

Fuji Media Holdings, Inc.
Flash Report (Consolidated Basis)

May 14, 2009

Results for fiscal year ended March 31, 2009

Company name: Fuji Media Holdings, Inc.

Stock listing: Tokyo Stock Exchange Code number: 4676 URL <http://www.fujimediahd.co.jp>

Representative: Kou Toyoda, President and Representative Director

Person to contact: Osamu Okada, General Manager of Group Company Treasury & Finance Department

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Date of the General Meeting of the Shareholders: June 26, 2009

Planned filing of an annual security report: June 26, 2009 Planned start of dividend payments: June 29, 2009

(Figures less than ¥1 million have been omitted.)

1. Consolidated Performance

(1) Operating Results

Years ended March 31

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
2009	563,320	(2.1)	19,830	(18.6)	22,365	(17.3)	16,567	5.0
2008	575,484	(1.2)	24,372	(42.4)	27,056	(41.2)	15,770	(36.5)

	Net income per share	Net income per share after dilution	Return on equity	Recurring profit-to-total assets ratio	Operating income-to-operating revenues ratio
	Yen	Yen	%	%	%
2009	7,193.40	—	3.7	3.3	3.5
2008	6,847.60	—	3.4	3.8	4.2

(Reference) Gain on investment by equity method: Year ended March 31, 2009: ¥1,568 million
Year ended March 31, 2008: ¥1,722 million

(2) Financial Position

At March 31

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
2009	683,523	453,395	65.7	194,864.16
2008	677,000	456,077	66.7	195,967.51

(Reference) Total shareholders' equity: March 31, 2009: ¥448,790 million, March 31, 2008: ¥451,331 million

(3) Cash Flows

Years ended March 31

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financial activities	Cash and cash equivalent at end of year
	Millions of yen	Millions of yen	Millions of yen	Millions of yen
2009	84,760	(36,728)	(9,410)	116,598
2008	25,383	(41,488)	(9,367)	80,171

2. Dividends

Years ended/ending March 31

Record date	Dividends per share					Total amount of dividends (for the entire fiscal year)	Payout ratio	Dividends-to-net assets ratio
	June 30	Sept. 30	Dec. 31	Mar. 31	Total			
	Yen	Yen	Yen	Yen	Yen	Millions of yen	%	%
2008	—	1,800.00	—	1,800.00	3,600.00	8,291	52.6	1.8
2009	—	1,800.00	—	1,800.00	3,600.00	8,291	50.0	1.8
2010 (Forecast)	—	800.00	—	800.00	1,600.00		40.5	

3. Forecasts for Fiscal Year ending March 31, 2010

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
Interim period	270,500	(4.1)	1,300	(89.7)	3,300	(78.6)
Fiscal year	551,200	(2.2)	12,800	(35.5)	16,100	(28.0)

	Net income		Net income per share
	Millions of yen	%	Yen
Interim period	2,600	(54.0)	1,128.92
Fiscal year	9,100	(45.1)	3,951.20

4. Other

1. Significant changes in subsidiaries during the subject fiscal year (Transfer of particular subsidiaries following a change in the scope of consolidation): None

Additions: 1 (Fuji Television Network, Inc.) Deletions: None

2. Changes in accounting rules, procedures or method of presentation relating to the preparation of the consolidated financial statements (Matters included in changes to significant items that form the basis for preparation of the consolidated financial statements).

a. Changes in accordance with revisions to accounting standards: Yes

b. Other changes: None

3. Number of Shares Outstanding (Common stock)

- a. Number of shares outstanding at fiscal year-end:

March 31, 2009: 2,364,298 shares March 31, 2008: 2,364,298 shares

- b. Number of treasury stocks at fiscal year-end:

March 31, 2009: 61,202 shares March 31, 2008: 61,202 shares

(Reference) Flash Report (Non-Consolidated Basis)

Results for fiscal year ended March 31, 2009

1. Non-Consolidated Performance

(1) Operating Results

Years ended March 31

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
2009	180,115	(53.0)	8,814	(60.7)	13,289	(52.3)	15,052	(0.5)
2008	382,971	1.3	22,420	(36.5)	27,861	(27.0)	15,121	(36.7)

	Net income per share	Net income per share after dilution
	Yen	Yen
2009	6,535.71	—
2008	6,565.77	—

(2) Financial Position

At March 31

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
2009	490,070	417,124	85.1	181,114.58
2008	563,040	419,265	74.5	182,044.29

(Reference) Total shareholders' equity: March 31, 2009: ¥417,124 million, March 31, 2008: ¥419,265 million

The forward-looking statements made in this document, including the aforementioned forecasts, are based on all information available to the management at the time of this document's release. Actual results may differ from the results anticipated in the statements.

The Company transitioned to a certified broadcast holding company structure on October 1, 2008. As a consequence, there are considerable variations in the non-consolidated business results and financial position.