FY2025 Q2 Financial Results Briefing Material

Bushiroad Inc.

Securities code: 7803

February 14, 2025

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The key messages of this presentation

1. In FY2025 Q2, **the TCG Unit, Live Entertainment Unit, and MD Unit drove growth**, **resulting in increased sales and profits both YoY and QoQ.**

2. FY2025 first-half performance exceeded expectations, leading to **an upward revision of the earnings forecast.** (P.12)

3. In the second half of FY2025,

- Implementing **the broadcast of the TV anime "Ave Mujica - The Die is Cast -"** alongside related events and product launches in the second half of FY2025. (P.13)

- **Expanding the pipeline with new releases** in TCG (p.17) and console games (p.21).

- **FY2025 Q2 Financial Results Summary**
- **Revision of the Consolidated Earnings Forecast for FY2025**
- **Topics by Segment and Unit**
- **Appendix**

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FY2025 Q2
Financial Results Summary

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Consolidated Income Statement Summary

Quarter (Unit : million yen)	FY2025 Q2 (①)	FY2024 Q2 (②)	+ / -amount ①−②
Net sales	**13,457**	10,554	+2,902
Gross profit	**4,935**	3,293	+1,641
SG&A expenses	**3,719**	3,508	+211
Advertising expenses +Promotion expenses	**1,218**	1,192	+25
R&D expenses	**419**	406	+12
Operating profit	**1,215**	-215	+1,430
Operating profit rate	**9.0 %**	-2.0 %	+11.1 Pt
Ordinary profit	**1,925**	-308	+2,233
Ordinary profit rate	**14.3 %**	-2.9 %	+17.2 Pt
Net profit attributable to owners of parent	**1,183**	-286	+1,469

First Second Quarter (Unit : million yen)	FY2025 Q2 (①)	FY2024 Q2 (②)	+ / -amount ③−④
Net sales	**25,731**	22,139	+3,591
Gross profit	**8,883**	7,401	+1,481
SG&A expenses	**7,157**	6,995	+161
Advertising expenses +Promotion expenses	**2,425**	2,346	+79
R&D expenses	**733**	755	▲21
Operating profit	**1,726**	406	+1,320
Operating profit rate	**6.7 %**	1.8 %	+4.9 Pt
Ordinary profit	**1,918**	462	+1,456
Ordinary profit rate	**7.5 %**	2.1 %	+5.4 Pt
Net profit attributable to owners of parent	**1,242**	13	+1,229

FY2025 2Q Summary

- The TCG Unit, Live Entertainment Unit, and MD Unit drove sales and profit growth, resulting in increased sales and profit.
- The SG&A expenses increased due to higher packaging and shipping costs associated with TCG and MD sales.
- An exchange gain of 590 million yen was recorded under non-operating income due to fluctuations in the exchange rate (As of September 2024: 1 USD = 142.73 yen, as of December 2024: 1 USD = 158.18 yen).

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Highlights by Unit

(百万円 / million yen)

	Net Sales in FY2025 Q2 (YoY)	FY2025 Q2 Evaluation of this year's business plan (favorable/strong > solid > steady > soft > weak/unfavorable)		In and after FY2025 Q3
TCG Unit	6,839 (+2,146)	Strong	・"Weiß Schwarz" led sales both domestically and internationally. ・Released "The Quintessential Quintuplets Card Game."	・Continuing to release new TCG titles. ・A portion of the sales from Love Live! Series Official Card Game Booster Pack Vol. 1 will be donated to the Noto Peninsula Earthquake Relief Fund in Ishikawa Prefecture for the Reiwa 6th year.
Contents Unit	1,474 (+54)	Soft	・Increased BanG Dream!-related content sales from digital goods and gaming machines. ・No console game releases, with R&D expenses incurred upfront.	・Releasing two console game titles in FY2025 Q3. In addition, currently developing two mobile game titles and thirteen console game titles.
Live Entertainment Unit	1,358 (▲158)	Solid	・Despite a YoY decline in sales due to a four-day consecutive large-scale live event in FY2024 Q2, performance was solid against the business plan. ・Roselia, Ave Mujica, and others held live events, drawing a significant number of attendees from both domestic and international markets.	・In FY2025 Q4, hosting a large-scale BanG Dream! live event and releasing many packaged products.
MD Unit	2,226 (+1,023)	Strong	・BanG Dream! merchandise event products and live merchandise performed favorably both domestically and internationally.	・Shipments of general MD to China are expected to stabilize. ・In FY2025 Q3, the live merchandise business is expected to be a preparation period for the large-scale live event in FY2024 Q4. ・In FY2025 Q3, domestic event products are expected to perform favorably in overseas wholesale.
Ad Unit	221 (+34)	Steady	・Continuing to contribute to the overall expansion of the group's business.	・Continuing to contribute to the overall expansion of the group's business.
Sports Unit	1,267 (▲100)	Soft	New Japan Pro-Wrestling ・Due to the off-season between big matches, sales decreased QoQ. ・Audience attendance continued to show soft trends. STARDOM ・Promoted a review of the operational structure. ・Improved event content and other factors, leading to better audience turnout and profitability.	・In the second half of FY2025, both New Japan Pro-Wrestling and STARDOM are planning multiple events at large venues, with attendance expected to increase compared to the first half.

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Quarterly Net sales by Unit

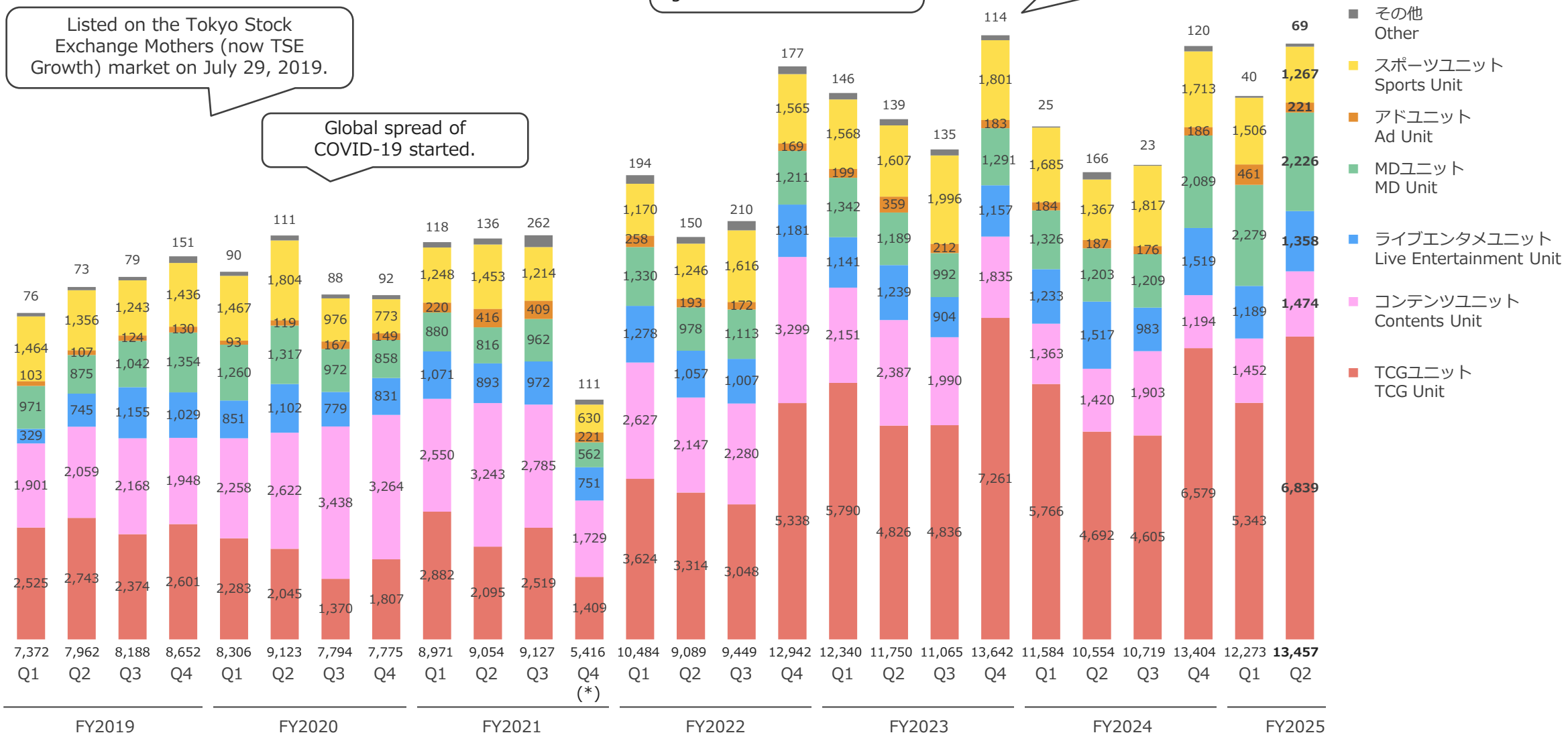
(百万円 / million yen)

Listed on the Tokyo Stock Exchange Mothers (now TSE Growth) market on July 29, 2019.

Global spread of COVID-19 started.

TCG market rapidly grew in Japan and overseas Mobile games had a difficult time.

COVID-19 was reclassified to Class 5 infection in Japan.



* The fiscal year-end was changed from July to June starting from the June 2021 period. As a result, the June 2021 period is an 11-month fiscal year, with the fourth quarter being a 2-month period.

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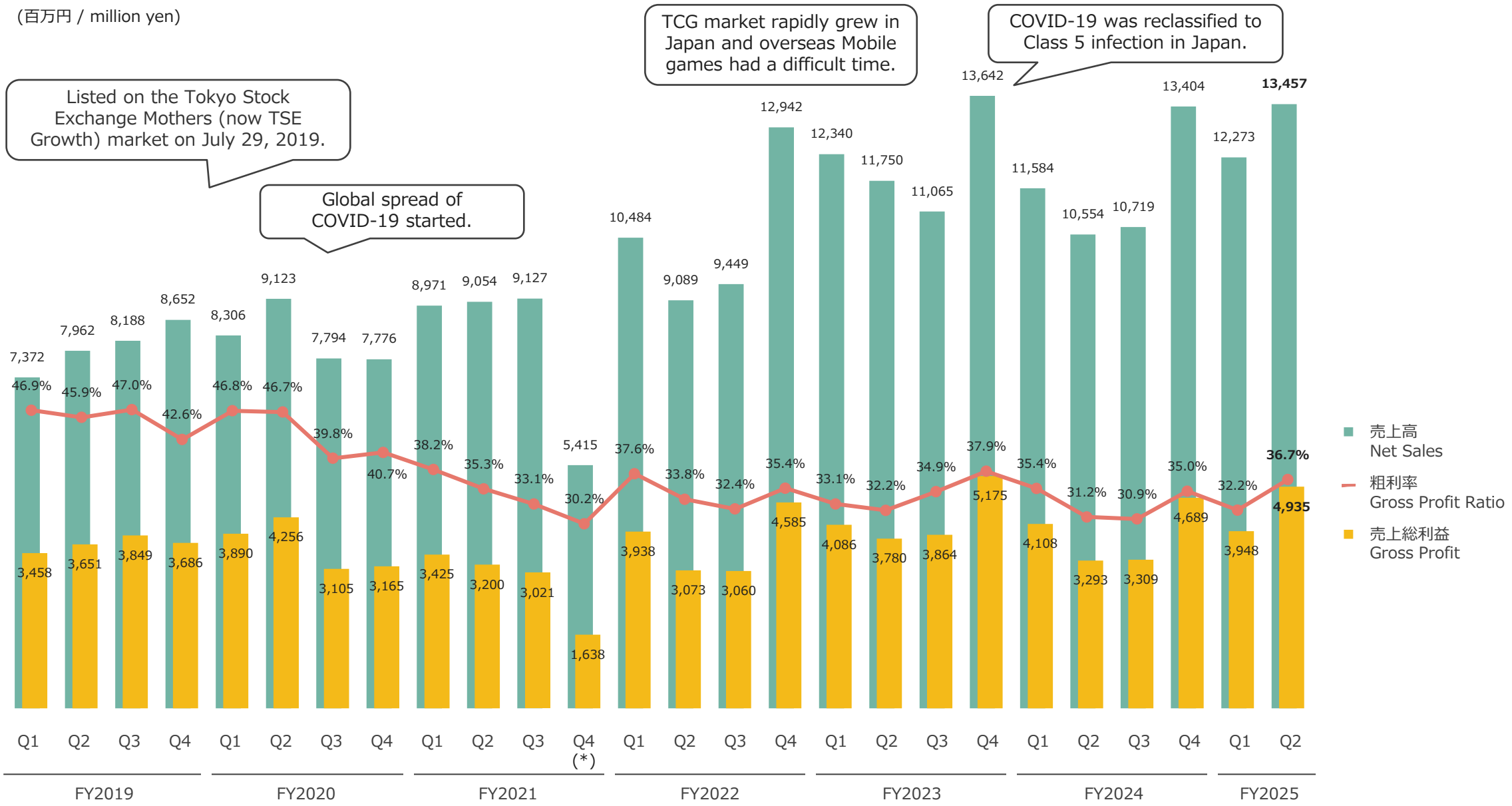
Quarterly Consolidated Performance: Net Sales/Gross Profit/Gross Profit Ratio

(百万円 / million yen)



* The fiscal year-end was changed from July to June starting from the June 2021 period. As a result, the June 2021 period is an 11-month fiscal year, with the fourth quarter being a 2-month period.

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Quarterly Consolidated Performance: Net Sales/Ordinary Profit/Ordinary Profit Ratio

(百万円 / million yen)

Listed on the Tokyo Stock Exchange Mothers (now TSE Growth) market on July 29, 2019.

Global spread of COVID-19 started.

TCG market rapidly grew in Japan and overseas Mobile games had a difficult time.

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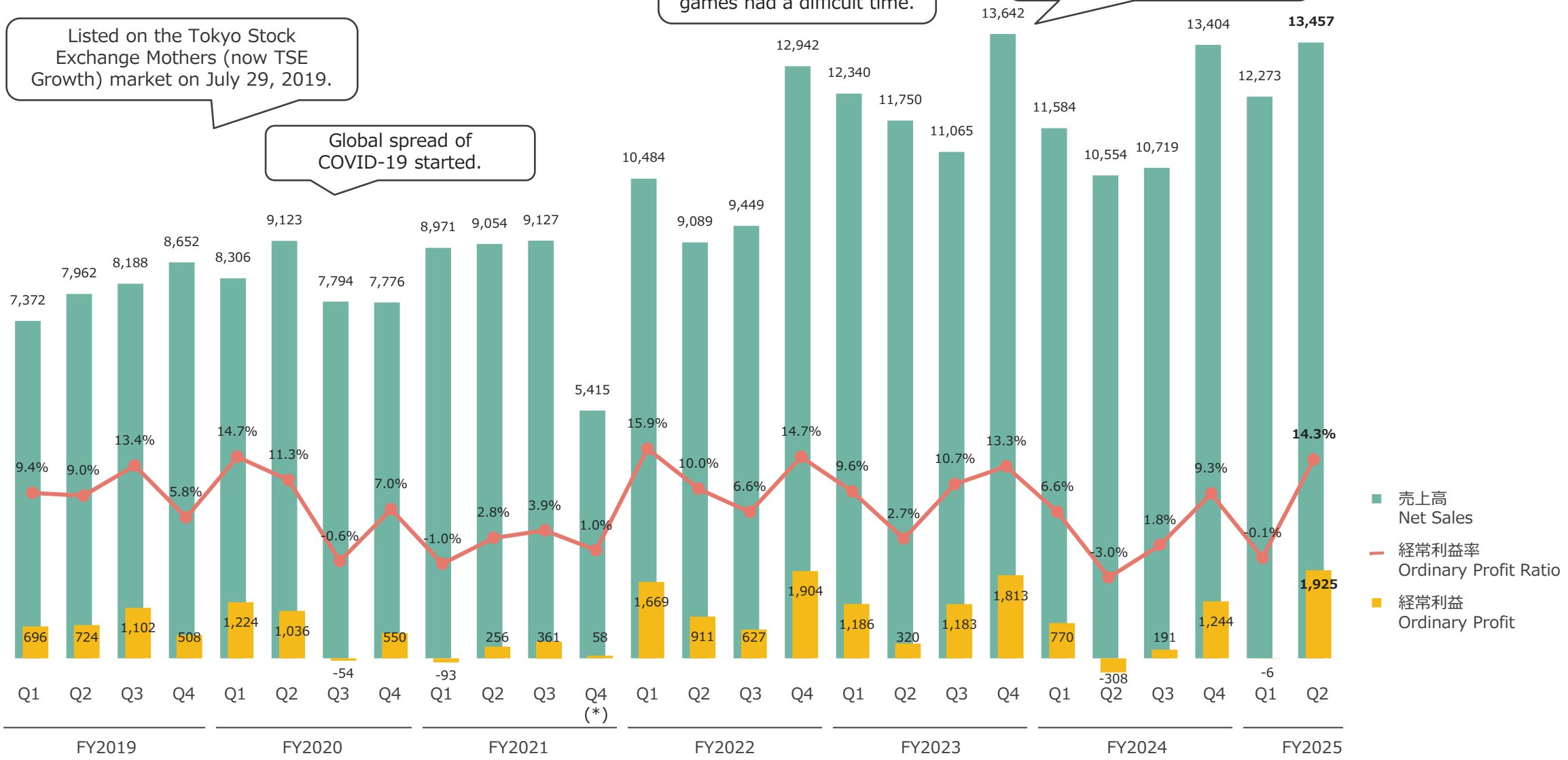

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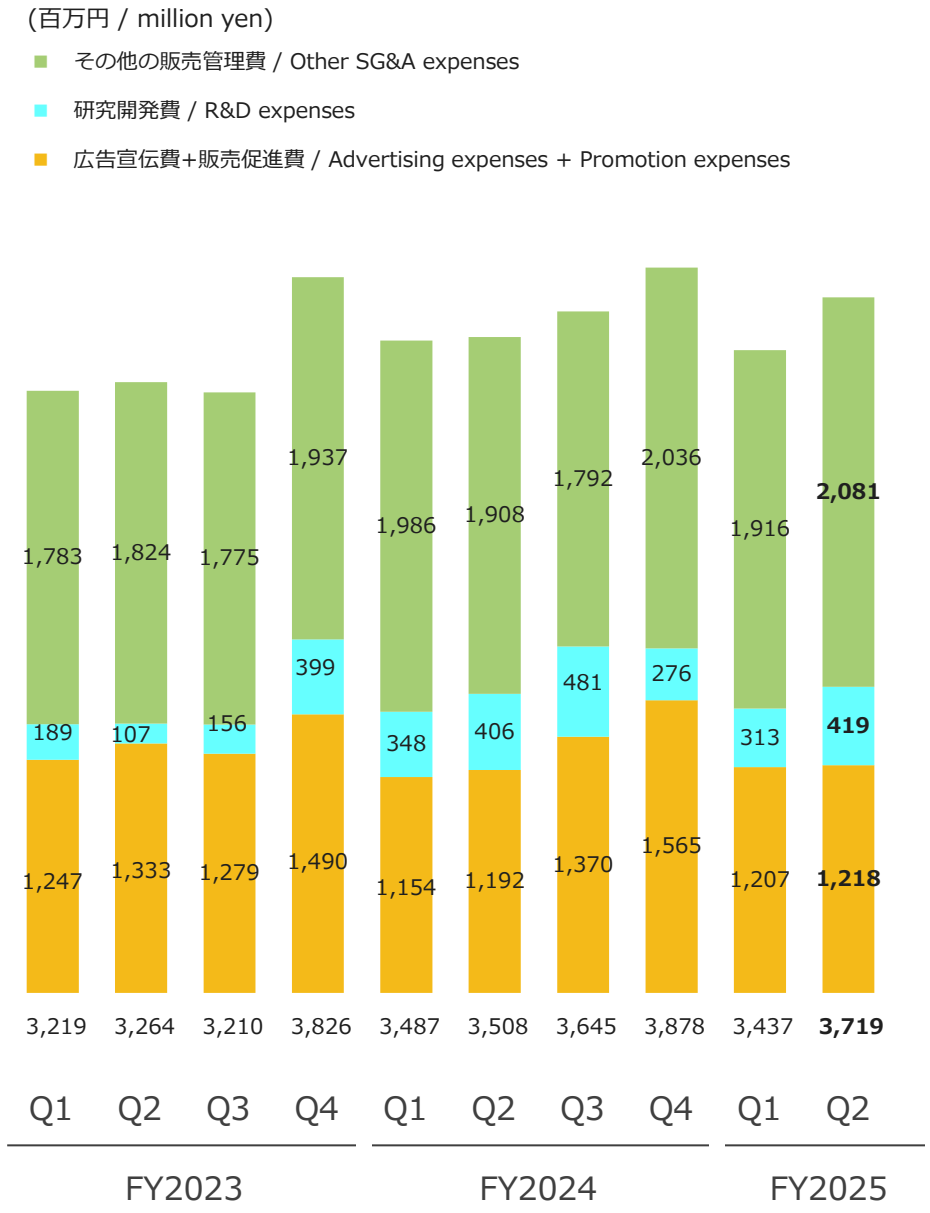
Quarterly Consolidated Performance: SG&A Expenses



SG&A expenses	**3,719**	million yen	YoY	+211	million yen
・Advertising expenses + Promotion expenses	**1,218**	million yen	YoY	+25	million yen
・R&D expenses	**419**	million yen	YoY	+12	million yen

Actual results

- The SG&A expenses was driven by higher costs for packaging, shipping, and related services resulting from the expansion of TCG and MD sales.

Outlook

- Advertising and promotional expenses are expected to increase in the second half of FY2025, in line with the launch of the new TCG and the TV anime "Ave Mujica - The Die is Cast -", which began airing in January 2025.

- R&D expenses for digital games are expected to be on par with the previous year, with development costs projected to remain at similar levels (refer to page 21 of this document for the titles currently under development)

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Revision of the Consolidated Earnings Forecast for FY2025

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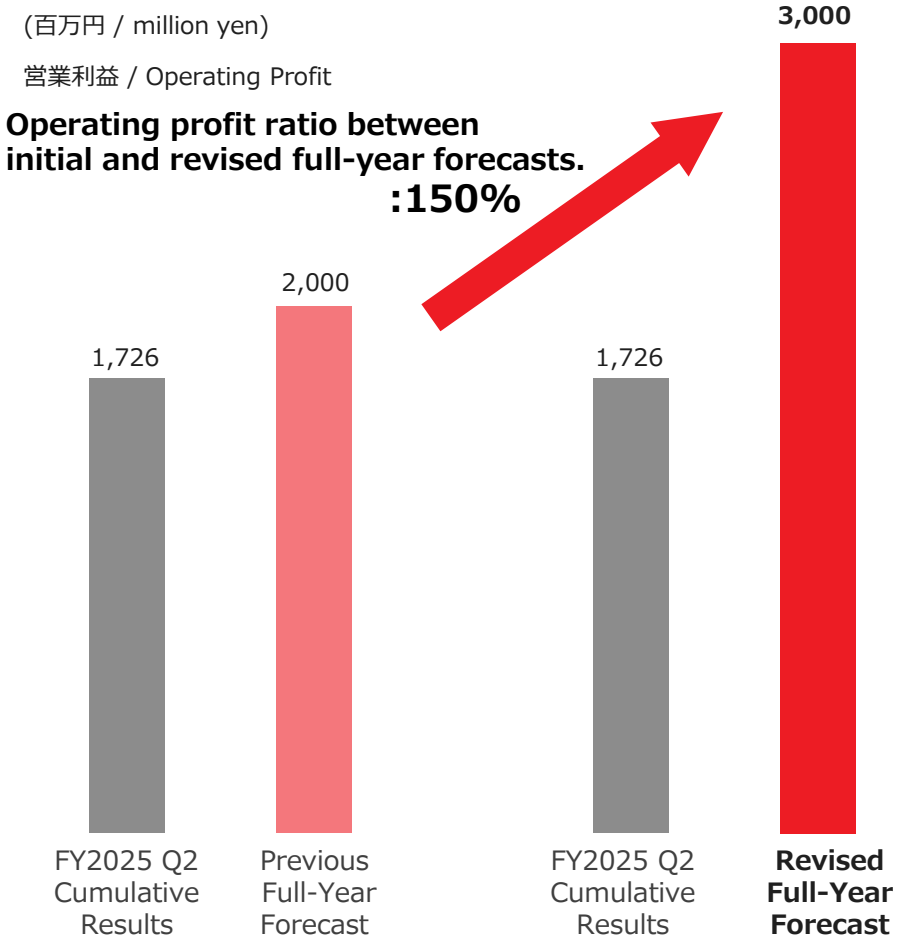
Revision of the Consolidated Earnings Forecast for FY2025



	FY2025 Q2 Cumulative Results	Previous performance forecast (Full year) Progress rate	Revised Forecast (Full year) Progress rate	+/- Amount Compared to the previous forecast
Net Sales	25,731 million yen	49,000 million yen 52.5%	**51,000** million yen **50.5%**	+2,000 million yen 104%
Operating profit	1,726 million yen	2,000 million yen 86.3%	**3,000** million yen **57.5%**	+1,000 million yen 150%
Ordinary profit	1,918 million yen	2,000 million yen 95.9%	**3,000** million yen **63.9%**	+1,000 million yen 150%
Net profit attributable to owners of parent	1,242 million yen	1,000 million yen 124%	**1,500** million yen **82.8%**	+500 million yen 150%

※ There is no change in the dividend forecast amount, which remains at 4.5 yen.

As of FY2025 2Q, the Entertainment Segment has progressed solidly.

- TCG Unit： Both new titles in FY2025 “hololive OFFICIAL CARD GAME” and “The Quintessential Quintuplets Card Game”, has been performing well, with existing TCG also showing stable growth.
- Live Entertainment Unit： The attendance for BanG Dream!-related live events and package sales have exceeded expectations.
- MD Unit： Overseas merchandise shipments have progressed favorably. Additionally, the growth of the original figure brand “PalVerse” has made a significant contribution.

Looking ahead, the TV anime "Ave Mujica - The Die is Cast -" has been airing and streaming domestically and internationally since January 2025, with large-scale live events and package sales planned.

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Second half of FY2025 BanG Dream! Ave Mujica Expanding globally!



From January 2025,
TV anime "Ave Mujica - The Die is Cast -"
broadcasting domestically and internationally

As the TV anime airs, a large-scale live event and various products have been launched.

TCG Unit

In February Weiß Schwarz



ブースターパック
MyGO!!!!! × Ave Mujica



トライアルデッキ
BanG Dream! [Ave Mujica]

The Trial Deck is released simultaneously in Japanese and Simplified Chinese.

Contents Unit

Web Comic Serialization from January



BanG Dream! Ave Mujica
-manuscriptus-

Japanese / English / Simplified Chinese versions are being serialized simultaneous

Live Entertainment Unit

A large-scale live event will be held at K-Arena Yokohama in April 2025.



Launch of packaged products



"KiLLKiSS", released in January 2025, reached No. 1 on the Daily Singles Ranking for January 15.

Ave Mujica Album set to be released in Spring 2025.

MD Unit

Live merchandise and prizes to be released





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Topics by Segment and Unit

- **Entertainment Segment**

  TCG Unit ・ Contents Unit ・ Live Entertainment Unit ・ MD Unit ・ Ad Unit

- **Sports Segment**

  Sports Unit

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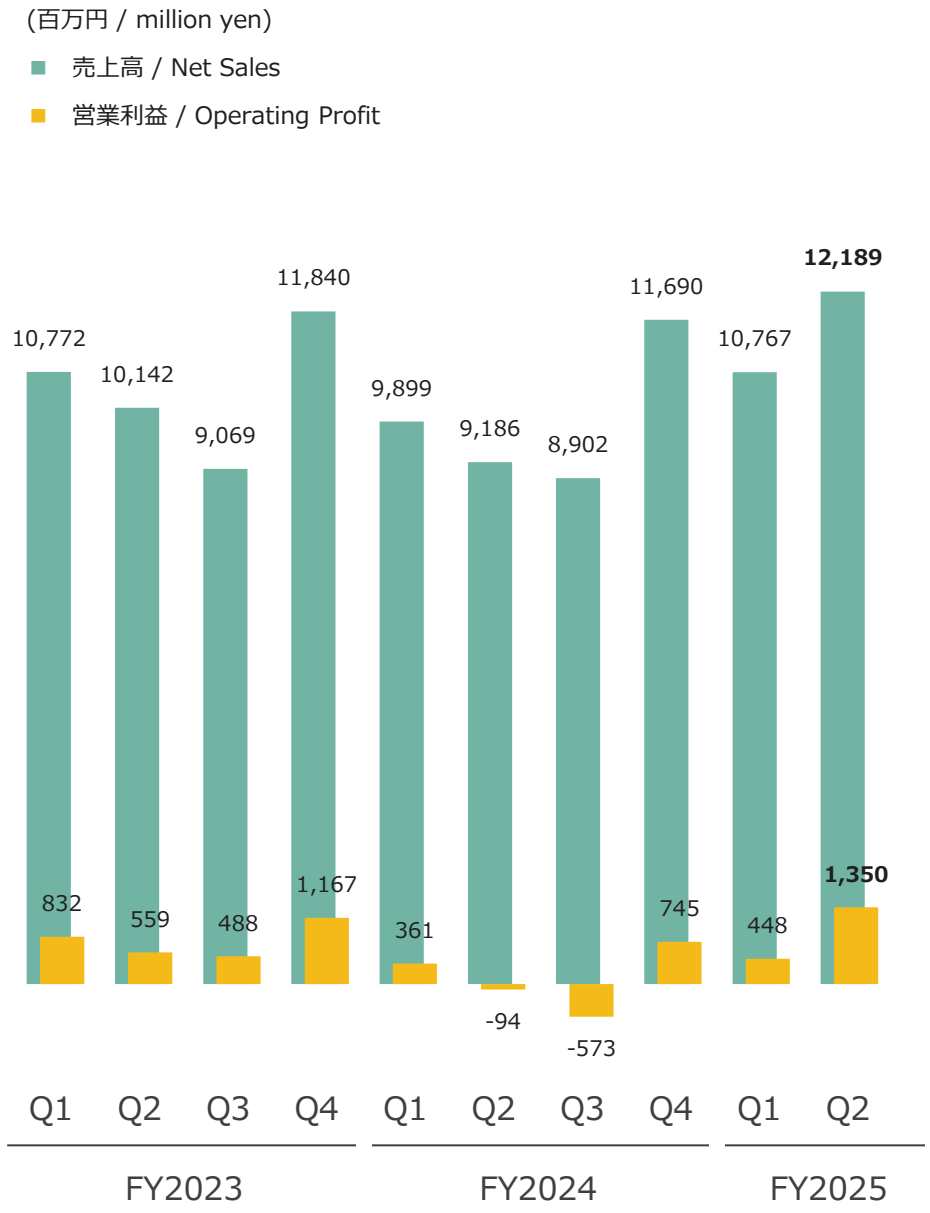
Quarterly Sales and Operating Profit by Segment ~Entertainment Segment~



Net Sales	**12,189**	million yen	YoY	+3,002	million yen
Operating Profit	**1,350**	million yen	YoY	+1,445	million yen

- Within the entertainment business, **the company achieved its highest quarterly sales to date.**
- The TCG unit, Live Entertainment Unit, and MD Unit led the way in both sales and profits.

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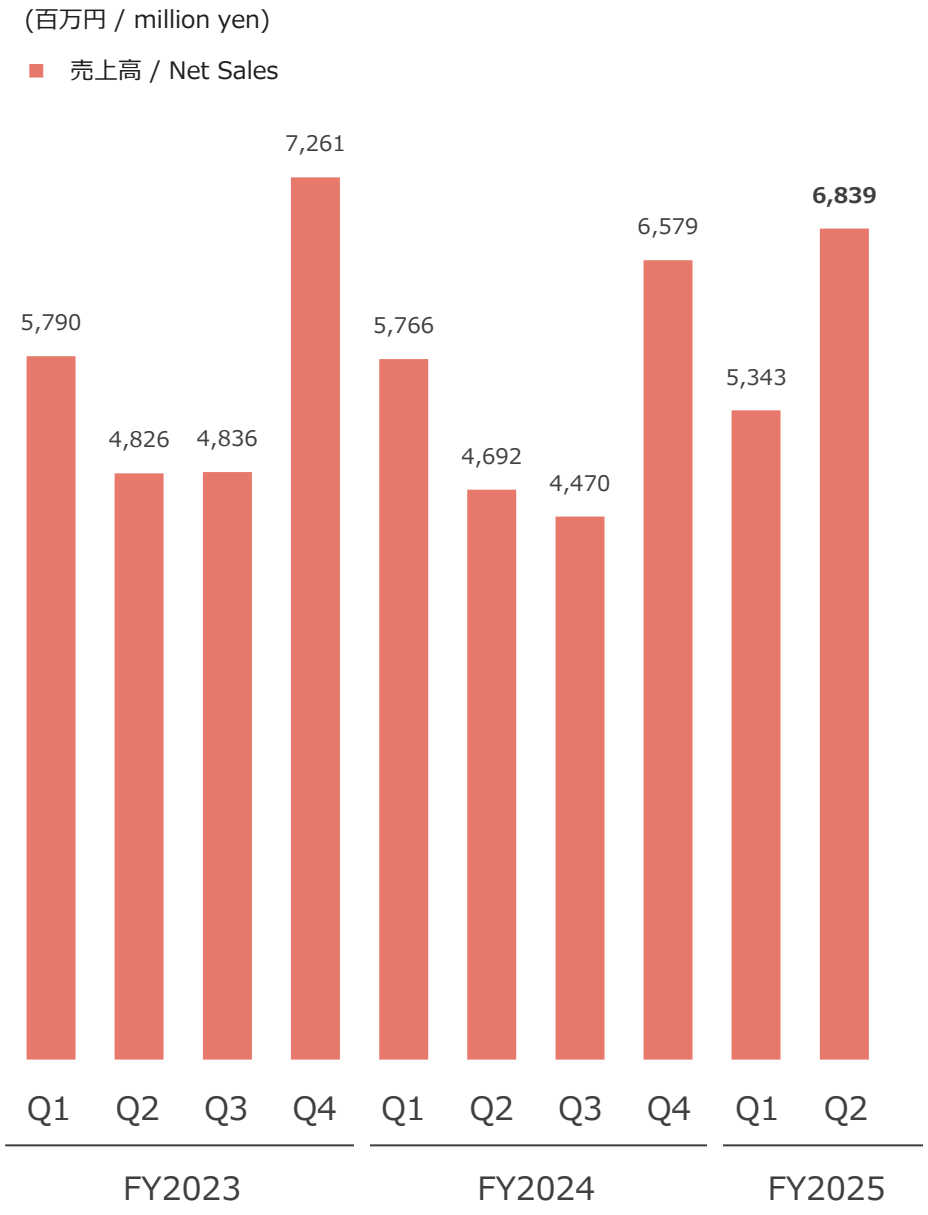
FY2025 Q2 Topics and Future Outlook



Net Sales	6,839 million yen	YoY	+2,146 million yen

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

Actual Results

- The business is progressing **favorably** according to the plan.
  - **Weiβ Schwarz: Launch of multiple major products driving domestic and overseas sales.**
  - The Quintessential Quintuplets Card Game released in October: Exceeded our initial expectations with **solid** sales.
  - hololive OFFICIAL CARD GAME: Continued **solid** performance and launched a second product in December (Q2).
  - Cardfight!! Vanguard: Continued **solid** performance



December 13, 2024 Weiβ Schwarz
ブースターパック 勝利の女神：NIKKE
For the first time in Weiβ Schwarz history, Japanese and Korean versions were released simultaneously.



October 18, 2024
The Quintessential Quintuplets Card Game



October 11, 2024
Cardfight!! Vanguard
ブースターパック「天智覚命」

Outlook

- New TCG releases planned in and after FY2025 Q3.

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Multiple New TCG Releases in the Second Half of FY2025! Engaging Fans of Various IP !

FY2025 Q1 | FY2025 Q2 | **FY2025 Q3** | **FY2025 Q4** | **FY2026**

July 2025　GODZILLA CARD GAME

GODZILLA CARD GAME

TCG of the 70th anniversary "GODZILLA" series.

Planning and release: TOHO CO., LTD.
Sales: Bushiroad Inc.

April 2025　Weiß Schwarz Rose

TCG specializing in "bishojo"IP derived from Weiss Schwarz.

February 2025 Love Live! Series Official Card Game

TCG of the "Love Live! Series" featuring characters and cast members from anime, games, and live events.

October 2024　The Quintessential Quintuplets Card Game

TCG based on the manga "The Quintessential Quintuplets," which spans across TV anime, movies, and more.

September 2024　hololive OFFICIAL CARD GAME

TCG based on the talents of the VTuber agency, "hololive production."

Planning and development: COVER Corp.
Sales and co-management: Bushiroad Inc.

In FY2025 Q2, The company launched "The Quintessential Quintuplets Card Game" in October, which was received by a greater number of customers, including fans of IP, than initially expected. By increasing the number of TCG titles and engaging fans of a broader range of IP, the company aim to attract new users.

CSR

A portion of Love Live! Series Official Card Game booster pack vol.1 sales will be donated to Ishikawa for the 2024 Noto Peninsula Earthquake relief.



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Expansion of Existing TCGs from FY2025 Q3 Onward

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Weiß Schwarz: Continuing to sell domestically and internationally



In February 2025, with the TV anime "Ave Mujica - The Die is Cast -," the company released **both Japanese and Simplified Chinese versions** of the "トライアルデッキ BanG Dream! [Ave Mujica]," targeting both domestic and international customers.

Schedule for Booster Pack Releases

* Release dates are based on the Japan region, and only titles announced as of February 14, 2025, are listed.

FY2025 Q3 | After FY2025 Q4

Japanese version

January 2025	・アズールレーン Vol.2 ・ラブライブ！蓮ノ空女学院スクールアイドルクラブ feat. Link！Like！ラブライブ！	April 2025	・甘神さんちの縁結び (Continued product releases are planned.)
February 2025	・FAIRY TAIL 100年クエスト ・【推しの子】Vol.2 ・MyGO!!!!! × Ave Mujica		
March 2025	・ソードアート・オンライン オルタナティブ ガンゲイル・オンラインⅡ ・角川スニーカー文庫 Vol.2 ・TVアニメ『ダンダダン』		

English version

March 2025	・Rascal Does Not Dream Series (『青春ブタ野郎』シリーズ) ・Persona 3 Reload (ペルソナ3 リロード)	April 2025	・GODDESS OF VICTORY: NIKKE (勝利の女神：NIKKE)
		May 2025	・Rurouni Kenshin (るろうに剣心) (Continued product releases are planned.)

Simplified Chinese version

February 2025	・孤独摇滚（ぼっち・ざ・ろっく！）		(Continued product releases are planned.)
March 2025	・BanG Dream! 少女乐团派对 Remix (バンドリ！ ガールズバンドパーティ！)		

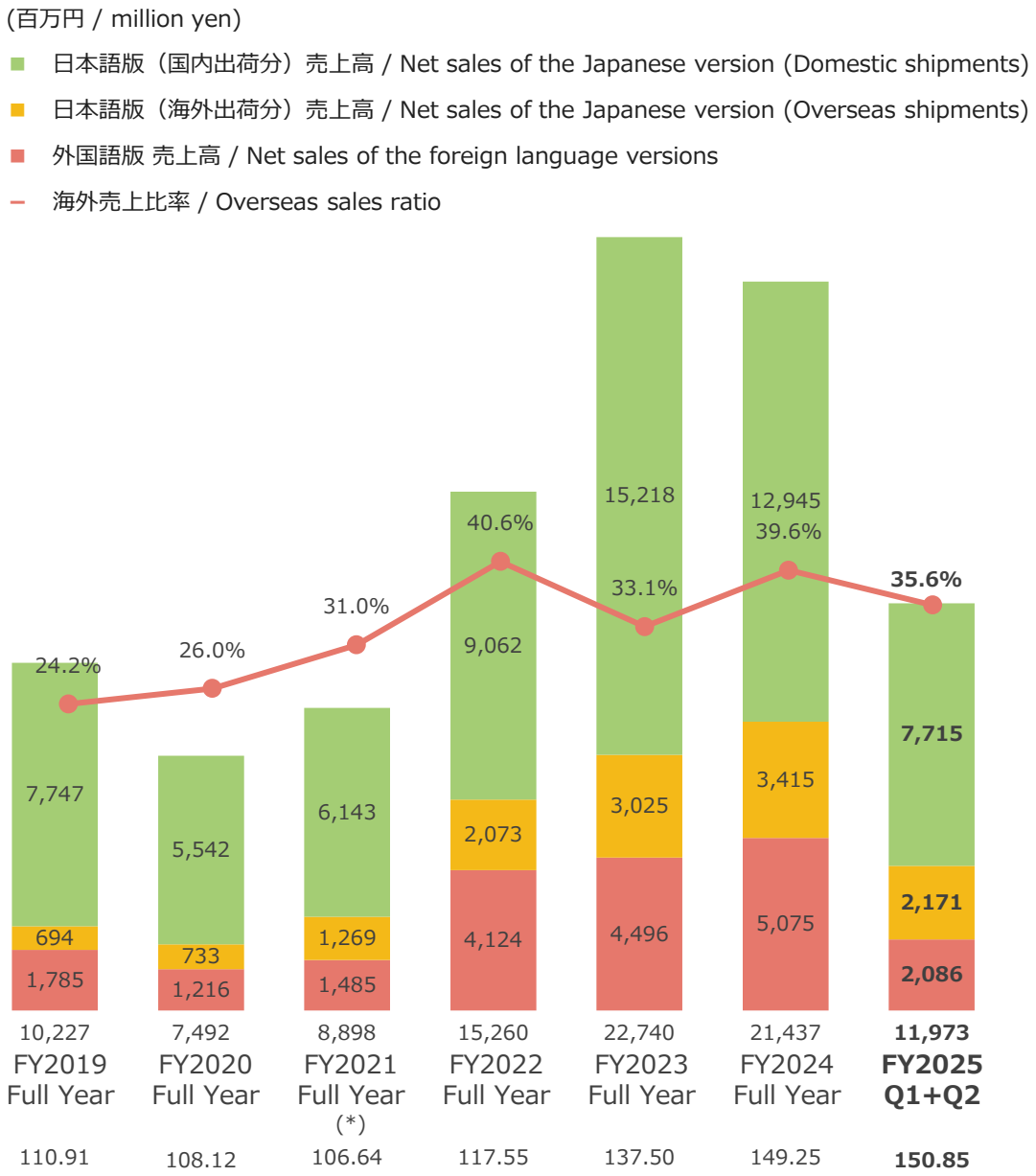
Cardfight!! Vanguard: The new season of the TV anime has been airing since January 2025

The company continues to expand the gateway to "Vanguard," including inviting "Kis-My-Ft2" to perform the opening theme for the TV anime.



©BDP ©VANGUARD Divinez Character Design ©2021-2025 CLAMP・ST illust:Kinema citrus ©bushiroad All Rights Reserved.

Reference: Domestic and Overseas Sales of TCG



Domestic sales (Q1+Q2)	**7,715**	million yen	YoY	+1,732	million yen
Overseas sales (Q1+Q2)	**4,257**	million yen	YoY	▲79	million yen
Overseas sales ratio (Q1+Q2)	**35.6**	%	YoY	▲6.4	Pt

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

- New titles in FY2025, such as “hololive OFFICIAL CARD GAME” and “The Quintessential Quintuplets Card Game,” performed **solidly**, with an increase in sales of the Japanese version.
- Although overseas sales decreased YoY, they trended **steadily** against the business plan.

* Foreign language version is the total of English and Chinese version. Overseas net sales is the total of Japanese version (overseas shipments) and foreign language versions.
* FY2021 was an irregular accounting period with an 11-month fiscal year.
* The average rate during the period is listed for reference.

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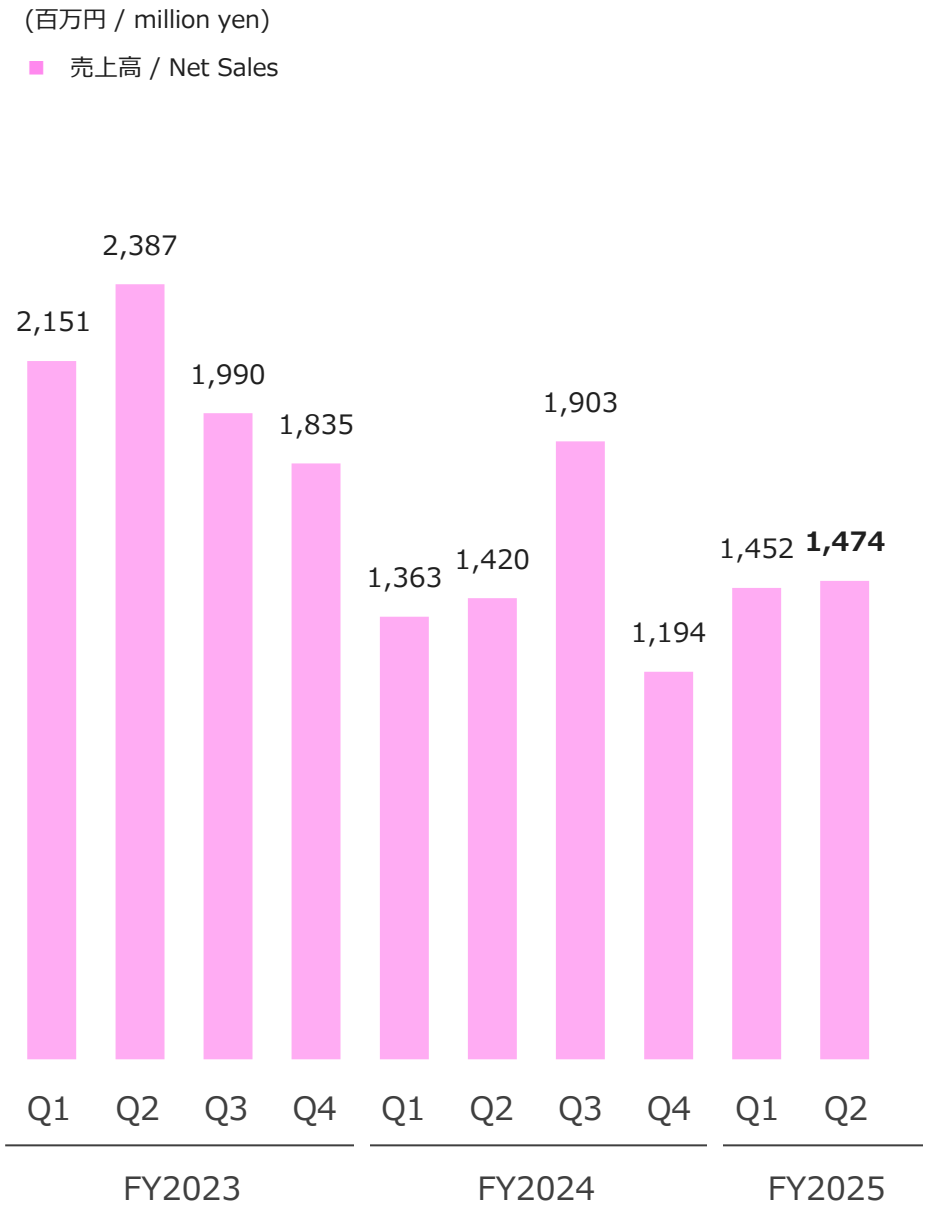
FY2025 Q2 Topics and Future Outlook



Net Sales	**1,474** million yen	YoY	+54 million yen

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

Actual Results

- The business was progressing **softly** against the business plan.
  - Sales from BanG Dream!-related content, including digital goods and gaming machines, has increased.
  - No console game releases, with development costs incurred upfront.
  - One mobile game title has been closed.

Outlook

- In addition to the two mobile game titles currently in operation (“バンドリ！ ガールズバンドパーティ！”、“新テニスの王子様 RisingBeat”), a casual buy-to-play game （“ラブライブ！スーパースター!! メモリーコレクト”） was released in January 2025.

- In FY2025 Q3, two console game titles will be released. (“カードファイト!! ヴァンガードディアデイズ2”、“ダンジョンに出会いを求めるのは間違っているだろうか 水と光のフルランド”)

In addition, two mobile game titles and thirteen console game titles are under development.

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Console games：2 releases in FY2025 Q3 & Original IP development focused on VN

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FY2025 Q3 | FY2025 Q4 | In and after FY2026 / TBD

●Visual Novels（VN）

Licensed IP April 2025



ラブライブ！虹ヶ咲学園スクール
アイドル同好会　トキメキの未来地図

In-House IP 2025



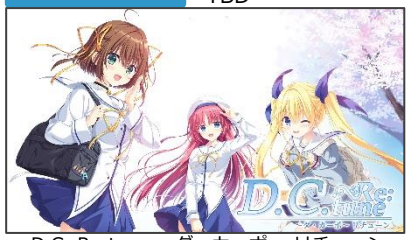
ROAD59 -新時代任侠特区-
摩天楼モノクロ抗争

Original IP 2025



Lilac

Licensed IP TBD



D.C. Re:tune ～ダ・カーポ～ リチューン

Original IP June 2025



VIRTUAL GIRL @ WORLD'S END

Original IP 2025



花束を君に贈ろう-Kinsenka-

Original IP TBD



DUSK INDEX: GION

●Other Genres

In-House IP January 2025



カードファイト!! ヴァンガードディアデイズ2

Original IP April 2025



PROGRESS ORDERS

Licensed IP Summer 2025



HUNTER×HUNTER NEN×IMPACT

Licensed IP March 2025



ダンジョンに出会いを求めるのは間違っているだろうか 水と光のフルランド

Licensed IP June 2025



夏目友人帳 ～葉月の記～

In addition, 3 console games are under development
(2 mobile games are also under development)

* Release dates are based on the Japan region, and only titles announced as of February 14, 2025, are listed.
* **Original IP** The IP making its debut with the game

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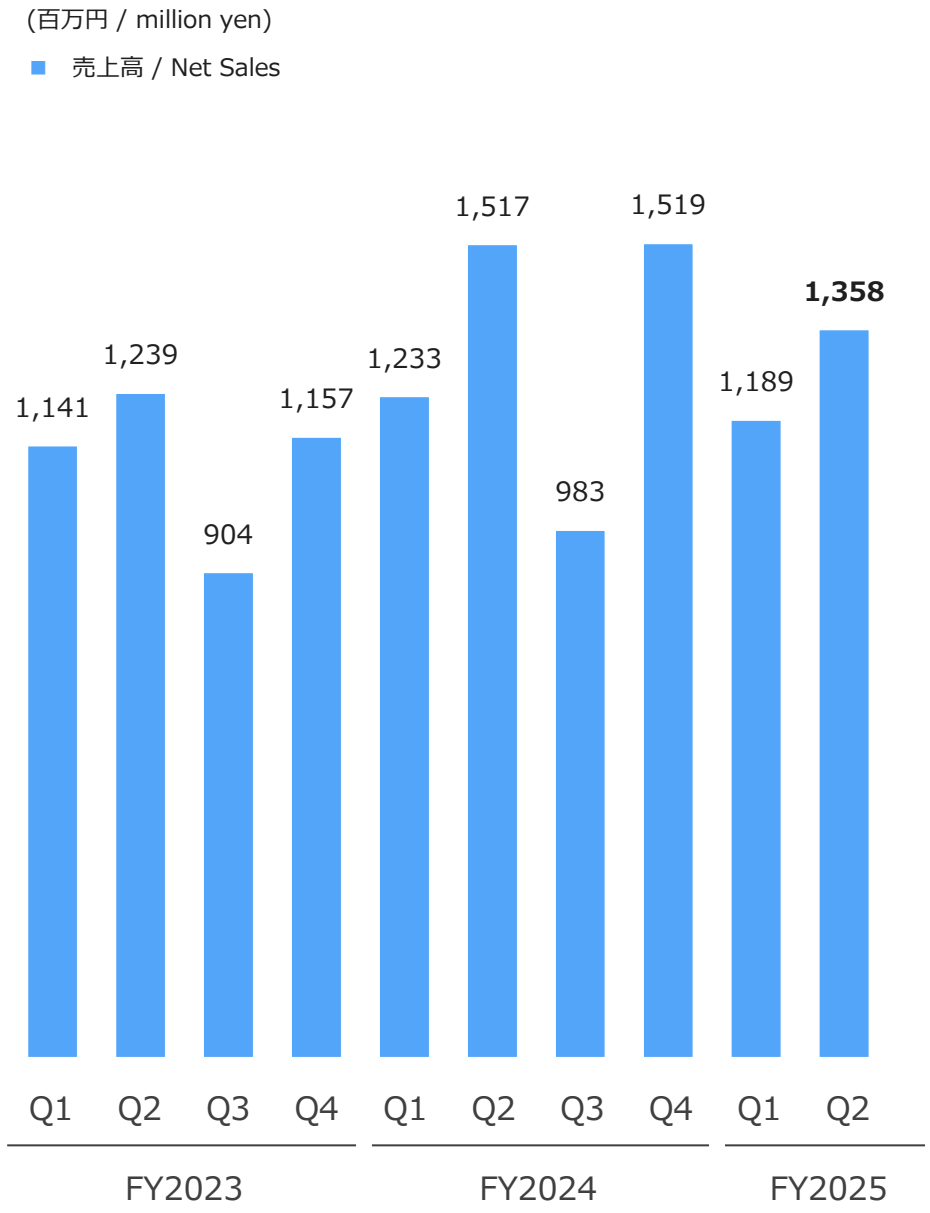
FY2025 Q2 Topics and Future Outlook



Net Sales	**1,358** million yen	YoY	▲158 million yen

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

Actual Results

- Net Sales decreased YoY due to a large-scale four-day live event held in the same quarter of the previous year.
  However, performance remained **solid** with the business plan.
  - Roselia and Ave Mujica held live concerts at Musashino Forest Sport Plaza, attracting many attendees from both Japan and abroad.



On December 14, 2024
Roselia “Stille Nacht, Rosen Nacht”



On December 15, 2024
Ave Mujica 4th LIVE “Adventus”

Outlook

- **A large-scale BanG Dream! live event and its multiple package product releases are scheduled for FY2025 Q4.**

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Ave Mujica will build momentum in FY2025 Q3 and hold a large-scale live event in Q4.

FY2025 Q3

● February 2025: Exclusive free live event for “KiLLKiSS” purchasers.



A live concert was held at KT Zepp Yokohama with no charge for tickets as a promotional measure. The live was also streamed for free on YouTube and bilibili.

● Launched in January 2025 Ave Mujica 2nd Single"KiLLKiSS“.



Limited Edition (Blu-ray included): 8,800 yen (tax included)
Regular Edition: 1,540 yen (tax included)

No. 1 on the Daily Singles Ranking for January 15.

A huge number of customers picked it up.

FY2025 Q4

● In April 2025, a Large-scale live event will be held at K-Arena Yokohama



On April 26 and 27, 2025

MyGO!!!!! ・ Ave Mujica Joint Live Event
"Beyond the Fork in the Road"

● Ave Mujica Album set to be released in Spring 2025.

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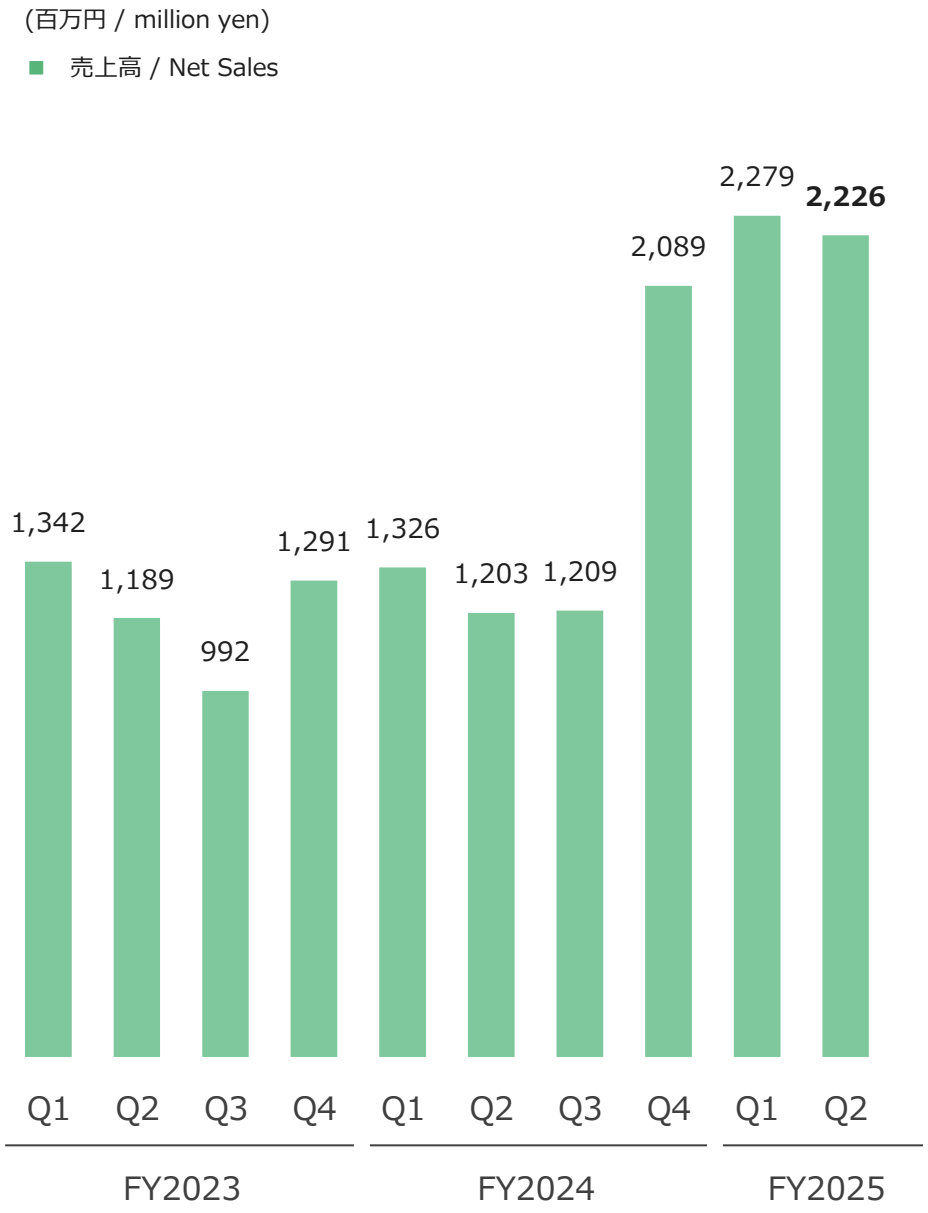
FY2025 Q2 Topics and Future Outlook



Net Sales	**2,226** million yen	YoY	+1,023 million yen

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

Actual Results

- Merchandise event products and live merchandise of BanG Dream! performed **favorable** both domestically and internationally.
- Many New products launched under the brand PalVerse.
- Orders for capsule toy box products from overseas wholesalers also increased.



TVアニメ「BanG Dream! Ave Mujica」
放送記念 POP UP STORE in アニメイト池袋本店



PalVerse　モブサイコ100 Ⅲ

Outlook

- Shipments of general MD to China, which had been a growth driver since FY2024 Q4, are expected to stabilize.
- In FY2025 Q3, there will be fewer large-scale live events, making it a preparation period for the major live events scheduled for FY2025 Q4.
- In FY2025 Q3, overseas wholesale of domestic event merchandise is expected to perform **favorable**.

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FY2025 Q2 Topics and Future Outlook

In FY2025 Q2, BanG Dream! merchandise event products and live merchandise performed strong both domestically and internationally.



バンドリ！ ガールズバンドパーティ！
ギーゴフェスタ2024 Winter
Held at seven GIGO locations across Japan.



Live merchandise
December 14, 2024
Roselia “Stille Nacht, Rosen Nacht”



バンドリ！ ガールズバンドパーティ！
Animal×Mofu-mofu Party! in ロフト
Held at Ikebukuro Loft, Umeda Loft, and Sakae Loft.



Live merchandise
December 15, 2024
Ave Mujica 4th LIVE “Adventus”

New Pipeline from FY2025 Q4 OnwardLaunch of “たいにぃぎふと,” a New Prize Brand for Mini Cranes!

With the concept of “Grab it with a crane! Mini-sized happiness,” the company has launched “たいにぃぎふと,” a new brand of prizes for mini cranes, including plush toys and figures.
Leveraging its in-house development technology cultivated through figure brands such as “PalVerse” and “PalVerse Palé,” the company aims to meet the growing demand for mini cranes both in Japan and overseas.
The full-scale product rollout is scheduled to begin in FY2025 Q4 and beyond.



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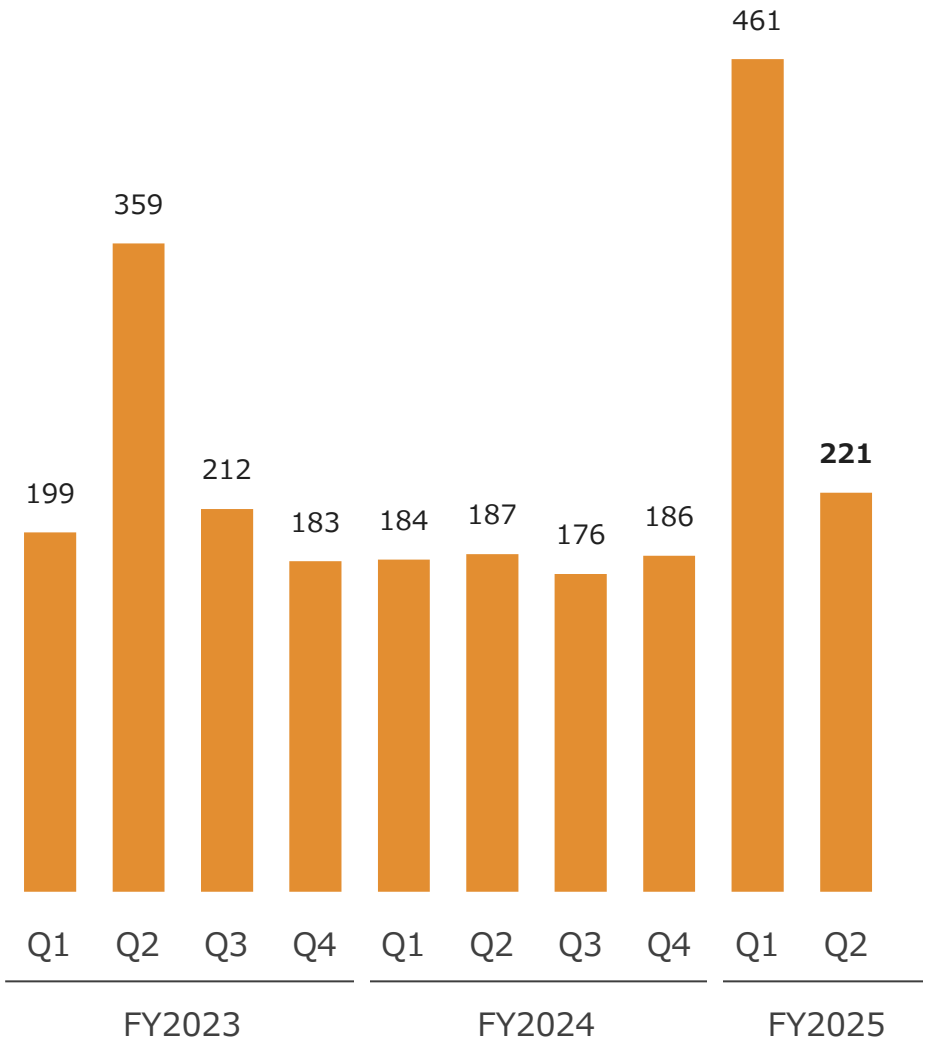
FY2025 Q2 Topics and Future Outlook

(百万円 / million yen)

■ 売上高 / Net Sales



Net Sales	221 million yen	YoY	+34 million yen

Continuing to contribute to the overall expansion of the group's business.





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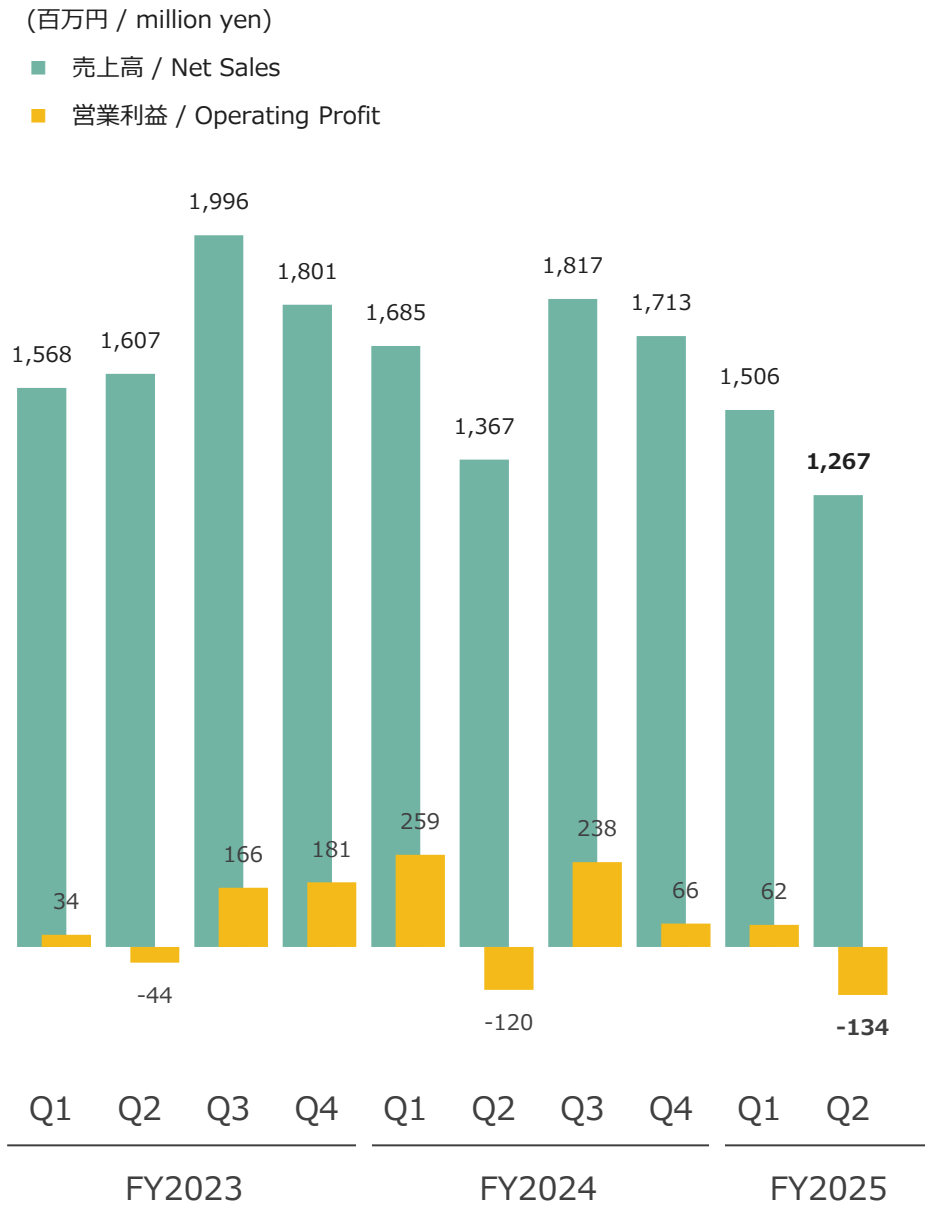
Quarterly Sales and Operating Profit by Segment ~Sports Segment~



Net Sales	**1,267**	million yen	YoY	▲100	million yen
Operating Profit	**-134**	million yen	YoY	▲14	million yen

* Expression of progress toward the business plan in this document:
favorable/strong > solid > steady > soft > weak/unfavorable

New Japan Pro-Wrestling

- Sales declined QoQ due to the off-season between big matches.
- Audience attendance remained **soft**.

STARDOM

- Promoted the review of the operational structure through employee expansion, website improvements, and the launch of a dedicated app.
- Enhancing contents and match quality has improved audience attraction and profitability in the entertainment business.

In the second half of FY2025, both New Japan Pro-Wrestling and STARDOM plan to hold multiple events at large venues, with attendance expected to increase compared to the first half.

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In FY2025 Q3, two events were held at Tokyo Dome over two days.

On January 4, 2025, New Japan Pro-Wrestling hosted “WRESTLE KINGDOM,” and on January 5, 2025, New Japan Pro-Wrestling, STARDOM, and wrestling organizations from the United States, AEW, ROH, and from Mexico, CMLL, came together to hold “WRESTLE DYNASTY.”
“WRESTLE KINGDOM” welcomed 24,107 attendees and “WRESTLE DYNASTY” had 16,300 attendees.








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Appendix

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“Bushiroad Fan Thanksgiving Golden Week” will be held

“Bushiroad Fan Thanksgiving Golden Week”
is a Golden Week event held from **Saturday, April 26 to Sunday, May 4**, dedicated to expressing gratitude to all Bushiroad fans both in Japan and overseas.

Sat. April 26 Sun. April 27	**MyGO!!!!! · Ave Mujica Joint Live Event "Beyond the Fork in the Road"** DAY1 : Petrichor DAY2 : Geosmin
Sun. April 27	**ALLSTAR GRAND QUEENDOM 2025**
Thu. May 1	**from ARGONAVIS 7th Anniversary LIVE - Seventh Heaven -**
Fri. May 2	**Bushiroad Championship Series 24/25 World Finals**
Sat. May 3 Sun. May 4	**LAWSON ENTERTAINMENT presents Card Game Festival 2025**



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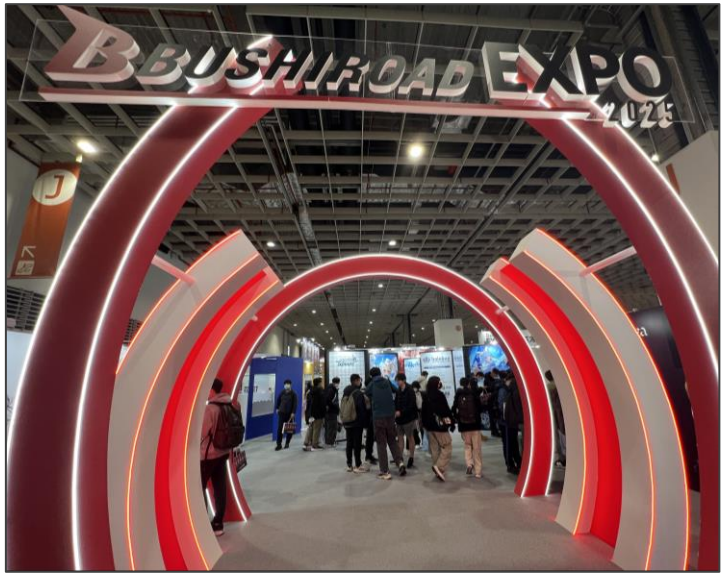
Overseas Strategy - Hosting International Exhibitions and Events

Bushiroad EXPO 2025 is to be held in more than 16 locations worldwide.











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Overseas Strategy -Utilizing Domestic Know-how and GlocalDevelopment

Provision of English version “Bushi Navi” official TCG tool

Launched for Japan in 2021, Bushi Navi now has an English version that has been available since 2023. Users can search for stores that handle Bushiroad-TCGs, schedules for tournaments and events in their regions. Allowing real-time searches for information on regions and stores across the world, which can be quite challenging, it can also be used as a marketing tool.



Roll-out of GlovalGrassroots Sales from Japan to Visit Our Customers Worldwide

We will hold card game workshops around the world and build cooperative relationships through in-person communication with local card shops and customer communities. We will visit and hold in-person meetings with local distributors and companies with upcoming IP in various parts of the world (global), seek to understand the issues of each region faces (local), examine future sales measures, and pursue licensing agreements for overseas IPs.









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What is the IP Developer Strategy?

IP DEVELOPER
新時代のエンターテイメントを創出する

Intellectual **P**roperty

IP has a wide meaning including
works, characters, and others at Bushiroad Inc.

The "**One-Stop Media Mix**" which speedily executes a variety of corporate activities essential for creation and growth of IPs within the Group. With strong appeals through "**Promotion Development**" across the entire Group and taking advantage of know-how and alliances, we try to make IPs widely recognized. This is Bushiroad's "**IP Developer Strategy**."

Entertainment Business					Sports Business
TCG Unit	**Contents Unit※**	**Live Entertainment Unit**	**MD Unit**	**Ad Unit**	**Sports Unit**
・TCG	・IP Creation ・Mobile game ・Console game ・Magazines and e-book	・Music Live Show ・Music Package, distribution ・Stage performance / Mask play musical ・Music copyright	・Merchandises ・Figures ・Capsule Toys ・Healthy Candy Toy Retail Business	・Advertising agency ・Voice actor agency ・Video / Radio / PA ・Information Site	・Pro-wrestling events ・Pro-wrestling streaming Production and distribution of video contents ・Planning and sales of pro-wrestling merchandises
BUSHIROAD	BUSHIROAD WORKS	BUSHIROAD MUSIC / *Gekidan* HIKOSEN	BUSHIROAD CREATIVE / BUSHIROAD WELL-BE	BUSHIROAD MOVE / gamebiz	NJPW / STARDOM
Overseas	Bushiroad International Pte. Ltd. ／ Bushiroad USA Inc. ／ Bushiroad Asia Inc. ／ GORIN TECHNICAL INDUSTRY (MALAYSIA) SDN. BHD.				New Japan Pro-wrestling of America, Inc.

※Starting from FY2025, the "Digital Content Unit" has been renamed to the "Content Unit."

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IP Developer Strategy ～ BanG Dream! Project ～





"BanG Dream!" is 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.

TCG Unit	Contents Unit※		Live Entertainment Unit		MD Unit		Ad Unit
							
Card Products	Digital game	TV anime	Live Events	CD・Blu-ray	Merchandise		Distribution

Executed speedily within the group **One-Stop Media Mix**

×

Promotion development across the group leveraging know-how and alliances

Transportation advertising	SNS・Web advertising	TVCM	Exhibition Event・ Presentation	Distribution

※Starting from FY2025, the "Digital Content Unit" has been renamed to the "Content Unit."

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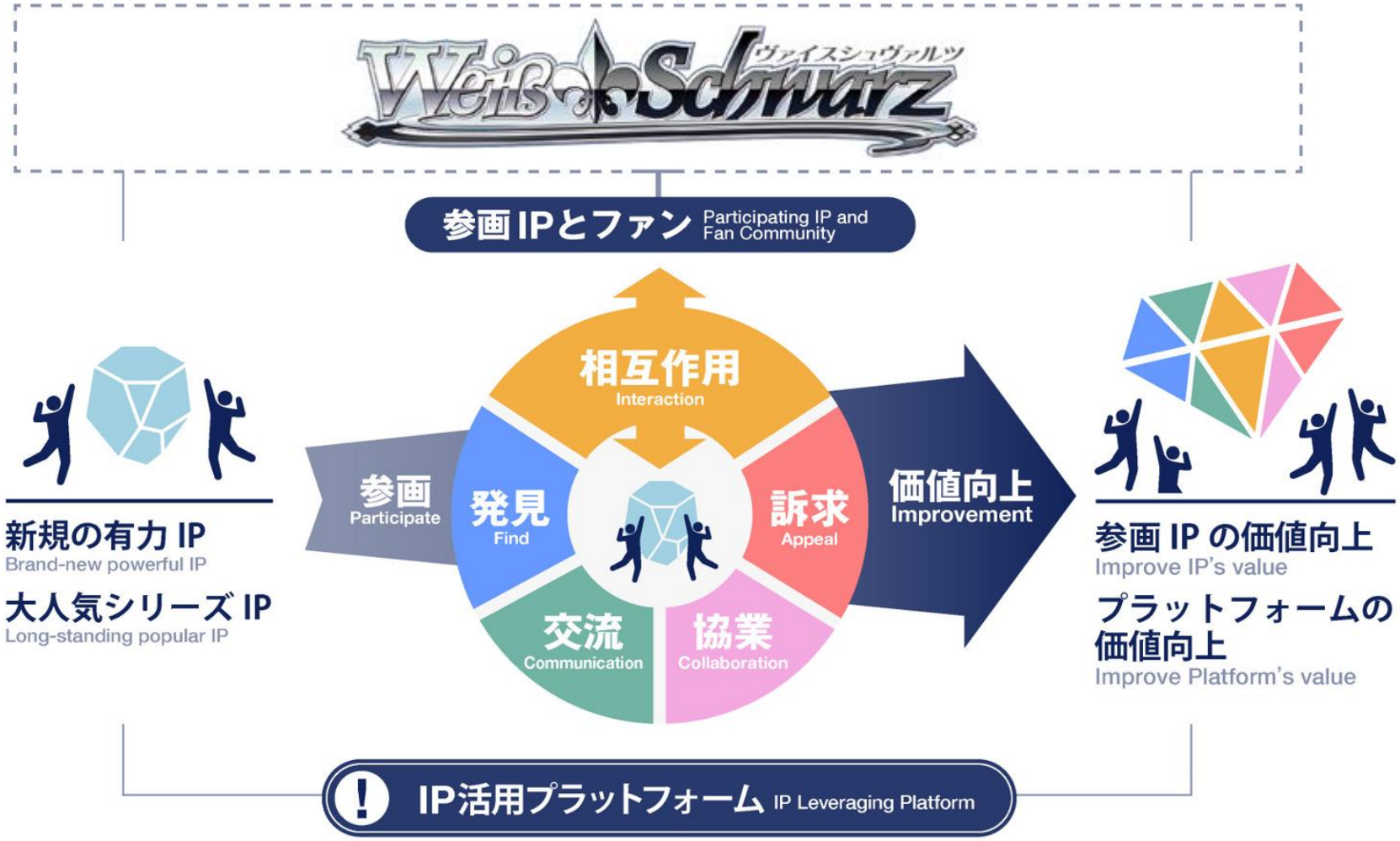
Enhanced Strategies for Platforms Utilizing IPs

Bushiroad Inc. aims to further demonstrate its presence and realize monetization in the entertainment market by making use of **“Creativity (Idea)”** and **“Capabilities for Promotion”** built on our experience as an IP developer and reinforcing the position as a **“Platform Company”** which enhances the values of IPs collaborating with IPs of other companies.



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