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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. August 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 August 2020 (Single month)

(Millions of yen)

		August					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,072	2,079	1,304	-775	-37.3%	3.4%
	Magazines	879	904	428	-476	-52.7%	1.1%
	Radio	512	551	483	-68	-12.3%	1.3%
	Television	21,590	20,313	16,047	-4,266	-21.0%	42.1%
	Subtotal	25,054	23,849	18,263	-5,586	-23.4%	48.0%
	Internet media	5,755	6,140	5,886	-254	-4.1%	15.5%
	Outdoor media	1,505	1,541	822	-719	-46.7%	2.2%
	Creative	8,132	7,476	6,667	-809	-10.8%	17.5%
	Marketing/Promotion	10,245	10,045	6,074	-3,971	-39.5%	16.0%
	Others	701	507	362	-145	-28.6%	1.0%
	Subtotal	26,339	25,711	19,814	-5,897	-22.9%	52.0%
	Total	51,394	49,561	38,077	-11,484	-23.2%	100.0%
Daiko	Newspapers	772	862	553	-309	-35.8%	7.7%
	Magazines	132	104	28	-76	-73.1%	0.4%
	Radio	163	132	87	-45	-34.1%	1.2%
	Television	4,006	4,878	3,807	-1,071	-22.0%	53.3%
	Subtotal	5,074	5,978	4,475	-1,503	-25.1%	62.7%
	Internet media	578	577	660	83	14.4%	9.2%
	Outdoor media	353	579	365	-214	-37.0%	5.1%
	Creative	772	873	783	-90	-10.3%	11.0%
	Marketing/Promotion	1,291	1,161	831	-330	-28.4%	11.6%
	Others	183	122	25	-97	-79.5%	0.4%
	Subtotal	3,179	3,314	2,666	-648	-19.6%	37.3%
	Total	8,254	9,292	7,142	-2,150	-23.1%	100.0%
Yomiko	Newspapers	312	343	157	-186	-54.2%	4.6%
	Magazines	42	23	18	-5	-21.7%	0.5%
	Radio	79	105	49	-56	-53.3%	1.4%
	Television	2,074	1,900	1,001	-899	-47.3%	28.9%
	Subtotal	2,509	2,372	1,227	-1,145	-48.3%	35.5%
	Internet media	314	600	412	-188	-31.3%	11.9%
	Outdoor media	356	176	98	-78	-44.3%	2.8%
	Creative	446	529	407	-122	-23.1%	11.8%
	Marketing/Promotion	1,941	1,696	1,172	-524	-30.9%	33.9%
	Others	217	335	143	-192	-57.3%	4.1%
	Subtotal	3,275	3,339	2,234	-1,105	-33.1%	64.5%
	Total	5,785	5,712	3,461	-2,251	-39.4%	100.0%

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

(Millions of yen)

		August (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	10,458	10,438	6,717	-3,721	-35.6%	3.5%
	Magazines	3,730	3,662	1,892	-1,770	-48.3%	1.0%
	Radio	2,699	2,889	2,354	-535	-18.5%	1.2%
	Television	122,584	122,127	84,707	-37,420	-30.6%	43.7%
	Subtotal	139,473	139,117	95,672	-43,445	-31.2%	49.3%
	Internet media	31,362	34,983	31,729	-3,254	-9.3%	16.4%
	Outdoor media	8,359	8,612	4,651	-3,961	-46.0%	2.4%
	Creative	38,516	36,851	29,000	-7,851	-21.3%	15.0%
	Marketing/Promotion	52,776	51,521	30,493	-21,028	-40.8%	15.7%
	Others	4,281	4,565	2,349	-2,216	-48.5%	1.2%
	Subtotal	135,296	136,533	98,224	-38,309	-28.1%	50.7%
	Total	274,769	275,651	193,896	-81,755	-29.7%	100.0%
D a i k o	Newspapers	4,321	4,507	2,753	-1,754	-38.9%	7.7%
	Magazines	482	496	235	-261	-52.6%	0.7%
	Radio	837	850	487	-363	-42.7%	1.4%
	Television	21,820	23,031	17,839	-5,192	-22.5%	49.8%
	Subtotal	27,461	28,885	21,314	-7,571	-26.2%	59.5%
	Internet media	3,075	3,147	3,366	219	7.0%	9.4%
	Outdoor media	3,420	3,589	2,519	-1,070	-29.8%	7.0%
	Creative	4,336	4,631	3,338	-1,293	-27.9%	9.3%
	Marketing/Promotion	8,410	7,095	4,997	-2,098	-29.6%	14.0%
	Others	659	585	267	-318	-54.4%	0.7%
	Subtotal	19,901	19,049	14,489	-4,560	-23.9%	40.5%
	Total	47,363	47,935	35,804	-12,131	-25.3%	100.0%
Y o m i k o	Newspapers	1,792	1,880	619	-1,261	-67.1%	3.8%
	Magazines	578	309	133	-176	-57.0%	0.8%
	Radio	418	601	229	-372	-61.9%	1.4%
	Television	9,027	8,397	5,631	-2,766	-32.9%	34.3%
	Subtotal	11,816	11,189	6,613	-4,576	-40.9%	40.3%
	Internet media	1,776	2,761	2,407	-354	-12.8%	14.7%
	Outdoor media	1,352	1,252	581	-671	-53.6%	3.5%
	Creative	2,993	2,868	1,753	-1,115	-38.9%	10.7%
	Marketing/Promotion	7,588	7,870	4,192	-3,678	-46.7%	25.5%
	Others	1,032	1,201	880	-321	-26.7%	5.4%
	Subtotal	14,743	15,954	9,815	-6,139	-38.5%	59.7%
	Total	26,560	27,144	16,429	-10,715	-39.5%	100.0%

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

	August		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Pharmaceuticals/Medical supplies	Cosmetics/Toiletries	Pharmaceuticals/Medical supplies	Automobiles/Related products
	Education/Medical services/Religion	Automobiles/Related products		Transportation/Leisure
		Transportation/Leisure		Cosmetics/Toiletries
Daiko	Real estate/Housing facilities	Beverages/Cigarettes/Luxury foods	Restaurant/Services	Beverages/Cigarettes/Luxury foods
	Restaurant/Services	Transportation/Leisure	Real estate/Housing facilities	Finance/Insurance
	Energy/Material/Machinery	Finance/Insurance	Apparel/Accessories	Transportation/Leisure
Yomiko	Beverages/Cigarettes/Luxury foods	Foodstuffs	Apparel/Accessories	Real estate/Housing facilities
	Cosmetics/Toiletries	Transportation/Leisure	Home electric appliances/AV equipment	Government/Organizations
	Apparel/Accessories	Energy/Material/Machinery	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.