



CyberAgent®

Dec. 13, 2024

Shareholders' Meeting

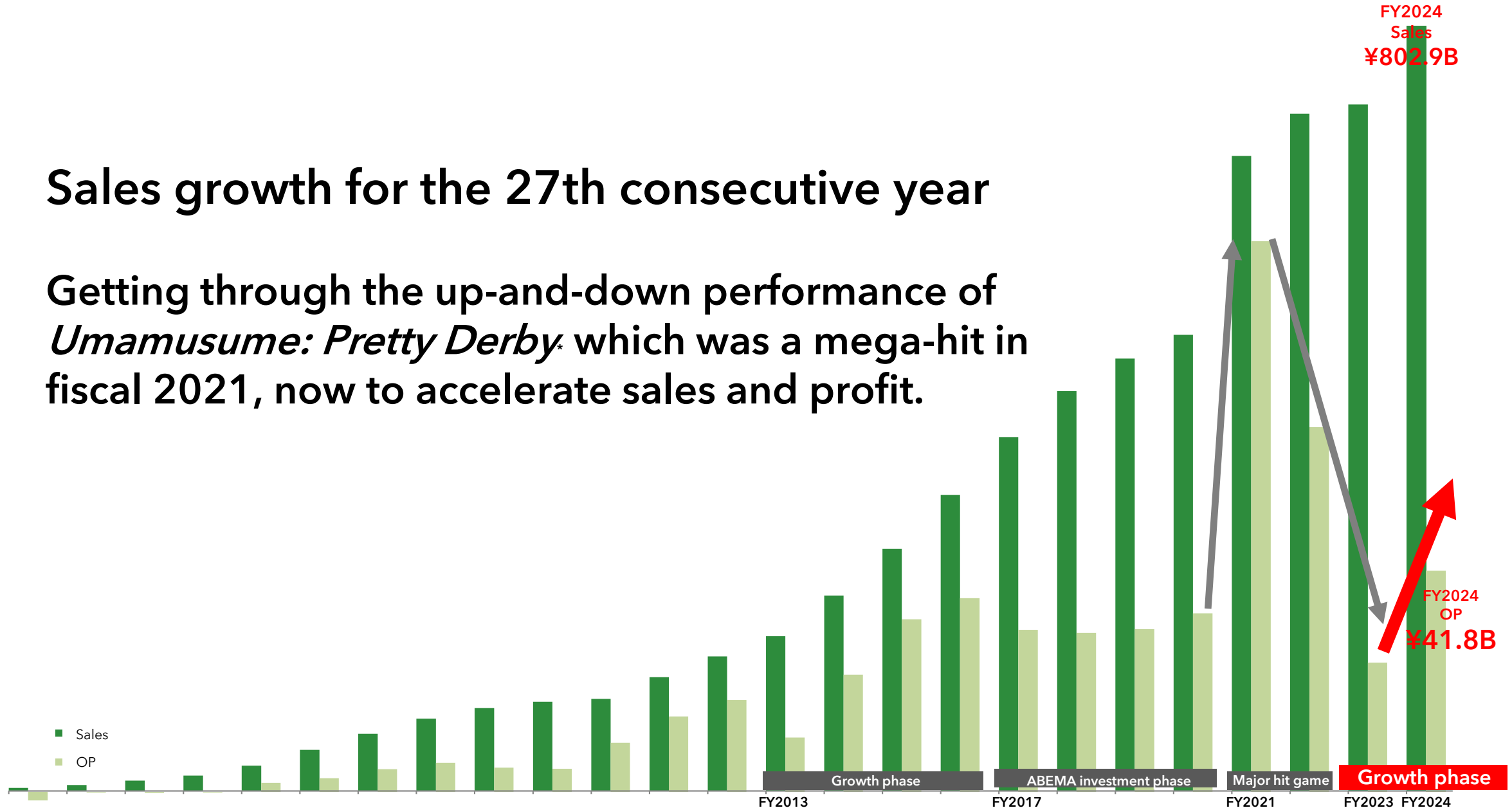


[Forward-looking statement]

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.

Sales growth for the 27th consecutive year

Getting through the up-and-down performance of *Umamusume: Pretty Derby* which was a mega-hit in fiscal 2021, now to accelerate sales and profit.



DOE*1 5% guidance has been set since fiscal 2017.
ROE, dividend payout ratio, and DOE are all above the TSE average*3.

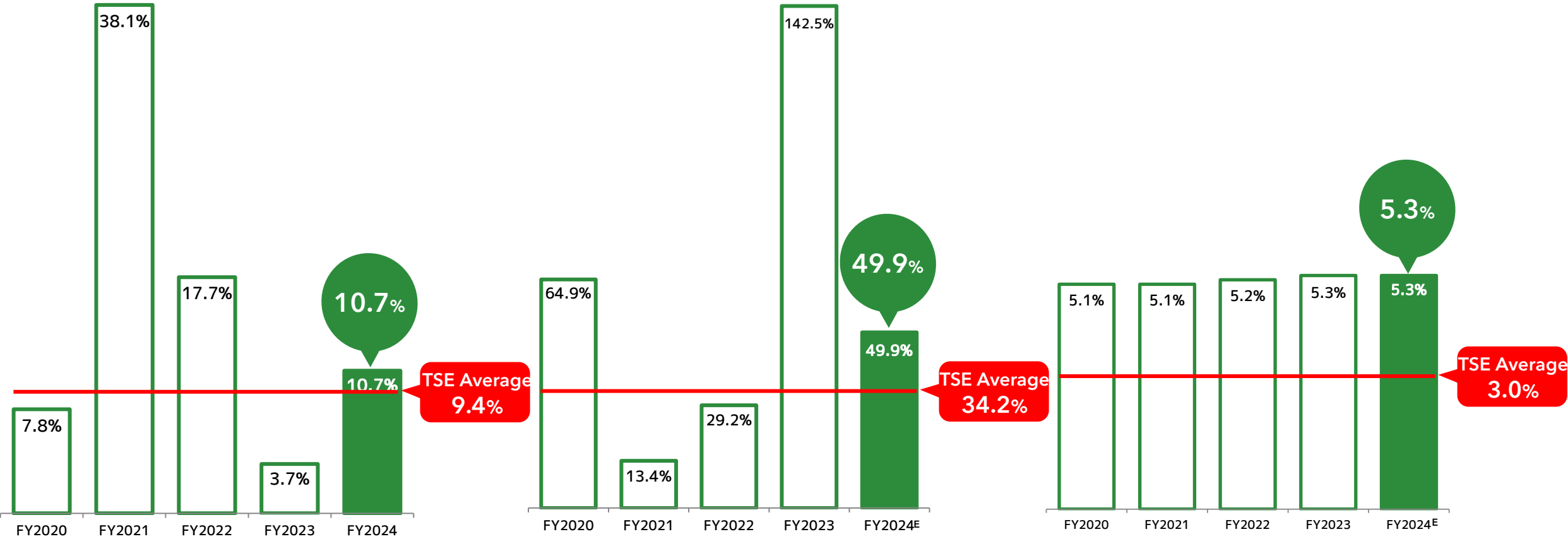
ROE

×

Dividend
Payout Ratio

=

DOE



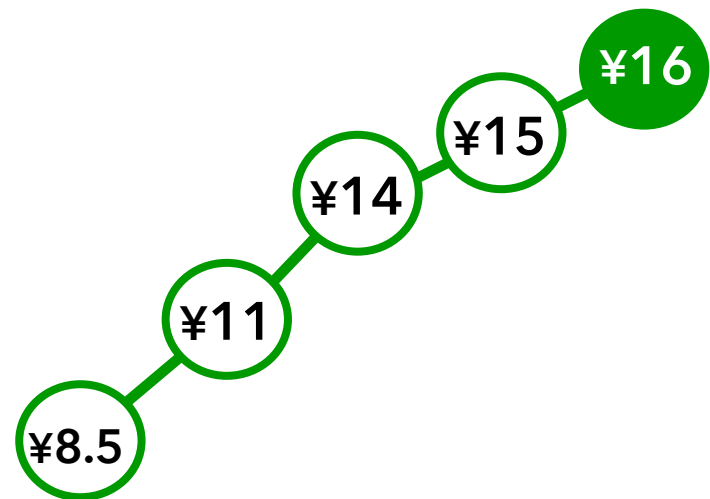
*1 DOE: Dividend on Equity (ROE x Dividend Payout Ratio)

*2 FY2024 dividend is planned to discuss at the 27th Annual General Meeting of Shareholders to be held in December 2024.

*3 TSE average: The average data of 3,500 companies of all industries by *Financial announcement summary 2023*, Tokyo Stock Exchange, Inc.

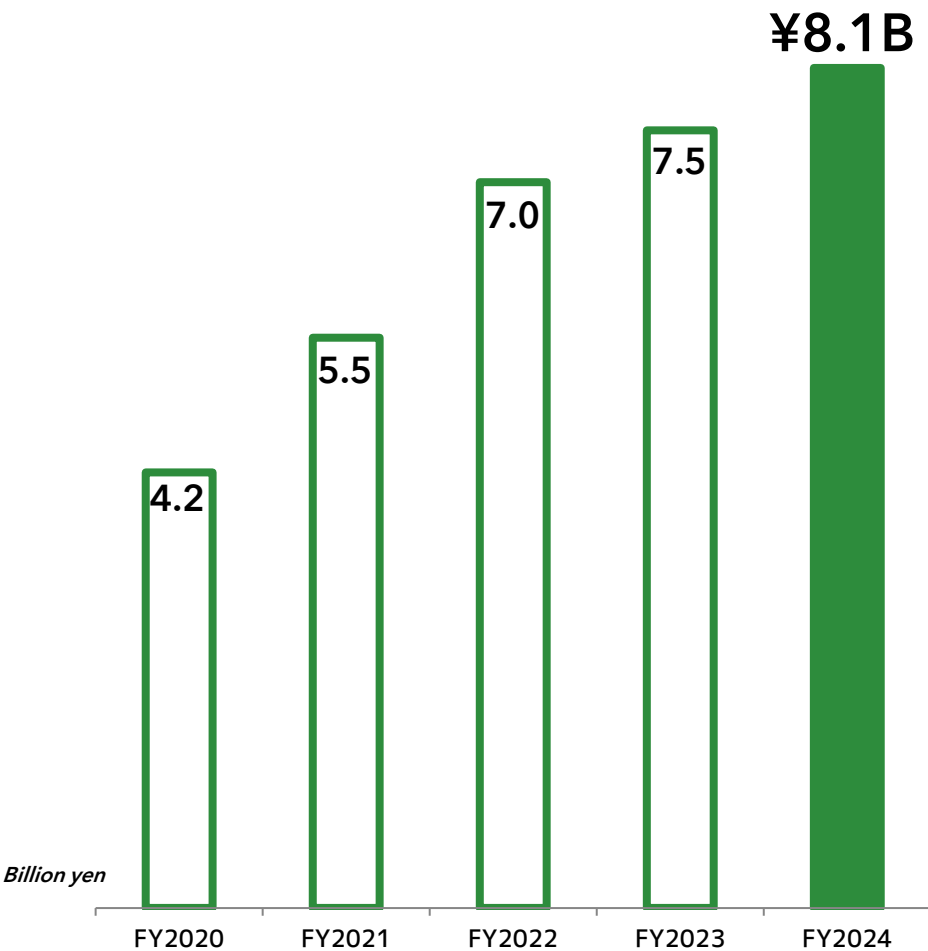
To encourage shareholders to hold our shares for the medium to long term, we pay dividends on an ongoing basis.

Dividend per share



FY2020 FY2021 FY2022 FY2023 FY2024

Total dividend amount



Billion yen

FY2020 FY2021 FY2022 FY2023 FY2024

* Dividend : Amount adjusted after share split

Shareholder benefit program, proposed at the AGM 2022 has started.

44K shareholders has used
the coupon in FY 2023

ABEMA Premium

Number of shares owned	Coupon details
100- 499	3 months free coupon for ABEMA Premium service
500 or more	12 months free coupon for ABEMA Premium service

The coupon was sent to shareholders in mid-November 2024.

Internet Advertisement

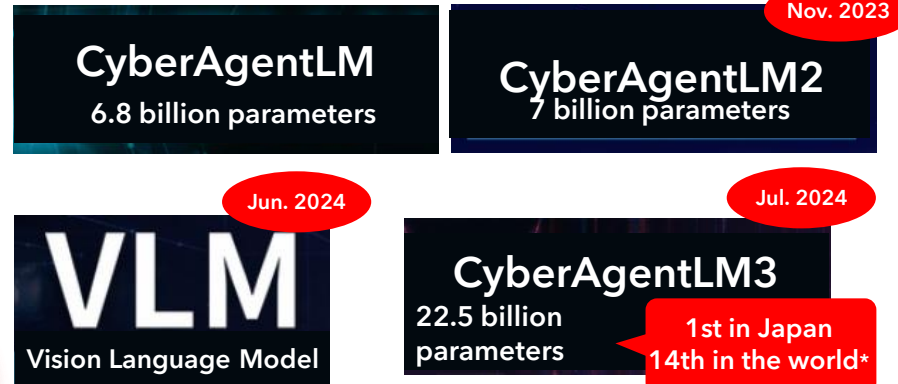
[Competitive Advantage] Use AI to improve advertising effectiveness and operation capability.

AI tools

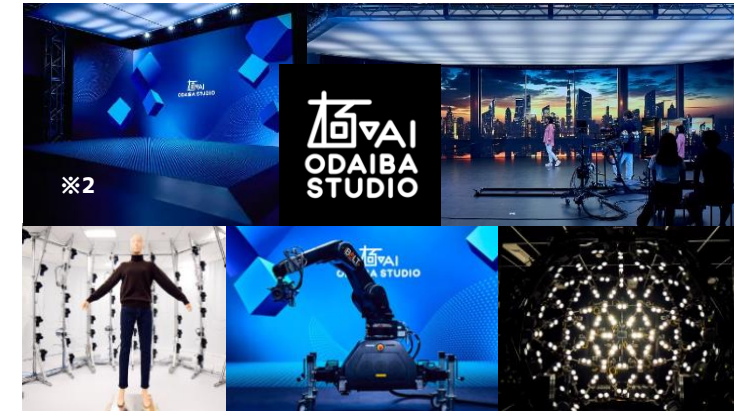
GenAI tools for Ad Creatives "Kiwami Prediction Series"



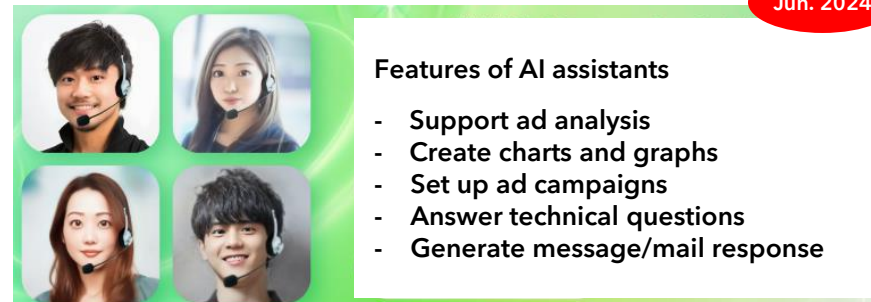
Japanese language models developed by CyberAgent



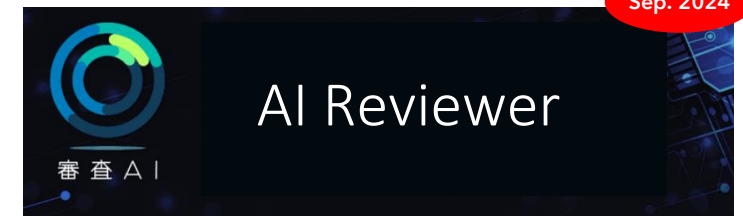
"Kiwami AI Odaiba Studio" Video production studio equipped with AI and CG technologies



Personal AI Assistant "CA Assistant"



Automatic Advertising Review System "AI Reviewer"



[Competitive Advantage] Our technological capabilities, driven by the AI Lab, an AI R&D organization launched in 2016, rank fourth in the country's leading AI company.



Academia-Industry partnerships



Ranking of AI Companies in Japan

1st place : NTT
2nd place : NEC
3rd place : Fujitsu
4th place : **CyberAgent**

Publication of research papers

95 papers were accepted at top Conferences in 2023.
(approx. 50 papers in 2022)

[Upfront Investment] We aim to create advertising business with partner companies.

Partner companies				
Finance			Telcom	Mobility
	 三菱UFJ銀行	 みずほ銀行		
Signage inside elevator	Retail		Healthcare	
 大日本印刷	 サッドラ SAPPORO DRUG STORE			
30 Partner companies				

Generative AI utilization and implementation



Healthcare



Game

[Competitive Advantage] Extend lifespan of multiple games by maintaining topicality and operation capabilities.

Major titles

Released in Mar.2014

Owned IP



1. Granblue Fantasy

Released in Jun.2016

Owned IP



2. Shadowverse

Released in Feb.2021

Owned IP



3. UMA MUSUME Pretty Derby

Released in Sep.2020

Third Party IP



4. Project SEKAI Colorful Stage! Feat. Hatsune Miku

Released in Nov.2023

Third Party IP



5. Jujutsu Kaisen Phantom Parade

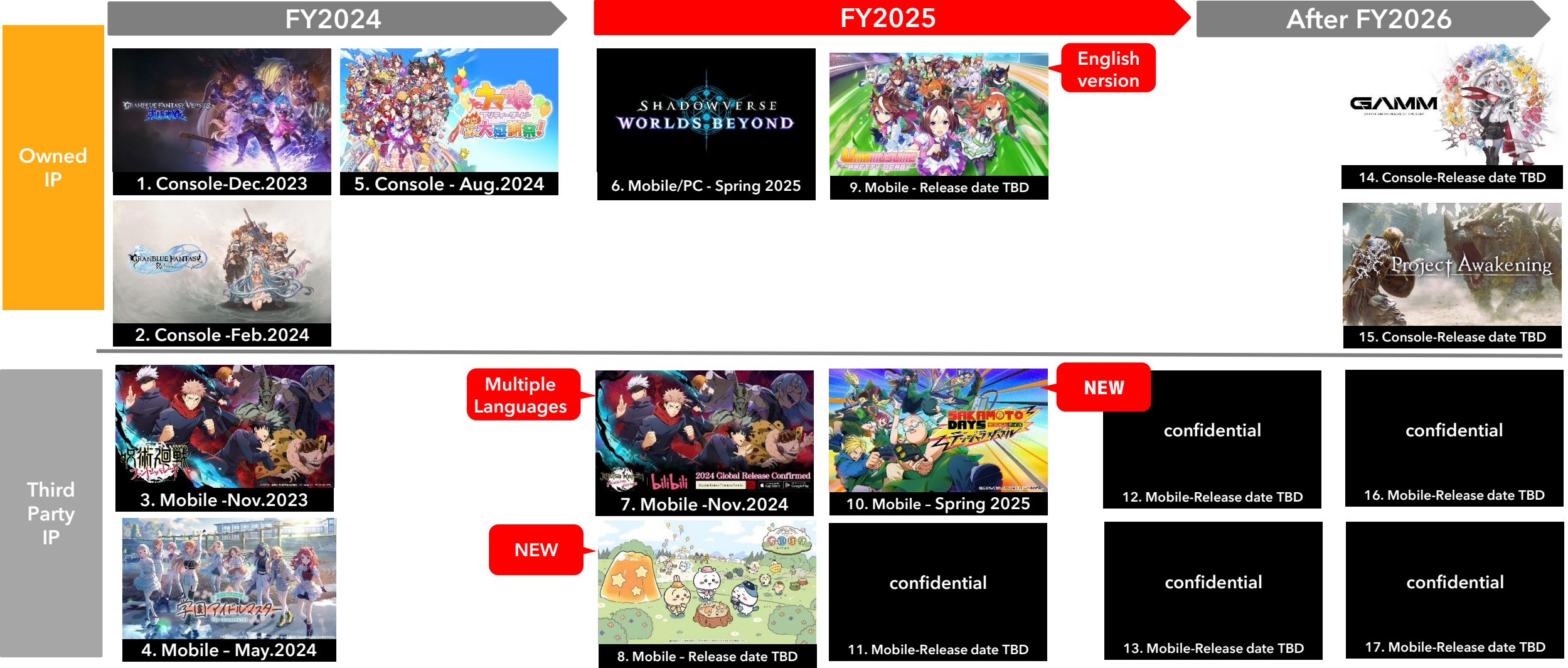
Released in May.2024

Third Party IP



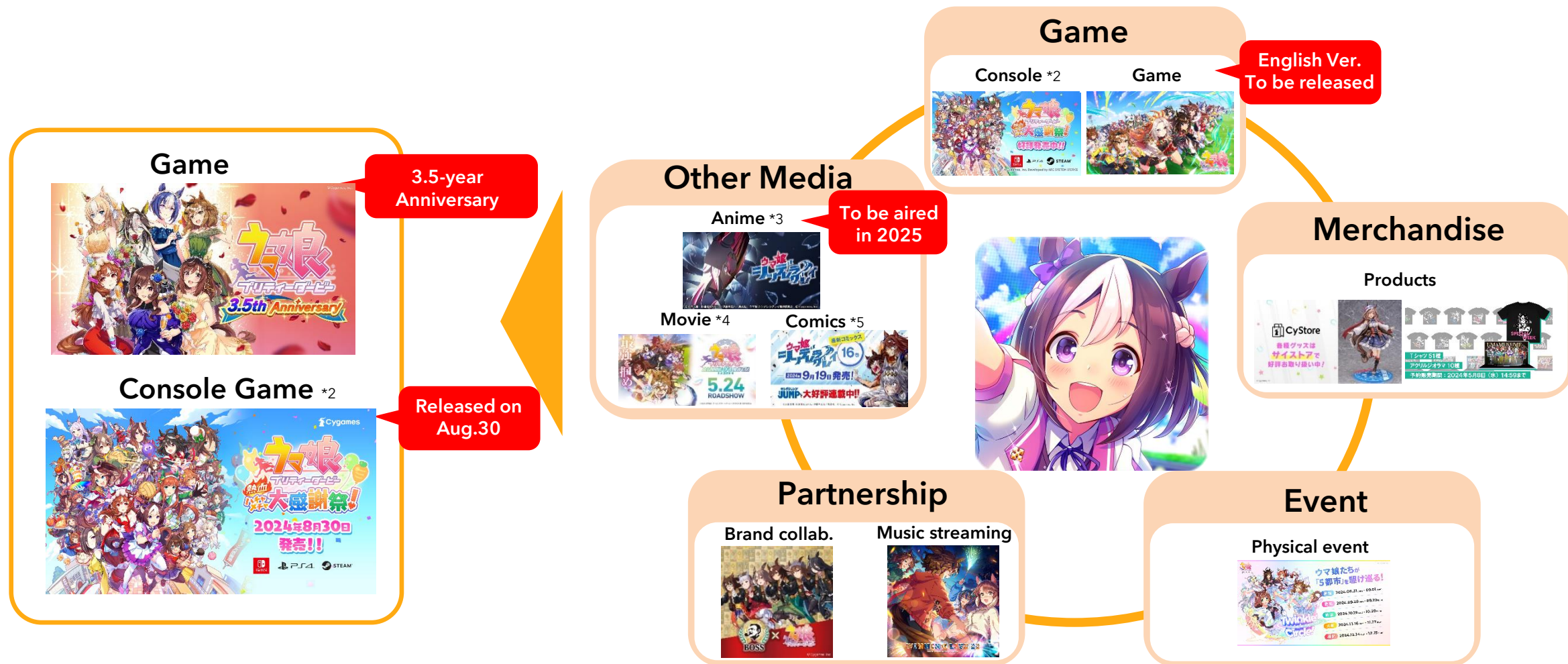
6. Gakuen iDOLM@STER

[Competitive Advantage] Capability to continuously develop new games with high success rate.



* Copyrights are stated on the last page.

[*Umamusume: Pretty Derby*^{*1}] Working on various projects such as celebrating three-and-a-half-year anniversary, and releasing a console game to pursue a long-term IP



*1 Umamusume: Pretty Derby: © Cygames, Inc.

*2 Umamusume: Pretty Derby -Party Dash : © Cygames, Inc. Developed by ARC SYSTEM WORK

*3 Anime "Umamusume Cinderella Gray" : Taiyo Kuzumi, Masafumi Sugiura & Pita, Junnosuke Ito /Shueisha, Umamusume Cinderella Gray Production Committee, Cygames, Inc.

*4 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

*5 "Umamusume Cinderella Gray" : Taiyo Kuzumi, Masafumi Sugiura & Pita, Junnosuke Ito /Shueisha, Cygames, Inc.

[Upcoming games] Chiikawa's^{*1} first mobile app "Chiikawa Pocket^{*2}" is to be released.
The number of pre-registrations surpassed 0.9 million in less than two months.

Planning, production, development, and operation by Applibot, Inc.



*1 ©nagano / chiikawa committee

*2 ©nagano / chiikawa committee Developed by Applibot, Inc.

[Upcoming games] The first game based on popular manga "SAKAMOTO DAYS" ^{*1} published weekly by Shonen Jump will be coming out.



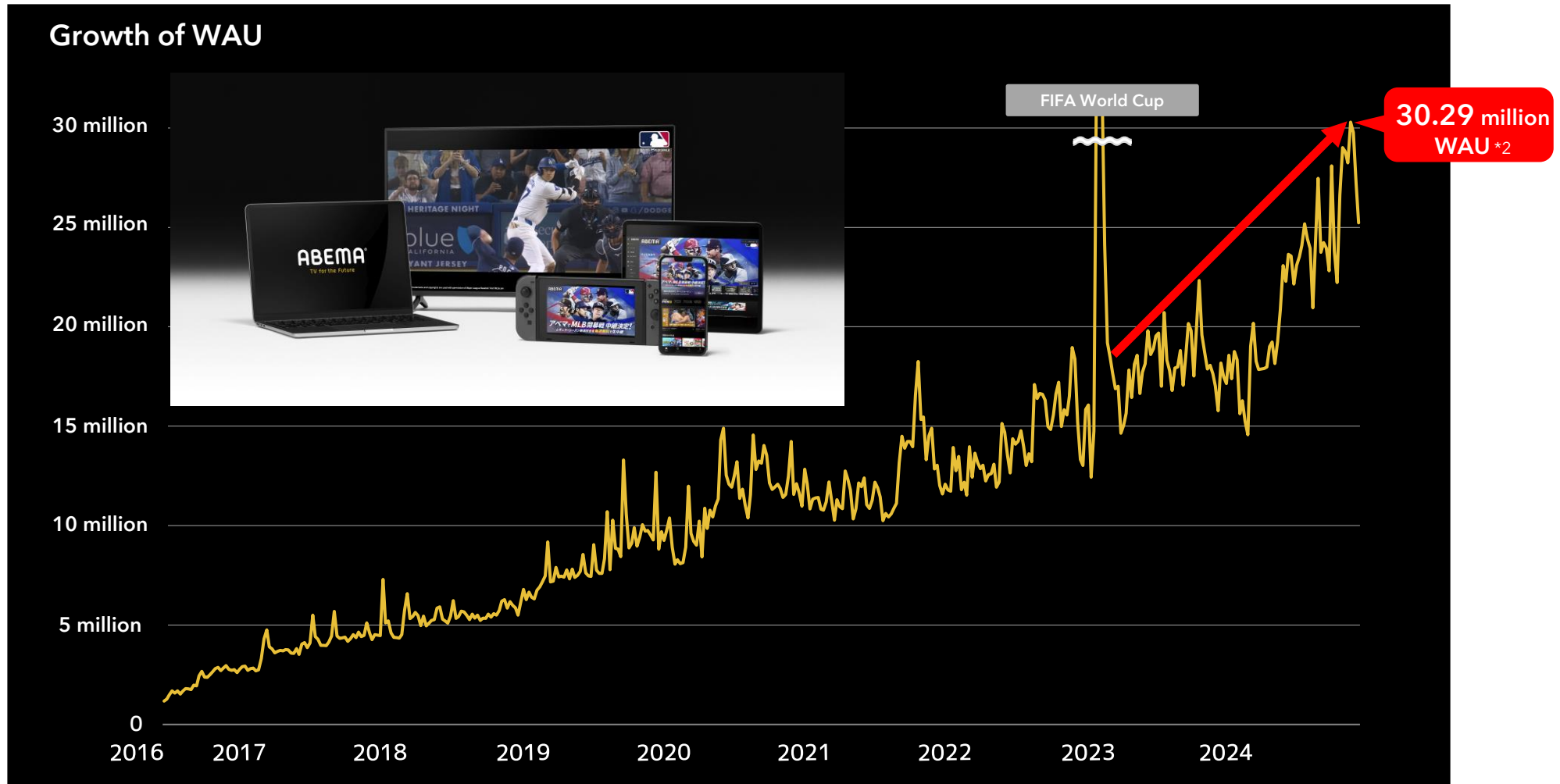
To be Released
in spring 2025

*1 ©Yuto Suzuki /Shueisha ・ SAKAMOTO DAYS Production Committee

*2 © Yuto Suzuki /Shueisha ・ SAKAMOTO DAYS Production Committee © GOODROID,Inc. ALL Rights Reserved. CyberAgentGroup.

Media

[ABEMA] Eight years after launch, the number of WAU*₁ exceeded 30 million.



*₁ WAU: Weekly Active Users

*₂ The number of weekly active users from Monday September 9, 2024, to Sunday, September 15, 2024.

[ABEMA] ABEMA focuses on original content such as dramas produced by BABEL LABEL, and events we host.

Dramas



Dating Reality Shows



Variety Shows

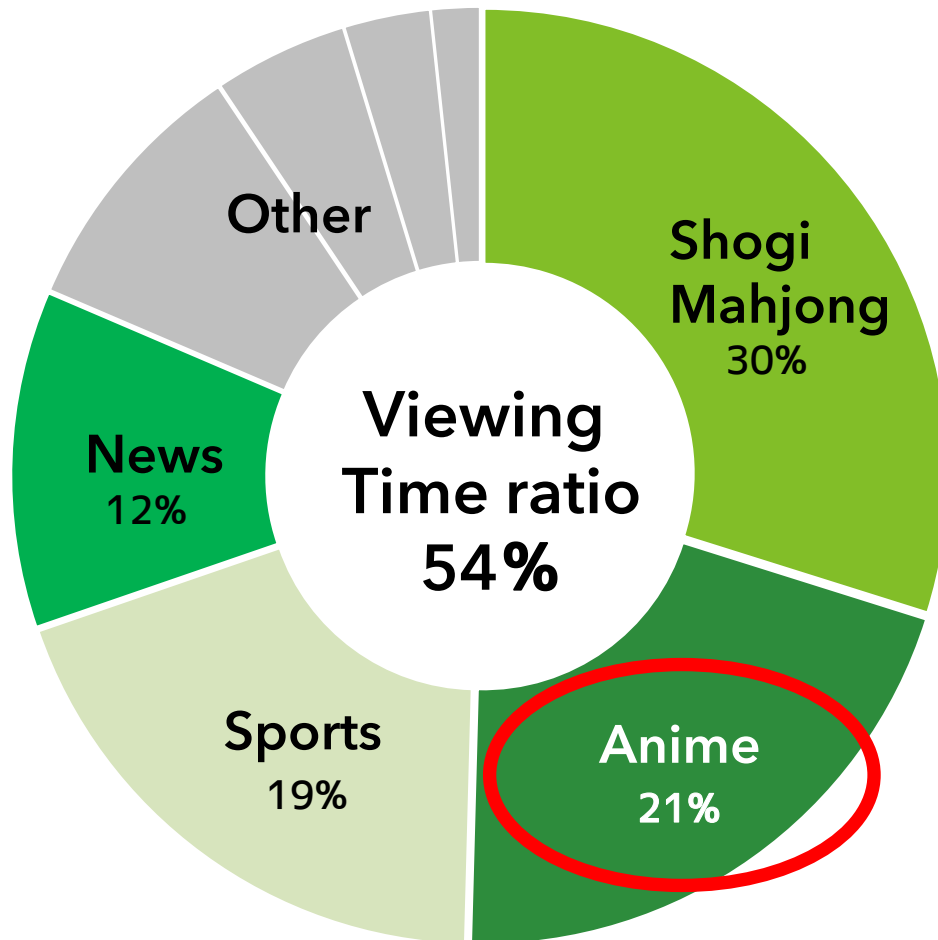


Events / PPV

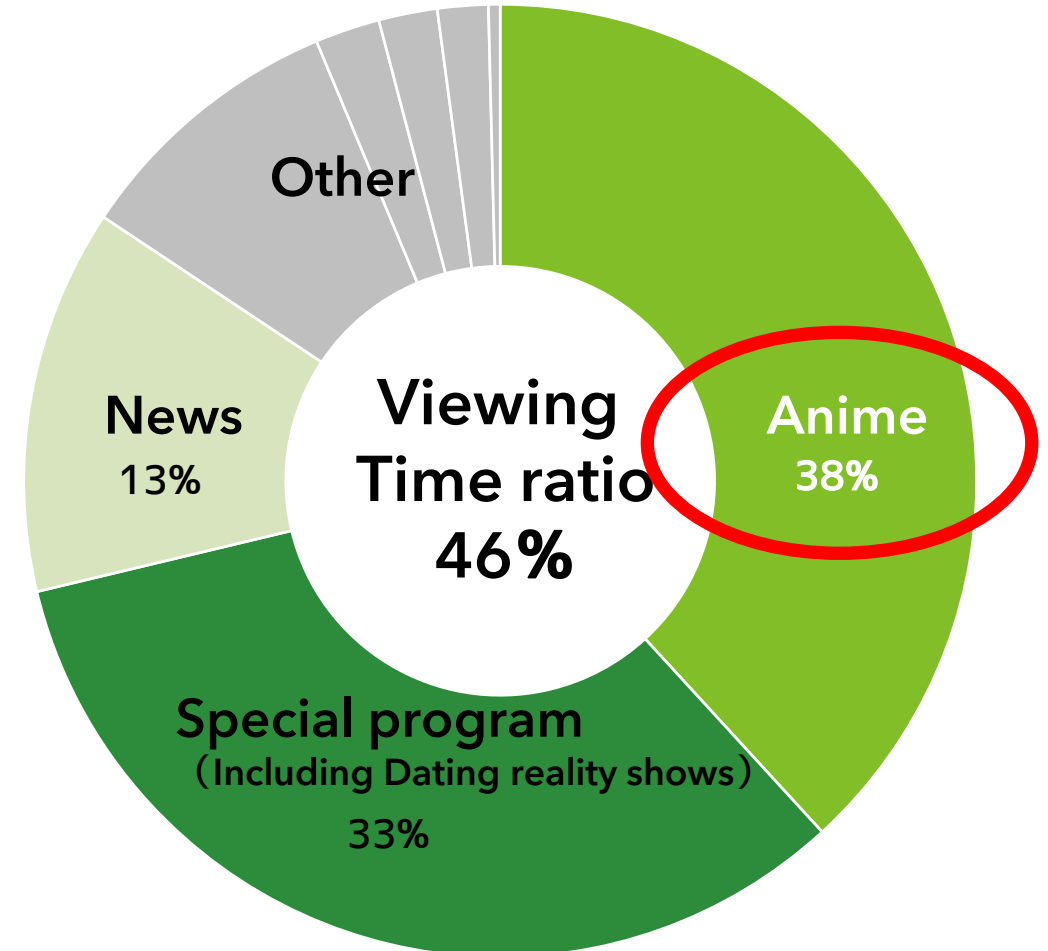


[ABEMA] Anime is popular among various content streaming on ABEMA.

Linear



On-demand



[IP Business] Accelerate production and investment in anime.

CyberAgent Group Original IPs



1



2



3



4



5



6

Lead manager



7



8



9

*Umamusume: Pretty Derby** achieved huge success by becoming a multimedia franchise. To replicate the success story, we do...



Set ABEMA which maintains many weekly active users as a base



Acquire companies that create original IPs and develop new businesses

BABEL LABEL

Joined in
FY 2022



Joined in
FY 2023



NITRO PLUS

Joined in
FY 2024

Amebaマンガ

STUDIO ZOON

Vertical reading manga studio

MANGA APARTMENT



Established
In 2024

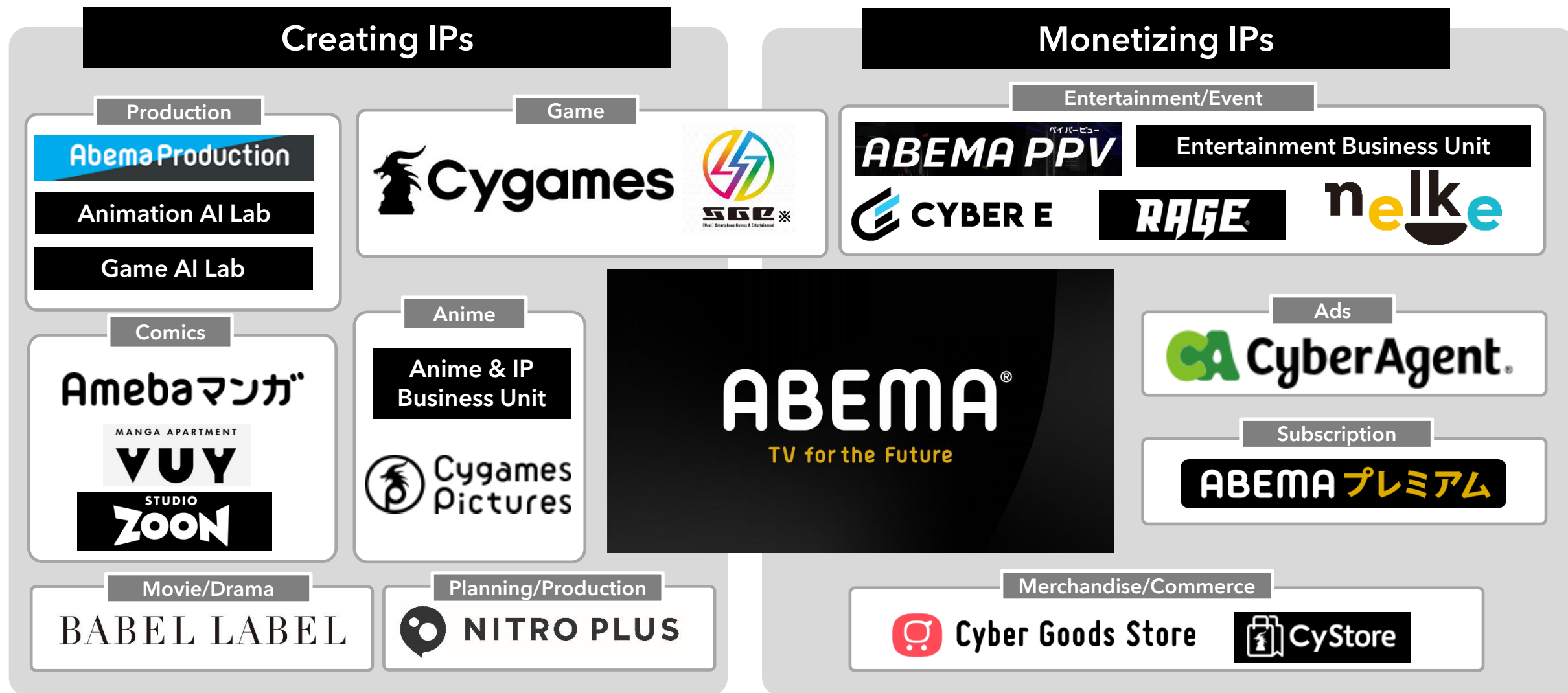
Anime & IP Business Unit

Animation AI Lab

Game AI Lab

Aim to create a new IP from the CyberAgent group.

Leverage our group synergy on creating and monetizing IPs with ABEMA.



Medium to Long-Term Strategy

Now

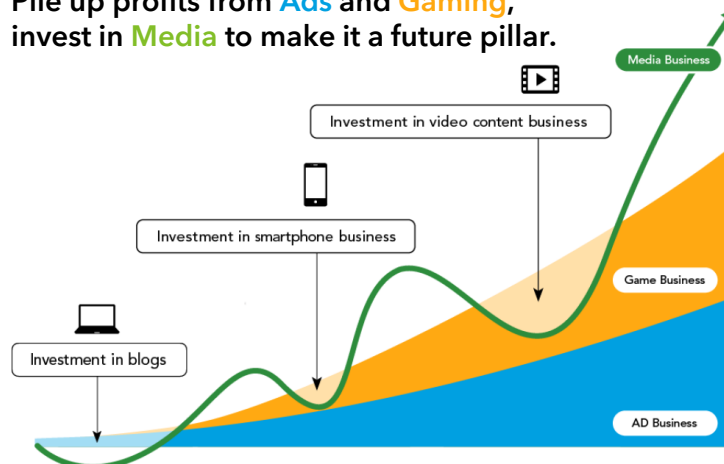
Three pillars of business rooted in the internet industry

1. Media Business

2. Internet Advertisement Business

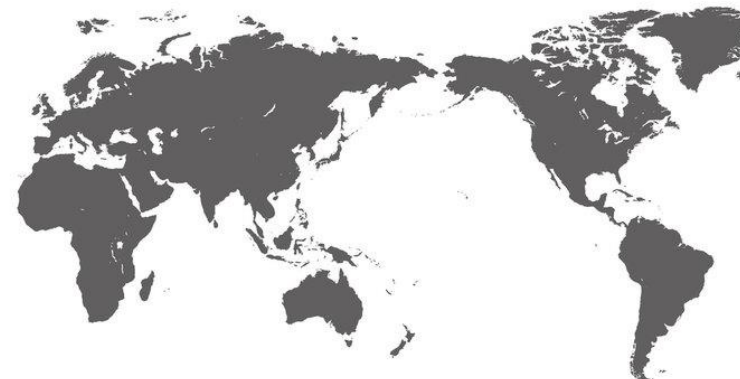
3. Game Business

Pile up profits from **Ads** and **Gaming**, invest in **Media** to make it a future pillar.



Future

1. Media & IP Business



Aim to build globally successful
Anime & IP business

IP Creation

IP Monetization

Information

[Information] "SHOTAI" ^{*1} directed by film director Michihito Fujii of BABEL LABEL, Inc won three categories at the Hochi Film Awards.^{*2}



*1 "SHOTAI" : (C) 2024 Movie "SHOTAI" Production Committee

*2 "SHOTAI" wins Best Film, Best Actor, and Best Supporting Actress at the 49th Hochi Film Awards.

[Information] FC Machida Zelvia joined the group in 2018, was promoted to the J1 League* for the first time this year and finished third. The team will play in the 2025-26 AFC Champions League Elite.



* Promoted to the J1 league in 2024 season.



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

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- 6 THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.
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 - 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 Shadowverse: Worlds Beyond: © Cygames, Inc.
 - 7 Jujutsu Kaisen Phantom Parade:© Gege Akutami/Shueisha, JUJUTSU KAISEN Project ©Sumzap, Inc./TOHO CO., LTD. All Rights Reserved. Published by BILIBILI HK LIMITED
 - 8 Chiikawa Pocket: ©nagano / chiikawa committee
 - 9 Umamusume: Pretty Derby: © Cygames, Inc.
 - 10 SAKAMOTO DAYS: ©Yuto Suzuki /Shueisha · SAKAMOTO DAYS Production Committee© GOODROID,Inc. ALL Rights Reserved. CyberAgent Group.
 - 14 GARNET ARENA: Mages of Magicary : © Cygames, Inc.
 - 15 Project Awakening : © Cygames, Inc.
- *Games #11, 12,13,16,17 are to be disclosed.

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- 1 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
- 2 IDOLY PRIDE : © 2019 Project IDOLY PRIDE/ Hoshimi Production
- 3 Puraore! -Pride of Orange- : ©2020 Praore! Media Mix Partners
- 4 Teppen!!!!!!!!!!!!!! : © Teppen Grand Prix Executive Committee
- 5 Technoroid Overmind : ©Shibaura Android Laboratory / TECHNO-OM Project
- 6 APOCALYPSE HOTEL: APOCALYPSE HOTEL production committee
- 7 Liar, Liar : ©2023 Haruki Kuou / KADOKAWA / Liar, Liar production committee
- 8 Exploratory heroic tales begin with mobs : ©Kaito, Hobby Japan / Begin with mobs Production Committee
- 9 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