



***BUSHIROAD***

**FY2023**

**Third Quarter Financial Results  
Briefing Material**

**Bushiroad Inc.  
Securities code: 7803**

**May 15, 2023**

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# **FY2023 Third Quarter Financial Results Summary**

# Summary Income Statement (Consolidated)

FY23 Q2 (Unit: ¥mn)	FY23 3Q ((1))	FY22 Q3 ((2))	+ / - amount (1) - (2)
Net sales	11,065	9,449	+1,616
Gross profit	3,864	3,060	+804
SG&A expenses	3,210	2,796	+414
Advertising expenses	948	980	▲32
Promotion expenses	331	222	+109
Operating profit	654	264	+390
Operating profit margin	5.9 %	2.7 %	+3.2 Pt
Ordinary profit	1,183	627	+556
Ordinary profit rate	10.7 %	6.6 %	+4.1 Pt
Attributable to owners of parent Net profit per share	413	195	+218

Year to date (Unit: ¥mn)	FY23 3Q ((3))	FY22 Q3 ((4))	+ / - amount (3) - (4)
Net sales	35,156	29,023	+6,133
Gross profit	11,731	10,072	+1,659
SG&A expenses	9,693	8,104	+1,589
Advertising expenses	2,906	2,723	+183
Promotion expenses	954	767	+187
Operating profit	2,037	1,967	+70
Operating profit margin	5.8 %	6.7 %	▲0.9 Pt
Ordinary profit	2,689	3,208	▲519
Ordinary profit rate	7.7 %	11.0 %	▲3.3 Pt
Attributable to owners of parent Net profit	1,243	2,033	▲790



## FY2023 Q3 Summary

- Both revenue and profit increased year-on-year driven by strong growth of TCG shown continuously from the second quarter.
- Number of attendees at pro-wrestling events has been increasing and Sports & Healthcare Business has turned profitable.
- Subsidies of 506,000,000 yen for J-LODlive (\*) and impairment loss of 320,000,000 yen associated with the withdrawal from the fitness club business were recorded as Non-operating profit and Extraordinary losses, respectively.

Note:

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

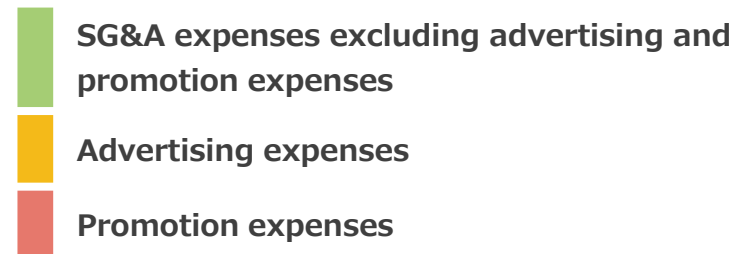
# Quarterly Consolidated Performance

## SG&A expenses

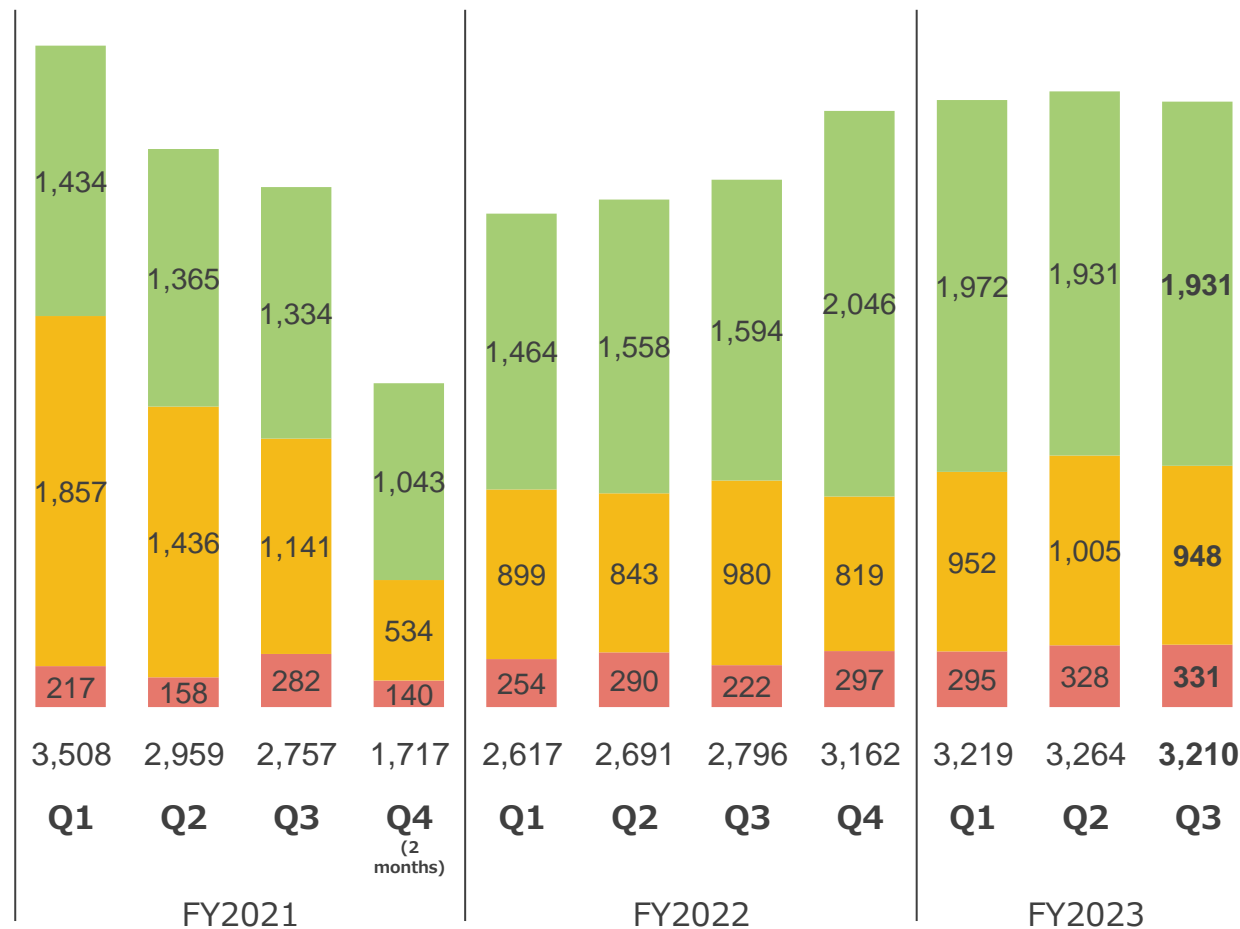
SG&A expenses	<b>3,210</b> million yen	YoY + 414 million yen
Advertising expenses + Promotion expenses	<b>1,279</b> million yen	YoY + 77 million yen

- Advertising expenses and promotion expenses were focused on the super large scale update of “BanG Dream! Girls Band Party!”, the commemorative event on the 15th anniversary of “Weiss Schwarz” and the release of “Love Live! School Idol Festival 2 MIRACLE LIVE!”.
- Research and development costs increased due to increase in development work for Digital Contents Unit.
- Outsourcing expenses and other costs increased, because real events were hosted in Japan and abroad including “2023 BUSHIROAD EXPO ASIA”, the exhibition event of Bushiroad Group, and others.

Legend:



(million yen)



# Quarterly Consolidated Performance

Legend:

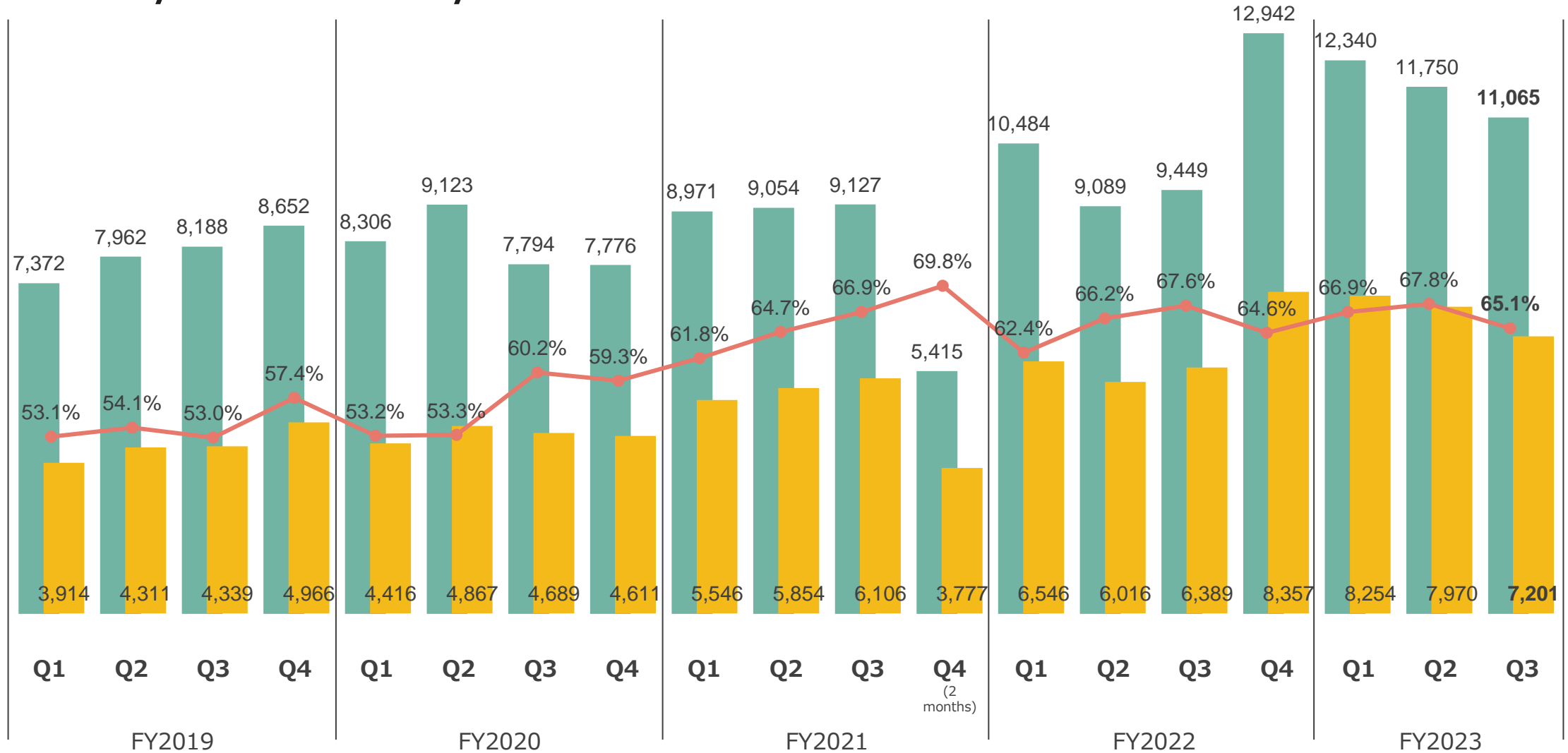
Net sales

Cost of sales

Cost rate

## Net sales / Cost of sales / Cost rate

(million yen)



# Quarterly Consolidated Performance

Legend:

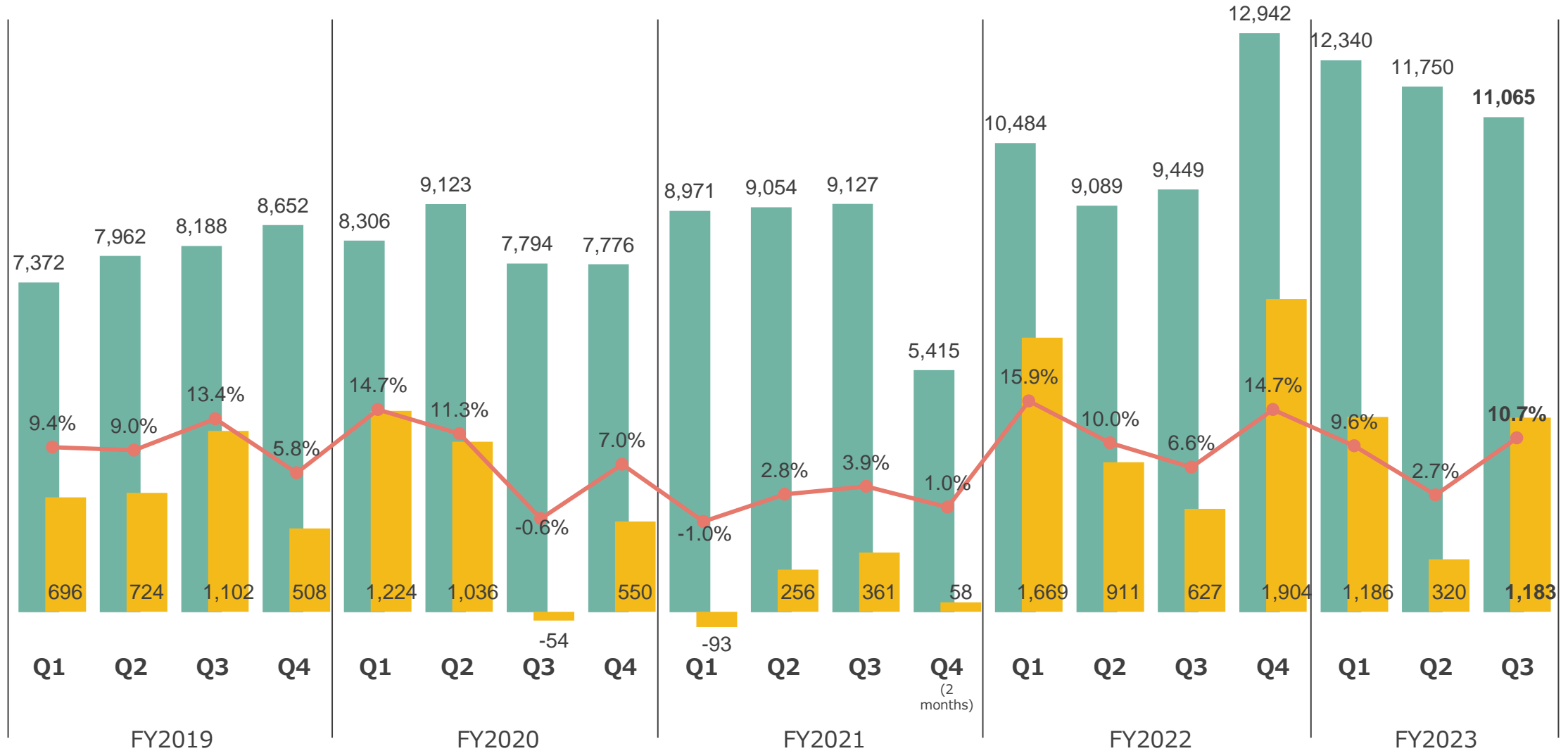
Net sales

Ordinary profit

Ordinary profit rate

Net sales / Ordinary profit / Ordinary profit rate

(million yen)



# Quarterly Sales and Operating Profit by Segment

Legend:

Net sales

Operating profit

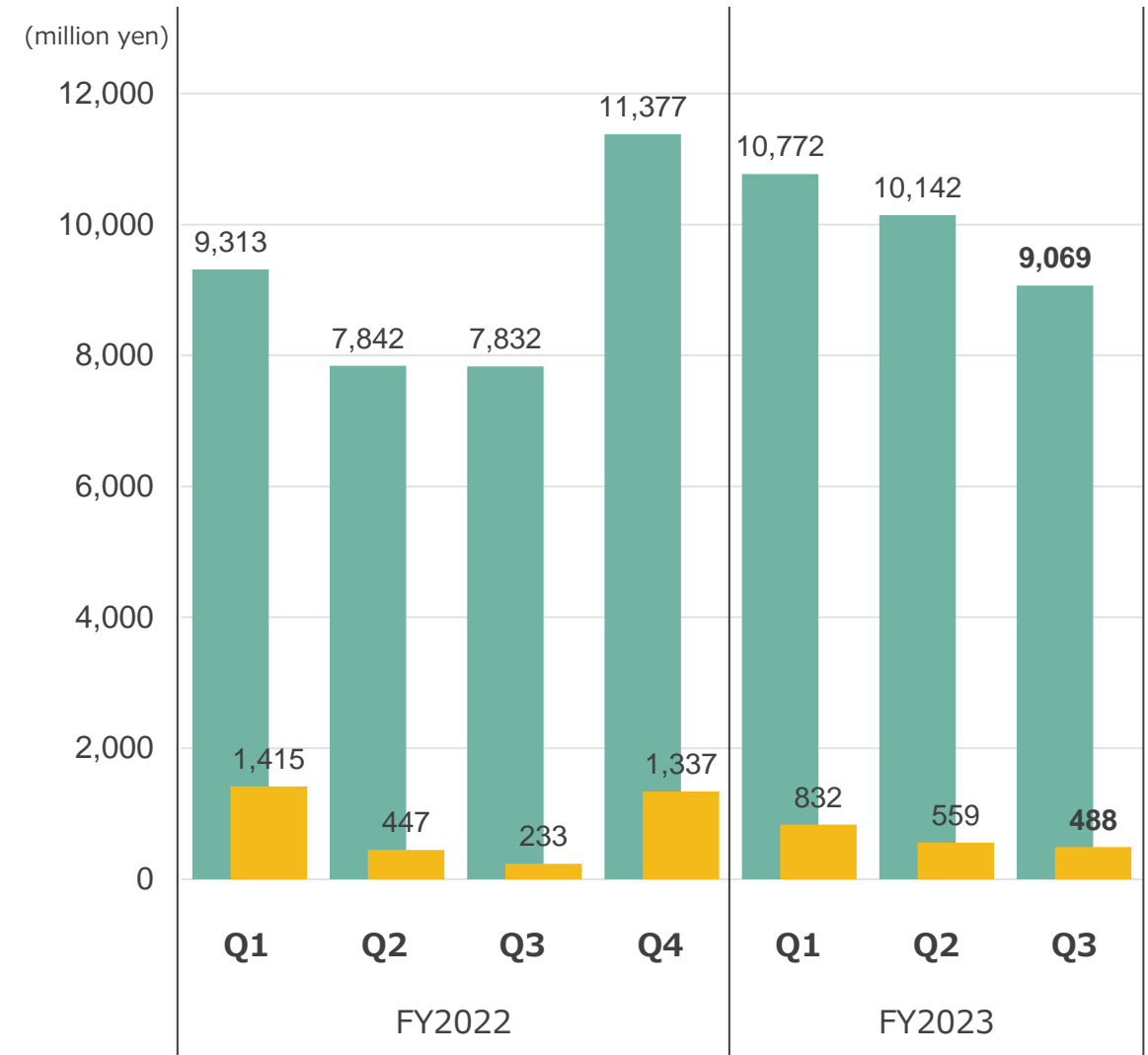
## Entertainment business

### FY2023 Q3

**Net sales** **9,069** million yen YoY + 1,237 million yen

**Operating profit** **488** million yen YoY + 255 million yen

- TCG Unit drove the results mainly with contributions by “Weiss Schwarz”, which marked 15th anniversary, and Operating profit increased year-on-year.
- A super large-scale update was made for “BanG Dream! Girls Band Party!” on March 16, 2023.
- With the release of the latest work for School Idol Festival series “Love Live! School Idol Festival 2 MIRACLE LIVE!”, sales for “Love Live! School Idol Festival” has been suspended from January 31, 2023 and the services were completed on March 31.



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



# Quarterly Sales and Operating Profit by Segment

Legend:

Net sales

Operating profit

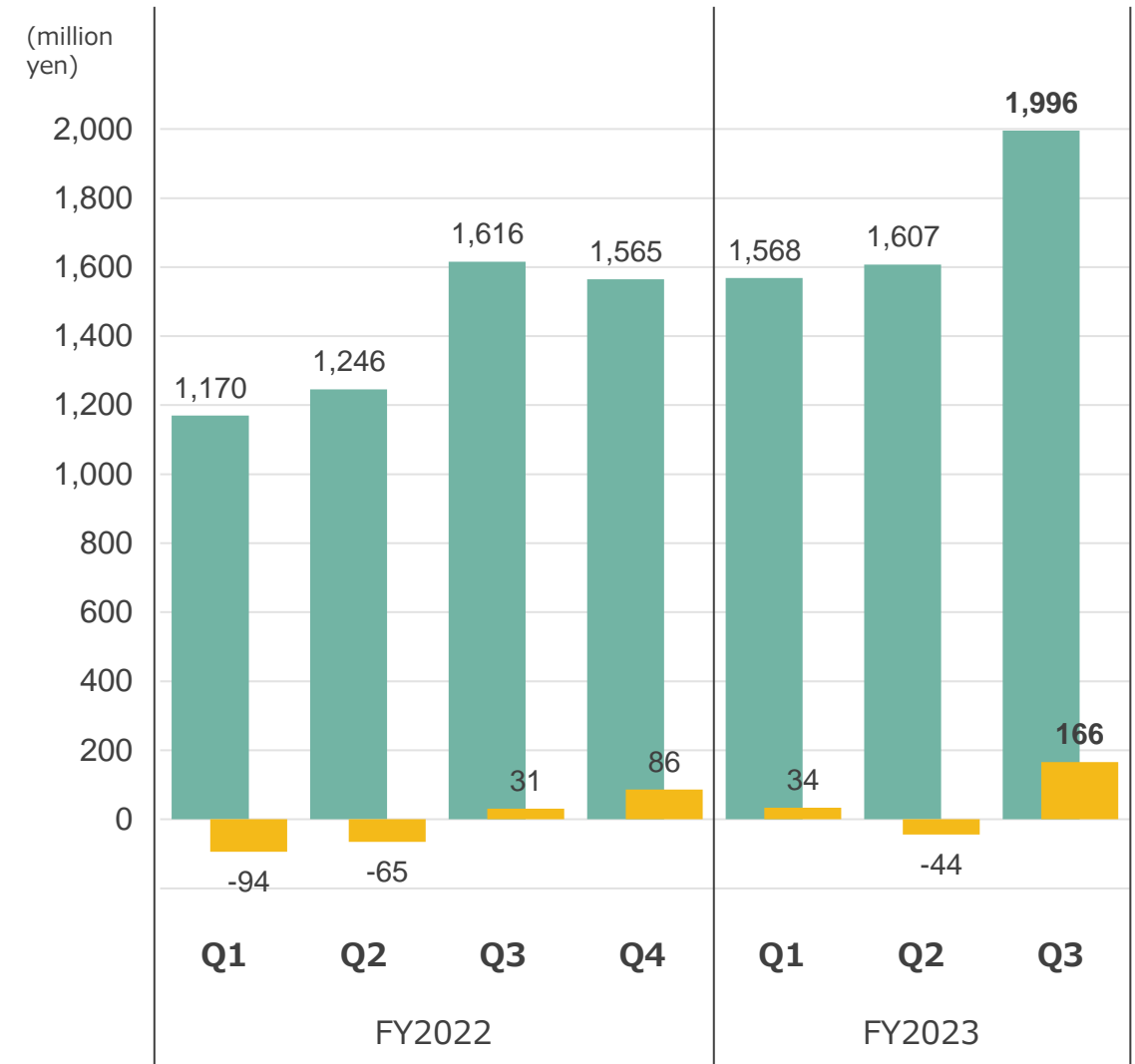
## Sports & Healthcare business

### FY2023 Q3

**Net sales** **1,996** million yen YoY + 380million yen

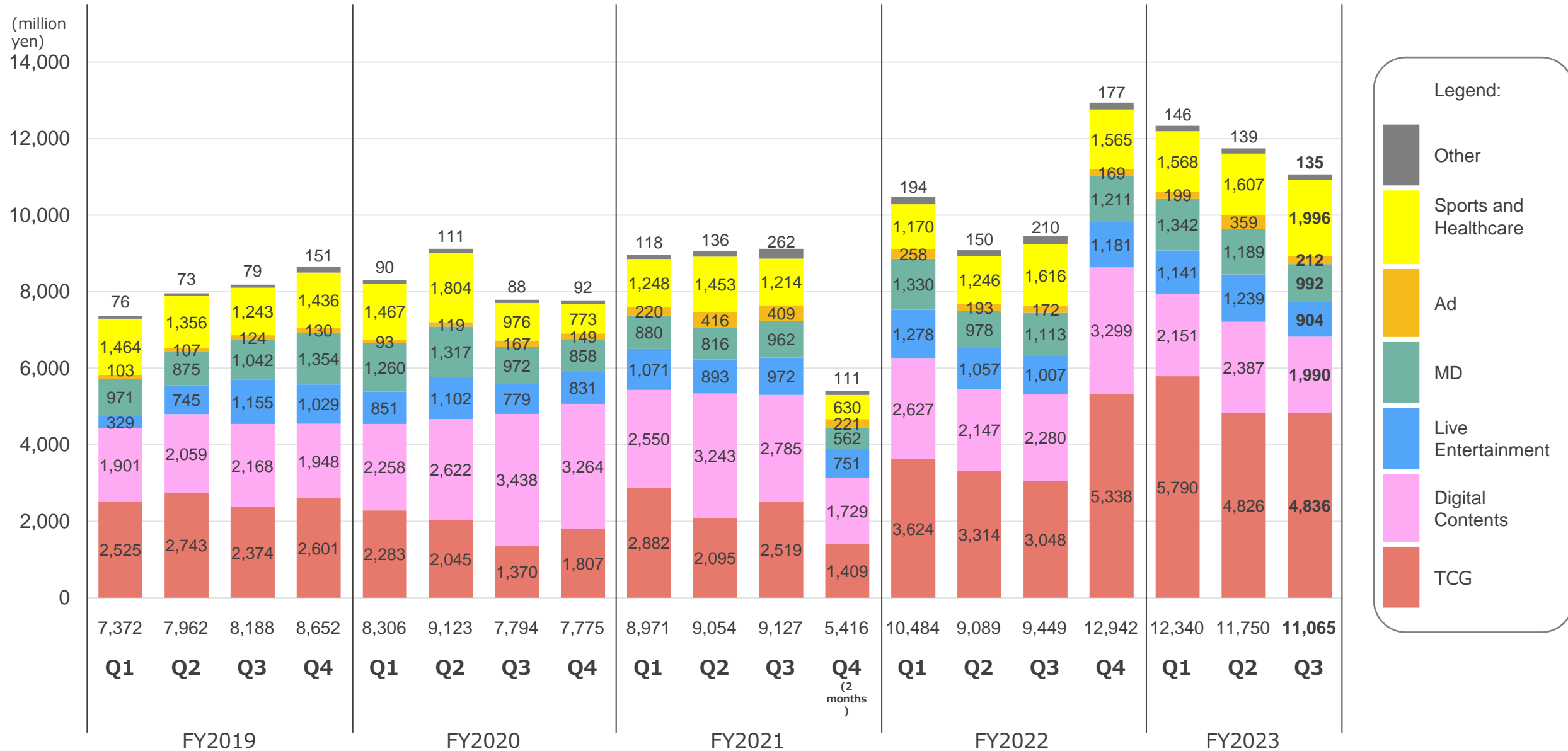
**Operating profit** **166** million yen YoY + 135million yen

- “WRESTLE KINGDOM 17”, a big event of New Japan Pro-Wrestling, achieved a higher number of attendees than the previous year and significantly contributed to Net sales and Operating profit.
- The number of attendees has been continuously increasing in pro-wrestling events hosted by New Japan Pro-Wrestling and STARDOM in part due to relaxation of restrictions at event venues.
- Bushiroad Well-Be, which is operating fitness clubs mainly in Hokkaido, reported expansions of the operating loss due to increase in operational costs attributable to surges in energy prices.



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

# Quarterly Net sales by Unit



Net sales

**4,836** million yenYoY +1,788  
million yen

- TCG market expanded significantly that has been continuing since FY2022 and card merchandises of Bushiroad Inc. also showed a high growth both in Japan and abroad year-on-year.
- There are fewer releases of major card merchandises than in FY2022 Q4 and FY 2023 Q1 and the growth was at a similar level as compared with the current second quarter.



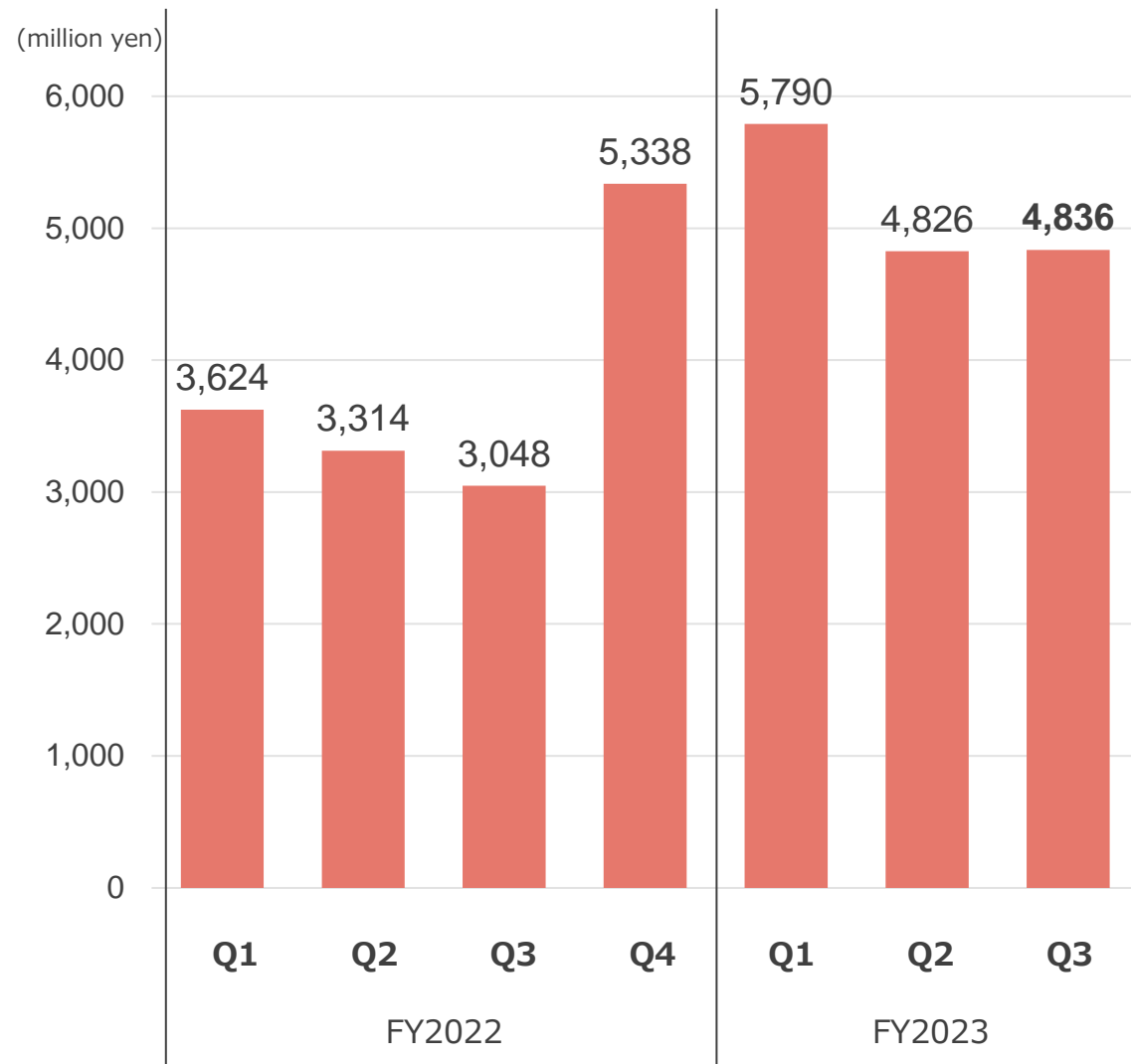
Released on February 10, 2023  
Heaven Burns Red  
(Weiss Schwarz)



Released on March 24, 2023  
Hololive production Vol.2  
(Weiss Schwarz)



Released on January 27, 2023  
Chiikawa  
(Weiss Schwarz Blau)





## A total of 15,000 people visited “Bushiroad Card Game Festival 2023” during the two-day event.

“Bushiroad Card Game Festival 2023”, a once-yearly major event where users can play with Bushiroad’s card games to their hearts’ content, was hosted at Tokyo Big Sight from April 29 - 30, 2023.

On Day 2, the largest ever fighting space of over 7,000 seats was prepared and the event venue was constantly full of excitements gathering about 15,000 visitors in total during the two-day event.

Various kinds of fighting events including those fought in three-player teams, stage shows, merchandizing sales, food courts, exhibitions, street fairs, and others were implemented and visitors could enjoy playing card games in various aspects during the event.

**The event will be hosted also in 2024.** Stay tuned with the excitements in the card games of Bushiroad Inc.







## Weiss Schwarz

In “Weiss Schwarz”, which marked the 15th anniversary on March 29, 2023, released “Booster Pack / Disney100” on April 7, 2023.

The merchandise contains various Disney cards including Micky Mouse and is also an attractive product as a collection committed also to designs.



Released on April 7, 2023  
Booster Pack / Disney100

### < Upcoming release >

The Unit plans to release a lot of highly popular merchandises, which will powerfully showcase the 15th year anniversary of “Weiss Schwarz”.



Release on April 21, 2023  
“Chainsaw Man”



To be released on June 2, 2023  
Lycoris Recoil



To be released on June 30, 2023  
“Uma Musume Pretty Derby”



To be released on July 21, 2023  
SPY×FAMILY



## Weiss Schwarz Blau

“Weiss Schwarz Blau”, which has been put out since November 19, 2022, is showing momentums in the sales of card merchandises.

### < Upcoming release >



Release on April 14, 2023  
Detective Conan

The merchandise was released for the release day of the theatrical version of “Detective Conan: Black Iron Submarine”.

Various theaters dealt with the merchandise and many fans who visited theaters picked up to see the product.

※ The merchandise does not contain illustrations of the theatrical version of “Detective Conan: Black Iron Submarine”.



Release on April 21, 2023  
Tangled



To be released on May 26, 2023  
The Little Mermaid



## Shadowverse EVOLVE



"Shadowverse: Evolve", the English language version of "Shadowverse EVOLVE" will be released on June 30, 2023.

In addition, global trainings for "Shadowverse: Evolve Demo Caravan" will be held at 300 shops around the world from July to August in the close timing with the release of the English language version.

< Merchandises to be released (Japanese language version) >



To be released on April 28, 2023  
Booster Pack 05  
Eigounaru Zekketsu



To be released on June 16, 2023  
Booster Pack 06  
Absolute Conqueror

The Card Fight!!  
VANGUARD

< Upcoming release >



To be released on April 7, 2023  
Booster Pack 10  
Mask Ryuso



To be released on June 2, 2023  
Booster Pack 11  
Eiyu Gekitotsu



## ReBirth for you

< Upcoming release >



To be released on May 19, 2023  
The Eminence in Shadow



To be released on June 9, 2023  
That Time I Got Reincarnated as a Slime



**Net sales**      **1,990** million yen      YoY ▲290 million yen

### Mobile games

- A super large-scale update was made for “BanG Dream! Girls Band Party!” on March 16, 2023.

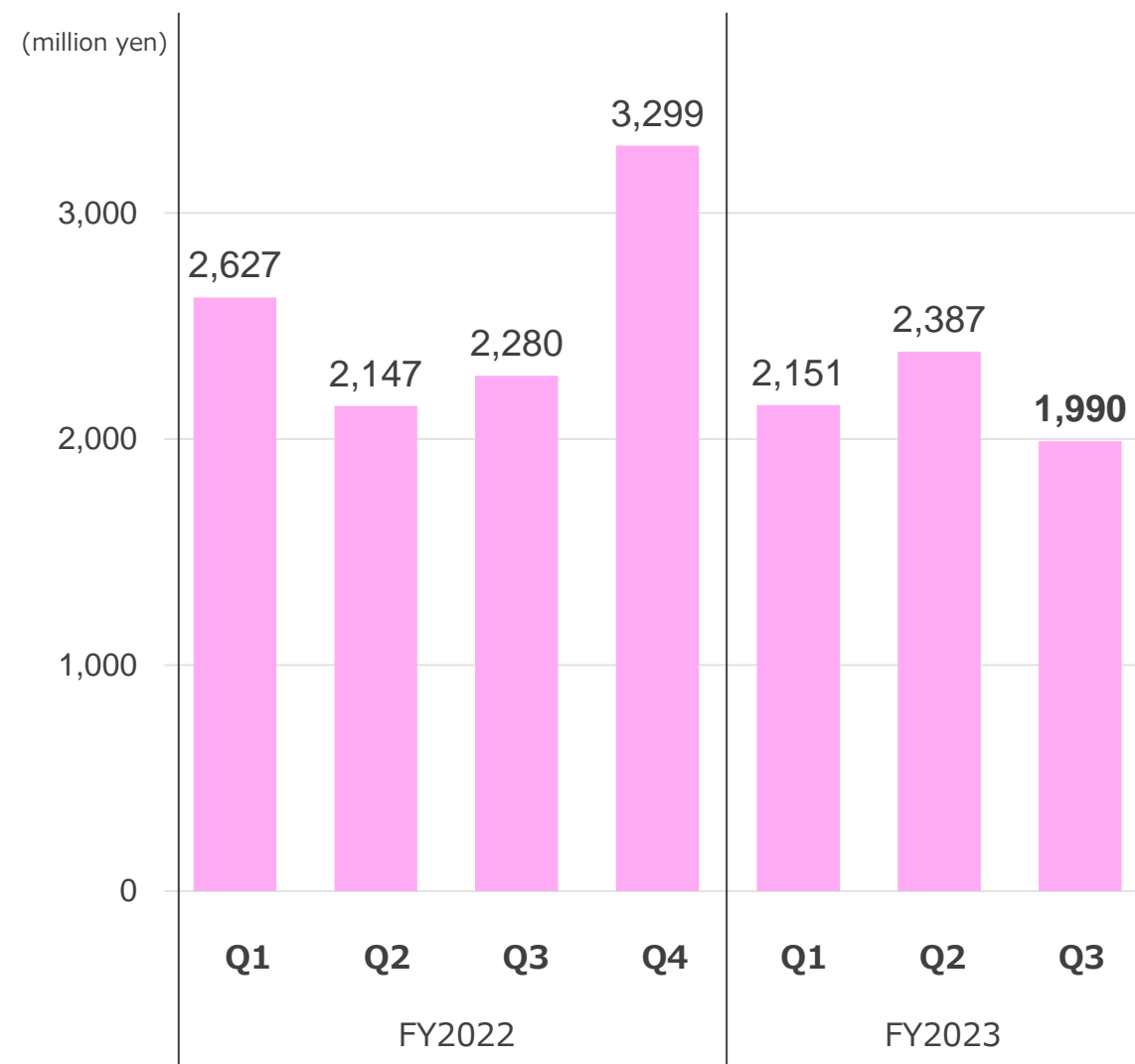
(※ Contribution to the Q3 was approx. 0.5 months after the super large-scale update.)

- With the release of the latest work for School Festival series “Love Live! School Idol Festival 2 MIRACLE LIVE!”, sales for “Love Live! School Idol Festival” has been suspended from January 31, 2023 and the services were completed on March 31.

(※ Contribution to the Q3 was about 1 month until the suspension of the sales.)

### Console games

- Additional download contents for “Cardfight!! Vanguard Dear Days” were released.





## BanG Dream! Girls Band Party! The 6th anniversary & Super large scale update were implemented!

“BanG Dream! Girls Band Party!”, a game app, marked the 6th anniversary on March 16, 2023 and a super large scale commemorative update Vol.1 were implemented.

Many new functions have been implemented including “3D Live Move” and “3D Live Costumes” in the super large scale update Vol. 1, offering users additional enjoyments of the world of Girls’ Party!.

The Unit will implement various rollouts also from the summer to autumn in 2023.

### バンドリ！ ガールズバンドパーティ！ 2023年～2024年のスケジュール

- 1 2023年3月 超大型アップデート第1弾
- 2 2023年夏 大型企画①Coming Soon...
- 3 2023年秋 超大型アップデート第2弾
- 4 2023年秋 大型企画②Coming Soon...
- 5 2024年3月 7周年

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## Love Live! School Idol Festival 2 MIRACLE LIVE! now released!

The latest school festival series “Love Live! School Idol Festival 2 MIRACLE Live!” was released on April 15, 2023.

It is an easy-to-use rhythm game and **users can play with all the musics of Love Live! series.** School Festival beginners can also enjoy the contents.



## D4DJ Groovy Mix



A collaboration event was hosted with “<Story> series” in Groovy Mix. “D4DJ Groovy Mix” marked the 2.5th anniversary on April 25, 2023.

## Grisaia CHRONOS REBELLION



“Grisaia CHRONOS REBELLION”, the latest PC game for “Grisaia” series, was released on April 28, 2023.

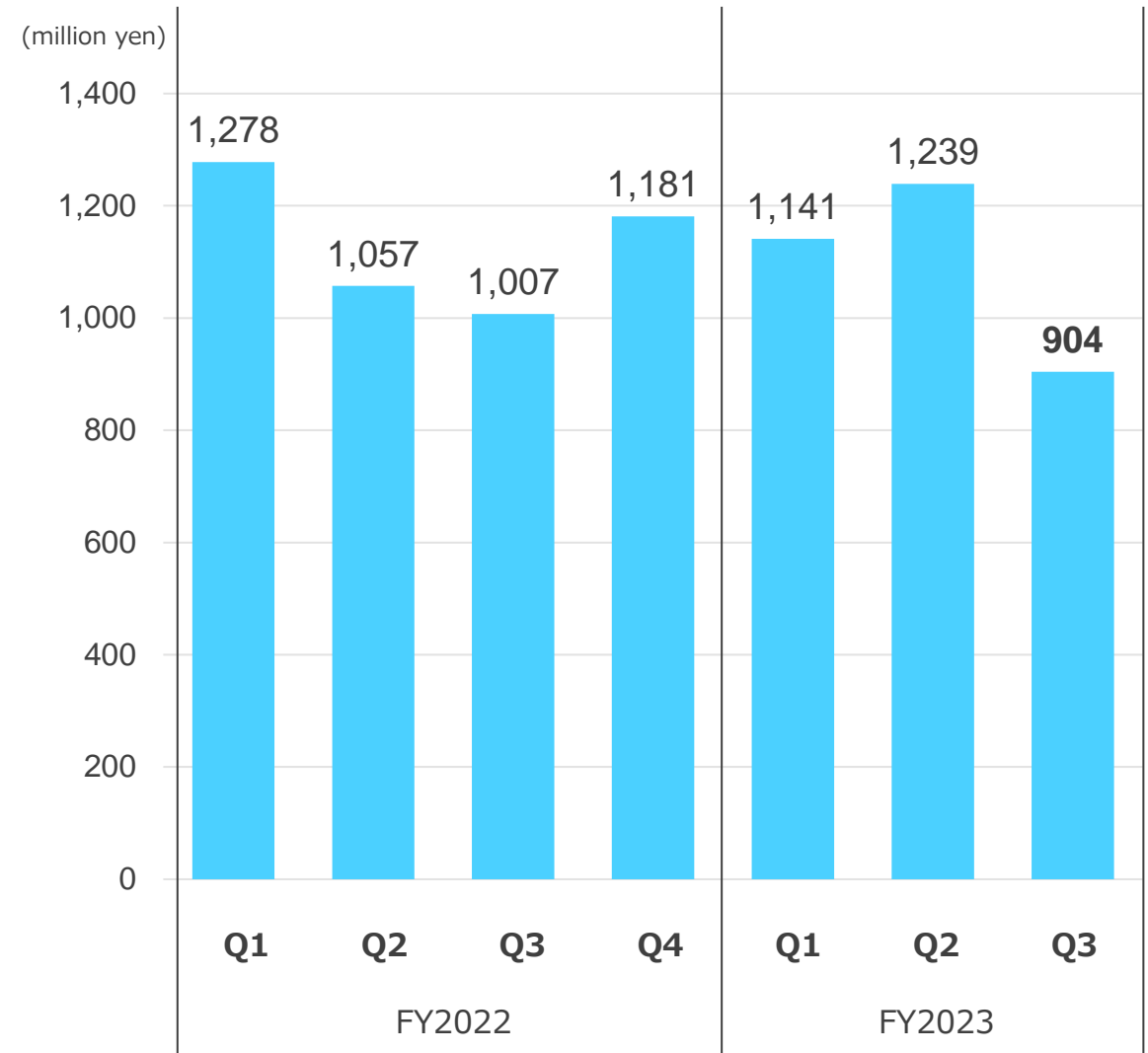
Net sales

**904** million yenYoY ▲103  
million yen**Bushiroad Music Inc.**

- The company hosted many live events and other events including “BanG Dream! 11th☆LIVE” and contributed to the Net sales and Operating profit.
- Packaged goods had sagging results due to partial changes in the schedule for the initial plan.

**Theater company HIKOSEN**

- The company had a sagging result in the current third quarter, because some of the performances were cancelled.
- Use of the event hall “HIKOSEN THEATER” has been on an increasing trend as in the previous quarter.





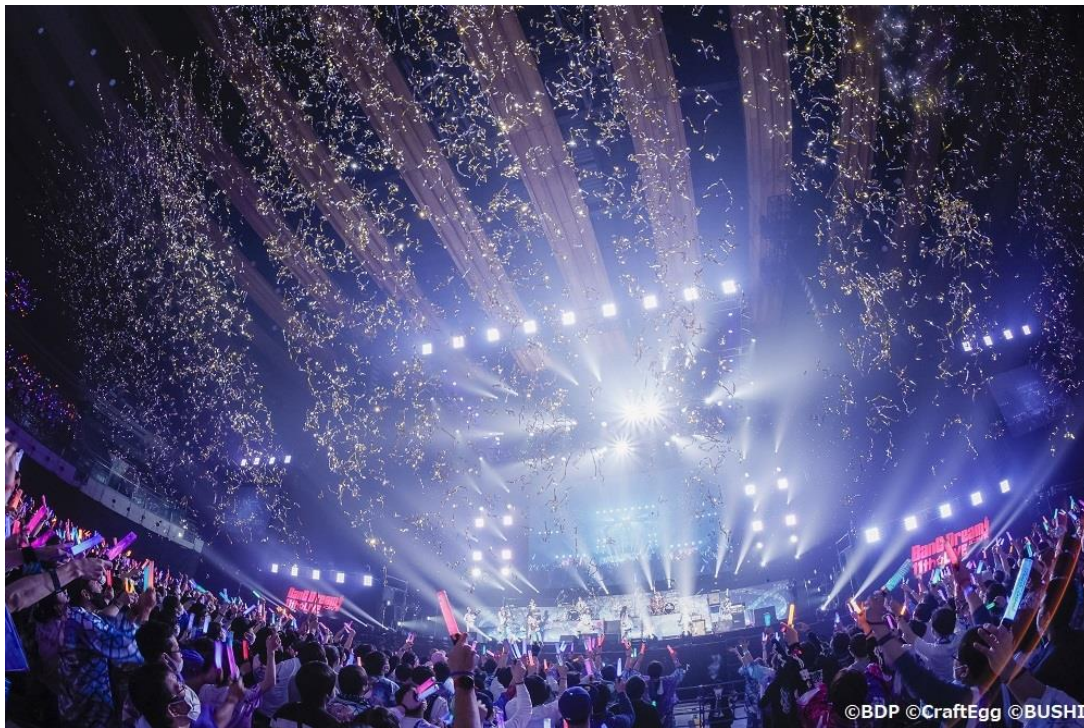
## **BanG Dream!** 11th☆LIVE **BanG Dream! 11th☆LIVE**

BanG Dream! 11th☆LIVE took place in February 4-5, 2023 at Ariake Arena and the following events were hosted.

Day 1 : Poppin'Party X RAISE A SUILEN "GALAXY to GALAXY"

Day 2 : Roselia X Morfonica "

**Audience was allowed to shout and cheer loudly in all performances** and the live created much excitement having cheers and begging for an encore being reverberated throughout the hall.



©BDP ©CraftEgg ©BUSHI

## **Girls☆Musical Revue Starlight** **-The LIVE-#4 Climax**

Stage show of "Girls☆Musical Revue Starlight - The LIVE-#4 Climax" was hosted at Tokyo Tatemono Brillia HALL from February 25 - 28, 2023.

The show became highly spectacular one having consisted of two parts of performances such as full-blown musicals and music lives.



## **"Girls☆Musical Revue Starlight - Re LIVE"** **Siegfelt Institute of Music Junior High School** **delivered an independent Live "0th"**

Siegfelt Institute of Music Junior High School hosted the first independent live "0th" at HIKOSEN THEATER on March 5, 2023.

Stay tuned with the future events including the stage shows scheduled for June 2023.



MYGO!!!!! 4th LIVE

前へ進む音の中で

**MyGO!!!!! 4th LIVE  
“Mae e Susumu Oto no Naka  
de” was hosted!**

Music live events of “MyGO!!!!!”, a new band of BanG Dream! project, “MyGO!!!!! 4th ~ Mae e Susumu Oto no Naka de ~” was hosted at TACHIKAWA STAGE GARDEN.

At the live hall, casting for the band members were clarified after one-year activities and on-air of “BanG Dream! It's MyGO!!!!!”, a new animation series of BanG Dream! project, scheduled for the summer in 2023, was also announced.

**D4DJ “UniChØrd×Abyssmare LIVE -NØVA-” was hosted!**

UniChØrd, a new unit of D4DJ, and Abyssmare hosted DJ live event “UniChØrd×Abyssmare LIVE - NØVA-” at Tokorozawa Sakura Town on April 16, 2023.

Announcements were made on release of the 1st Single and 2nd LIVE of the both units.

**BUSHIROAD ROCK FESTIVAL 2023 coming soon!**

A live music event “BUSHIROAD ROCK FESTIVAL 2023” to take place at Fuji-Q Highland Conifer Forest, an outdoor concert hall, on May 27, 2023. The event is to take place allowing the audience to shout and cheer loudly in all performances.



Net sales

992 million yen

YoY ▲121 million yen

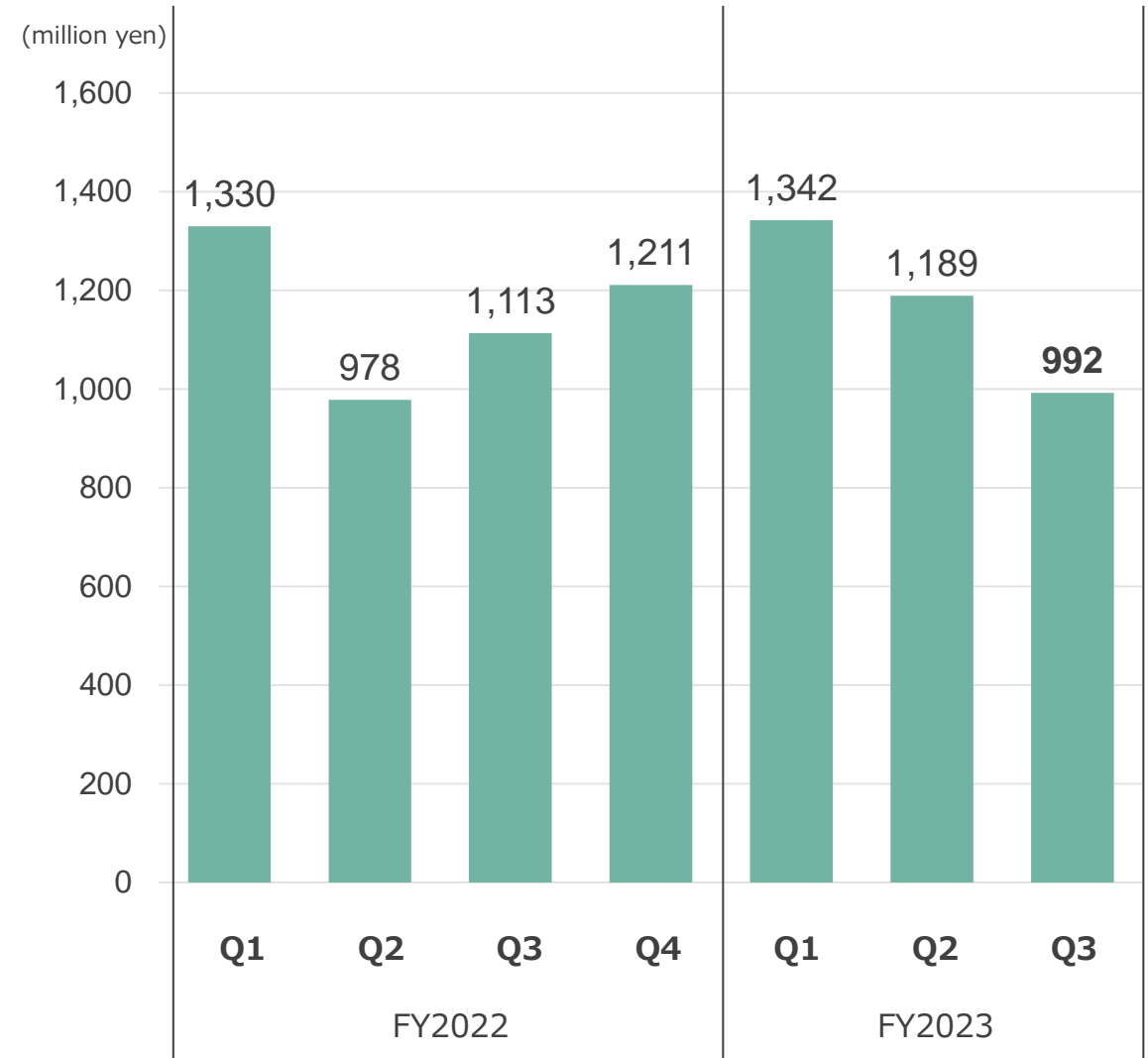
- As in the second quarter, surges in transportation and materials costs for products manufactured in overseas markets brought significant impacts. The Unit took responses by slowing selling space for products with low profit margins.
- Books and magazines related to TCG sold well in publishing and editing.
- Released a new figure brand “PalVerse”.



Existing merchandises / Capsule toy  
Kawaiousuni ! Opancyu Usagi  
Capsule can Badge & Cover vol. 1  
(Total 8 variations)



To be released in February, 2023 / Goods  
Bocchi the Rock!  
Trading pick-type acrylic key holders  
(Total 8 variations)





## The first merchandises for “PalVerse”/“PalVerse Pale”, new brands of deformed figure, to be released

Deformed figures of “My Hero Academia” will be released for “PalVerse” as the first merchandises of the new brand on August 25, 2023.

Merchandising of popular work such as “Love Live! Superstar!!” has also been announced following the first release.

“PalVerse” is a new **deformed figure** brand rolled out by Bushiroad Creative under the concept of “A palm-sized new world”.

Expressing **the characters of animations, games, and VTubers** with **the designs of next generation**, the figures will be delivered to **fans around the world** hand-in-hand with “PalVerse Pale.”, a derivative brand holding features of designs like American animation character born from color pallet.



### < Major upcoming merchandises >



Released in April 2023 / Capsule toy  
TAMA-KYU “Gamer Hairpin vol.1”  
(Total 10 variations)



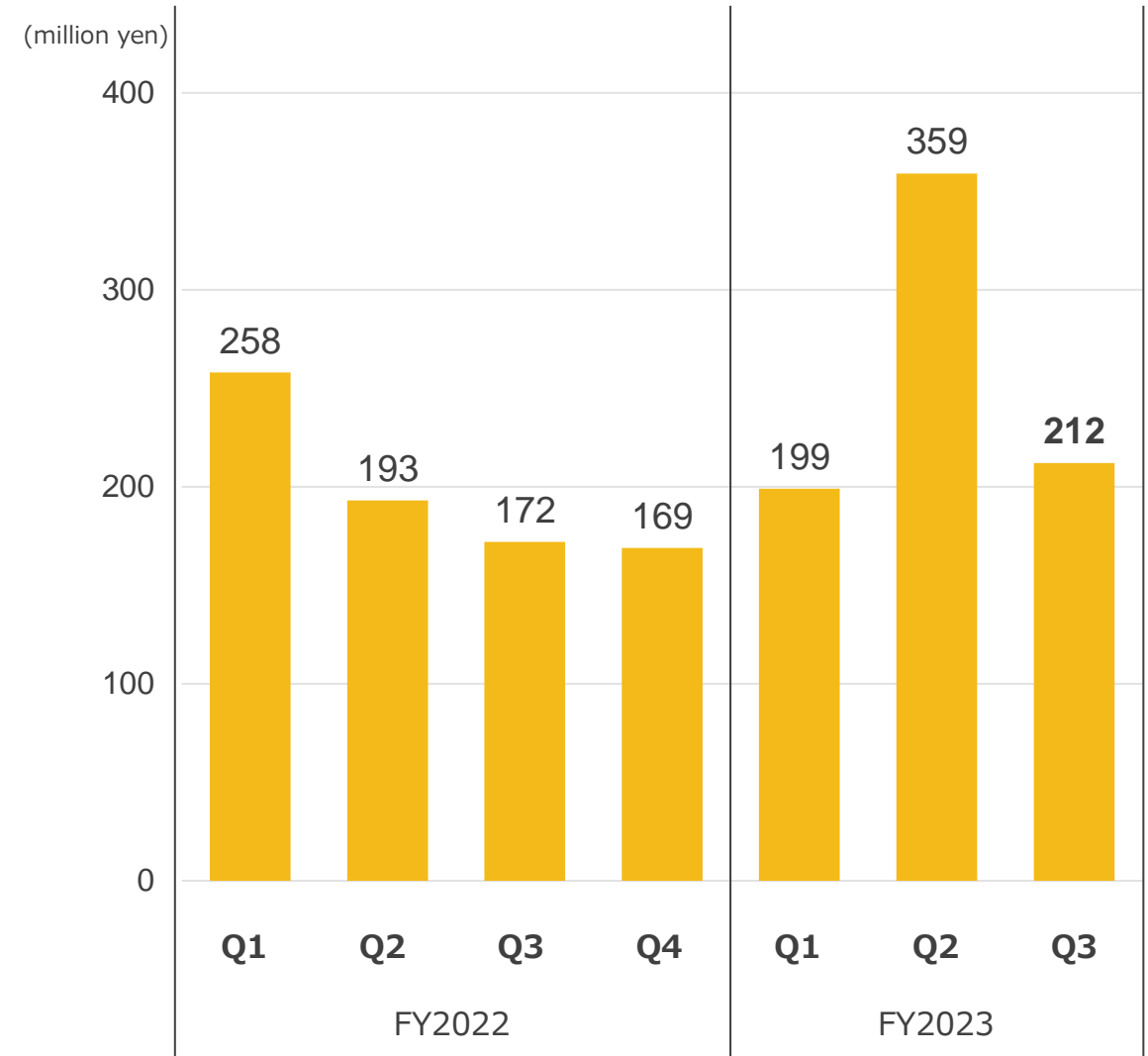
To be released in May, 2023 /  
Capsule toy “Detective Conan”  
Capsule filled with Conan and Haibara  
Rubber strap (Total 5 variations)

**Net sales** **212** million yen YoY +40million yen

- The Unit delivered one-stop services in management and production of large scale events and continuously showed strong results in the agency business.
- Performance days of voice actors affiliated with a voice actors' agency "HiBiKi" increased, as real events and music live events were more actively hosted.



"hololive SUPER EXPO 2023", a large scale event hosted by hololive production at Makuhari Messe on March 18 and 19, 2023. Bushiroad Move Inc. served as an agency and made cooperation for the management and production.





### Served as the executive committee for “Japan Camping Car Show 2023”



Bushiroad Move Inc. served as the executive committee for “Japan Camping Car Show 2023”, one of the largest outdoor leisure event in Asia hosted at Makuhari Messe on February 3 to 6, 2023.



### Offering cooperation in planning of exclusive tours for “hololive SUPER EXPO 2023 After Party in Hakata”

Bushiroad Move Inc. will work in cooperation with East Japan Railway Company for the planning of “tours to hololive SUPER EXPO 2023 After Party in Hakata by hololive express”, an exclusive tour to be hosted from June 24 to 25, 2023, for which JTB Corp. will sell the tour package.

It is an exclusive tour which include a round trip by specially chartered train and various plans as the after plan for “hololive SuPER EXPO 2023” hosted in March 2023. During the tour, “hololive SUPER EXPO 2023 After Party in Hakata”, an exclusive event for the tour participants, will be hosted.



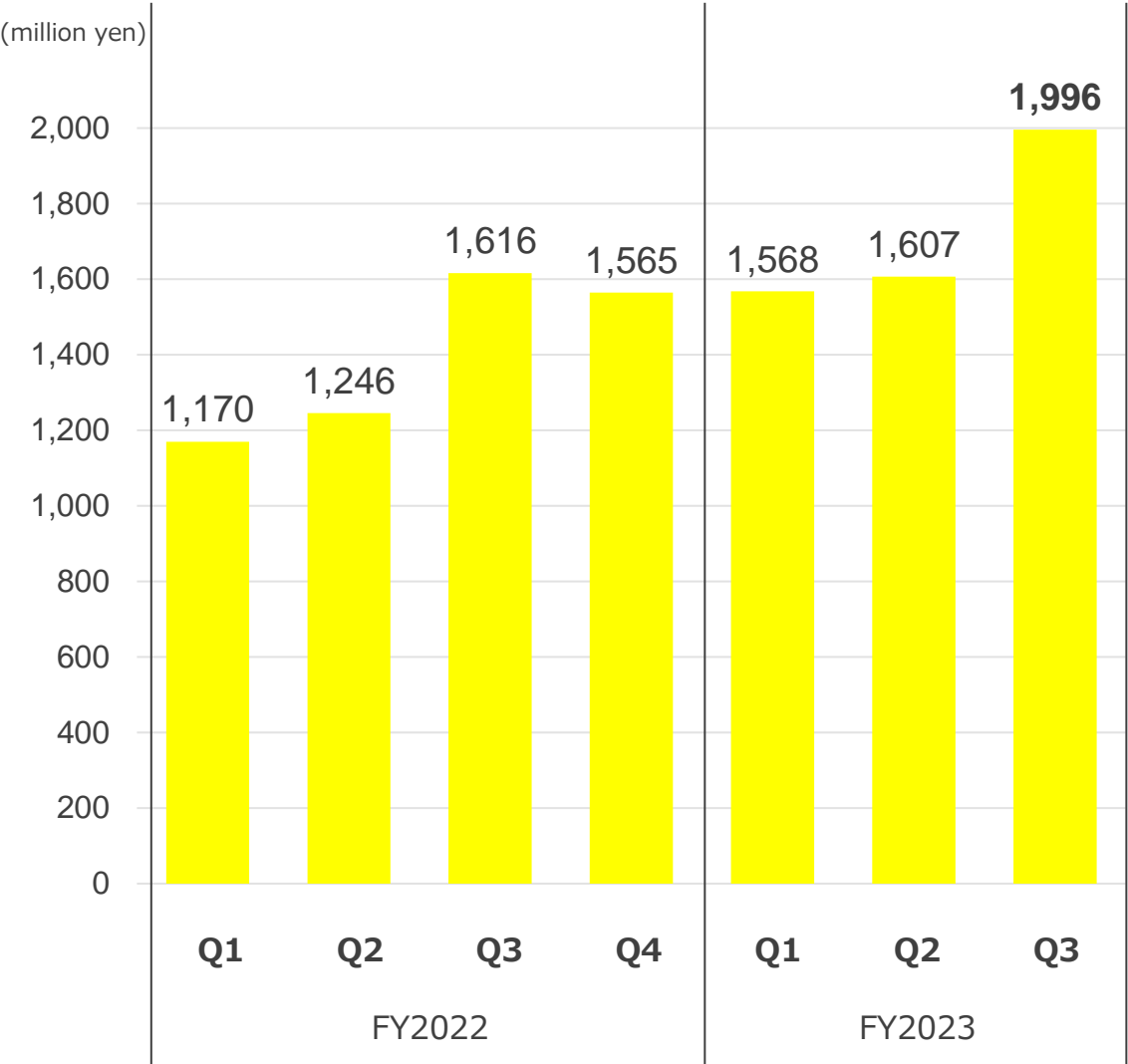


Net sales

1,996 million yen

YoY + 380million yen

- **“WRESTLE KINGDOM 17”, a big event of New Japan Pro-Wrestling, achieved a higher number of attendees than the previous year and significantly contributed to Net sales and Operating profit.**
- **The number of attendees has been continuously increasing in pro-wrestling events hosted by New Japan Pro-Wrestling and STARDOM in part due to relaxation of restrictions at event venues.**
- **Bushiroad Well-Be, which is operating fitness clubs mainly in Hokkaido, reported expansions of the operating loss due to increase in operational costs attributable to surges in energy prices.**



**“WRESTLE KINGDOM 17” took place!**  
**A total of over 30,000 attendees gathered at Tokyo Dome and Yokohama Arena!**

The Unit hosted “Antonio Inoki Memorial Match WRESTLE KINGDOM 17 in Tokyo Dome ~ Fighting Spirit Forever ~” on January 4, 2023, the biggest pro-wrestling event of New Japan Pro-Wrestling in the year and “WRESTLE KINGDOM 17 in Yokohama Arena” on January 21, 2023, **drawing over 30,000 attendees in total, greater than the previous year, in two days.**

\*“WRESTLE KINGDOM 16” hosted in January 2022 drew over 25,000 attendees during the three-day event hosted at Tokyo Dome (January 4, 5) and Yokohama Arena (January 8).





## Health Food Products Business released “New Pro-Wrestling Protein”! Expanding sales channels mainly on e-commerce

“New Japan Pro-Wrestling Protein” has gone on sale from January 20, 2023. Merchandise sale and tasting events have taken place not only at pro-wrestling events but also at venues for live card game events, and the product is being received well.

The Unit has been sequentially expanding sales channels with an increased positiveness for sale on e-commerce including “Bushiroad Online Store” and “Amazon”, in addition to “Tokon (Fighting Spirit) SHOP”, the official store of New Japan Pro-Wrestling.



## < Major pro-wrestling events >



March 5 - 21, 2023 / 11 tournaments  
NEW JAPAN CUP 2023  
(New Japan Pro-Wrestling)



February 26, 2023 / Kobe  
International Exhibition Hall in Hyogo  
STARDOM in SHOWCASE vol.4  
(STARDOM)





## “ALLSTAR GRAND QUEENDOM 2023” was hosted at STARDOM Yokohama Arena!

“ALLSTAR GRAND QUEENDOM 2023”, the pro-wrestling event of STARDOM, was hosted at Yokohama Arena on April 23, 2023. Hosting a pro-wrestling event at Yokohama Arena was the first experience for STARDOM and **drew a record number of attendees at approximately 5,500** since it has joined Bushiroad Group.



## “BEST OF THE SUPER Jr.30”, the Jr. Festival of New Japan Pro-Wrestling, is coming!



“BEST OF THE SUPER Jr.” is a long-established tournament to decide the strongest pro-wrestler in the Jr. heavyweight class. It has been hosted every year since 1994, when the first tournament was hosted, and this year will mark the 30th anniversary.

A total of 12 tournaments will be hosted across Japan from May 12 to 28, 2023.

### < Major upcoming pro-wrestling events >



June 10 - 18, 2023 / 7 tournaments  
**NEW JAPAN ROAD**  
 (New Japan Pro-Wrestling)

May 27, 2023 (Ota-City General Gymnasium, Tokyo)  
**STARDOM Flashing champions 2023**  
 (STARDOM)

# Balance Sheet Summary (Consolidated)

(Unit: ¥mn)	At the end of march 2023	Change YoY
Liquid assets	36,745	△251
(Cash and deposits)	25,899	△706
Fixed assets	9,058	+2,334
(Property, plant and equipment)	2,483	△308
(Investments and other assets)	5,751	+2,051
<b>Total assets</b>	<b>45,816</b>	<b>+2,095</b>
(Long-term loans payable)	13,051	+ 539
(Bonds)	1,800	+ 1,800
(Convertible bond-type bonds with subscription rights to shares)	—	△4,000
<b>Total liabilities</b>	<b>24,703</b>	<b>△2,825</b>
Shareholders' equity	19,983	+ 5,005
(Treasury stock)	—	+ 2,325
<b>Total net assets</b>	<b>21,112</b>	<b>+4,919</b>

## Financing activities

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

March 2023: Borrowed funds (500 million yen)

## Improvement in asset efficiency

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

## Improvement in equity ratio

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

Equity ratio increased from 35.6% at the end of the previous fiscal year to 44.4%.

## Withdrawal from the fitness club business

Property, plant and equipment decreased by 318 million yen and Intangible assets decreased by 1 million yen, because of the recording of impairment loss of 320 million yen.

# **FY2023 Consolidated Performance Forecasts**

# Consolidated Performance Forecasts for FY2023

## Progress rate against performance forecasts

- Aiming at recoveries of sales and profit of Digital Contents Unit by releasing “School Festival 2”, a super large-scale update for “BanG Dream! Girls Band Party!”.
- Expecting further growth of sales and profit from tickets and goods for live pro-wrestling events because the legal status of new coronavirus infection has been downgraded to the Category 5 (common infectious disease).
- TCG Unit plans to release many major card merchandises in the fourth quarter and forecasts to achieve significant growth of sales.

Net sales	35,156 million yen	Progress 70.3%	50,000 million yen
Operating profit	2,037 million yen	Progress 58.2%	3,500 million yen
Ordinary profit	2,689 million yen	Progress 76.8%	3,500 million yen
Attributable to owners of parent Net profit	1,243 million yen	Progress 54.1%	2,300 million yen

# Appendix



## Notice concerning establishment of a subsidiary through company split (incorporation-type) of our consolidated subsidiary

### Purpose

The basic strategy of Bushiroad Inc. is to develop various business including animation, game, music, event, MD, and others as an IP developer putting IPs at its center. In the medium-term management plan announced in August 2022, Bushiroad Inc. has hammered out the IP developer 2.0 “Global Mega Character Platform Strategy” to extend the business as IP platform globally and has been making efforts to diversify IP touch points and for engagement in customer development around the world.

As IP creations are becoming increasingly important in fulfillment of this strategy, our purpose is to prepare for the structure which allows us to enhance both quality and quantity of IP creations and make further commitments to new IP creations.

### Overview

- Bushiroad Inc. will carry out company split in which Bushiroad Creative will be the splitting company and Bushiroad Works, the newly established company, will be the successor company (scheduled to be established on July 3, 2023).
- The major business of Bushiroad Works includes “creation of intellectual property rights (IPs)”, “publication of books and magazines”, and “planning and management of comics websites”.

## Notice concerning company split (incorporation-type) at our consolidated subsidiary for withdrawal from the fitness club business, share transfer of the newly established company, and recording of extraordinary losses

### Purpose

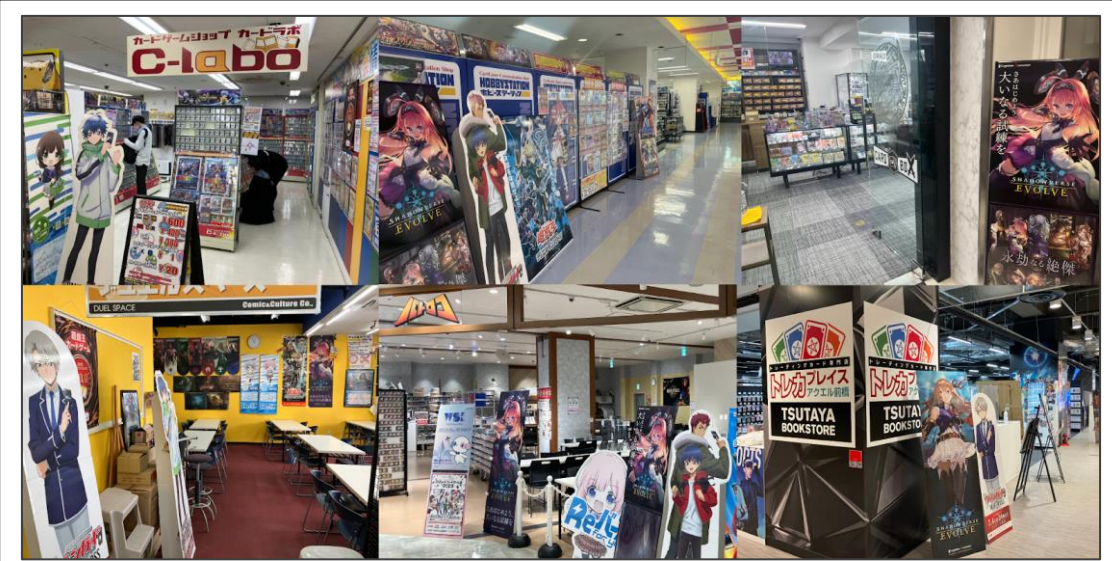
As new coronavirus infection expanded immediately after Bushiroad Well-Be has become our consolidated subsidiary, the number of fitness club members significantly dropped and the profit in the Business eventually decreased having impacts also from the surges in energy prices on the operational costs. Considering these situations, Bushiroad Inc. has decided to withdraw from the Business as part of optimization of our business portfolio.

We had multifaceted considerations about various possibilities before making the decision and has arrived at a judgment that, in aiming at a long-term growth of each business, it would be best for the Business to depart from the group of Bushiroad Inc., a listed company, through the share transfer to Mr. Ooba, who has been managing the business since before the acquisition, and to work on business development in a way community-oriented services are enhanced through Mr. Ooba’s strengths in that field, while the healthcare business being pursued as a new business is to aim for development by strengthening collaborations with other business of our group.

### Overview

- Bushiroad Inc. will carry out an incorporation-type company split in which Bushiroad Well-Be will be the splitting company and the newly established company will be the successor company, transferring all of the common shares to be issued upon the company split to Mr. Takashi Ohba.
- With the withdrawal from the Business, Bushiroad Inc. has recorded 320.071 million yen of Impairment loss as an Extraordinary losses for the third quarter consolidated financial period of FY2023.
- We expect to record 87.651 million yen of Loss on sale of shares of subsidiaries and affiliates as Extraordinary losses for the fourth quarter consolidated financial period in FY2023 when the share transfer was carried out as scheduled.

Bushiroad is travelling across Japan & world for the trading card games in 2023!



Making the rounds to approx. 900 official shops of Bushiroad TCG in Japan!

We are holding annual visit to the official shops of Bushiroad TCG across Japan also in this year and plan to visit all of the approx. 900 stores operating in Japan.

Comments of card shops and users who visit shops will be collected on the sites and their feedbacks will be used for improvement and growth of merchandize development and event operations.

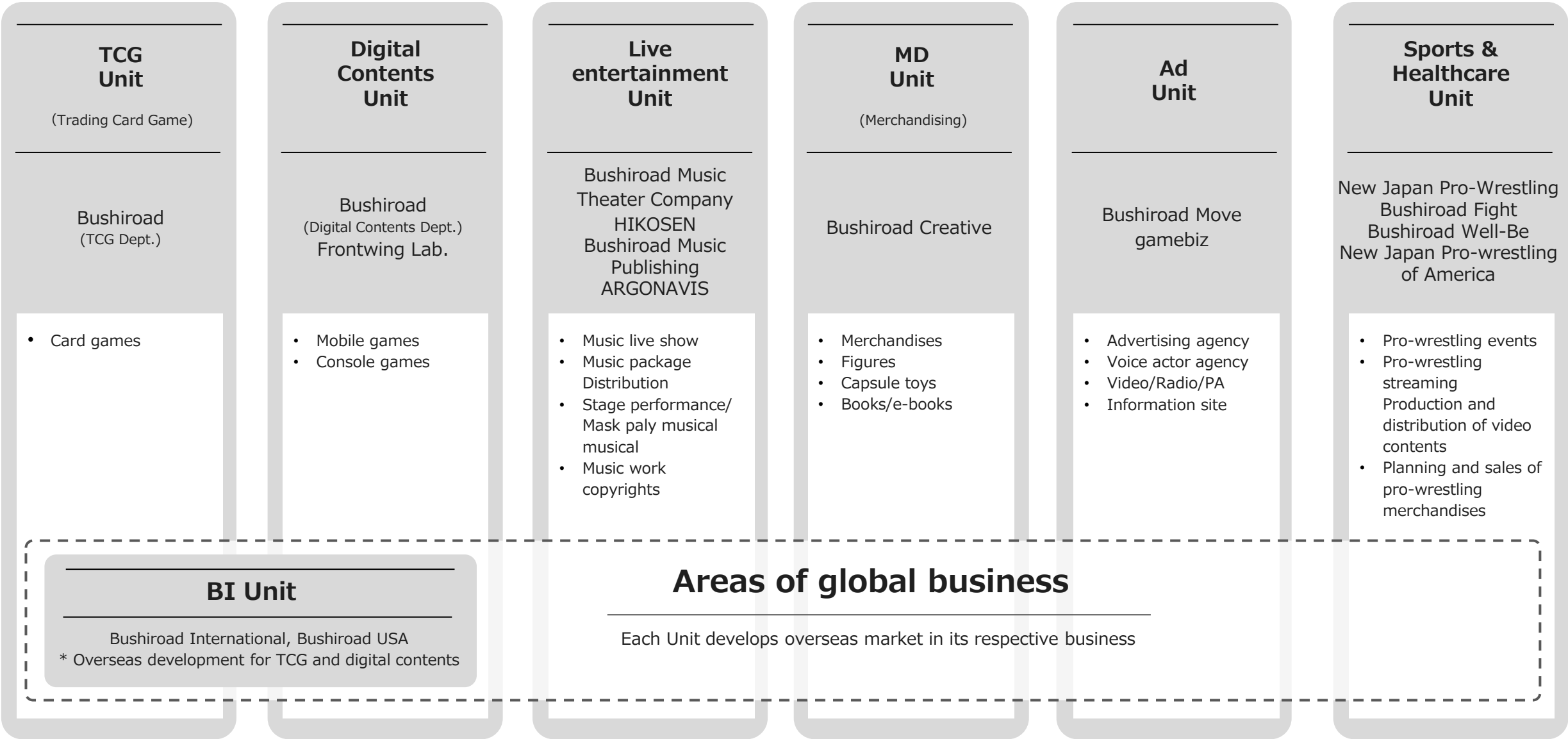


Sequentially hosting “2023 BUSHIROAD EXPO ASIA”, an international exhibition event, in 6 cities in Asia!

Currently hosting “2023 BUSHIROAD EXPO ASIA”, an international exhibition event, to offer people around the world the opportunities to directly see the entertainments of Bushiroad.

City	Date
Hong Kong	March 24 and 25, 2023 (Completed)
Taipei	May 19 - 20, 2023
Bangkok	Scheduled for August, 2023
Kuala Lumpur	Scheduled for September, 2023
Singapore	Scheduled for November, 2023
Seoul	Scheduled for December, 2023

# Business areas of each Unit



\* As of the end of FY2023 Q3.

# Company Overview

## Bushiroad Group's management philosophy



### Intellectual Property

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

## Bushiroad's business and departments

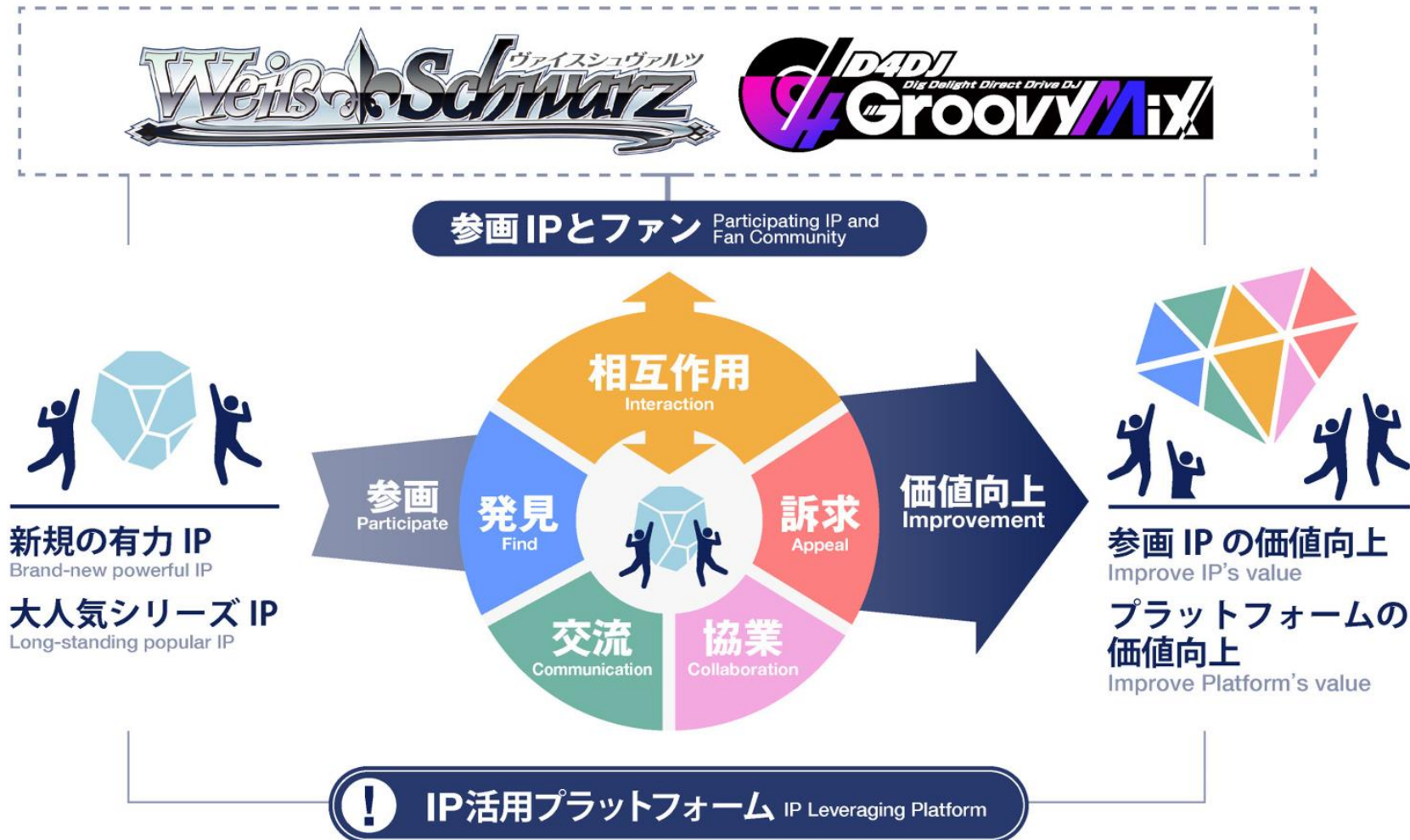
Entertainment business					Sports & Healthcare business
TCG Unit	Digital Contents Unit	Live Entertainment Unit	MD Unit	Ad Unit	Sports and Healthcare business Unit
Overs eas	BI Unit	Bushiroad International Pte. Ltd. / Bushiroad USA Inc.			

\* As of the end of FY2023 Q3.



# 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.



# What is the IP Developer Strategy?

“**One stop media mix**” which executes at speed a variety of corporate activities essential for creation and growth of IPs within the Group.

With strong appeals through “**promotional development**” across the entire Group and taking advantage of know-how and alliances, we try to make IPs widely perceived.

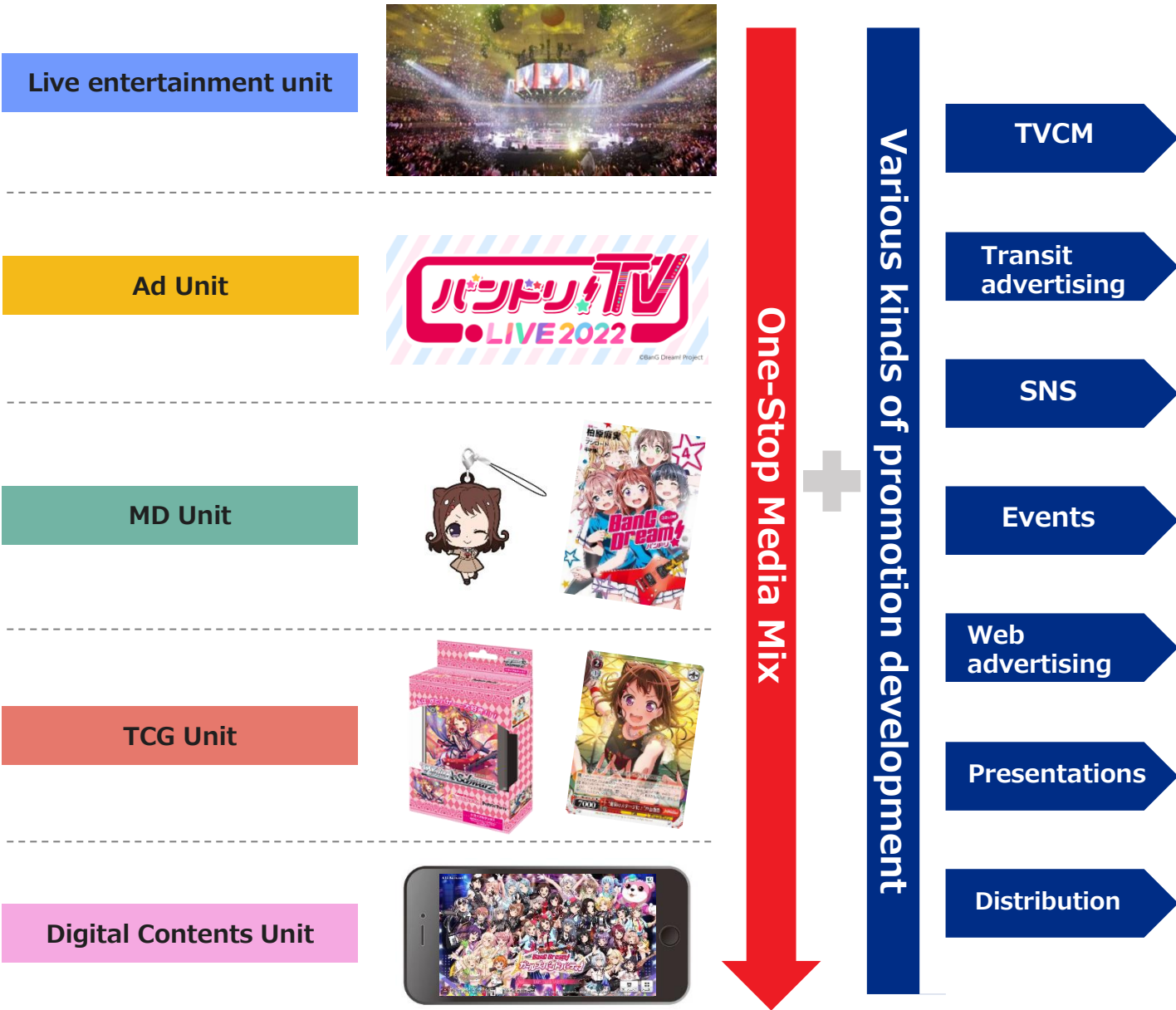
This is Bushiroad's “**IP Developer Strategy**.”

## BanG Dream! Project example



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

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



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