

CA CyberAgent®

1Q FY2025 Presentation Material

October to December 2024

January 29, 2025



[Forward-looking statement]

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

- 1. Financial Summary (October - December 2024)**
- 2. Forecast**
- 3. Media & IP Business**
- 4. Internet Advertisement Business**
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FY25 Q1 Financial Summary

October - December 2024

1. Financial Summary

**FY2025
Q1**

Media & IP and Ad business revenue delivered double digit growth.
FY2025 off to a good start.

Increase Sales : 203.8 billion yen up 5.6% YoY

Increase OP : 8.3 billion yen up 32.1% YoY

Media & IP*

Strong sales made up of layers.
Profit grew significantly driven by ABEMA's loss reduction.

Increase Sales : 55.6 billion yen up 10.5% YoY

Increase OP : 1.4 billion yen +2.2 billion yen YoY

Ad

Sales grew double digit driven by new client acquisition.
OPM remains at around 5%.

Increase Sales : 117.7 billion yen up 11.8% YoY

Increase OP : 6.0 billion yen up 6.1% YoY

Game

Revenue and profit decline due to slowdown of released games despite successful new games' performance.

Decrease Sales : 38.2 billion yen down 15.1% YoY

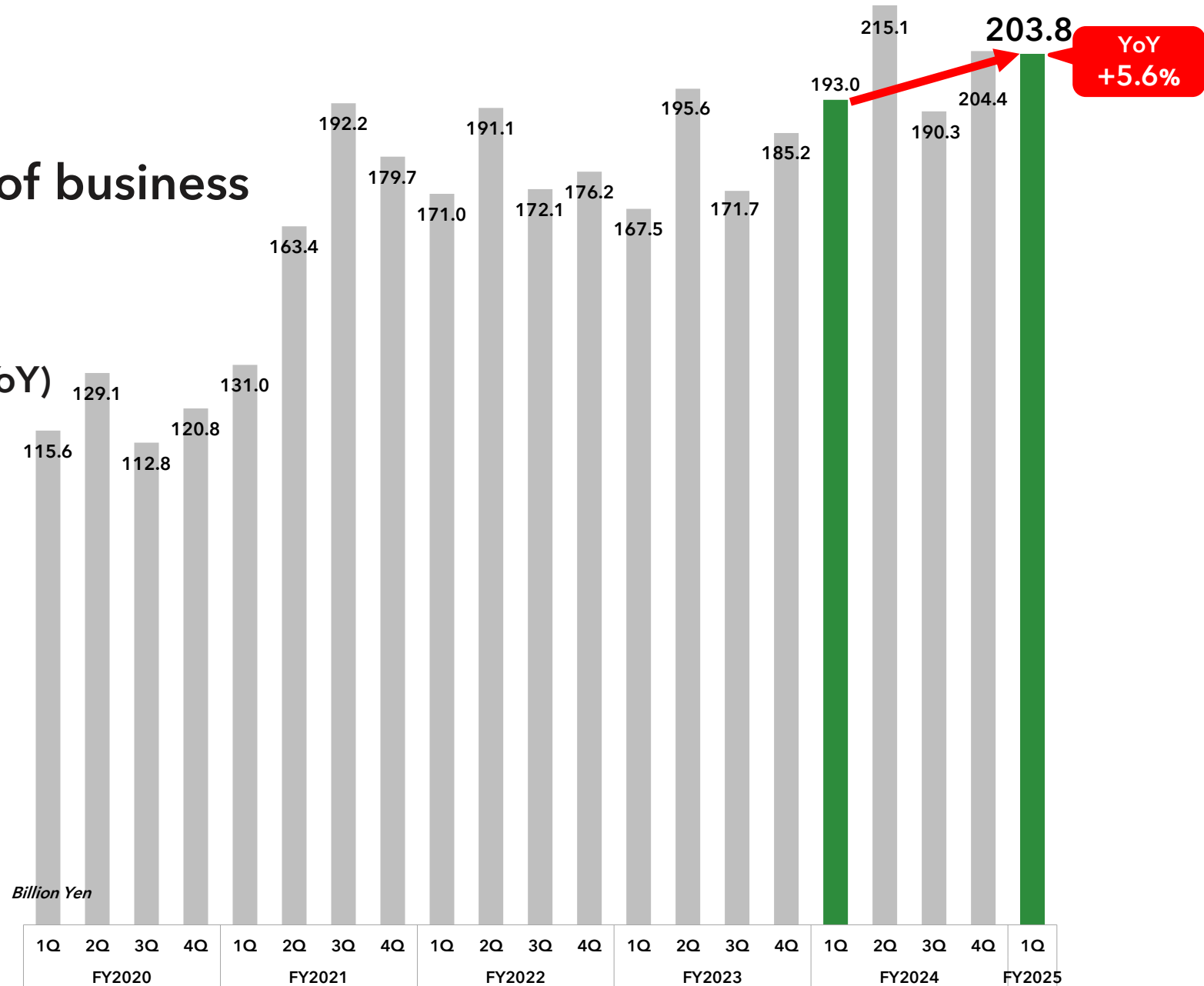
Decrease OP : 3.3 billion yen down 4.1% YoY

1. Financial Summary

[Consolidated Sales]

Strong sales achieved 24.9% of business forecast.

Q1 **203.8** billion yen (up **5.6%** YoY)

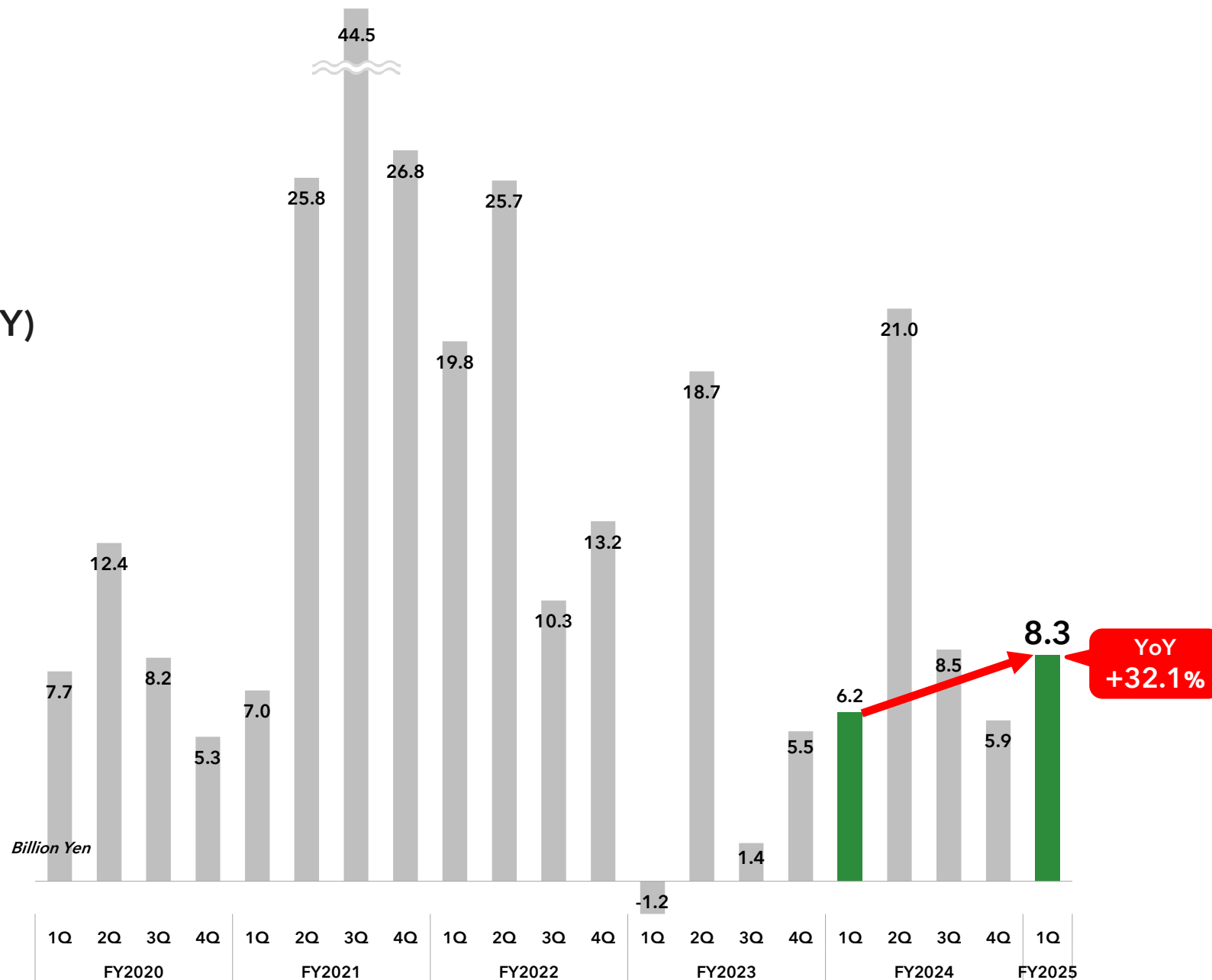


1. Financial Summary

[Consolidated OP]

OP is on upward trend.

Q1 **8.3** billion yen (up **32.1%** YoY)

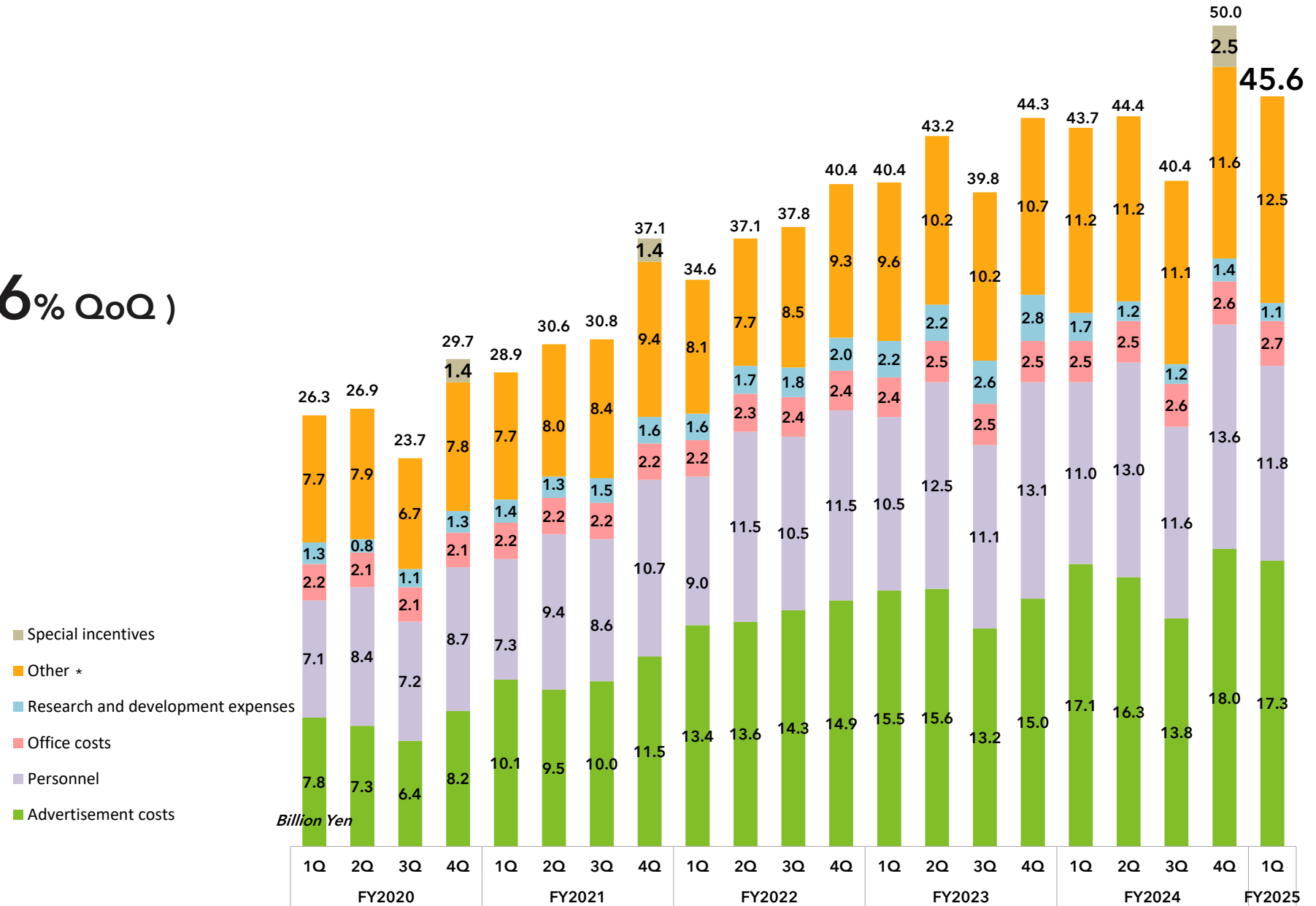


1. Financial Summary

[SG&A Expenses]

Q1 **45.6** billion yen

(up **4.4%** YoY, down **8.6%** QoQ)



* Other: Outsourcing expenses, system-related expenses, payment fees, entertainment expenses, and others.

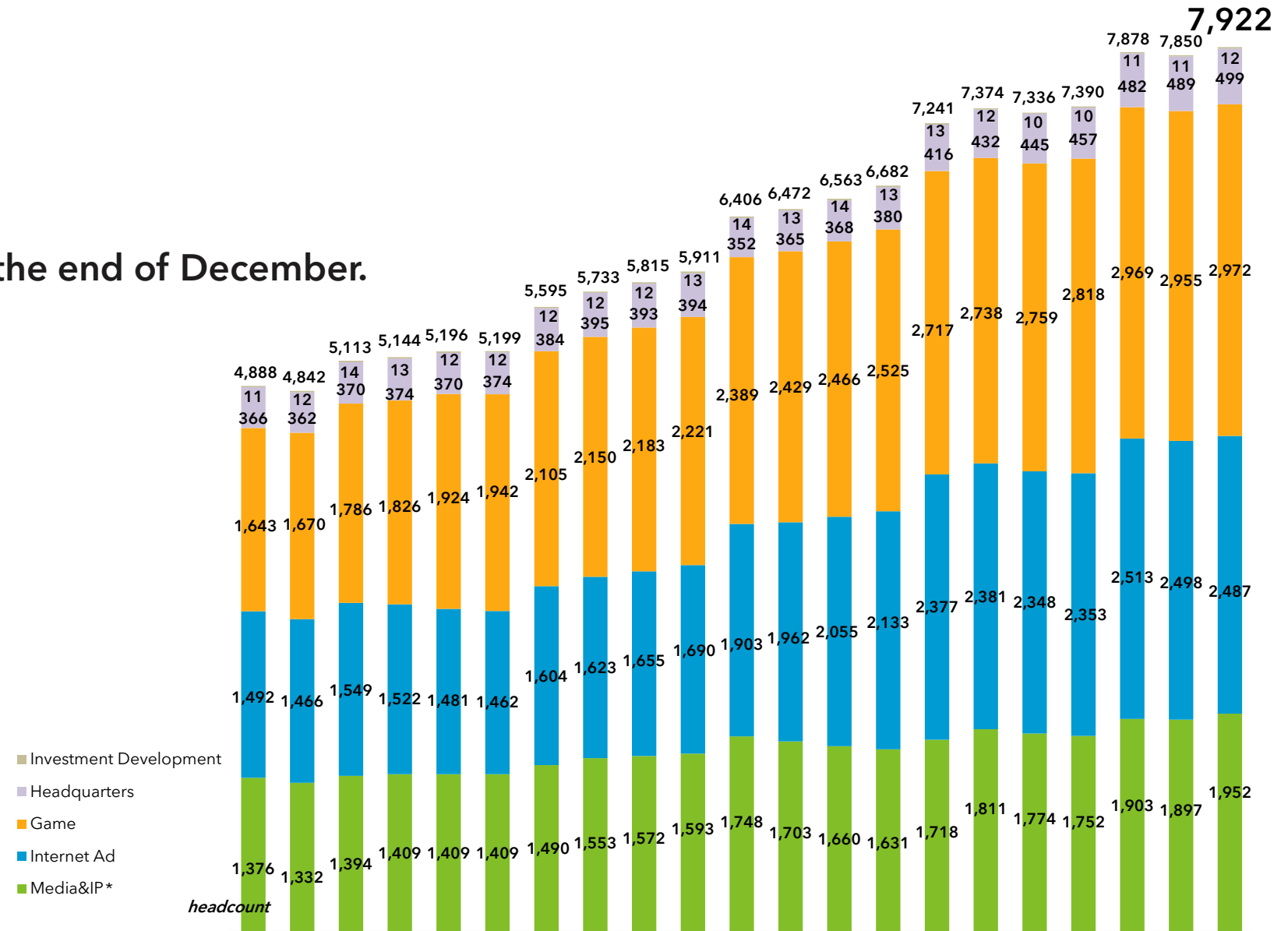
1. Financial Summary

[No. of Employees]

Total headcount was **7,922** at the end of December.

(increased by **586** YoY)

(increased by **72** QoQ)



* Media & IP: According to the change in the segment, headcount has been recalculated retroactively from FY 2020. 84 executives and employees of Nitroplus, Co, Ltd., has consolidated from the first quarter of FY 2025.

1. Financial Summary

[PL]

million yen	FY2025 Q1	FY2024 Q1	YoY	FY2024 Q4	QoQ
Net Sales	203,842	193,075	5.6%	204,412	-0.3%
Gross profit	53,979	50,019	7.9%	55,913	-3.5%
SG&A expenses	45,678	43,734	4.4%	50,002	-8.6%
Operating income	8,301	6,284	32.1%	5,910	40.4%
Operating margin	4.1%	3.3%	0.8pt	2.9%	1.2pt
Ordinary income	8,806	6,478	35.9%	4,517	95.0%
Extraordinary income	1,711	168	914.8%	3	56502.5%
Extraordinary loss	1,312	3,556	-63.1%	5,348	-75.5%
Income(loss) before income taxes and non-controlling interests	9,206	3,090	197.9%	-827	-
Net income (loss) attributable to owners of the parent *	5,071	-472	-	421	1104.7%

* Net income (loss) attributable to owners of the parent is affected by the fact that AbemaTV, Inc. is exempted from the group tax sharing system, and non-controlling equity interest (minority interest) of Cygames, Inc.

1. Financial Summary

[BS]

Unit: million yen	End of Dec. 2024	End of Dec. 2023	YoY	End of Sept. 2024	QoQ
Current assets	371,160	342,589	8.3%	362,363	2.4%
(Cash deposits)	205,583	184,763	11.3%	210,041	-2.1%
Fixed assets	153,766	126,033	22.0%	158,005	-2.7%
Total assets	524,972	468,681	12.0%	520,417	0.9%
Current liabilities	173,182	132,819	30.4%	168,226	2.9%
(Income tax payable)	2,834	2,827	0.2%	9,709	-70.8%
Fixed liabilities	99,787	113,948	-12.4%	97,955	1.9%
Shareholders' equity	142,991	129,018	10.8%	146,170	-2.2%
Net Assets	252,002	221,914	13.6%	254,235	-0.9%
(Reference) Net Cash *	87,719	77,448	13.3%	98,998	-11.4%

* Net Cash: Long-term bank loans, convertible bonds, short-term bank loans, and others are excluded from current cash deposits.

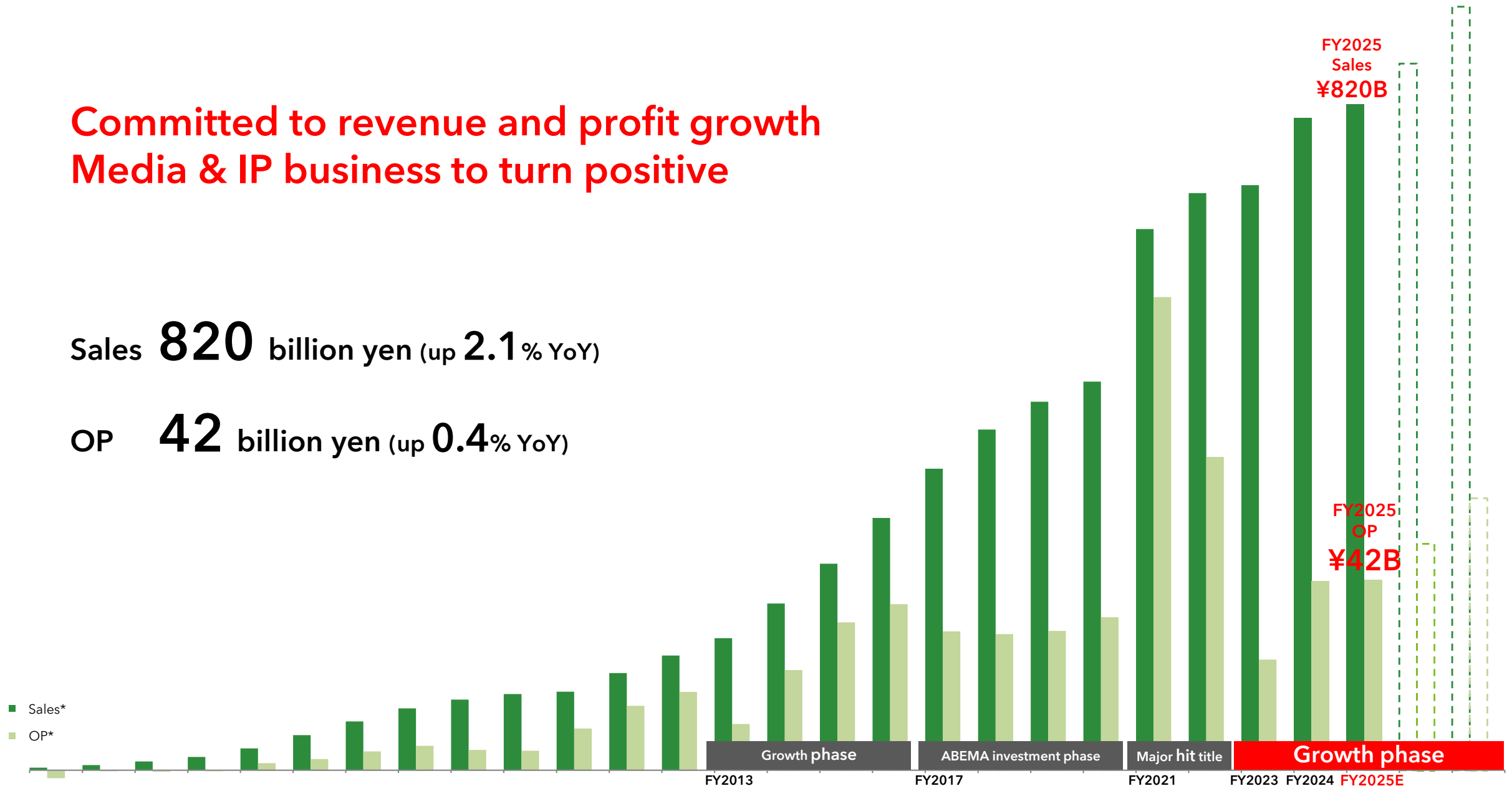
FY2025 Forecast

October 2024 - September 2025

**Committed to revenue and profit growth
Media & IP business to turn positive**

Sales **820** billion yen (up **2.1%** YoY)

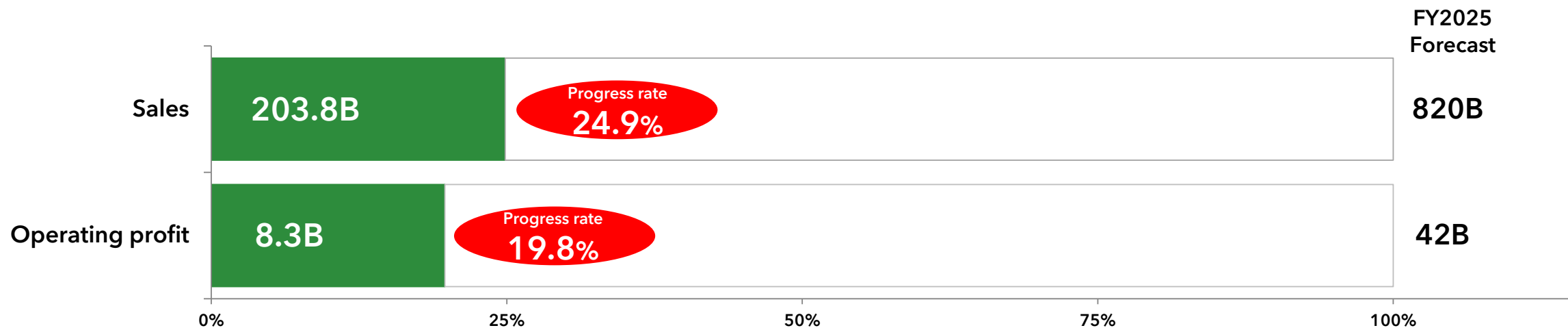
OP **42** billion yen (up **0.4%** YoY)



* Estimates of sales and profit for FY 2026 and beyond may vary significantly.

2. Forecast

[Forecast] The first quarter, which tends to be slow, is off to a good start.



Unit: billion yen	FY2025 Forecast	FY2025 Q1	Progress	FY2024	YoY
Net Sales	820	203.8	24.9%	802.9	2.1%
Operating profit	42	8.3	19.8%	41.8	0.4%
Ordinary profit	42	8.8	21.0%	41.4	1.3%
Net income attributable to owners of the parent *	21	5.0	24.2%	16.2	29.3%

* Net income attributable to owners of the parent is affected by the fact that AbemaTV, Inc. is exempted from the group tax sharing system, and non-controlling equity interest (minority interest) of Cygames, Inc.

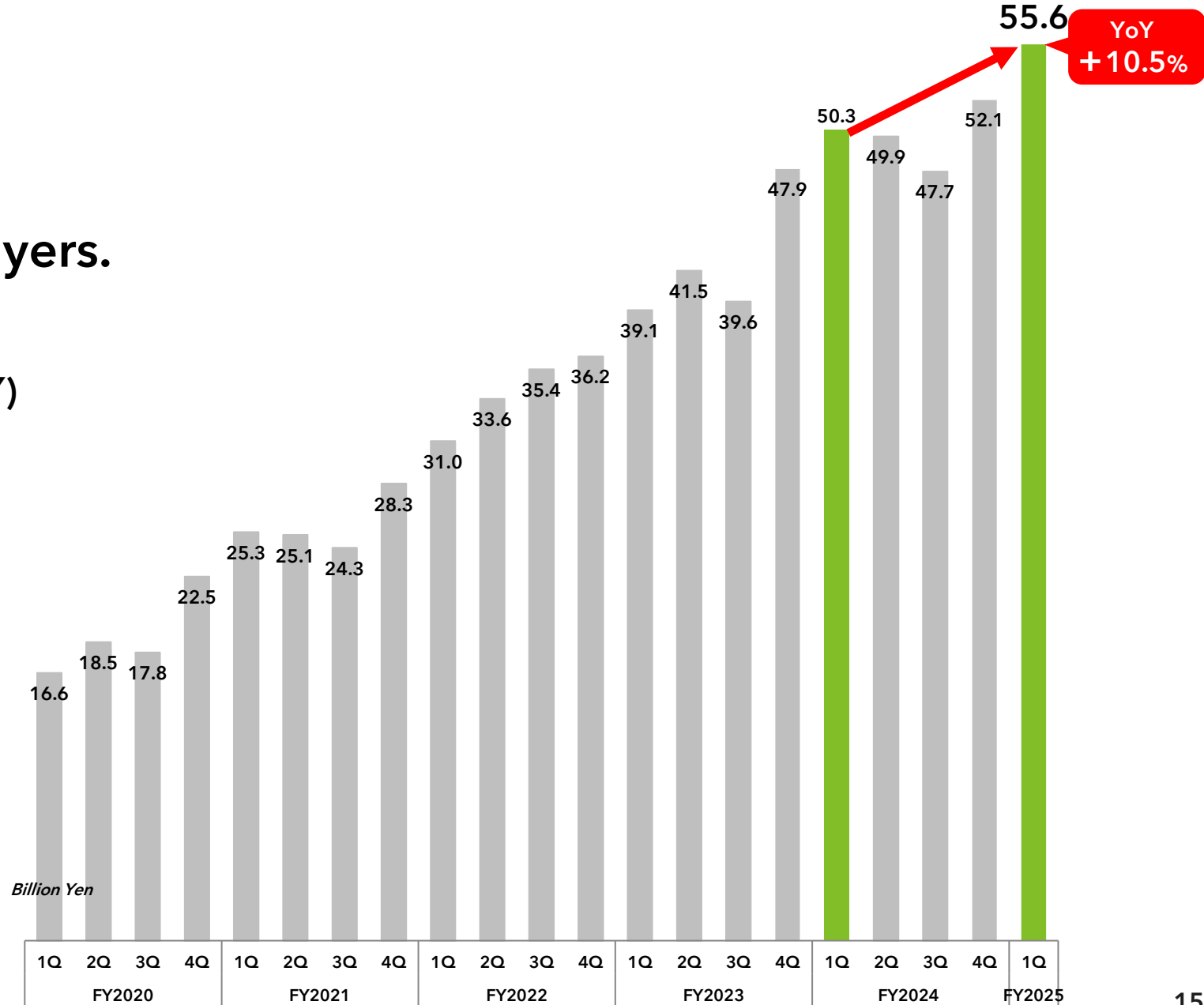
Media & IP

3. Media & IP Business

[Quarterly Sales]

Strong sales made up of multi layers.

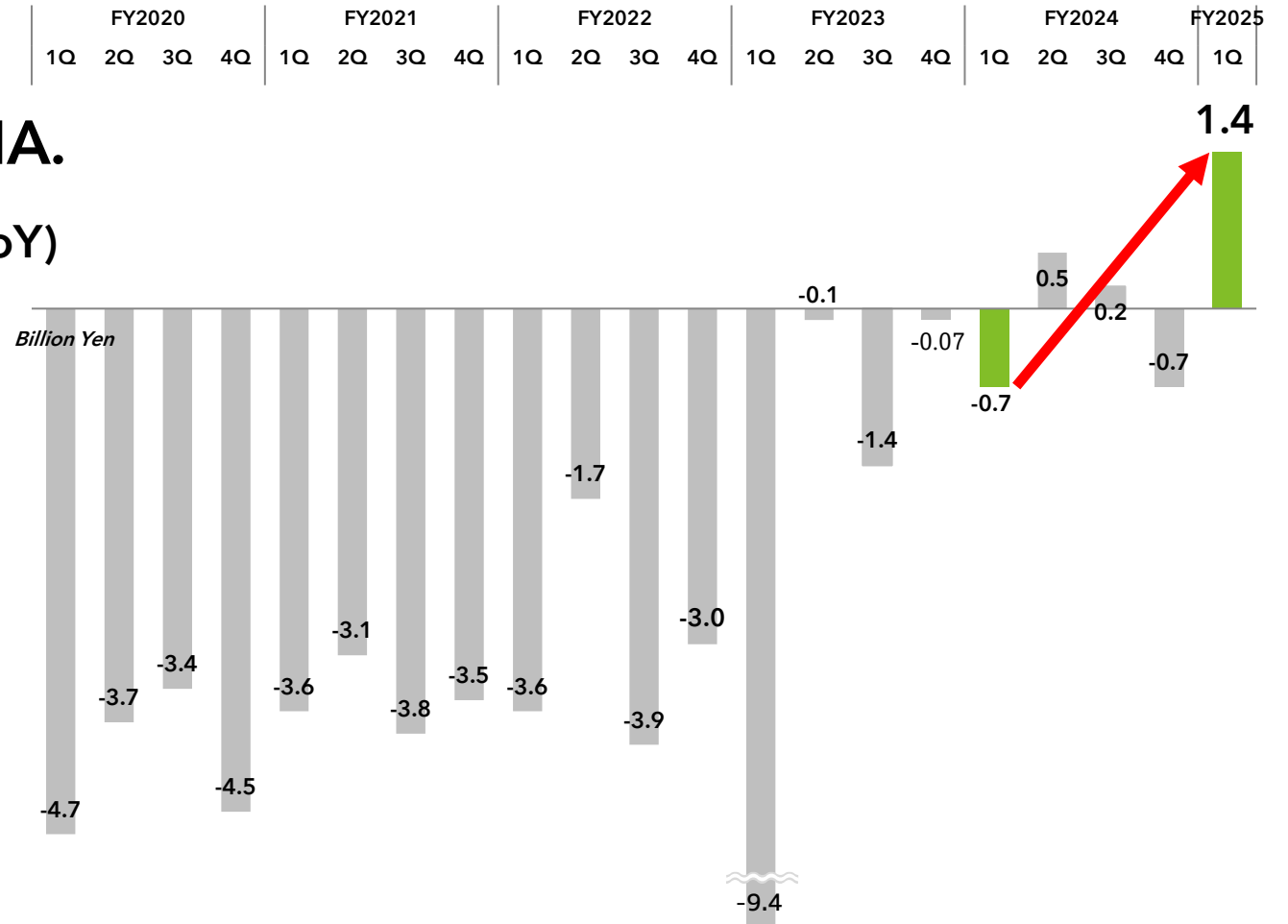
Q1 55.6 billion yen (up 10.5% YoY)



*1 Media business and Other business have been merged and renamed Media & IP business since FY2025.
*2 Above mentioned change has been retroactively reflected from FY2020.
*3 Nitroplus Co., Ltd. is acquired in July 2024 and consolidated its BS in September and P/L in October 2024.

[Quarterly OP]

OP increased significantly driven by loss reduction of ABEMA.
Q1 1.4 billion yen (+2.2 billion yen YoY)



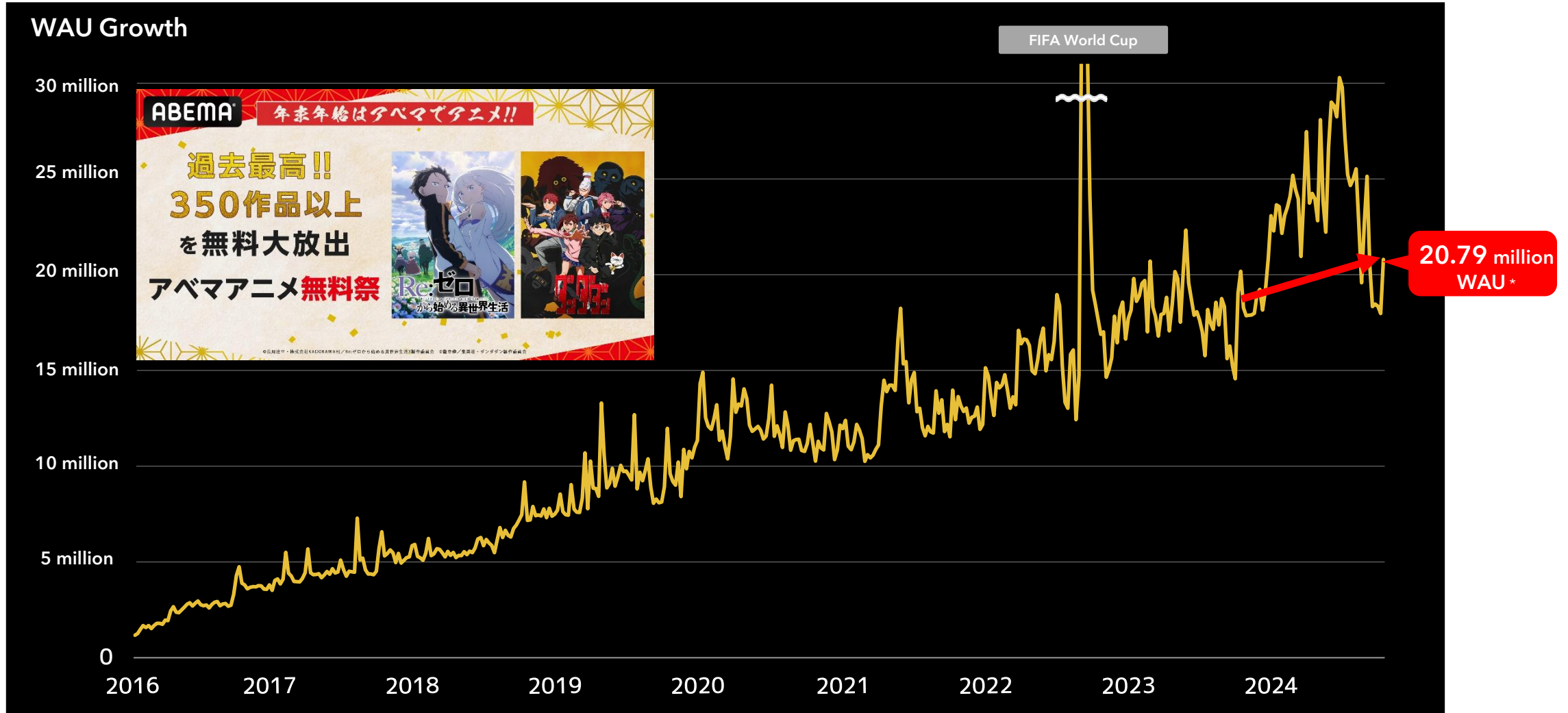
*1 Media business and Other business have been merged and renamed Media & IP business since FY 2025.

*2 Above mentioned change has been retroactively reflected from FY 2020.

*3 Quarterly OP: Special incentives in FY2020 and FY2021 and FY2024 are excluded.

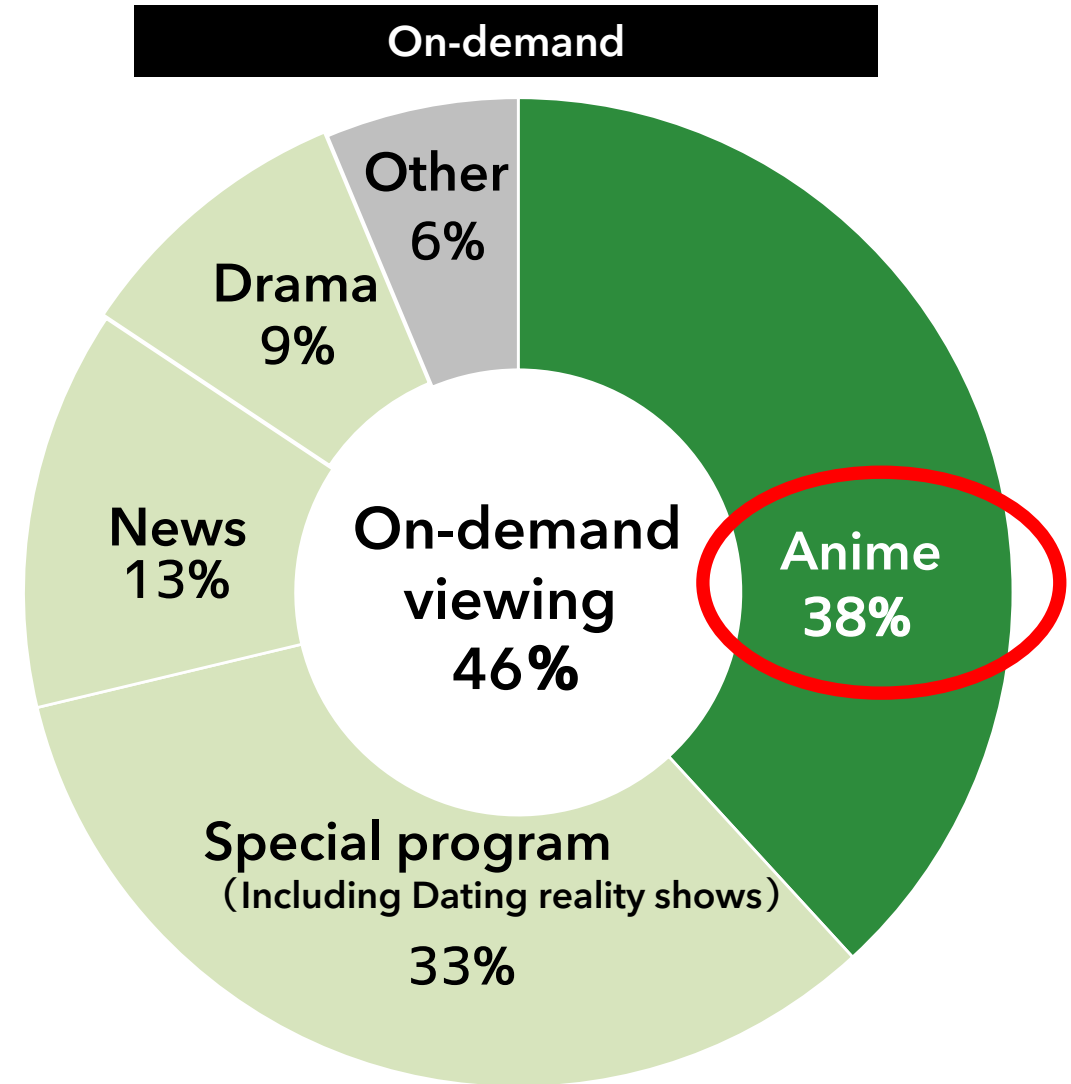
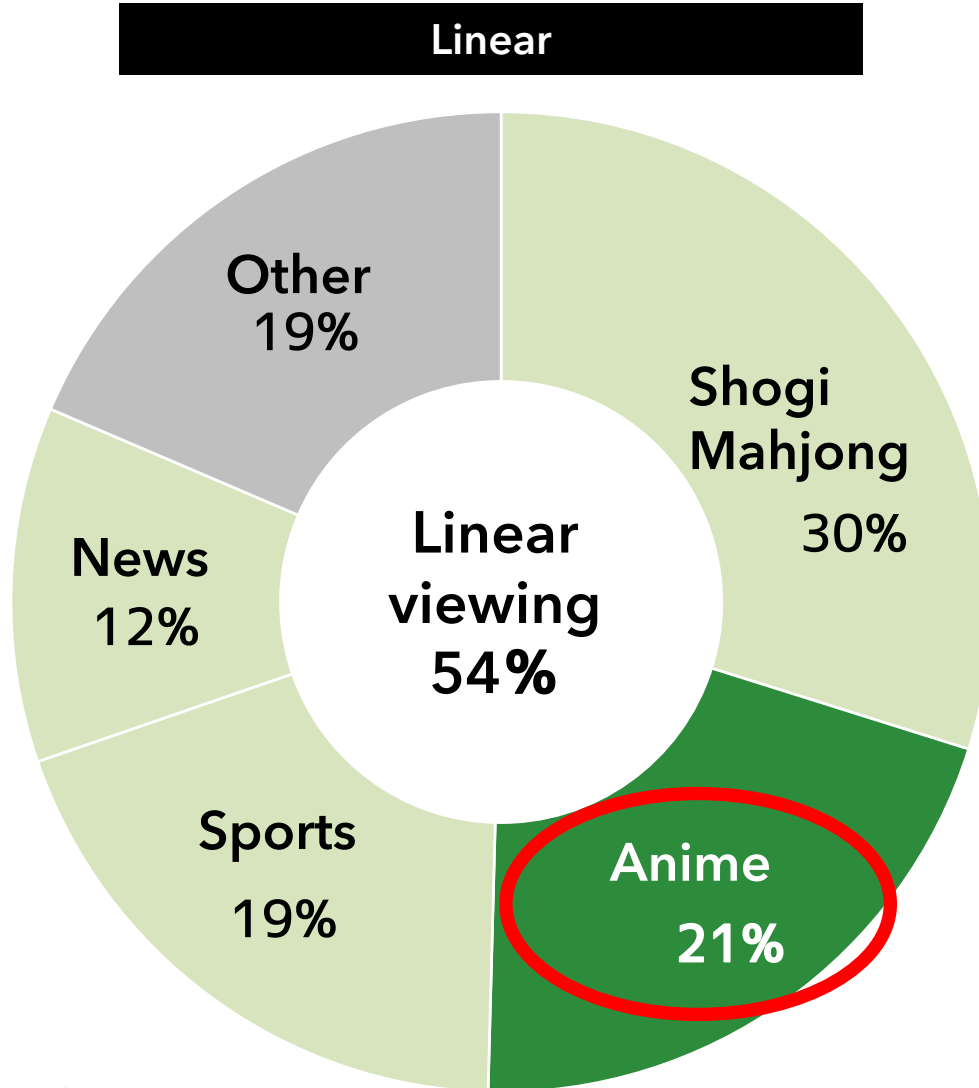
*4 Q1 FY2023: The expenses related to FIFA World Cup Qatar 2022 are recorded.

[ABEMA] Anime and mixed martial arts programs brought more weekly active users (WAUs) than the last New Year holiday, the offseason for many sports.



* The number of weekly active users from Monday December 30, 2024, to Sunday, January 5, 2025.

[ABEMA] Anime is the most popular content among ABEMA's various lineup.



* July to September 2024, when many sports are in season.

[IP Business] Accelerate production and investment in anime.

CyberAgent Group Original IPs



1



2



3



4



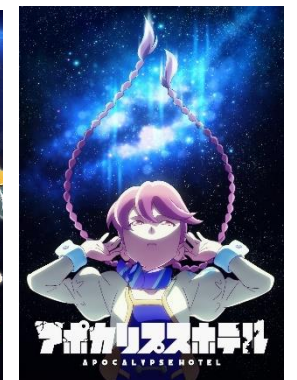
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8

Anime coming in 2025

Lead manager



9



10



11

Movie Released on Jan 17



12

Anime coming in summer 2025

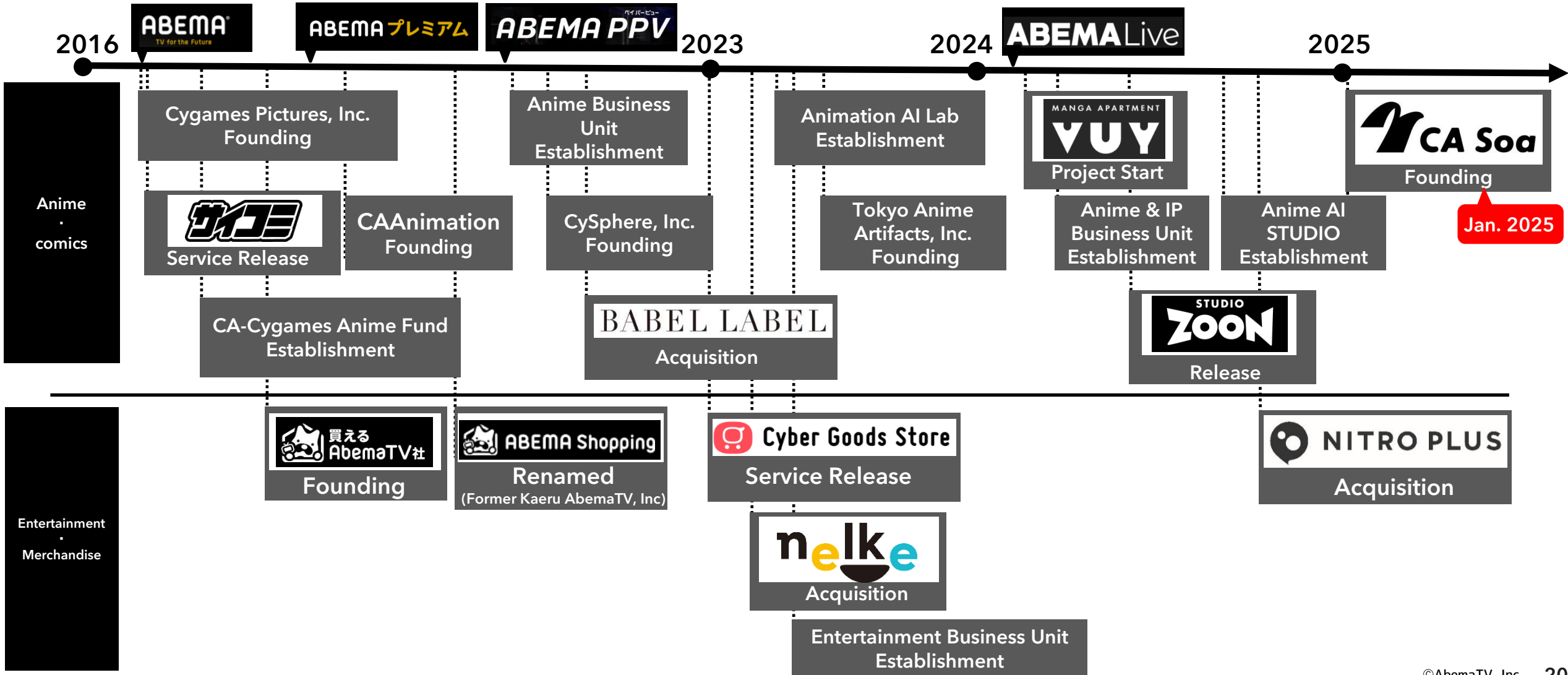


13

Anime coming in 2025

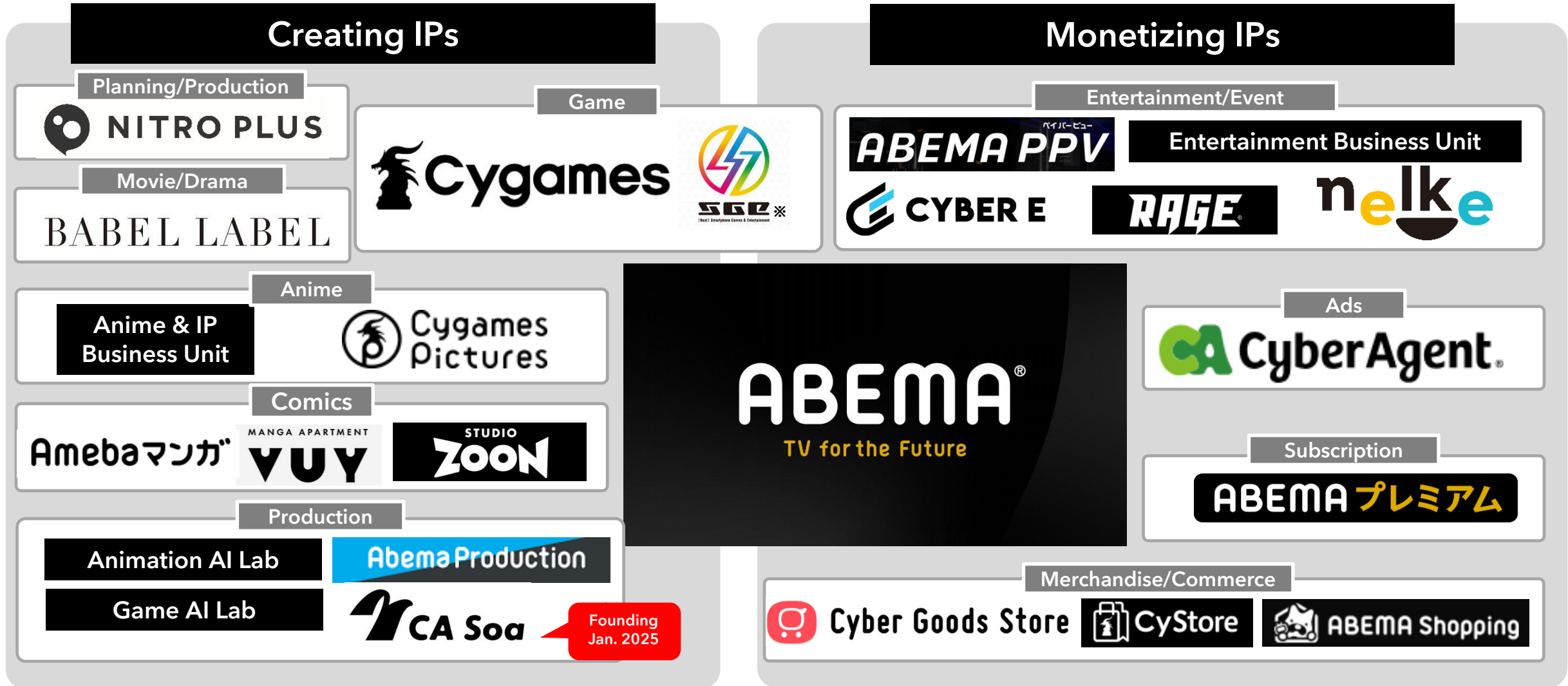
3. Media & IP Business

[IP Business] IP business has been expanding gradually since ABEMA's launch.
 In January 2025, an anime production company CA Soa, Inc. is founded.



*Includes some consolidated divisions and services.

We will leverage our group synergy on creating and monetizing IPs with ABEMA at the center.



* SGE: The collective name of the gaming subsidiaries and entertainment units of CyberAgent group, excluding Cygames.

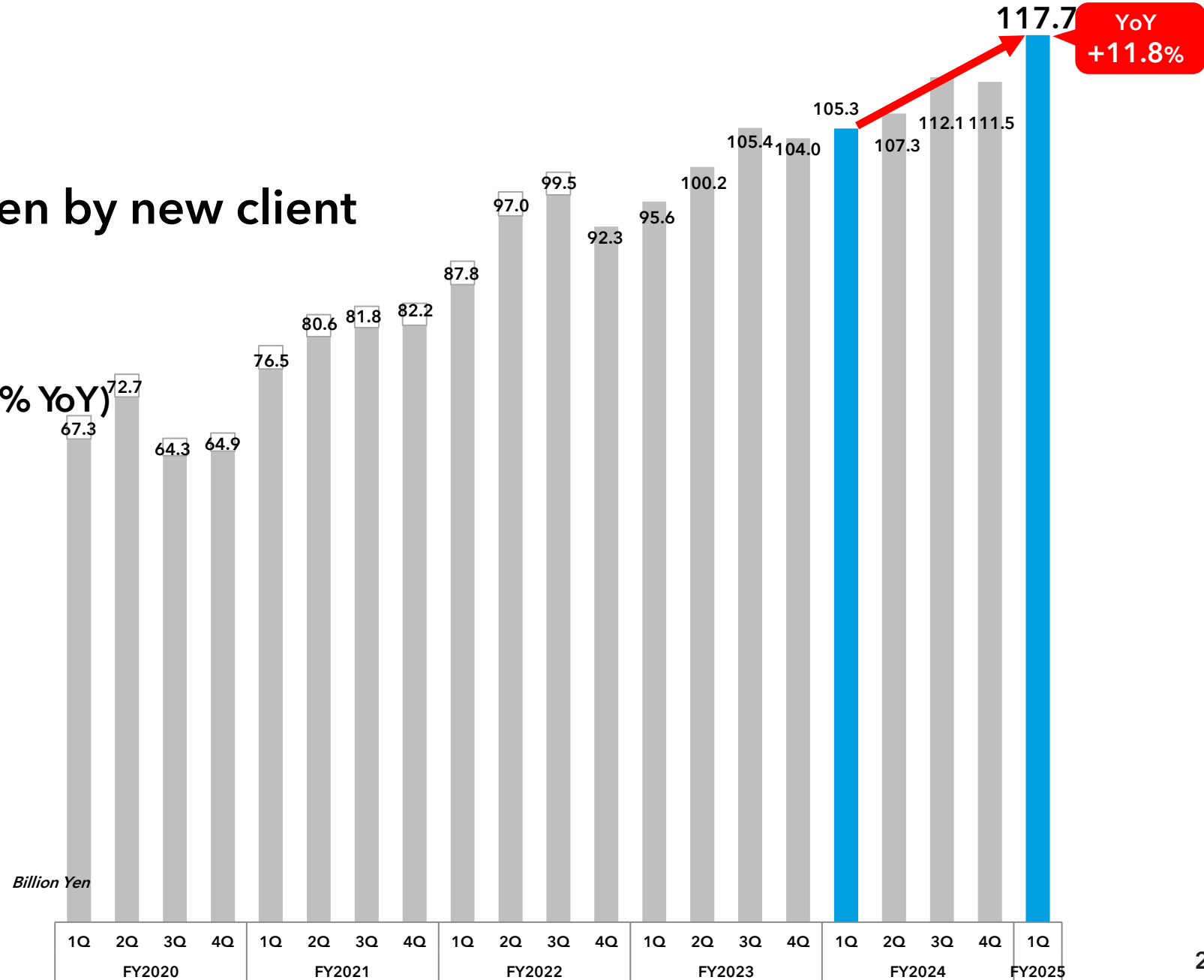
Internet Advertisement

4. Internet Advertisement Business

[Quarterly Sales]

Sales grew double digit driven by new client acquisition.

Q1 **117.7** billion yen (up **11.8%** YoY)



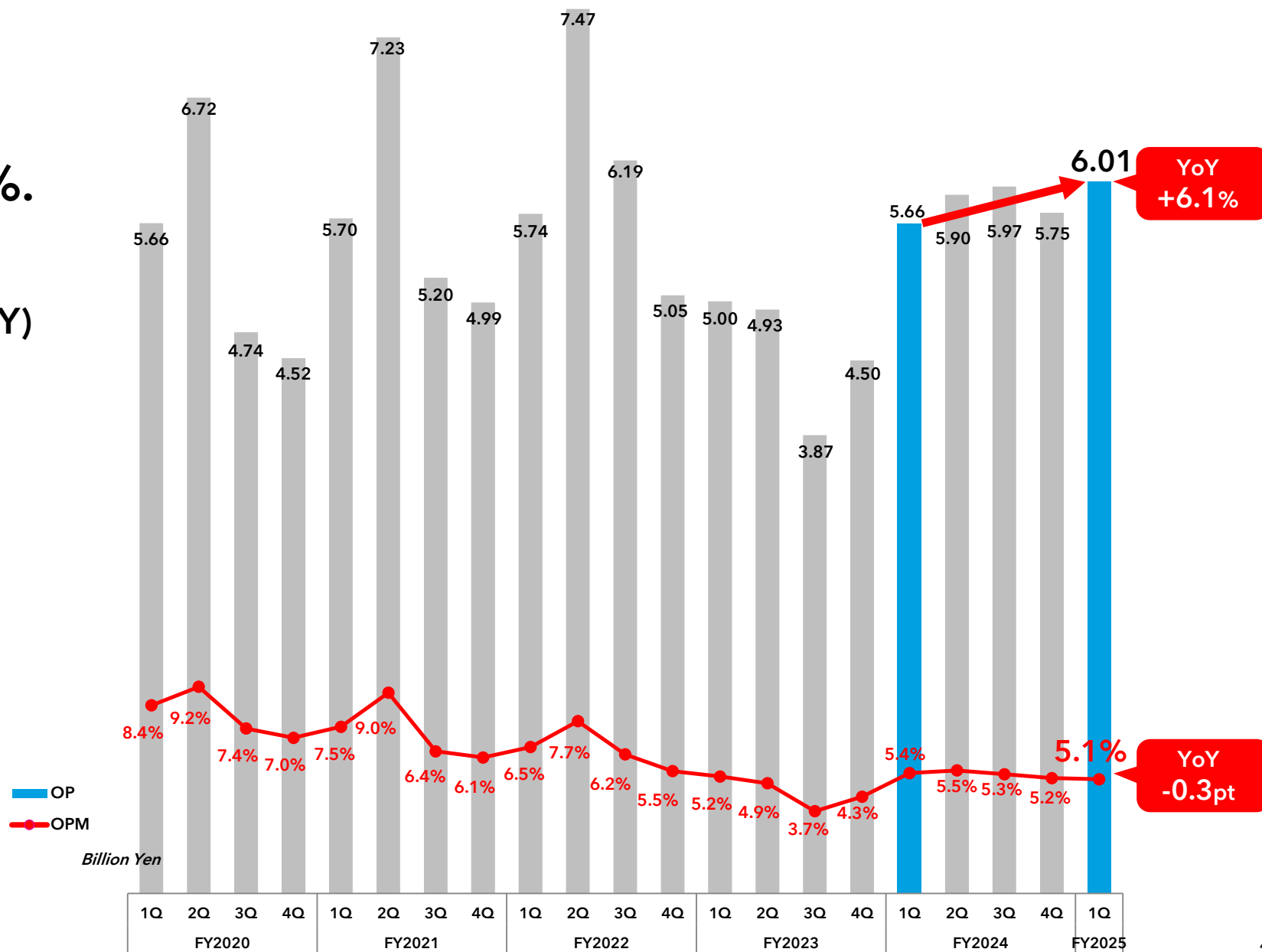
□ indicates the sales of MicroAd, Inc., which became a non-consolidated company.

4. Internet Advertisement Business

[Quarterly OP]

OPM remains at around 5%.

Q1 **6.0** billion yen (up **6.1%** YoY)



* Quarterly OP and OPM: Year-end bonuses in FY2020, FY2021 and FY2024 are excluded.

[Competitive Advantage] CyberAgent brings high advertising effectiveness through operation and technological capability utilizing AI.

Operation Capability



Technological Capability

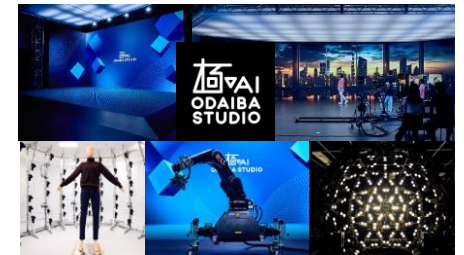
AI



CyberAgentLM

VLM

Creative



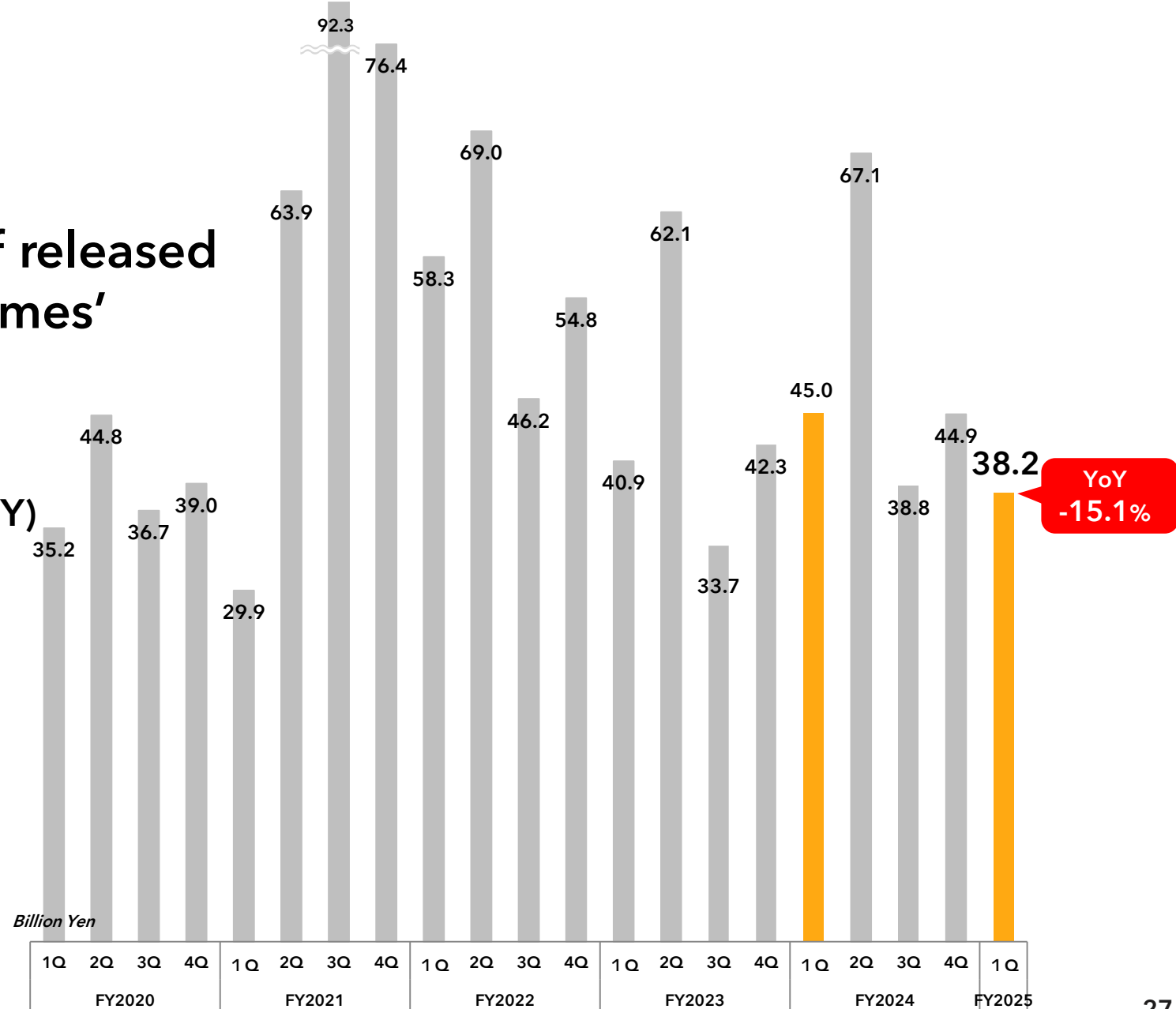
Maximize Advertising Effectiveness

Game

[Quarterly Sales]

Sales decline due to slowdown of released games despite successful new games' performance.

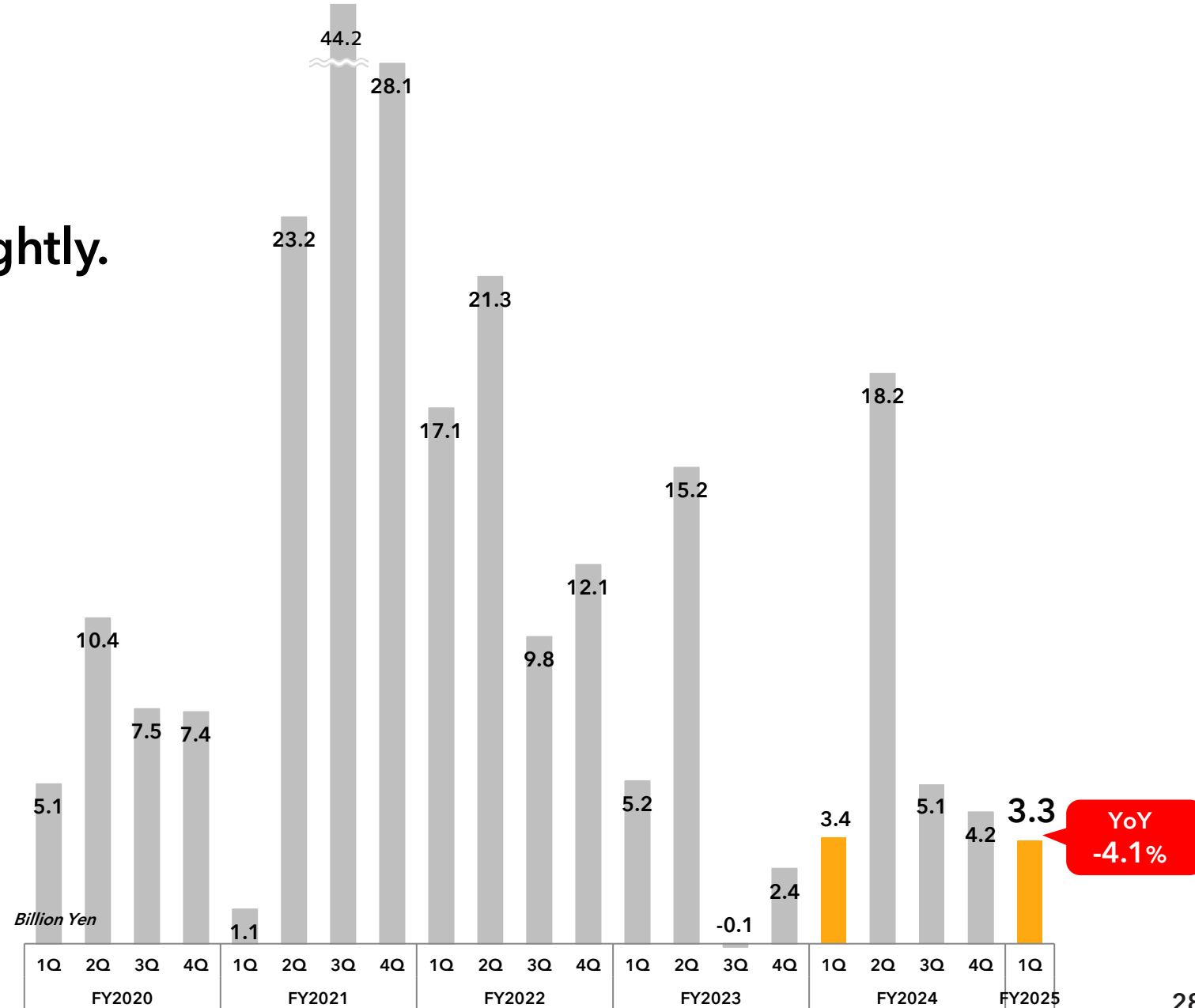
Q1 **38.2** billion yen (down **15.1%** YoY)



[Quarterly OP]

YoY change of OP decreased slightly.

Q1 **3.3** billion yen (down **4.1%** YoY)



* Quarterly OP : Year-end bonuses in FY2020 and FY2021 and FY2024 are excluded.

5. Game Business

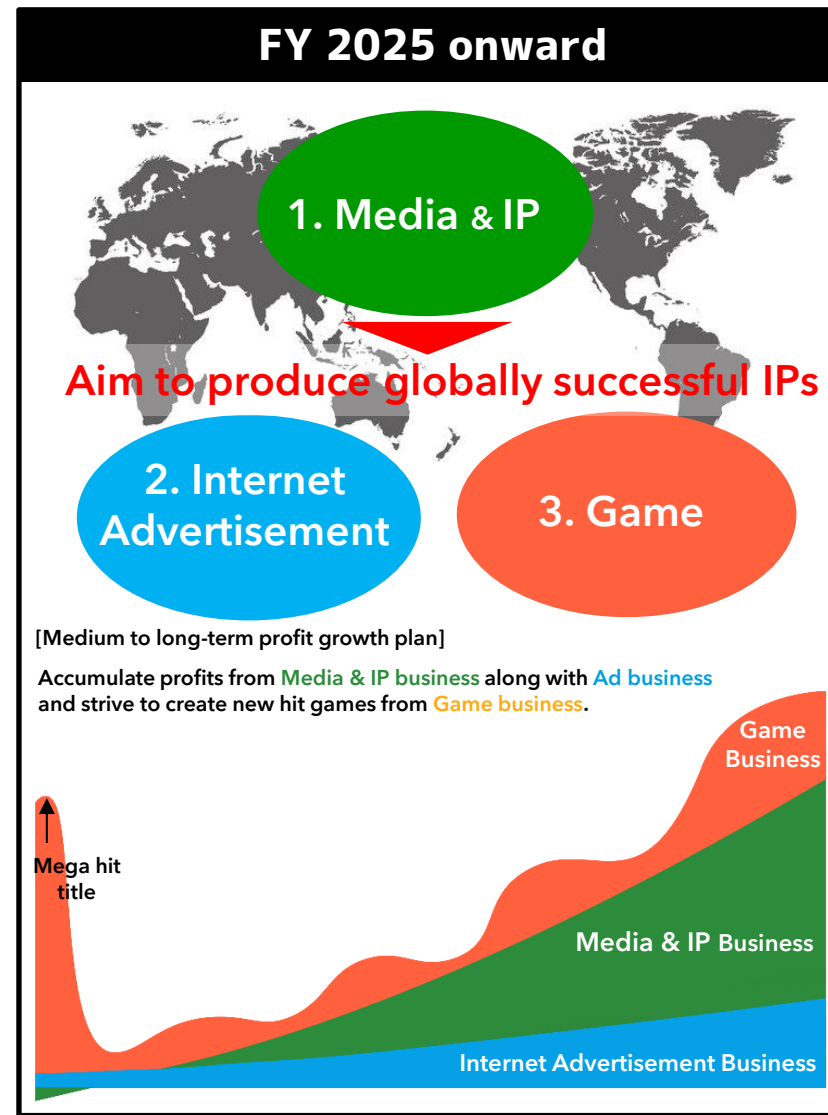
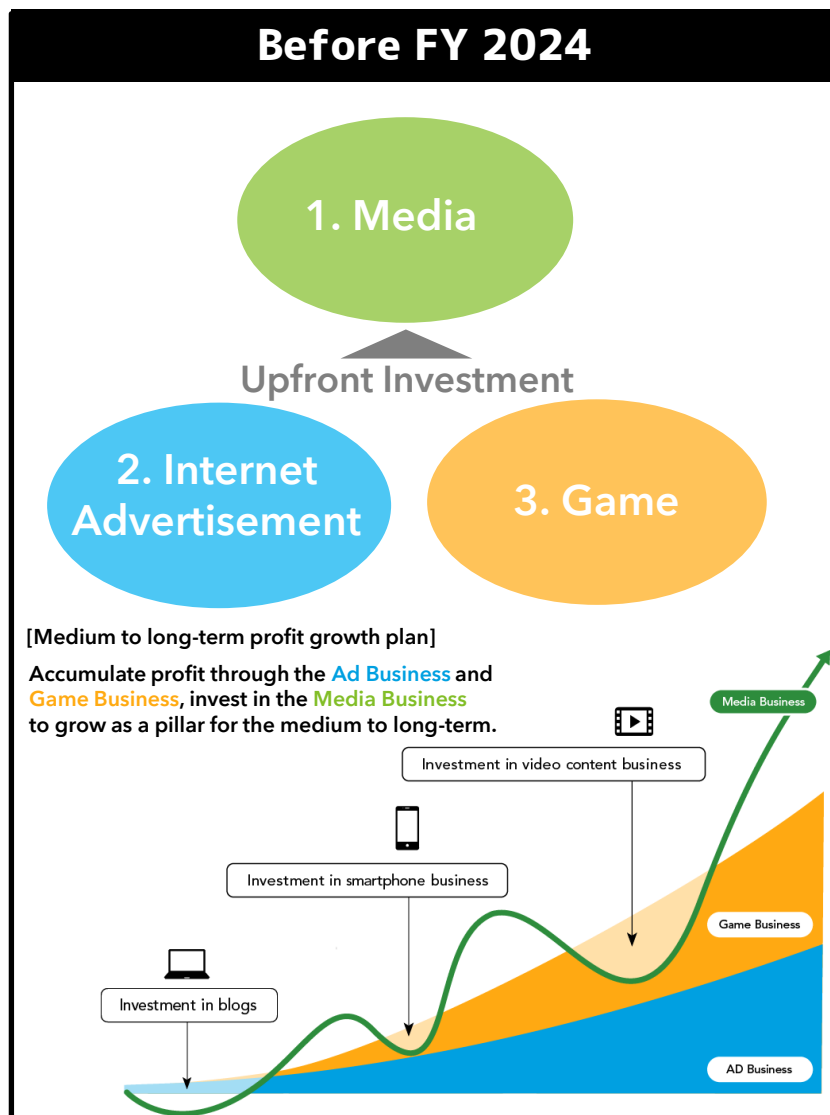
[Upcoming games.] Plans to release more than six new games in FY 2025 including international versions.



* Copyrights are stated on the last page.

Medium to Long-Term Strategy

Media & IP business to drive profitability in FY2025 Build a high-profit business model by strengthening the IP business





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

Reference

 CyberAgent. | Purpose

To break through stagnation with new power and the internet

Contribute to the digital shift of all industries.

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

Challenge the world with a fusion of technology and creativity.

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

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

Vitalize Japan with the internet.

Integrated Report CyberAgent Way 2024



This year's report features an interview with two Outside Directors regarding the succession plan, which began in 2022. In addition, Koichi Watanabe, Representative Director of Cygames, Inc., talks about future prospects. The growth strategies of the three main businesses and our initiatives to support sustainable growth, including talent development and ESG information are also covered in the report.

Integrated Report
CyberAgent Way 2024

<https://report.cyberagent.co.jp/en/>



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- 1 Granblue Fantasy: © Cygames, Inc.
Granblue Fantasy The Animation: © Anime Granblue Fantasy production committee
- 2 Umamusume: Pretty Derby: © Cygames, Inc.
Umamusume: Pretty Derby the Movie: The Door to a New Era: ©2024 Theater version “Umamusume: Pretty Derby: The Door to a New Era” Production Committee
- 3 IDOLY PRIDE : © 2019 Project IDOLY PRIDE/ Hoshimi Production
- 4 Puraore! -Pride of Orange- : ©2020 Praore! Media Mix Partners
- 5 Teppen!!!!!!!!!!!!!!!!!!!! : © Teppen Grand Prix Executive Committee
- 6 Technoroid Overmind : ©Shibaura Android Laboratory / TECHNO-OM Project
- 7 Bangbravern: ©Bangbravern production committee
- 8 APOCALYPSE HOTEL: APOCALYPSE HOTEL production committee
- 9 Liar, Liar : ©2023 Haruki Kuou / KADOKAWA / Liar, Liar production committee
- 10 Exploratory heroic tales begin with mobs : ©Kaito, Hobby Japan / Begin with mobs Production Committee
- 11 Project SEKAI the Movie: The broken world and Miku unable to sing: Project SEKAI the Movie: The broken world and Miku unable to sing” production committee
- 12 The Summer Hikaru Died: © Mokumokuren/KADOKAWA · The Summer Hikaru Died Production Committee
- 13 The catcher in the ballpark!: Tatsuro Suga · Kodansha/ The catcher in the ballpark! Production Committee

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- 1 Granblue Fantasy Versus: Rising : © Cygames, Inc. Developed by ARC SYSTEM WORKS
- 2 Granblue Fantasy: Relink: © Cygames, Inc.
- 3 Jujutsu Kaisen Phantom Parade: © Gege Akutami/ Shueisha, Jujutsu Kaisen Production Committee © Sumzap, Inc./TOHO CO., LTD.
- 4 Gakuen iDOLM@STER : THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.
- 5 Umamusume: Pretty Derby -Party Dash : © Cygames, Inc. Developed by ARC SYSTEM WORKS
- 6 Jujutsu Kaisen Phantom Parade: © Gege Akutami/Shueisha, JUJUTSU KAISEN Project ©Sumzap, Inc./TOHO CO., LTD. All Rights Reserved. Published by BILIBILI HK LIMITED
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- 13 GARNET ARENA: Mages of Magicary : © Cygames, Inc.
- 14 Project Awakening : © Cygames, Inc.

*Games #11, 12, 15, 16, 17, 18 are to be disclosed.