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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. December 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 December 2020 (Single month)

(Millions of yen)

		December					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,791	2,381	2,470	89	3.7%	3.4%
	Magazines	782	711	555	-156	-21.9%	0.8%
	Radio	643	704	538	-166	-23.6%	0.7%
	Television	29,624	26,798	28,225	1,427	5.3%	38.9%
	Subtotal	33,842	30,595	31,789	1,194	3.9%	43.8%
	Internet media	8,511	9,110	10,741	1,631	17.9%	14.8%
	Outdoor media	2,264	2,626	1,552	-1,074	-40.9%	2.1%
	Creative	11,791	11,741	12,402	661	5.6%	17.1%
	Marketing/Promotion	18,413	18,357	15,149	-3,208	-17.5%	20.9%
	Others	502	1,256	877	-379	-30.2%	1.2%
	Subtotal	41,482	43,093	40,724	-2,369	-5.5%	56.2%
	Total	75,324	73,689	72,513	-1,176	-1.6%	100.0%
Daiko	Newspapers	645	493	556	63	12.8%	6.5%
	Magazines	118	87	65	-22	-25.3%	0.8%
	Radio	191	114	98	-16	-14.0%	1.1%
	Television	4,388	4,477	3,912	-565	-12.6%	45.4%
	Subtotal	5,344	5,173	4,632	-541	-10.5%	53.7%
	Internet media	704	866	710	-156	-18.0%	8.2%
	Outdoor media	381	527	578	51	9.7%	6.7%
	Creative	1,244	1,068	1,340	272	25.5%	15.5%
	Marketing/Promotion	1,572	1,443	1,307	-136	-9.4%	15.2%
	Others	258	155	53	-102	-65.8%	0.6%
	Subtotal	4,162	4,061	3,989	-72	-1.8%	46.3%
	Total	9,506	9,235	8,621	-614	-6.6%	100.0%
Yomiko	Newspapers	250	345	470	125	36.2%	7.9%
	Magazines	83	113	98	-15	-13.3%	1.6%
	Radio	117	123	106	-17	-13.8%	1.8%
	Television	1,585	1,751	1,512	-239	-13.6%	25.3%
	Subtotal	2,037	2,334	2,187	-147	-6.3%	36.6%
	Internet media	358	414	755	341	82.4%	12.6%
	Outdoor media	256	247	128	-119	-48.2%	2.1%
	Creative	1,015	557	859	302	54.2%	14.4%
	Marketing/Promotion	1,848	1,784	1,752	-32	-1.8%	29.3%
	Others	356	349	290	-59	-16.9%	4.9%
	Subtotal	3,835	3,353	3,785	432	12.9%	63.4%
	Total	5,873	5,687	5,973	286	5.0%	100.0%

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

(Millions of yen)

		December (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	20,558	19,220	15,711	-3,509	-18.3%	3.7%
	Magazines	7,700	7,400	4,153	-3,247	-43.9%	1.0%
	Radio	5,155	5,381	4,433	-948	-17.6%	1.0%
	Television	232,687	222,194	179,774	-42,420	-19.1%	42.4%
	Subtotal	266,102	254,197	204,072	-50,125	-19.7%	48.1%
	Internet media	59,861	65,503	65,514	11	0.0%	15.4%
	Outdoor media	15,441	16,600	9,579	-7,021	-42.3%	2.3%
	Creative	76,375	76,573	67,334	-9,239	-12.1%	15.9%
	Marketing/Promotion	110,889	110,703	72,377	-38,326	-34.6%	17.1%
	Others	8,180	9,952	5,464	-4,488	-45.1%	1.3%
	Subtotal	270,747	279,332	220,270	-59,062	-21.1%	51.9%
	Total	536,850	533,530	424,342	-109,188	-20.5%	100.0%
D a i k o	Newspapers	7,797	7,229	5,594	-1,635	-22.6%	8.2%
	Magazines	968	925	484	-441	-47.7%	0.7%
	Radio	1,456	1,465	913	-552	-37.7%	1.3%
	Television	39,402	41,275	32,511	-8,764	-21.2%	47.7%
	Subtotal	49,624	50,895	39,503	-11,392	-22.4%	58.0%
	Internet media	5,473	6,093	5,954	-139	-2.3%	8.7%
	Outdoor media	5,546	5,775	4,719	-1,056	-18.3%	6.9%
	Creative	8,628	8,667	7,710	-957	-11.0%	11.3%
	Marketing/Promotion	14,643	13,029	9,874	-3,155	-24.2%	14.5%
	Others	1,248	1,440	394	-1,046	-72.6%	0.6%
	Subtotal	35,539	35,006	28,652	-6,354	-18.2%	42.0%
	Total	85,164	85,902	68,155	-17,747	-20.7%	100.0%
Y o m i k o	Newspapers	3,086	3,187	1,979	-1,208	-37.9%	5.5%
	Magazines	968	734	355	-379	-51.6%	1.0%
	Radio	867	1,065	586	-479	-45.0%	1.6%
	Television	16,512	15,495	11,110	-4,385	-28.3%	31.1%
	Subtotal	21,435	20,483	14,033	-6,450	-31.5%	39.2%
	Internet media	3,167	4,740	4,698	-42	-0.9%	13.1%
	Outdoor media	2,362	2,199	1,139	-1,060	-48.2%	3.2%
	Creative	5,790	5,118	4,463	-655	-12.8%	12.5%
	Marketing/Promotion	15,077	14,631	9,753	-4,878	-33.3%	27.3%
	Others	2,306	2,327	1,671	-656	-28.2%	4.7%
	Subtotal	28,704	29,018	21,725	-7,293	-25.1%	60.8%
	Total	50,139	49,501	35,758	-13,743	-27.8%	100.0%

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

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