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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. September 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 September 2020 (Single month)

(Millions of yen)

		September					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,236	1,994	2,065	71	3.6%	4.1%
	Magazines	1,138	1,002	575	-427	-42.6%	1.1%
	Radio	562	639	496	-143	-22.4%	1.0%
	Television	25,195	21,377	19,571	-1,806	-8.4%	38.5%
	Subtotal	29,133	25,013	22,709	-2,304	-9.2%	44.6%
	Internet media	6,314	6,717	6,510	-207	-3.1%	12.8%
	Outdoor media	1,597	1,744	966	-778	-44.6%	1.9%
	Creative	9,441	10,596	10,077	-519	-4.9%	19.8%
	Marketing/Promotion	14,145	18,139	10,195	-7,944	-43.8%	20.0%
	Others	1,123	871	416	-455	-52.2%	0.8%
	Subtotal	32,622	38,070	28,168	-9,902	-26.0%	55.4%
	Total	61,756	63,083	50,877	-12,206	-19.3%	100.0%
Daiko	Newspapers	923	731	682	-49	-6.7%	8.7%
	Magazines	110	83	52	-31	-37.3%	0.7%
	Radio	146	179	99	-80	-44.7%	1.3%
	Television	4,554	4,452	3,544	-908	-20.4%	45.2%
	Subtotal	5,735	5,446	4,379	-1,067	-19.6%	55.8%
	Internet media	620	469	590	121	25.8%	7.5%
	Outdoor media	513	491	428	-63	-12.8%	5.5%
	Creative	1,276	1,292	1,218	-74	-5.7%	15.5%
	Marketing/Promotion	1,659	1,764	1,211	-553	-31.3%	15.5%
	Others	-8	359	13	-346	-96.4%	0.2%
	Subtotal	4,062	4,379	3,463	-916	-20.9%	44.2%
	Total	9,798	9,826	7,842	-1,984	-20.2%	100.0%
Yomiko	Newspapers	365	239	202	-37	-15.5%	4.6%
	Magazines	98	42	28	-14	-33.3%	0.7%
	Radio	94	107	66	-41	-38.3%	1.5%
	Television	2,350	1,967	1,186	-781	-39.7%	27.2%
	Subtotal	2,908	2,356	1,483	-873	-37.1%	34.0%
	Internet media	326	546	422	-124	-22.7%	9.7%
	Outdoor media	176	278	150	-128	-46.0%	3.5%
	Creative	791	653	765	112	17.2%	17.5%
	Marketing/Promotion	2,326	2,064	1,402	-662	-32.1%	32.1%
	Others	284	230	141	-89	-38.7%	3.2%
	Subtotal	3,906	3,773	2,882	-891	-23.6%	66.0%
	Total	6,814	6,129	4,366	-1,763	-28.8%	100.0%

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

(Millions of yen)

		September (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	12,695	12,432	8,782	-3,650	-29.4%	3.6%
	Magazines	4,868	4,665	2,468	-2,197	-47.1%	1.0%
	Radio	3,262	3,528	2,851	-677	-19.2%	1.2%
	Television	147,780	143,504	104,279	-39,225	-27.3%	42.6%
	Subtotal	168,607	164,131	118,381	-45,750	-27.9%	48.4%
	Internet media	37,676	41,701	38,240	-3,461	-8.3%	15.6%
	Outdoor media	9,956	10,356	5,618	-4,738	-45.8%	2.3%
	Creative	47,958	47,447	39,078	-8,369	-17.6%	16.0%
	Marketing/Promotion	66,921	69,660	40,689	-28,971	-41.6%	16.6%
	Others	5,405	5,437	2,766	-2,671	-49.1%	1.1%
	Subtotal	167,918	174,604	126,392	-48,212	-27.6%	51.6%
	Total	336,525	338,735	244,773	-93,962	-27.7%	100.0%
D a i k o	Newspapers	5,244	5,238	3,435	-1,803	-34.4%	7.9%
	Magazines	593	580	287	-293	-50.5%	0.7%
	Radio	983	1,030	587	-443	-43.0%	1.3%
	Television	26,375	27,483	21,383	-6,100	-22.2%	49.0%
	Subtotal	33,197	34,332	25,694	-8,638	-25.2%	58.9%
	Internet media	3,696	3,617	3,957	340	9.4%	9.1%
	Outdoor media	3,934	4,081	2,948	-1,133	-27.8%	6.8%
	Creative	5,612	5,924	4,556	-1,368	-23.1%	10.4%
	Marketing/Promotion	10,070	8,860	6,209	-2,651	-29.9%	14.2%
	Others	650	945	280	-665	-70.4%	0.6%
	Subtotal	23,964	23,428	17,952	-5,476	-23.4%	41.1%
	Total	57,161	57,761	43,647	-14,114	-24.4%	100.0%
Y o m i k o	Newspapers	2,157	2,120	821	-1,299	-61.3%	4.0%
	Magazines	676	352	162	-190	-54.0%	0.8%
	Radio	512	708	295	-413	-58.3%	1.4%
	Television	11,377	10,364	6,817	-3,547	-34.2%	32.8%
	Subtotal	14,725	13,545	8,097	-5,448	-40.2%	38.9%
	Internet media	2,102	3,308	2,829	-479	-14.5%	13.6%
	Outdoor media	1,529	1,530	732	-798	-52.2%	3.5%
	Creative	3,785	3,522	2,519	-1,003	-28.5%	12.1%
	Marketing/Promotion	9,915	9,935	5,595	-4,340	-43.7%	26.9%
	Others	1,316	1,431	1,021	-410	-28.7%	4.9%
	Subtotal	18,649	19,728	12,698	-7,030	-35.6%	61.1%
	Total	33,375	33,274	20,795	-12,479	-37.5%	100.0%

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

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

※ 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.