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(First Section of the Tokyo Stock Exchange Code number: 2433)

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.
and Yomiko Advertising Inc. May 2020

Monthly billings of the company's three main advertising agencies (non-consolidated), all of which are subsidiaries of the company, were as follows:

(1) Billings by Type of Service for May 2020 (Single month)

(Millions of yen)

		May					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo Inc.	Newspapers	1,821	1,819	1,022	-797	-43.8%	3.2%
	Magazines	692	623	320	-303	-48.6%	1.0%
	Radio	578	587	461	-126	-21.5%	1.4%
	Television	23,433	23,788	14,439	-9,349	-39.3%	45.2%
	Subtotal	26,525	26,818	16,243	-10,575	-39.4%	50.9%
	Internet media	5,487	6,296	5,100	-1,196	-19.0%	16.0%
	Outdoor media	1,652	1,593	802	-791	-49.7%	2.5%
	Creative	7,177	5,997	4,346	-1,651	-27.5%	13.6%
	Marketing/Promotion	10,176	9,862	5,114	-4,748	-48.1%	16.0%
	Others	571	646	329	-317	-49.1%	1.0%
	Subtotal	25,065	24,397	15,692	-8,705	-35.7%	49.1%
	Total	51,590	51,216	31,935	-19,281	-37.6%	100.0%
Daiko Advertising Inc.	Newspapers	864	814	529	-285	-35.0%	7.7%
	Magazines	68	72	25	-47	-65.3%	0.4%
	Radio	162	220	111	-109	-49.5%	1.6%
	Television	4,045	4,226	3,528	-698	-16.5%	51.5%
	Subtotal	5,140	5,333	4,194	-1,139	-21.4%	61.2%
	Internet media	651	579	554	-25	-4.3%	8.1%
	Outdoor media	711	617	463	-154	-25.0%	6.8%
	Creative	658	682	526	-156	-22.9%	7.7%
	Marketing/Promotion	1,632	1,286	1,078	-208	-16.2%	15.7%
	Others	94	87	40	-47	-54.0%	0.6%
	Subtotal	3,747	3,252	2,663	-589	-18.1%	38.8%
	Total	8,887	8,586	6,858	-1,728	-20.1%	100.0%
Yomiko Advertising Inc.	Newspapers	431	281	53	-228	-81.1%	2.0%
	Magazines	180	64	12	-52	-81.3%	0.5%
	Radio	81	130	40	-90	-69.2%	1.6%
	Television	1,670	1,309	1,170	-139	-10.6%	44.8%
	Subtotal	2,364	1,786	1,276	-510	-28.6%	48.9%
	Internet media	298	449	311	-138	-30.7%	11.9%
	Outdoor media	187	175	85	-90	-51.4%	3.3%
	Creative	494	358	211	-147	-41.1%	8.1%
	Marketing/Promotion	1,177	1,325	570	-755	-57.0%	21.8%
	Others	182	196	157	-39	-19.9%	6.0%
	Subtotal	2,339	2,506	1,336	-1,170	-46.7%	51.1%
	Total	4,703	4,292	2,613	-1,679	-39.1%	100.0%

(2) Billings by Type of Service for May 2020 (Cumulative)

(Millions of yen)

		May (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	4,019	4,074	2,419	-1,655	-40.6%	3.0%
	Magazines	1,407	1,520	992	-528	-34.7%	1.2%
	Radio	1,083	1,132	923	-209	-18.5%	1.2%
	Television	50,226	51,046	34,865	-16,181	-31.7%	43.8%
	Subtotal	56,736	57,773	39,200	-18,573	-32.1%	49.2%
	Internet media	13,811	15,443	14,891	-552	-3.6%	18.7%
	Outdoor media	3,480	3,488	2,128	-1,360	-39.0%	2.7%
	Creative	15,001	13,434	10,742	-2,692	-20.0%	13.5%
	Marketing/Promotion	19,597	18,153	11,378	-6,775	-37.3%	14.3%
	Others	1,972	2,494	1,300	-1,194	-47.9%	1.6%
	Subtotal	53,863	53,013	40,441	-12,572	-23.7%	50.8%
	Total	110,599	110,787	79,642	-31,145	-28.1%	100.0%
D a i k o	Newspapers	1,734	1,653	1,135	-518	-31.3%	7.7%
	Magazines	194	224	104	-120	-53.6%	0.7%
	Radio	360	378	218	-160	-42.3%	1.5%
	Television	8,780	9,015	7,162	-1,853	-20.6%	48.4%
	Subtotal	11,069	11,272	8,620	-2,652	-23.5%	58.2%
	Internet media	1,397	1,293	1,395	102	7.9%	9.4%
	Outdoor media	1,488	1,235	1,196	-39	-3.2%	8.1%
	Creative	1,567	1,730	1,291	-439	-25.4%	8.7%
	Marketing/Promotion	3,036	2,696	2,129	-567	-21.0%	14.4%
	Others	235	247	167	-80	-32.4%	1.1%
	Subtotal	7,725	7,203	6,180	-1,023	-14.2%	41.8%
	Total	18,794	18,475	14,800	-3,675	-19.9%	100.0%
Y o m i k o	Newspapers	814	506	186	-320	-63.2%	2.7%
	Magazines	264	122	50	-72	-59.0%	0.7%
	Radio	144	244	83	-161	-66.0%	1.2%
	Television	3,473	3,156	2,604	-552	-17.5%	38.0%
	Subtotal	4,696	4,030	2,924	-1,106	-27.4%	42.7%
	Internet media	901	1,150	1,236	86	7.5%	18.0%
	Outdoor media	530	419	246	-173	-41.3%	3.6%
	Creative	1,371	1,052	749	-303	-28.8%	10.9%
	Marketing/Promotion	2,376	2,717	1,296	-1,421	-52.3%	18.9%
	Others	491	516	402	-114	-22.1%	5.9%
	Subtotal	5,670	5,855	3,930	-1,925	-32.9%	57.3%
	Total	10,367	9,885	6,855	-3,030	-30.7%	100.0%

(2) Major Changes (Largest Increases and Decreases) for May 2020

	May		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo		Automobiles/Related products		Automobiles/Related products
		Information/Communications		Transportation/Leisure
		Transportation/Leisure		Distribution/Retailing
Daiko	Restaurant/Services	Beverages/Cigarettes/Luxury foods	Restaurant/Services	Finance/Insurance
	Real estate/Housing facilities	Finance/Insurance	Pharmaceuticals/Medical supplies	Foodstuffs
	Government/Organizations	Transportation/Leisure	Real estate/Housing facilities	Transportation/Leisure
Yomiko	Information/Communications	Real estate/Housing facilities	Information/Communications	Real estate/Housing facilities
	Education/Medical services/Religion	Transportation/Leisure	Energy/Material/Machinery	Distribution/Retailing
	Pharmaceuticals/Medical supplies	Distribution/Retailing	Household products	Transportation/Leisure

※ For each set of figures, the total may not match the sum because figures are rounded down to the nearest million yen.

※ Billings include the following advertising services.

“Newspapers”, “Magazines”, “Radio” and “Television” are the total expenses for placement of domestic and export advertising.

“Television” includes advertising expenses for CS/BS media related.

“Internet media” are the transactions for placement of advertising spots on the Internet and cell phones. However, transactions concerned with creating and producing advertisements for the Internet and cell phones are included in “Creative”.

“Outdoor media” is the total of space charge and production billings involving outdoor advertising, train and other transportation advertising, insertions and other advertising media.

“Creative” includes billings for creating and producing advertisements for newspapers, magazines, radio, television and the Internet, including contract money for advertising performers.

“Marketing/promotion” includes transactions concerned with consulting, planning and surveys in the marketing, communication and brand management domains, and other consulting, planning and implementation transactions in such areas as sales promotion, special events, public relations and customer relationship management.

“Others” includes transactions concerned with sports, entertainment and other similar content.

※ Figures in this Monthly Billings Report are based on the monthly billings of the company's three main advertising agencies and have not been audited by an independent auditor. Accordingly, there may be discrepancies between these figures and the company's Consolidated Financial Results.