

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. February 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 February 2021 (Single month)

(Millions of yen)

		February					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,640	2,238	1,811	-427	-19.1%	3.3%
	Magazines	821	930	482	-448	-48.2%	0.9%
	Radio	619	594	497	-97	-16.3%	0.9%
	Television	24,792	22,533	24,563	2,030	9.0%	44.7%
	Subtotal	28,873	26,297	27,355	1,058	4.0%	49.8%
	Internet media	6,566	7,048	8,611	1,563	22.2%	15.7%
	Outdoor media	1,429	1,654	1,242	-412	-24.9%	2.3%
	Creative	8,185	8,184	8,886	702	8.6%	16.2%
	Marketing/Promotion	10,444	9,420	8,050	-1,370	-14.5%	14.6%
	Others	672	704	820	116	16.5%	1.5%
	Subtotal	27,298	27,011	27,610	599	2.2%	50.2%
	Total	56,172	53,309	54,965	1,656	3.1%	100.0%
Daiko	Newspapers	924	800	668	-132	-16.5%	8.1%
	Magazines	128	149	38	-111	-74.5%	0.5%
	Radio	183	160	99	-61	-38.1%	1.2%
	Television	4,658	3,872	4,015	143	3.7%	48.7%
	Subtotal	5,895	4,983	4,821	-162	-3.3%	58.5%
	Internet media	551	757	690	-67	-8.9%	8.4%
	Outdoor media	721	723	497	-226	-31.3%	6.0%
	Creative	728	855	1,082	227	26.5%	13.1%
	Marketing/Promotion	1,397	1,174	919	-255	-21.7%	11.2%
	Others	750	246	230	-16	-6.5%	2.8%
	Subtotal	4,149	3,758	3,420	-338	-9.0%	41.5%
	Total	10,045	8,741	8,241	-500	-5.7%	100.0%
Yomiko	Newspapers	271	177	113	-64	-36.2%	2.6%
	Magazines	28	43	48	5	11.6%	1.1%
	Radio	110	92	81	-11	-12.0%	1.8%
	Television	1,928	1,912	1,087	-825	-43.1%	24.6%
	Subtotal	2,338	2,225	1,331	-894	-40.2%	30.1%
	Internet media	405	508	616	108	21.3%	13.9%
	Outdoor media	312	339	146	-193	-56.9%	3.3%
	Creative	651	665	686	21	3.2%	15.5%
	Marketing/Promotion	1,440	1,308	1,503	195	14.9%	34.0%
	Others	180	218	143	-75	-34.4%	3.2%
	Subtotal	2,990	3,041	3,095	54	1.8%	69.9%
	Total	5,328	5,267	4,427	-840	-15.9%	100.0%

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

(Millions of yen)

		February (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	26,058	23,543	19,711	-3,832	-16.3%	3.7%
	Magazines	9,014	8,838	4,857	-3,981	-45.0%	0.9%
	Radio	6,335	6,527	5,393	-1,134	-17.4%	1.0%
	Television	284,329	269,430	229,819	-39,611	-14.7%	42.8%
	Subtotal	325,737	308,340	259,781	-48,559	-15.7%	48.4%
	Internet media	74,614	80,536	84,128	3,592	4.5%	15.7%
	Outdoor media	18,680	20,182	12,359	-7,823	-38.8%	2.3%
	Creative	93,479	93,051	84,231	-8,820	-9.5%	15.7%
	Marketing/Promotion	131,013	130,354	88,204	-42,150	-32.3%	16.4%
	Others	10,932	12,739	8,343	-4,396	-34.5%	1.6%
	Subtotal	328,721	336,863	277,268	-59,595	-17.7%	51.6%
	Total	654,459	645,204	537,049	-108,155	-16.8%	100.0%
D a i k o	Newspapers	9,960	9,140	6,985	-2,155	-23.6%	8.3%
	Magazines	1,152	1,148	547	-601	-52.4%	0.6%
	Radio	1,787	1,759	1,112	-647	-36.8%	1.3%
	Television	49,125	49,177	40,428	-8,749	-17.8%	47.8%
	Subtotal	62,025	61,226	49,074	-12,152	-19.8%	58.0%
	Internet media	6,604	7,468	7,346	-122	-1.6%	8.7%
	Outdoor media	6,898	7,242	6,023	-1,219	-16.8%	7.1%
	Creative	10,109	10,139	9,484	-655	-6.5%	11.2%
	Marketing/Promotion	17,378	15,870	11,871	-3,999	-25.2%	14.0%
	Others	2,425	1,816	770	-1,046	-57.6%	0.9%
	Subtotal	43,416	42,538	35,496	-7,042	-16.6%	42.0%
	Total	105,442	103,764	84,570	-19,194	-18.5%	100.0%
Y o m i k o	Newspapers	3,757	3,647	2,287	-1,360	-37.3%	4.9%
	Magazines	1,026	809	433	-376	-46.5%	0.9%
	Radio	1,074	1,240	760	-480	-38.7%	1.6%
	Television	20,849	19,543	14,036	-5,507	-28.2%	30.2%
	Subtotal	26,708	25,241	17,517	-7,724	-30.6%	37.6%
	Internet media	4,031	5,716	6,030	314	5.5%	13.0%
	Outdoor media	3,005	2,741	1,375	-1,366	-49.8%	3.0%
	Creative	6,938	6,589	5,752	-837	-12.7%	12.4%
	Marketing/Promotion	17,869	17,445	12,416	-5,029	-28.8%	26.7%
	Others	4,141	4,019	3,440	-579	-14.4%	7.4%
	Subtotal	35,986	36,512	29,016	-7,496	-20.5%	62.4%
	Total	62,694	61,753	46,533	-15,220	-24.6%	100.0%

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

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