

**1H FY3/18 Financial Results Briefing**  
**Summary of Question and Answer Session**

**Q. What is your policy for the Urban Development business going forward?**

A. We are focusing on developing mid-sized office buildings and hotels, and establishing a segment that regularly generates over 10 billion yen in operating income. We will carefully monitor the business environment, and make investments with appropriate timing.

**Q. What initiatives are you taking in the video streaming business?**

A. Fuji TV was one of the first companies to enter the video streaming business. We will consider all options, including an independent service, collaborative relationships or partnerships, and develop the service in the optimal form.

**Q. What are your strategies for recovery in viewer ratings?**

A. We felt that to achieve recovery in viewer ratings, we first needed to revise our organizational structure. We shifted to a structure led by the Programming Division, placing program production, PR, movies, and other departments under it. We are constantly considering the optimal organizational structure, and will take appropriate steps as necessary. In addition, we think of the programming lineup changes in October this year, and in April and October 2018, as the first stage of reform. We want to take a bold stance, to the point of wiping clean the current timetable.

**Q. How is work proceeding on formulating a medium-term business plan?**

A. As the economic and media environments have changed considerably, we need to reconsider certain segments.  
We will announce the plan once we fully comprehend and consider the situation.

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