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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. March 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 March 2021 (Single month)

(Millions of yen)

		March					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	3,600	2,862	3,292	430	15.0%	3.3%
	Magazines	1,444	1,069	709	-360	-33.7%	0.7%
	Radio	574	770	512	-258	-33.5%	0.5%
	Television	31,079	27,626	27,792	166	0.6%	27.6%
	Subtotal	36,699	32,328	32,307	-21	-0.1%	32.1%
	Internet media	8,621	10,476	12,077	1,601	15.3%	12.0%
	Outdoor media	2,199	2,440	1,893	-547	-22.4%	1.9%
	Creative	16,605	17,387	18,953	1,566	9.0%	18.9%
	Marketing/Promotion	27,012	22,397	34,456	12,059	53.8%	34.3%
	Others	913	1,667	835	-832	-49.9%	0.8%
	Subtotal	55,353	54,368	68,217	13,849	25.5%	67.9%
	Total	92,053	86,697	100,524	13,827	15.9%	100.0%
Daiko	Newspapers	1,255	834	948	114	13.7%	8.1%
	Magazines	175	226	139	-87	-38.5%	1.2%
	Radio	209	149	121	-28	-18.8%	1.0%
	Television	4,857	4,303	4,125	-178	-4.1%	35.3%
	Subtotal	6,499	5,513	5,333	-180	-3.3%	45.6%
	Internet media	1,023	856	849	-7	-0.8%	7.3%
	Outdoor media	862	874	899	25	2.9%	7.7%
	Creative	1,956	1,834	1,911	77	4.2%	16.3%
	Marketing/Promotion	3,247	2,707	2,653	-54	-2.0%	22.7%
	Others	179	117	50	-67	-57.3%	0.4%
	Subtotal	7,269	6,390	6,364	-26	-0.4%	54.4%
	Total	13,768	11,903	11,697	-206	-1.7%	100.0%
Yomiko	Newspapers	509	247	252	5	2.0%	3.7%
	Magazines	62	58	68	10	17.2%	1.0%
	Radio	113	96	100	4	4.2%	1.5%
	Television	2,447	1,340	1,690	350	26.1%	25.0%
	Subtotal	3,132	1,742	2,111	369	21.2%	31.2%
	Internet media	568	971	923	-48	-4.9%	13.6%
	Outdoor media	423	357	129	-228	-63.9%	1.9%
	Creative	1,364	999	1,296	297	29.7%	19.1%
	Marketing/Promotion	2,639	2,578	2,176	-402	-15.6%	32.1%
	Others	219	158	134	-24	-15.2%	2.0%
	Subtotal	5,215	5,065	4,659	-406	-8.0%	68.8%
	Total	8,348	6,808	6,771	-37	-0.5%	100.0%

## ( 2 ) Billings by Type of Service for March 2021 (Cumulative)

(Millions of yen)

		March (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	29,658	26,405	23,003	-3,402	-12.9%	3.6%
	Magazines	10,459	9,908	5,567	-4,341	-43.8%	0.9%
	Radio	6,909	7,297	5,906	-1,391	-19.1%	0.9%
	Television	315,408	297,057	257,612	-39,445	-13.3%	40.4%
	Subtotal	362,437	340,668	292,089	-48,579	-14.3%	45.8%
	Internet media	83,236	91,012	96,206	5,194	5.7%	15.1%
	Outdoor media	20,880	22,622	14,253	-8,369	-37.0%	2.2%
	Creative	110,085	110,438	103,184	-7,254	-6.6%	16.2%
	Marketing/Promotion	158,026	152,751	122,661	-30,090	-19.7%	19.2%
	Others	11,845	14,407	9,179	-5,228	-36.3%	1.4%
	Subtotal	384,074	391,232	345,485	-45,747	-11.7%	54.2%
	Total	746,512	731,901	637,574	-94,327	-12.9%	100.0%
D a i k o	Newspapers	11,215	9,975	7,934	-2,041	-20.5%	8.2%
	Magazines	1,327	1,374	686	-688	-50.1%	0.7%
	Radio	1,997	1,908	1,233	-675	-35.4%	1.3%
	Television	53,983	53,481	44,553	-8,928	-16.7%	46.3%
	Subtotal	68,525	66,739	54,408	-12,331	-18.5%	56.5%
	Internet media	7,627	8,325	8,195	-130	-1.6%	8.5%
	Outdoor media	7,760	8,117	6,922	-1,195	-14.7%	7.2%
	Creative	12,066	11,973	11,396	-577	-4.8%	11.8%
	Marketing/Promotion	20,626	18,578	14,524	-4,054	-21.8%	15.1%
	Others	2,605	1,934	820	-1,114	-57.6%	0.9%
	Subtotal	50,686	48,928	41,860	-7,068	-14.4%	43.5%
	Total	119,211	115,667	96,268	-19,399	-16.8%	100.0%
Y o m i k o	Newspapers	4,266	3,894	2,539	-1,355	-34.8%	4.8%
	Magazines	1,089	867	502	-365	-42.1%	0.9%
	Radio	1,187	1,337	860	-477	-35.7%	1.6%
	Television	23,296	20,884	15,726	-5,158	-24.7%	29.5%
	Subtotal	29,840	26,983	19,629	-7,354	-27.3%	36.8%
	Internet media	4,599	6,687	6,953	266	4.0%	13.0%
	Outdoor media	3,429	3,098	1,505	-1,593	-51.4%	2.8%
	Creative	8,302	7,589	7,049	-540	-7.1%	13.2%
	Marketing/Promotion	20,509	20,024	14,593	-5,431	-27.1%	27.4%
	Others	4,361	4,178	3,574	-604	-14.5%	6.7%
	Subtotal	41,202	41,578	33,676	-7,902	-19.0%	63.2%
	Total	71,042	68,562	53,305	-15,257	-22.3%	100.0%

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

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