Message from the CEO

On October 10, 2014, the Asahi Broadcasting Corporation (ABC) was upgraded from the second section of the Tokyo Stock Exchange to the first section. The prestigious Tokyo Stock Exchange first section, which lists some 1,800 leading Japanese corporations, is one of the world’s top financial markets. Since we at ABC aim to continue expanding and further develop business outside Japan, we look at this as the beginning of a new era. Since our establishment in 1951, ABC has continually broadcast enjoyable, quality programming to both our viewers and listeners that has made significant societal contributions. In 2012, we proclaimed the 10-Year Vision of The Asahi Broadcasting Corporation, which defines our ambitions for the future.

A. The No.1 broadcaster in the Kansai Region with eyes on the world
A leading corporation based in the Kansai region, we aim to diffuse comprehensive culture and information to the rest of the world.

B. An all-around family entertainer
We aim to entertain people, families and communities with fun-filled, enjoyable and reliable programming.

C. Open Fun ABC!
We aim to be a benevolent and forthright broadcaster that promotes the sharing of information.

Keeping this 10-year vision in mind, we at the Asahi Broadcasting Corporation continually strive to achieve top viewer and listener ratings and top commercial sales. Fully embracing this vision, each and every one of our employees is deeply dedicated to creating new content and applying the vision to all aspects of our business operations. In 2016, ABC will celebrate our 65th anniversary. However, we don’t just consider this a milestone. It is one moment in the development of our corporation as we unceasingly move forward in pursuit of our 70th, 80th and even 100th anniversaries. In light of our listing on the Tokyo Stock Exchange First Section, the Asahi Broadcasting Corporation will continue making new challenges to become a broadcaster worthy of such recognition.
**Corporate Profile**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Asahi Broadcasting Corporation</th>
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<tbody>
<tr>
<td>Capital Stock</td>
<td>5,299 million yen</td>
</tr>
<tr>
<td>Company Address</td>
<td>1-1-30 Fukushima, Fukushima-ku, Osaka 553-8503</td>
</tr>
<tr>
<td>Tokyo Branch</td>
<td>5-3-2 Tsukiji, Chuo-ku, Tokyo 104-0045</td>
</tr>
<tr>
<td>Nagoya Branch</td>
<td>3-14-7 Sakae, Naka-ku, Nagoya 460-0008</td>
</tr>
<tr>
<td>Overseas Bureaus</td>
<td>Paris Bureau: 66 rue du Faubourg Saint Honoré 75008 Paris, FRANCE Tel +33-1-4289-2345</td>
</tr>
<tr>
<td></td>
<td>Shanghai Bureau: Rm.721, Shanghai Central Plaza, 381 Huaihai Middle Road, Shanghai, 200020 CHINA Tel +86-21-6391-6336</td>
</tr>
<tr>
<td>International Contacts</td>
<td>International Relations: Tel +81-6-6457-4180</td>
</tr>
<tr>
<td></td>
<td>International Program Sales: Tel +81-3-6278-1617(Tokyo Branch)</td>
</tr>
</tbody>
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**Corporate History**

- 1951: Asahi Broadcasting Corporation established
- 1956: Commences radio broadcasting
- 1961: Listed on the Osaka Securities Exchange Second Section
- 1985: ABC Golf Club opens
- 1990: Sky A (Satellite ABC), a CS (communications satellite) TV station established
- 2003: Commences digital TV broadcasting
- 2008: Moves into newly constructed broadcasting center
- 2011: Shifts completely from analog to digital terrestrial TV broadcasting
- 2014: Listed on the Tokyo Stock Exchange First Section

**Networks**

**TV Network**

- ANN(All Nippon News Network)
  - UX: The Niigata Television Network 21, Inc.
  - HAB: Hokuriku Asahi Broadcasting Co., Ltd.
  - FBC: Fukui Broadcasting Corporation
  - NBN: Nagoya Broadcasting Network Co., Ltd.
  - HOME: Hiroshima Home Television Co., Ltd.
  - yab: Yamaguchi Asahi Broadcasting Co., Ltd.
  - KBC: Kyushu Asahi Broadcasting Co., Ltd.
  - OAB: Oita Asahi Broadcasting Co., Ltd.
  - NCC: Nagasaki Culture Telecasting Corporation
  - KAB: Kumamoto Asahi Broadcasting Co., Ltd.
  - UMK: Miyazaki Telecasting Co., Ltd.
  - KKB: Kagoshima Broadcasting Corporation
  - KSB: Setonaikai Broadcasting Co., Ltd.

**Radio Network**

- JRN (Japan Radio Network)
- NRN (National Radio Network)

**Associated Company**

- ABC Media Communications
  - Sky-A, Inc.
  - i-NEX corporation
- ABC Libra Co., Ltd.
- ABC Development Corporation
- ABC Kosan Co., Ltd.
- ABC GOLF CLUB INCORPORATED
digiása Corporation

**International Relations**

- Tel +81-6-6457-4180
- Tel +81-3-6278-1617(Tokyo Branch)
Network TV Programs

ABC produces many programs for nationwide broadcast that constantly achieve high viewer ratings including Takeshi’s Medical Check-Up Show, The Before and After, and Far Away Neighbours. Welcome, Newlyweds and Attack 25 are two long-running programs we produce that have been popular with viewers for more than forty years. And the ABC produced cartoon Pretty Cure is extremely popular with children throughout Japan.

Local TV Programs

Our programs deeply rooted in our broadcasting area are also very popular. Our two weekday morning shows, Ohayo Call ABC and Ohayo Asahi Desu, consistently record high ratings. They help solidify ABC as the top provider of morning programming in our broadcast area. In addition, Detective Knight Scoop and our other late night variety programs are highly acclaimed.
News

With a motto of fair and unbiased reporting, we at ABC broadcast accurate and timely news and informational programs. Our evening local news programs and nighttime network news programs are popular among viewers due to their reliability.

ABC is part of the All Nippon News Network (ANN), which has ten overseas bureaus. ABC operates two of them in Paris and Shanghai, and they provide ANN with the latest news from Europe and Asia.

Sports

Our sports programming focuses on live radio and TV coverage of professional baseball games. We also cover professional golf tournaments, soccer matches and various other sporting events. Our baseball coverage features the Hanshin Tigers, an immensely popular local team. We air all of the Tigers' regular season games on the radio, which is highly appreciated by our listeners. And we also broadcast on both television and radio all games that take place at the perennially popular the Japanese National High school Baseball Championship Tournament at Koshien Stadium every year in August. We provide nationwide beginning-to-end coverage of all games, even those that go into extra innings, via on the broadcasting satellite channel BS Asahi.
Radio & Events

Radio

The Asahi Broadcasting Corporation first started in 1951 as a radio station. We now broadcast a wide variety of programs to the local Kansai area that aim to maintain close ties with our listeners. These programs consistently receive top ratings for our broadcasting area. One of them, Ohayo Personality Dojo Yozo Desu, a long-running early morning program, has been on air for 37 years. As ABC Radio’s leading and most recognizable program, it boasts a firm listener base and hosts live broadcast events open to the public.

Events

Every summer, ABC hosts Summer Sonic, a popular rock festival with a line-up of big name overseas and domestic artists and bands that is attended by close to 100,000 people. We also host a wide variety of art exhibitions and concerts.

Other events we host include a men’s golf tournament held every fall at the ABC Golf Club, a prestigious golf course owned by ABC. Our broadcast of the tournament is very popular with golf fans.
Our strategy is to promote our programming to the rest of the world.
Centering in Southeast Asia, overseas sales of *The Before and After*, *Takeshi's Medical Check-Up Show* and other hit programs continues to flourish. We have been successful in format marketing, the selling of program concepts. Examples are *Welcome, Newlyweds* in Vietnam and *Takeshi's Medical Check-Up Show* in China. We plan to further promote our superior programming at international trade shows and other overseas events.

We are increasing new business opportunities for cell phones and webcasting in response to the fast-growing number of smartphone users. Applications for popular programs now bring in more than 100 million yen of income annually and have become a large source of profit. And the success of live broadcasting of the Japanese National High school Baseball Championship Tournament for home computer, smartphone and tablet users proves that our high quality programming is perfectly suitable as content for these new devises.

Sales of licensed goods from the *Pretty Cure* cartoon, books related to cooking shows and a quarterly magazine from *Takeshi’s Medical Check-Up Show* are all favorable. And popularity of the *Pretty Cure Pretty Store*, a retail shop in Osaka’s main commercial district in which ABC has invested, is exceeding all expectations.