as part of our new Medium- to Long-Term Vision, TOEI NEW WAVE 2033. Even before redefining our mission in this way, however, our first priority since our founding in 1951 has always been to deliver joy and excitement to audiences through stories, and we have continued to dedicate ourselves to production. I am very pleased that the National Film Archive has surveyed the materials of the films produced in this way, and that we have had the opportunity to exhibit them to the public. *THE BULLET TRAIN* was well received in Canada, France, and Iran at the time, and the gripping story is still known worldwide. The *TURCK YARO* series has become a hit movie series that is beloved by the public, even 50 years after its production. I believe that all of the works exhibited on this occasion capture the electrifying atmosphere of the time.

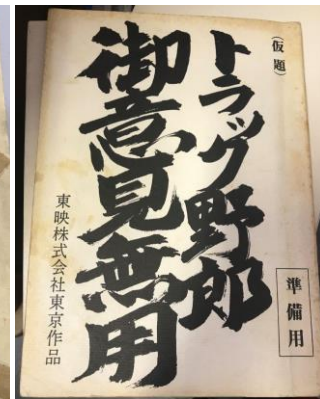
I hope that you can appreciate that atmosphere from the materials as well.



Location scout photo for *A FUGITIVE FROM THE PAST*



Location scout photo for *THE BULLET TRAIN*



Script used by director Shinichiro SAWAI

Intellectual Property Right Symposium 2024

Intellectual Property Supporting Business Growth: Consideration from Multiple Perspectives, from Case Studies to Education in Each Country

Monday, January 22, 2024 Venue: Nikkei Hall (Chiyoda-ku, Tokyo)

Intellectual Property Right Symposium 2024 ("Intellectual Property Supporting Business Growth: Consideration from Multiple Perspectives, from Case Studies to Education in Each Country")—hosted by Nikkei Inc. and co-hosted by the Anti-Counterfeiting Association (ACA) and the Content Overseas Distribution Association (CODA)—was held on January 22, 2024, at Nikkei Hall. Shinichiro SHIRAKURA, an officer of Toei (Executive Director in charge of the Brand Strategy Dept., Head Producer of TV and VOD Production Dept.), appeared as a guest speaker. The symposium has been held since 1998, with the aim of protecting intellectual properties and eliminating counterfeit products, and this time marked the 17th session.

Latest Trends in IP Business in Digitalization and Global Society

The symposium featured a panel discussion with Tetsuo MAEDA (Attorney at Law, Somei Maeda & Nakagawa Law Offices), Shinichiro SHIRAKURA (Executive Director in charge of the Brand Strategy Dept., Head Producer of TV and VOD Production Dept., Toei), and Takero GOTO (Secretary General of ACA and Representative Director of CODA).

Based on the current state of damage due to pirate content and current countermeasures discussed so far in the symposium, the participants engaged in a wide-ranging discussion on IP strategies for the protection of Japanese content and distribution of authorized versions. Topics discussed included the latest efforts in CODA's Cross-Border Enforcement Project (CBEP) and the continued need for international collaboration, actual efforts and future challenges in the global IP business field, and trends in domestic and international copyright law revisions relating to IP rights in the fight against piracy.



Click here for details of the day's program <https://events.nikkei.co.jp/64147/>

* Japanese Only

We will continue working in cooperation with organizations in each country to protect and ensure intellectual properties in Japan.

On January 1, 2024, an earthquake centered on the Noto region of Ishikawa Prefecture caused extensive damage. We would like to express our deepest condolences to those who lost their lives in the disaster and we express our sincerest sympathy to all the victims.

In order to support disaster victims in the region, we have set up donation boxes at directly managed Toei cinemas, cinemas operated by T-Joy Co., Ltd. (a group company), and Toei Kyoto Studio Park (operated by Toei Kyoto Studios).

<Installation of donation boxes>

◆ Toei cinemas

Marunouchi TOEI (1) (2)

◆ 19 T-Joy cinemas sites

(jointly managed and operated)

T-Joy Higashihiroshima

T-Joy Niigata Bandai

T-Joy SEIBU Oizumi

T-Joy Umeda

T-Joy PARK PLACE OITA

T-Joy Riverwalk Kitakyushu

Hiroshima Walt11

Kagoshima Mitte 10

T-Joy Kurume

T-Joy Soga

Shinjuku Wald 9

Kounosu Cinema

T-Joy Nagaoka

T-Joy Izumo

Yokohama Burg 13

T-Joy Kyoto

T-Joy Hakata

T-Joy PRINCE Shinagawa

T-Joy Yokohama

◆ Toei Kyoto Studio Park

<Fundraising period>

Tuesday, January 16, 2024 until further notice

<Donation beneficiary>

The Japanese Red Cross Society



Concept

[Toei's gift of meaningful employee training that stays in your mind just by watching it]

In the educational video business, we have produced video content primarily in the form of educational videos for schools. However, in response to the growing demand for training videos at public corporations in recent years, we launched the "Dramatic Study" training video service in November 2023.

Dramatic Study covers a wide range of topics, including harassment, sexual minorities, discrimination, traffic safety, disaster readiness, and consumer education.

It features memorable, high-quality training content of the kind that only a film company can produce.

Service details <https://dramatic-study.toei.co.jp/>

* Japanese Only



We will continue to actively develop new markets for the educational video business, and contribute to the creation of a prosperous society.

Movies

February 9, 2024: *Don't Lose Your Head!*

March 20, 2024: *Butt Detective The Movie Farewell, My Lovely Partner, Butt Detective*

May 24, 2024: *Dangerous Cops -Homecoming-*

2024: *Wonderful Precure! The Movie* (working title)

2024: *[Oshi no Ko]* (working title)

2024: *Muromachi Burai* (working title)



TV

From March 5, 2023: *OHSAMA SENTAI KING-OHGER*

From September 3, 2023: *KAMEN RIDER Gotchard*

From October 18, 2023: *AiBOU Season 22*

From January 18, 2024: *Ohoku*

From March 3, 2024: *Bakuge Sentai BOONBOOMGER*



Lineup of Releases and Events * Plans for releases and events to be held from February 2024 onward

Streaming

2024 onward: *KAMEN RIDER GAZER*

From March 3, 2024: *YODONNA THE FINAL*

From May 5, 2024: *MASKED RIDER 555 MURDER CASE 2*



Events

- *Keith Haring: Art to the Streets*, February 2024 onward, Tokyo and elsewhere (Tokyo opened as of December 2023)
- *Mingei: The Beauty of Everyday Things*, February 2024 onward, Hiroshima and elsewhere
- *Fist of the North Star 40th Anniversary Exhibition*, March 2024 onward, Aichi and elsewhere
- *KAMEN RIDER 50 YEARS EXHIBITION*, March 2024 onward, Saitama and elsewhere

Shows and Stages

- *KAMEN RIDER SUPER LIVE 2024*, February 2024 onward, Hyogo and elsewhere
- *"CHO-EIYUSAI" KAMEN RIDER x SUPER SENTAI LIVE & SHOW 2024*, February 7, 2024, Yokohama Arena
- *TOEI MOVIExSTAGE Harakiri Squad*, May 2024 onward, Tokyo and elsewhere
- *OHSAMA SENTAI KING-OHGER FINAL LIVE TOUR2024*, March 2024 onward, Shizuoka and elsewhere



Merchandise

- *KAMEN RIDER STORE TOKYO/OSAKA*



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