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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.  
and Yomiko Advertising Inc. June 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 June 2020 (Single month)

(Millions of yen)

		June					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,156	2,005	1,377	-628	-31.3%	3.8%
	Magazines	784	653	182	-471	-72.1%	0.5%
	Radio	498	613	471	-142	-23.2%	1.3%
	Television	25,678	25,180	15,542	-9,638	-38.3%	42.6%
	Subtotal	29,117	28,451	17,574	-10,877	-38.2%	48.2%
	Internet media	5,980	7,005	5,423	-1,582	-22.6%	14.9%
	Outdoor media	1,703	1,542	945	-597	-38.7%	2.6%
	Creative	8,166	8,234	5,688	-2,546	-30.9%	15.6%
	Marketing/Promotion	12,554	13,090	6,654	-6,436	-49.2%	18.2%
	Others	741	808	209	-599	-74.1%	0.6%
	Subtotal	29,146	30,682	18,920	-11,762	-38.3%	51.8%
	Total	58,263	59,134	36,495	-22,639	-38.3%	100.0%
Daiko	Newspapers	973	838	508	-330	-39.4%	7.2%
	Magazines	87	57	25	-32	-56.1%	0.4%
	Radio	154	193	84	-109	-56.5%	1.2%
	Television	4,523	4,258	3,494	-764	-17.9%	49.8%
	Subtotal	5,739	5,348	4,113	-1,235	-23.1%	58.6%
	Internet media	547	681	693	12	1.8%	9.9%
	Outdoor media	734	847	477	-370	-43.7%	6.8%
	Creative	901	1,005	628	-377	-37.5%	8.9%
	Marketing/Promotion	2,185	1,340	1,081	-259	-19.3%	15.4%
	Others	92	84	24	-60	-71.4%	0.3%
	Subtotal	4,462	3,959	2,905	-1,054	-26.6%	41.4%
	Total	10,202	9,307	7,018	-2,289	-24.6%	100.0%
Yomiko	Newspapers	397	383	143	-240	-62.7%	4.7%
	Magazines	159	111	38	-73	-65.8%	1.3%
	Radio	81	122	48	-74	-60.7%	1.6%
	Television	1,724	1,791	1,074	-717	-40.0%	34.9%
	Subtotal	2,363	2,409	1,304	-1,105	-45.9%	42.4%
	Internet media	290	398	322	-76	-19.1%	10.5%
	Outdoor media	220	270	115	-155	-57.4%	3.7%
	Creative	512	677	291	-386	-57.0%	9.5%
	Marketing/Promotion	1,371	1,601	846	-755	-47.2%	27.5%
	Others	171	205	196	-9	-4.4%	6.4%
	Subtotal	2,565	3,153	1,772	-1,381	-43.8%	57.6%
	Total	4,928	5,562	3,077	-2,485	-44.7%	100.0%

## ( 2 ) Billings by Type of Service for June 2020 (Cumulative)

(Millions of yen)

		June (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	6,175	6,079	3,797	-2,282	-37.5%	3.3%
	Magazines	2,191	2,173	1,175	-998	-45.9%	1.0%
	Radio	1,581	1,745	1,395	-350	-20.1%	1.2%
	Television	75,904	76,226	50,407	-25,819	-33.9%	43.4%
	Subtotal	85,854	86,225	56,775	-29,450	-34.2%	48.9%
	Internet media	19,791	22,449	20,314	-2,135	-9.5%	17.5%
	Outdoor media	5,183	5,031	3,074	-1,957	-38.9%	2.6%
	Creative	23,168	21,669	16,430	-5,239	-24.2%	14.1%
	Marketing/Promotion	32,152	31,244	18,032	-13,212	-42.3%	15.5%
	Others	2,714	3,303	1,509	-1,794	-54.3%	1.3%
	Subtotal	83,009	83,696	59,362	-24,334	-29.1%	51.1%
	Total	168,863	169,921	116,137	-53,784	-31.7%	100.0%
D a i k o	Newspapers	2,708	2,492	1,643	-849	-34.1%	7.5%
	Magazines	281	281	129	-152	-54.1%	0.6%
	Radio	515	572	303	-269	-47.0%	1.4%
	Television	13,303	13,273	10,656	-2,617	-19.7%	48.8%
	Subtotal	16,809	16,620	12,733	-3,887	-23.4%	58.4%
	Internet media	1,945	1,974	2,088	114	5.8%	9.6%
	Outdoor media	2,223	2,083	1,673	-410	-19.7%	7.7%
	Creative	2,468	2,736	1,919	-817	-29.9%	8.8%
	Marketing/Promotion	5,221	4,036	3,211	-825	-20.4%	14.7%
	Others	328	332	191	-141	-42.5%	0.9%
	Subtotal	12,187	11,162	9,085	-2,077	-18.6%	41.6%
	Total	28,997	27,782	21,819	-5,963	-21.5%	100.0%
Y o m i k o	Newspapers	1,211	889	329	-560	-63.0%	3.3%
	Magazines	424	233	89	-144	-61.8%	0.9%
	Radio	225	367	131	-236	-64.3%	1.3%
	Television	5,197	4,947	3,678	-1,269	-25.7%	37.0%
	Subtotal	7,059	6,439	4,229	-2,210	-34.3%	42.6%
	Internet media	1,191	1,549	1,558	9	0.6%	15.7%
	Outdoor media	750	689	361	-328	-47.6%	3.6%
	Creative	1,883	1,729	1,041	-688	-39.8%	10.5%
	Marketing/Promotion	3,748	4,319	2,143	-2,176	-50.4%	21.6%
	Others	662	721	598	-123	-17.1%	6.0%
	Subtotal	8,236	9,009	5,703	-3,306	-36.7%	57.4%
	Total	15,295	15,448	9,932	-5,516	-35.7%	100.0%

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

	June		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Pharmaceuticals/Medical supplies	Automobiles/Related products	Pharmaceuticals/Medical supplies	Automobiles/Related products
		Information/Communications		Transportation/Leisure
		Transportation/Leisure		Distribution/Retailing
Daiko	Restaurant/Services	Finance/Insurance	Restaurant/Services	Finance/Insurance
	Apparel/Accessories	Beverages/Cigarettes/Luxury foods	Real estate/Housing facilities	Foodstuffs
	Games/Sporting goods/Hobby supplies	Transportation/Leisure	Apparel/Accessories	Beverages/Cigarettes/Luxury foods
Yomiko	Precision machinery/Office supplies	Real estate/Housing facilities	Information/Communications	Real estate/Housing facilities
	Cosmetics/Toiletries	Government/Organizations	Household products	Government/Organizations
	Publishing	Transportation/Leisure	Publishing	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.