

# PIA CORPORATION

## Company Profile

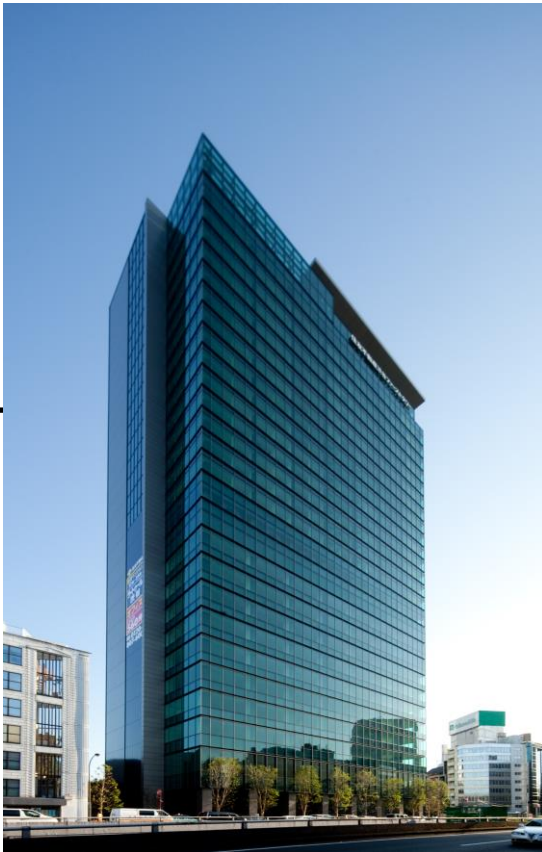


ぴあ株式会社

# ‘Lifelines to Inspiration’ will change the future of entertainment



PIA is well known for providing various kinds of support to enrich people's lives by offering 'something fun for everyone'- supplying information and various services to help people everywhere more fully enjoy leisure and entertainment. PIA promotes the development of art, culture and entertainment which enrich people's lives.



Name of company : PIA Corporation

Head Office : Shibuya First Tower 1-2-20, Higashi, Shibuya-ku, Tokyo

Founded : July 10, 1972 (with the launching of PIA magazine)

Established : December 20, 1974

Capital : ¥4,924 million (as of March 31, 2020)

Number of employees : 900 (as of March 31, 2020)

Sales : ¥163,204 million (fiscal year ended March 31, 2020)

Business : Ticketing, Publishing, Planning, Production and Operation of concerts and events, etc.

Head Office at Shibuya

# Founder／President Profile



## HIROSHI YANAI Founder／President



Born in 1950 in Iwaki, Fukushima. In 1972, while Mr. Yanai was still a student at Chuo University Faculty of Law, his enthusiasm for movies led him to launch the magazine PIA which covered all movie information. After graduating, he established the PIA Corporation in 1974 and took office as the president. In 1984, Mr. Yanai started the first online ticketing service in Japan. In 2003, PIA got listed with the first section of the Tokyo Stock Exchange and established the PIA ARENA in 2020 at Yokohama.



First issue of PIA 1972



Pia Film Festival 1978



The first online ticketsales in JAPAN established by PIA in 1984



PIA's advancement to the first section of the Tokyo Stock Exchange in 2003



# Business / PIA Value Chain



## Various Projects PIA is Working On



PIA Group continues to develop a wide variety of businesses such as ticket sales for music, sports, theater, film, and various other events, while also publishing books, 'mooks' (magazine books) and running a website covering the entertainment and leisure fields.

In addition PIA:

- reinforces business solutions regarding ticketing for venues, promoters, and sports associations, etc.
- expands the industry network for concert and event organizer(co-sponsors, investors), etc.
- develops new services by creating alliances within a diversified industry, and expands the business field by connecting the various divisions of the entertainment industry into a whole.

## Pia Group Value Chain

It is our duty to provide various kinds of support using the power of entertainment to enrich people's lives everywhere. We have turned this support into a business that aims to continue to be profitable in return.



## PIA VALUE CHAIN STRUCTURAL ELEMENTS

### **Ticket Distribution**

"Lifelines to Inspiration"s

### **Venue**

"Sharing the Inspiration,  
Sharing the Scene"

### **Business Solutions**

"Customer Management  
Strategy and Problem Solving"

### **Live Performance Business**

"Excite Individual Curiosity"

### **Media Business**

"Offering New Experiences"

# Business / PIA Value Chain



## Ticket Distribution

Offering highly convenient service to over 17.5 million Members. 'Ticket PIA' which began in 1984 as Japan's first online computer ticketing system, lists over 20,000 entries at any given time ranging from music, sports, theater, film, and leisure events, etc. Issuing more than 75 million tickets every year, Ticket PIA is the most extensive large-scale operation of its kind. With a variety of sales channels including 40,000 convenience stores open 24/7 nationwide, a member organization in excess of 17.5 million, abundant achievements in international conventions and other events, and an expertise in cultivating ticket sales systems as our strengths, we take pride in being the top ticket sales marketplace.



## Business Solutions



Offering a total service solution for entertainment promoters and venues. While providing the system know-how 'Ticket PIA' has become known for, in addition to ticket sales, PIA continues to develop a variety of corporate business solutions, from providing promotion and sales services to planning customer management strategy. As a business partner with promoters (sports associations, theater troupes, and others), halls, and stadiums, we support a wide range of businesses with the goal to expand revenue and revitalize the market.



# Business / PIA Value Chain



## Live Performance Business



Actualizing 360° deployment through event organization, ticket sales, publishing, and product sales. To meet the increasing advances in entertainment, PIA is actively involved in the organizing, planning, producing and management of various entertainment events. Starting with the independent organization of music festivals, stage, and original events, PIA is investing in films and topical events, and expanding its business regions by advancing into the Asian markets. In addition, we are increasing revenue through a multi-faceted evolution that includes product sales, a variety of new services, and product development.

## Major Events PIA Hosted

The Company utilized our unique value chain and event planning and production know-how to develop hosted and sponsored events in various genres.



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**TOKYO – OSAKA  
METROPOLITAN ROCK  
FESTIVAL 2022**



©The Nikkan Sports News

**Jingu-gaien  
Firework Festival**



**Mao Asada Ice Show  
「BEYOND」**



**Urawa Reds x Bread Festival  
2022 @Saitama Stadium  
2002**

# Business / PIA Value Chain



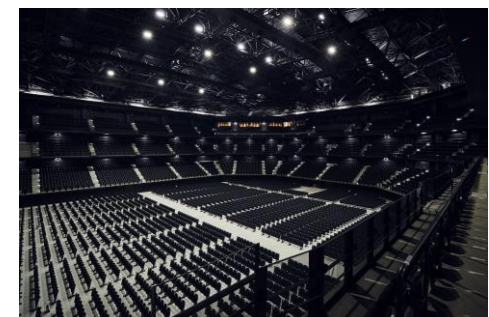
## Media Business

Diverse development through publications and digital Media PIA continues to develop a variety of contents for the leisure and entertainment fields through various platforms, while incorporating our ticket business with the individual characteristics and customer convenience of various contents. We started a smartphone information app in 2018. and over 1.8million people have downloaded it. The app has been linked to Ticket PIA services since 2020.



## Venue

Aiming to solve the problems of the Entertainment Industry. Making good use of our acquired know-how in media publication, ticket distribution, event planning, and sponsorship, we established a 10,000 people capacity music arena “PIA ARENA MM” in 2020 at Yokohama. This plan also aims to help solve the problem of the lack of large-capacity venues in recent years.





# Offering Solutions to Entertainment Industry



## Ticket Sales Management for International Conventions Starting with the Olympics and the Paralympics

Handling of ticket sales management for various international conventions, starting with the Olympics. PIA collaborated with ticket sales for the 1998 Winter Olympics held in Nagano and was recognized as the 'Official Ticket Supplier' in the 'Ticket Management' category. Since then, we have been entrusted with executing the domestic sales duties of spectator tickets for the Japan Olympic Committee (JOC) and the 'Tokyo Olympic and Paralympic Games Organizing Committee'. For the Tokyo Olympics and Paralympics, we were also commissioned to perform all ticketing and gating operations at all venues, and have completed a series of operations.

In addition, PIA was entrusted with administering ticket sales for '2002 FIFA World Cup', 'China Shanghai International Expo 2010', '2017 Sapporo Asian Winter Games', and 'Rugby World Cup 2019'.



1998 Winter Olympics held in Nagano



Rugby World Cup 2019



2002 FIFA World Cup'



2020 Tokyo Olympic and Paralympic Games



# Launching Hospitality Business



## Establishment of a joint venture for hospitality business through a business and capital alliance with DAIMANI, Switzerland

Joined hands with DAIMANI to establish "PIA DAIMANI HOSPITALITY EXPERIENCE (PDHX)", to enter the business of creating hospitality culture in the entertainment industry attracting visitors from Japan and other Asian countries. By developing a "high value-added experience package for VIPs" service based on global standards, PDHX aims to revitalize the entertainment industry and expand the number of users by developing it into a new venture to support the industry.



DAIMANI, a Swiss company, is widely known in Europe and the US for its hospitality business

## Business and capital tie-up with DAIMANI: Hospitality Packages for NTT JAPAN RUGBY LEAGUE ONE 2022-23 PLAY-OFFS TOURNAMENT FINAL (May 20, 2023)

3 types of hospitality packages (Gold, Silver, and Bronze) were offered to celebrate the biggest match of Japan Rugby League at Japan National Stadium. Guests indulged in delectable food and beverages served in a luxurious lounge. Simultaneously, spectators relished premium merchandise, talk sessions, personal visits from players to the lounge, post-match pitch tours, and an array of exclusive privileges. These packages were thoughtfully crafted to cater to both corporate needs and commemorate special milestones and anniversaries.



# Offering Solutions to Entertainment Industry



**PIA provides support for**

## **Domestic Sports Associations**

Japan Football Association	Japan Professional Football League	Japan Rugby Football Union
Nihon Sumo Kyokai	Japan Gymnastics Association	Japan Racing Association
Japan Volleyball League Organization	Japan volleyball Association	Urawa Red Diamonds
Yokohama F • Marinos	Gamba Osaka	Kashima Antlers
Cerezo Osaka	Nagoya Grampus Eight	Hokkaido Consadole Sapporo
Tokushima Vortis	Tokyo Yakult Swallows	F.C. Tokyo
Fukuoka SoftBank Hawks	Yokohama DeNA BayStars	Hanshin Tigers
		etc.

## **International Sports Games Organizing Committees / Sports Associations**

XVIII Olympic Winter Games	2002 FIFA World Cup	Eighth Asian Winter Games
The 2005 World Exposition, Aichi, Japan	Rugby World Cup 2019	
Games of the XXXII Olympiad	Tokyo 2020 Paralympic Games	etc.

## **Promoters**

Entertainment Promoters	Theater Troupes	Venues, Theaters, Stadiums
TV Stations/ Production	etc.	



# CSR(Corporate Social Responsibility) Activities



PIA also aims to discover and nurture new talent within the film industry through the PIA Film Festival (PFF). The 45nd PFF will be held this year. Since the 1st PFF 170 professional directors have been discovered. From the winning directors, one director receives a scholarship to create and direct their own film. In 2020, the Oshima Prize (named after internationally renowned director Oshima Nagisa) has been established. Through the Oshima Prize, PIA hopes to discover and support many young and upcoming Japanese directors.

And to develop CSR activities through its 'TEAM SMILE' project, which provides earthquake revitalization through entertainment activities. In an effort to support revitalization after the Great East Japan Earthquake, we will begin the management of 4 'live-music' venues known as 'PIT', which have been established in the Tokyo and Tohoku areas, working to contribute to society through our business. (This activity ended at the end of December 2022, after taking over the operation of 'PIT').

Furthermore the PIA Research Institute calculates the number of stages, customers and box-office revenue all over Japan to analyze the potential and trend in the entertainment industry and make the result public. PIA wants to bring together and inspire as many people as possible, while continuing to make social contributions as a company committed to civic progress.



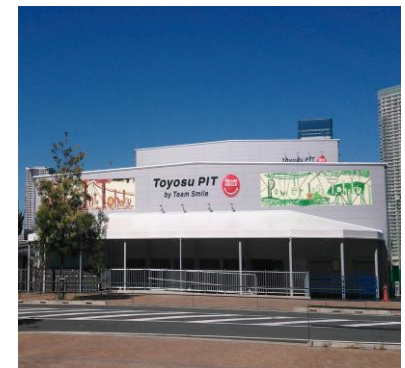
The Oshima Prize 2020



PFF Awards 2022



Team Smile Projects for children



PIT theatre in Tokyo

## Operating results

(Million Yen)

Fiscal year (*1)	2019 (*2) (2019.4~2020.3)	2020 (2020.4~2021.3)	2021 (2021.4~2022.3)	2022 (2022.4~2023.3)
Sales	163,204	67,355	121,865	199,142
Ordinary income	1,110	△6,008	△845	600
Net profit	121	△6,664	△1,122	1,415

\*1 PIA's Fiscal year starts from April.

\*2 Performance has been affected due to restrictions placed on the industry throughout COVID-19, beginning February 2020.