

# Hakuhodo DY holdings

December 11, 2017

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## Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. November 2017

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 November 2017

(Millions of yen)

		November			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,579	83.6%	4.2%	20,236	88.4%	4.5%
	Magazines	1,420	91.7%	2.3%	8,612	90.0%	1.9%
	Radio	581	98.0%	1.0%	4,822	93.6%	1.1%
	Television	26,857	93.7%	44.0%	198,688	98.4%	44.0%
	Subtotal	31,439	92.8%	51.5%	232,360	97.0%	51.5%
	Internet media	6,295	115.8%	10.3%	44,942	112.9%	10.0%
	Outdoor media	1,593	101.7%	2.6%	14,423	109.0%	3.2%
	Creative	7,219	88.8%	11.8%	61,332	106.1%	13.6%
	Marketing/Promotion	13,461	131.3%	22.1%	91,120	113.5%	20.2%
	Others	982	215.6%	1.6%	7,303	130.4%	1.6%
	Subtotal	29,551	114.4%	48.5%	219,122	111.4%	48.5%
	Total	60,991	102.1%	100.0%	451,482	103.5%	100.0%
Daiko	Newspapers	1,215	103.5%	12.1%	9,361	107.4%	11.3%
	Magazines	126	85.4%	1.3%	1,031	105.5%	1.2%
	Radio	190	93.3%	1.9%	1,519	102.6%	1.8%
	Television	4,959	106.5%	49.4%	39,348	108.0%	47.6%
	Subtotal	6,491	105.0%	64.6%	51,260	107.7%	62.0%
	Internet media	461	89.7%	4.6%	4,191	119.0%	5.1%
	Outdoor media	553	87.9%	5.5%	5,613	105.3%	6.8%
	Creative	818	93.6%	8.2%	7,083	107.1%	8.6%
	Marketing/Promotion	1,618	100.3%	16.1%	13,429	97.8%	16.2%
	Others	100	72.5%	1.0%	1,118	76.0%	1.4%
	Subtotal	3,553	94.2%	35.4%	31,436	102.5%	38.0%
	Total	10,044	100.9%	100.0%	82,697	105.7%	100.0%
Yomiko	Newspapers	448	75.5%	8.5%	3,109	78.0%	7.0%
	Magazines	91	101.9%	1.7%	717	108.4%	1.6%
	Radio	86	64.3%	1.6%	750	73.2%	1.7%
	Television	1,797	92.2%	33.9%	16,023	102.0%	35.9%
	Subtotal	2,423	87.6%	45.7%	20,600	96.3%	46.2%
	Internet media	353	186.0%	6.7%	2,484	125.4%	5.6%
	Outdoor media	204	84.7%	3.9%	1,674	84.0%	3.8%
	Creative	344	71.0%	6.5%	4,692	92.6%	10.5%
	Marketing/Promotion	1,816	111.6%	34.3%	13,537	96.6%	30.3%
	Others	157	152.8%	3.0%	1,631	158.3%	3.7%
	Subtotal	2,875	108.7%	54.3%	24,020	99.7%	53.8%
	Total	5,299	97.9%	100.0%	44,620	98.1%	100.0%

(2) Major Changes (Largest Increases and Decreases) for November 2017

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

※ 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.