

Company name: Hakuhodo DY Holdings Inc.

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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. October 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 October 2020 (Single month)

(Millions of yen)

		October					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,634	2,228	2,321	93	4.2%	4.5%
	Magazines	944	893	593	-300	-33.6%	1.2%
	Radio	649	581	533	-48	-8.3%	1.0%
	Television	26,636	23,553	22,248	-1,305	-5.5%	43.2%
	Subtotal	30,865	27,256	25,696	-1,560	-5.7%	49.9%
	Internet media	6,977	7,951	8,078	127	1.6%	15.7%
	Outdoor media	1,530	1,566	1,231	-335	-21.4%	2.4%
	Creative	8,070	8,259	7,364	-895	-10.8%	14.3%
	Marketing/Promotion	11,733	9,689	8,342	-1,347	-13.9%	16.2%
	Others	1,077	1,289	785	-504	-39.1%	1.5%
	Subtotal	29,388	28,757	25,802	-2,955	-10.3%	50.1%
	Total	60,254	56,013	51,499	-4,514	-8.1%	100.0%
Daiko	Newspapers	892	806	852	46	5.7%	11.0%
	Magazines	171	162	73	-89	-54.9%	1.0%
	Radio	133	193	123	-70	-36.3%	1.6%
	Television	4,026	4,500	3,503	-997	-22.2%	45.3%
	Subtotal	5,223	5,662	4,553	-1,109	-19.6%	58.9%
	Internet media	532	707	646	-61	-8.6%	8.4%
	Outdoor media	605	510	612	102	20.0%	7.9%
	Creative	894	919	807	-112	-12.2%	10.4%
	Marketing/Promotion	1,402	1,346	1,083	-263	-19.5%	14.0%
	Others	219	249	24	-225	-90.4%	0.3%
	Subtotal	3,654	3,732	3,173	-559	-15.0%	41.1%
	Total	8,878	9,395	7,726	-1,669	-17.8%	100.0%
Yomiko	Newspapers	387	422	311	-111	-26.3%	6.9%
	Magazines	122	154	48	-106	-68.8%	1.1%
	Radio	120	126	93	-33	-26.2%	2.1%
	Television	1,710	1,843	1,356	-487	-26.4%	30.2%
	Subtotal	2,341	2,546	1,809	-737	-28.9%	40.3%
	Internet media	450	513	552	39	7.6%	12.3%
	Outdoor media	289	218	128	-90	-41.3%	2.9%
	Creative	506	555	570	15	2.7%	12.7%
	Marketing/Promotion	1,555	1,142	1,207	65	5.7%	26.9%
	Others	278	333	218	-115	-34.5%	4.9%
	Subtotal	3,080	2,762	2,677	-85	-3.1%	59.7%
	Total	5,421	5,309	4,487	-822	-15.5%	100.0%

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

(Millions of yen)

		October (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	15,330	14,660	11,104	-3,556	-24.3%	3.7%
	Magazines	5,813	5,558	3,061	-2,497	-44.9%	1.0%
	Radio	3,912	4,110	3,384	-726	-17.7%	1.1%
	Television	174,416	167,058	126,527	-40,531	-24.3%	42.7%
	Subtotal	199,472	191,387	144,078	-47,309	-24.7%	48.6%
	Internet media	44,653	49,652	46,318	-3,334	-6.7%	15.6%
	Outdoor media	11,487	11,923	6,849	-5,074	-42.6%	2.3%
	Creative	56,028	55,707	46,443	-9,264	-16.6%	15.7%
	Marketing/Promotion	78,654	79,350	49,031	-30,319	-38.2%	16.5%
	Others	6,483	6,726	3,551	-3,175	-47.2%	1.2%
	Subtotal	197,307	203,361	152,194	-51,167	-25.2%	51.4%
	Total	396,780	394,749	296,272	-98,477	-24.9%	100.0%
D a i k o	Newspapers	6,137	6,045	4,287	-1,758	-29.1%	8.3%
	Magazines	764	742	361	-381	-51.3%	0.7%
	Radio	1,116	1,223	711	-512	-41.9%	1.4%
	Television	30,401	31,983	24,887	-7,096	-22.2%	48.4%
	Subtotal	38,420	39,995	30,247	-9,748	-24.4%	58.9%
	Internet media	4,229	4,324	4,603	279	6.5%	9.0%
	Outdoor media	4,539	4,591	3,560	-1,031	-22.5%	6.9%
	Creative	6,507	6,843	5,363	-1,480	-21.6%	10.4%
	Marketing/Promotion	11,472	10,207	7,293	-2,914	-28.5%	14.2%
	Others	869	1,194	304	-890	-74.5%	0.6%
	Subtotal	27,619	27,161	21,125	-6,036	-22.2%	41.1%
	Total	66,040	67,156	51,373	-15,783	-23.5%	100.0%
Y o m i k o	Newspapers	2,545	2,542	1,133	-1,409	-55.4%	4.5%
	Magazines	799	507	210	-297	-58.6%	0.8%
	Radio	633	835	389	-446	-53.4%	1.5%
	Television	13,088	12,207	8,173	-4,034	-33.0%	32.3%
	Subtotal	17,066	16,092	9,906	-6,186	-38.4%	39.2%
	Internet media	2,553	3,821	3,382	-439	-11.5%	13.4%
	Outdoor media	1,818	1,748	861	-887	-50.7%	3.4%
	Creative	4,291	4,077	3,089	-988	-24.2%	12.2%
	Marketing/Promotion	11,471	11,077	6,802	-4,275	-38.6%	26.9%
	Others	1,595	1,765	1,239	-526	-29.8%	4.9%
	Subtotal	21,730	22,490	15,375	-7,115	-31.6%	60.8%
	Total	38,797	38,583	25,282	-13,301	-34.5%	100.0%

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

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

※ 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.