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 Representative director: Mr. Hirokazu Toda, President
 (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. April 2018

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 April 2018 (Single month) (Millions of yen)

		April					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,649	2,640	2,197	-443	-16.8%	3.7%
	Magazines	1,287	1,023	715	-308	-30.1%	1.2%
	Radio	595	585	505	-80	-13.7%	0.9%
	Television	25,114	26,531	26,792	261	1.0%	45.4%
	Subtotal	29,648	30,780	30,211	-569	-1.8%	51.2%
	Internet media	5,787	6,688	8,323	1,635	24.4%	14.1%
	Outdoor media	1,846	2,327	1,828	-499	-21.4%	3.1%
	Creative	6,733	7,114	7,824	710	10.0%	13.3%
	Marketing/Promotion	7,241	8,325	9,420	1,095	13.2%	16.0%
	Others	1,211	1,180	1,400	220	18.6%	2.4%
	Subtotal	22,820	25,636	28,797	3,161	12.3%	48.8%
	Total	52,468	56,416	59,009	2,593	4.6%	100.0%
Daiko	Newspapers	1,051	1,156	870	-286	-24.7%	8.8%
	Magazines	162	137	126	-11	-8.0%	1.3%
	Radio	207	196	198	2	1.0%	2.0%
	Television	4,200	4,669	4,734	65	1.4%	47.8%
	Subtotal	5,622	6,159	5,929	-230	-3.7%	59.9%
	Internet media	486	607	746	139	22.9%	7.5%
	Outdoor media	749	702	777	75	10.7%	7.8%
	Creative	561	706	908	202	28.6%	9.2%
	Marketing/Promotion	1,569	1,366	1,403	37	2.7%	14.2%
	Others	111	130	141	11	8.5%	1.4%
	Subtotal	3,479	3,512	3,977	465	13.2%	40.1%
	Total	9,101	9,672	9,907	235	2.4%	100.0%
Yomiko	Newspapers	404	385	382	-3	-0.8%	6.8%
	Magazines	104	63	84	21	33.3%	1.5%
	Radio	112	78	62	-16	-20.5%	1.1%
	Television	1,706	2,027	1,803	-224	-11.1%	31.8%
	Subtotal	2,328	2,554	2,332	-222	-8.7%	41.2%
	Internet media	200	446	603	157	35.2%	10.6%
	Outdoor media	205	213	343	130	61.0%	6.1%
	Creative	895	561	877	316	56.3%	15.5%
	Marketing/Promotion	1,335	1,317	1,198	-119	-9.0%	21.2%
	Others	226	256	309	53	20.7%	5.5%
	Subtotal	2,864	2,795	3,331	536	19.2%	58.8%
	Total	5,193	5,349	5,663	314	5.9%	100.0%

(2) Billings by Type of Service for April 2018 (Cumulative)

(Millions of yen)

		April (Cumulative)					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	2,649	2,640	2,197	-443	-16.8%	3.7%
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	Subtotal	2,864	2,795	3,331	536	19.2%	58.8%
	Total	5,193	5,349	5,663	314	5.9%	100.0%

(2) Major Changes (Largest Increases and Decreases) for April 2018

	April		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Information/Communications	Apparel/Accessories	Information/Communications	Apparel/Accessories
	Beverages/Cigarettes/Luxury foods	Automobiles/Related products	Beverages/Cigarettes/Luxury foods	Automobiles/Related products
	Finance/Insurance	Distribution/Retailing	Finance/Insurance	Distribution/Retailing
Daiko	Finance/Insurance	Classified advertising/Other	Finance/Insurance	Classified advertising/Other
	Information/Communications	Restaurant/Services	Information/Communications	Restaurant/Services
	Foodstuffs	Pharmaceuticals/Medical supplies	Foodstuffs	Pharmaceuticals/Medical supplies
Yomiko	Beverages/Cigarettes/Luxury foods	Real estate/Housing facilities	Beverages/Cigarettes/Luxury foods	Real estate/Housing facilities
	Energy/Material/Machinery	Automobiles/Related products	Energy/Material/Machinery	Automobiles/Related products
	Distribution/Retailing	Foodstuffs	Distribution/Retailing	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.