May 19, 2022

Company Name: Hakuhodo DY Holdings Inc.

Representative: Masayuki Mizushima, President

(Code number: 2433; TSE Prime Section)

Inquiries: Atsushi Yoshino

Executive Manager, Investor Relations Division

(Tel: +81-3-6441-9033)

Notice Regarding Revisions to Consolidated Financial Highlights for FY2021

Hakuhodo DY Holdings Inc. has announced Consolidate Financial Highlights FY2021 on May 12, 2022. The following revisions have been made due to some errors found in those documents.

1. Reason for the revision

The revisions are due to errors in the year-on-year comparison figures for "Results by Region (Japan: Excluding Investment Business)" in the "Consolidate Financial Highlights FY2021" which was released on May 12, 2022.

2. Details of the revision

Please refer to the attached appendix. Changes are squared in red.

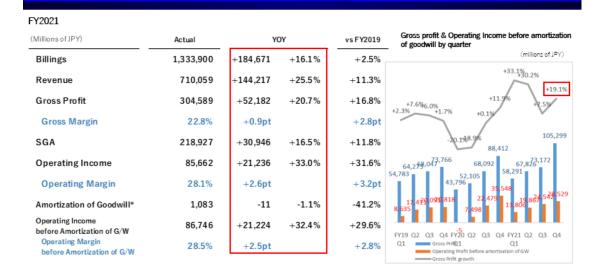
The revised full-version documents have been posted on our website.

(Appendix)

p.5 Results by Region (Japan: Excluding Investment Business)

[Before revision]

Results by Region (Japan: Excluding Investment Business) Hakuhodo DY holdings



- Billings increased by 16.1% due to a recovery in advertising demand and contributions from Government/Organization sector business.
- Gross profit increased by 20.7% YoY (+16.8% compared to FY2019) and gross margin improved by 0.9pt YoY.
- SG&A expenses increased by 16,5% YoY, and both operating income and operating income before amortization of goodwill increased by ¥21.2
- Compared to FY2019, operating income increased by 31.6% and operating income before goodwill amortization increased by 29.6%.
- * Amortization of goodwill represents the total of goodwill amortization required under Japanese GAAP and amortization of intangible assets following business combinations.

[After revision]

Results by Region (Japan: Excluding Investment Business) Hakuhodo DY holdings

FY2021 Gross profit & Operating Income before amortization (Millions of JPY) Actual YOY vs FY2019 of goodwill by quarter (millions of JPY) 1,333,900 +190,797 +16.7% +2.5% Billings +33.1% Revenue 710,059 +150,342 +26.9% +11.3% 304,589 +7.6%_{6.0%} +1.7% Gross Profit +58.050 +23.5% +16.8%22.8% **Gross Margin** +1.3pt +2.8pt 105,299 SGA 218,927 +31,014 +16.5%+11.8%64,298,047 67,826,172 85,662 +27,035 +46.1% Operating Income +31.6% **Operating Margin** 28.1% +4.3pt +3.2ptAmortization of Goodwill* 1,083 -1.1% -41.2% -11 Operating Income 86,746 +27,024 +45.2%+29.6% FY19 Q2 Q3 Q4 FY20 Q2 Q3 Q4 FY21 Q2 Q3 Q4 before Amortization of G/W Operating Margin ss Priff®1 28.5% +4.3pt +2.8% before Amortization of G/W

- Billings increased by 16.7% due to a recovery in advertising demand and contributions from Government/Organization sector business.
- Gross profit increased by 23.5% YoY (+16.8% compared to FY2019) and gross margin improved by 1.3pt YoY.
- SG&A expenses increased by 16.5% YoY, and both operating income and operating income before amortization of goodwill increased by #27.0
- Compared to FY2019, operating income increased by 31.6% and operating income before goodwill amortization increased by 29.6%.
- * Amortization of goodwill represents the total of goodwill amortization required under Japanese GAAP and amortization of intangible assets following business combinations.

[Before revision]

Hakuhodo DY holdings Results by Region(YTD, by Quarter) FY2021 YTD (12 -Month) by Quarter (3-Month) Japan (Excluding Investment Business) YTD Actual (Millions of JPY) YOY Q1 YOY Q2 YOY Q3 YOY Q4 YOY Billings 284,874 335,691 422,165 +13.89 1,333,900 +184,671 +16.1% 291,169 +7.5% Gross Profit 304,589 +52.182 67.826 Gross Margin 22.8% +0.9pt 20 5% +0.4nt 23.3% +2.0pt 21.8% +0.2pt 24 0% +1.1n +1.7% +7.4% +6.6% +44.99 SG&A 218.927 +30.946 +16.5%44.764 48.250 48.915 76.996 85,662 13,527 n/a +170.6% 24.256 +9.2% -19.8% Operating Income +21,236 +33.0% 19.576 28,302 Operating Margin Amortization of Goodwill 1,083 -11 -1.1% 279 -3.6% 291 +10.0% 286 +8.1% 226 -17.8% Operating Income before 86.746 +21.224 +32.4% 13.806 n/a 19.867 +165.0% 24.542 +9.2% 28.529 -19.7% 28.5% +2.5pt 23.7% 29.3% +14.9pt 33.5% +0.5pt -13.1pt +23.7pt 27.1% International YTD Actual YOY (Millions of JPY) YOY Q1 YOY Q2 YOY Q3 Q4 YOY +5.0% 42,378 +19.4% 40,301 58,538 Gross Profit 79,034 +15,432 17,385 +7.8% 19.824 +48.6% 18.977 +20.8% 22,846 +23.9% Gross Margin 42.9% +1.6nt 43.1% +1.1pt 45.0% +0.7pt44.8% +0.5pt 39.0% +2.7pt +6.2% 18.280 +35.3% +22.2% +23.7% SG&A 81.983 +14.534+21.5% 21.114 21.020 21.567 Operating Income -2,949 +898 -895 n/a -1,289 -2,043 n/a 1,279 +1.6pt -1.2pt Operating Margin Amortization of Goodwill 11,302 +3,066 +37.2% 2.048 +34.9% 3.389 +18.7% 3,510 +891% 2.354 +17.4% Operating Income before 8.353 +3.964 +90.3% 1.153 +167.2% 2.009 +255.7% 1.466 +310.1% 3.633 +20.8% 10.6% 7.7% 6.6% +4.0pt 10.6% +6.5pt 15.9% -0.4pt +3.7pt+6.2pt Amortization of Goodwill

[After revision]

10.6%

A mortization of Goodwill

+3.7pt

Results by Region(YTD, by Quarter) FY2021 YTD (12 -Month) by Quarter (3-Month) Japan (Excluding Investment Business) (Millions of JPY) YTD Actual Q3 YOY Q1 Q2 YOY Q4 YOY YOY YOY Rillings 1.333.900 +190.797 +16.7% 284 874 +30.2% 201.160 +19.0% 335 691 +6.7% 422.165 +15.7% Gross Profit 304.589 +58.050 +23.5% 58.291 +331% 67.826 +30.2% 73.172 +7.5% 105.299 +27.69 22.8% +1.3pt 20.5% +0.4pt 23.3% 21.8% +0.2pt 24.9% Gross Margin +2.0pt +2.3pSG&A 218,927 +31,014 +1.7% +7.4% 48,915 +6.6% 76,996 +45.19 Operating Income 85,662 +27,035 +46.1% 13,527 19,576 +170.6% 24,256 +9.2% 28,302 -4.09 n/a Operating Margin 28.1% +4.3ot 23.2% +23.9pt 28.9% +15.0pt 33 1% +0.5pt 26.9% -8 8n 1.083 -11 -1.1% 279 291 286 Amortization of Goodwill -3.6% +10.0% +8.1% 226 -17.8% Operating Income before 86,746 +27,024 +45.2% 13,806 19,867 +165.0% 24,542 +9.2% 28,529 n/a -4.1% A mortization of Goodwill Operating Margin before 28.5% 23.7% +23.7pt 29.3% +14.9pt 33.5% +0.5pt 27.1% -8.9p International YOY (Millions of JPY) YTD Actual YOY YOY Q2 YOY Q3 Q4 YOY Billings 184,273 +30,225 +19.6% 40,301 43,054 +45.4% 42,378 58,538 +5.0% +19.4% +15.3% +7.8% +20.8% Gross Margin 42.9% +1.6pt 43.1% +1.1pt 46.0% 44.8% +0.5pt 39.0% SG&A 81.983 +14.534 +21.5% 18.280 +6.2% 21.114 +35.3% 21.020 +22.2% 21.567 +23.7% -2,949 +898 -895 -1,289 -2,043 1,279 Operating Income n/a n/a n/a +27.5% -3.7% -5.1% -10.8% +2.3pt +1.6pt -6.5% +10.5pt -1.2pt Amortization of Goodwill 11,302 +3,066 +37.2% 2,048 +34.9% 3,389 +18.7% 3,510 +89.1% 2,354 +17.4% Operating Income before 8.353 +3.964+90.3% 1.153 +167.2% 2.009 +255.7% 1.466 +310.1% 3 633 +20.8% mortization of Goodwill Operating Margin befor

-0.4pt

+6.6pt

15.9%

Hakuhodo DY holdings

+4.0pt

10.6%

+6.2pt

7.7%

6.6%