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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. January 2021

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 January 2021 (Single month)

(Millions of yen)

		January					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,858	2,084	2,188	104	5.0%	3.8%
	Magazines	492	507	222	-285	-56.2%	0.4%
	Radio	560	551	461	-90	-16.3%	0.8%
	Television	26,849	24,701	25,481	780	3.2%	44.1%
	Subtotal	30,760	27,845	28,353	508	1.8%	49.1%
	Internet media	8,186	7,985	10,002	2,017	25.3%	17.3%
	Outdoor media	1,810	1,928	1,538	-390	-20.2%	2.7%
	Creative	8,918	8,292	8,010	-282	-3.4%	13.9%
	Marketing/Promotion	9,679	10,230	7,776	-2,454	-24.0%	13.5%
	Others	2,079	2,082	2,059	-23	-1.1%	3.6%
	Subtotal	30,675	30,519	29,387	-1,132	-3.7%	50.9%
	Total	61,436	58,364	57,741	-623	-1.1%	100.0%
Daiko	Newspapers	1,237	1,110	722	-388	-35.0%	8.8%
	Magazines	54	73	24	-49	-67.1%	0.3%
	Radio	148	132	100	-32	-24.2%	1.2%
	Television	5,064	4,029	3,901	-128	-3.2%	47.7%
	Subtotal	6,505	5,346	4,749	-597	-11.2%	58.1%
	Internet media	579	618	701	83	13.4%	8.6%
	Outdoor media	631	743	806	63	8.5%	9.9%
	Creative	752	615	692	77	12.5%	8.5%
	Marketing/Promotion	1,337	1,667	1,077	-590	-35.4%	13.2%
	Others	426	129	145	16	12.4%	1.8%
	Subtotal	3,727	3,773	3,423	-350	-9.3%	41.9%
	Total	10,232	9,120	8,172	-948	-10.4%	100.0%
Yomiko	Newspapers	399	282	193	-89	-31.6%	3.1%
	Magazines	30	30	28	-2	-6.7%	0.5%
	Radio	96	82	92	10	12.2%	1.5%
	Television	2,408	2,135	1,837	-298	-14.0%	29.0%
	Subtotal	2,934	2,531	2,153	-378	-14.9%	33.9%
	Internet media	458	466	716	250	53.6%	11.3%
	Outdoor media	330	201	90	-111	-55.2%	1.4%
	Creative	495	805	603	-202	-25.1%	9.5%
	Marketing/Promotion	1,351	1,505	1,159	-346	-23.0%	18.3%
	Others	1,654	1,474	1,625	151	10.2%	25.6%
	Subtotal	4,291	4,453	4,194	-259	-5.8%	66.1%
	Total	7,225	6,984	6,347	-637	-9.1%	100.0%

(2) Billings by Type of Service for January 2021 (Cumulative)

(Millions of yen)

		January (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	23,417	21,304	17,899	-3,405	-16.0%	3.7%
	Magazines	8,193	7,908	4,375	-3,533	-44.7%	0.9%
	Radio	5,716	5,933	4,895	-1,038	-17.5%	1.0%
	Television	259,536	246,896	205,256	-41,640	-16.9%	42.6%
	Subtotal	296,863	282,042	232,426	-49,616	-17.6%	48.2%
	Internet media	68,048	73,488	75,517	2,029	2.8%	15.7%
	Outdoor media	17,251	18,528	11,117	-7,411	-40.0%	2.3%
	Creative	85,293	84,866	75,344	-9,522	-11.2%	15.6%
	Marketing/Promotion	120,569	120,934	80,154	-40,780	-33.7%	16.6%
	Others	10,260	12,035	7,523	-4,512	-37.5%	1.6%
	Subtotal	301,423	309,852	249,657	-60,195	-19.4%	51.8%
	Total	598,286	591,895	482,084	-109,811	-18.6%	100.0%
D a i k o	Newspapers	9,035	8,340	6,317	-2,023	-24.3%	8.3%
	Magazines	1,023	998	509	-489	-49.0%	0.7%
	Radio	1,604	1,598	1,013	-585	-36.6%	1.3%
	Television	44,466	45,305	36,413	-8,892	-19.6%	47.7%
	Subtotal	56,130	56,242	44,252	-11,990	-21.3%	58.0%
	Internet media	6,052	6,711	6,655	-56	-0.8%	8.7%
	Outdoor media	6,177	6,518	5,525	-993	-15.2%	7.2%
	Creative	9,381	9,283	8,402	-881	-9.5%	11.0%
	Marketing/Promotion	15,980	14,696	10,951	-3,745	-25.5%	14.3%
	Others	1,674	1,570	540	-1,030	-65.6%	0.7%
	Subtotal	39,267	38,779	32,075	-6,704	-17.3%	42.0%
	Total	95,397	95,022	76,328	-18,694	-19.7%	100.0%
Y o m i k o	Newspapers	3,485	3,470	2,173	-1,297	-37.4%	5.2%
	Magazines	998	765	384	-381	-49.8%	0.9%
	Radio	963	1,148	679	-469	-40.9%	1.6%
	Television	18,921	17,631	12,948	-4,683	-26.6%	30.8%
	Subtotal	24,369	23,015	16,186	-6,829	-29.7%	38.4%
	Internet media	3,626	5,207	5,414	207	4.0%	12.9%
	Outdoor media	2,693	2,401	1,229	-1,172	-48.8%	2.9%
	Creative	6,286	5,924	5,066	-858	-14.5%	12.0%
	Marketing/Promotion	16,428	16,137	10,913	-5,224	-32.4%	25.9%
	Others	3,960	3,801	3,296	-505	-13.3%	7.8%
	Subtotal	32,996	33,471	25,920	-7,551	-22.6%	61.6%
	Total	57,365	56,486	42,106	-14,380	-25.5%	100.0%

(2) Major Changes (Largest Increases and Decreases) for January 2021

	January		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Finance/Insurance	Automobiles/Related products	Pharmaceuticals/Medical supplies	Automobiles/Related products
	Games/Sporting goods/Hobby supplies	Transportation/Leisure	Publishing	Transportation/Leisure
	Pharmaceuticals/Medical supplies	Cosmetics/Toiletries		Cosmetics/Toiletries
Daiko	Beverages/Cigarettes/Luxury foods	Transportation/Leisure	Apparel/Accessories	Finance/Insurance
	Information/Communications	Real estate/Housing facilities		Transportation/Leisure
	Government/Organizations	Foodstuffs		Foodstuffs
Yomiko	Government/Organizations	Real estate/Housing facilities	Education/Medical services/Religion	Real estate/Housing facilities
	Beverages/Cigarettes/Luxury foods	Transportation/Leisure	Apparel/Accessories	Energy/Material/Machinery
	Energy/Material/Machinery	Precision machinery/Office supplies	Household products	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.