

Q2 Highlights and Future Plans

November 9, 2018



Really! Mad+Pure

[FY2018 Q2 Highlights]

We have had some ups and downs in each business segment.
Overall, however, we had a strong showing in Q2.

- ◆ Namie Amuro Released *namie amuro Final Tour 2018: Finally* on DVD and Blu-ray on August 29.
* It became the first-ever music DVD/BD title to sell more than one million copies.
- ◆ DA PUMP The single *U.S.A.* is going strong, and received more than 100 million views on YouTube.
- ◆ AAA Went on a tour titled “AAA DOME TOUR 2018 COLOR A LIFE” from September, performing in four major cities.
- ◆ TOHOSHINKI Went on a tour titled “TOHOSHINKI LIVE TOUR 2018: TOMORROW” from September, covering big arenas around the country and domes in Tokyo and Osaka.
- ◆ a-nation2018 Started in August and took place in Nagasaki, Osaka and Tokyo, attracting an audience of 188,000.
- ◆ ULTRA JAPAN 2018 Took place in Odaiba from September 15 to 17, attracting an audience of 100,000.
- ◆ X GALAXY Initiative The studio of the head office building started operating on a full-scale basis in July.



[FY2018 Q2 Highlights]

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Overall, however, we had a strong showing in Q2.

Anime

- ◆ In Q2, we focused on structurally departing from the reliance on packages.
- ◆ FLAGSHIP LINE, Inc. was established in July 2018.
The new company resulted from a merger with Graphinica Inc.
The aim is to produce original animations and distribute them worldwide.
The production of three titles is underway. They are scheduled for release in 2020 or later.
- ◆ AniCast Lab. was established in September 2018.
The Lab is based on a partnership with XVI.
Utilizing VTuber and VR, it will produce animations with novel representation.



Digital

- ◆ [dTV] Gained enthusiastic fans by characterizing the service with differentiated content.
- ◆ Distributed a-nation2018 (Osaka) live.
- ◆ Distributed *Gintama 2: The strange and unusual Gintamachan*, a spin-off, original drama version of the movie *Gintama 2: the rules are made to be broken*.



These efforts led to an increase in subscribers and, as a consequence, the decrease in subscribers was reduced in this quarter.

[Future Plans]

Music

- ◆ AAA solo tour
- ◆ 11/30 and 12/1: Super Junior's World Tour, "Super Show 7," comes to Japan.
- ◆ 12/24: BLACK PINK has its first dome concert at Kyocera Dome in Osaka.
- ◆ 10/19: Release nearly 25,000 songs, including megahits, on Tik Tok. Avex becomes the first Japanese label to form a partnership under a comprehensive license.
- ◆ In November, HI&max Inc., a joint venture with LDH JAPAN Inc., will be established for selling merchandise at concert venues.



Anime

- ◆ Strengthen live viewing.
Hypnosismic, a popular title, will be played live on November 17.
- ◆ In 2019, *Osomatsu-san The Movie* will be released for viewing at movie theaters. The package version of *Osomatsu-san*, which also goes on sale in March, will be additionally edited.



Digital

- ◆ [dtv] Use our original content to attract customers.
AAA's concert at Fukuoka YAHUOKU! DOME will be distributed live on November 24.
- ◆ [AWA] Use Tik Tok to spread our content via our alliance.
Make the abovementioned nearly 25,000 songs distributed by AWA available on Tik Tok. This will establish a route from Tik Tok to AWA. Use it to increase the inflow of AWA and its recognition and to gain paying subscribers.

[Future Plans]

STAR ISLAND SINGAPORE COUNTDOWN EDITION in Conjunction with Marina Bay Singapore Countdown

Date and time: 11 p.m. on Monday, December 31, 2018 (planned)

Venue: The Float @ Marina Bay

Organized by: Avex Asia

Cosponsored by: Urban Redevelopment Authority
Singapore Tourism Board

Cooperator: PICO PRO



- ◆ This is the first event of this kind in Asia. A plan is underway to launch an audition TV program for discovering talent in cooperation with a major Chinese TV programming company.

