

Company name: Hakuhodo DY Holdings Inc.
 Representative director: Mr. Hirokazu Toda, President
 (First Section of the Tokyo Stock Exchange Code number: 2433)
 Inquiries: Mr. Satoru Yagi, Executive Manager,
 Investor Relations Division
 Tel: +81-(3) 6441-9033

Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.
 and Yomiko Advertising Inc. December 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 December 2018 (Single month) (Millions of yen)

		December					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,986	3,174	2,791	-383	-12.1%	3.7%
	Magazines	1,230	1,053	782	-271	-25.7%	1.0%
	Radio	693	601	643	42	7.0%	0.9%
	Television	25,679	30,287	29,624	-663	-2.2%	39.3%
	Subtotal	30,590	35,116	33,842	-1,274	-3.6%	44.9%
	Internet media	6,706	7,364	8,511	1,147	15.6%	11.3%
	Outdoor media	1,950	2,347	2,264	-83	-3.5%	3.0%
	Creative	11,409	10,827	11,791	964	8.9%	15.7%
	Marketing/Promotion	15,068	17,428	18,413	985	5.7%	24.4%
	Others	970	1,059	502	-557	-52.6%	0.7%
	Subtotal	36,105	39,027	41,482	2,455	6.3%	55.1%
	Total	66,695	74,143	75,324	1,181	1.6%	100.0%
Daiko	Newspapers	865	785	645	-140	-17.8%	6.8%
	Magazines	165	121	118	-3	-2.5%	1.2%
	Radio	220	204	191	-13	-6.4%	2.0%
	Television	4,794	4,705	4,388	-317	-6.7%	46.2%
	Subtotal	6,045	5,817	5,344	-473	-8.1%	56.2%
	Internet media	508	552	704	152	27.5%	7.4%
	Outdoor media	342	378	381	3	0.8%	4.0%
	Creative	1,244	1,361	1,244	-117	-8.6%	13.1%
	Marketing/Promotion	2,023	1,771	1,572	-199	-11.2%	16.5%
	Others	213	159	258	99	62.3%	2.7%
	Subtotal	4,332	4,223	4,162	-61	-1.4%	43.8%
	Total	10,378	10,040	9,506	-534	-5.3%	100.0%
Yomiko	Newspapers	392	400	250	-150	-37.5%	4.3%
	Magazines	89	85	83	-2	-2.4%	1.4%
	Radio	127	94	117	23	24.5%	2.0%
	Television	1,794	1,527	1,585	58	3.8%	27.0%
	Subtotal	2,403	2,107	2,037	-70	-3.3%	34.7%
	Internet media	269	301	358	57	18.9%	6.1%
	Outdoor media	271	211	256	45	21.3%	4.4%
	Creative	769	979	1,015	36	3.7%	17.3%
	Marketing/Promotion	1,438	1,495	1,848	353	23.6%	31.5%
	Others	362	421	356	-65	-15.4%	6.1%
	Subtotal	3,111	3,410	3,835	425	12.5%	65.3%
	Total	5,515	5,517	5,873	356	6.5%	100.0%

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

(Millions of yen)

		December (Cumulative)					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	25,891	23,411	20,558	-2,853	-12.2%	3.8%
	Magazines	10,798	9,665	7,700	-1,965	-20.3%	1.4%
	Radio	5,845	5,423	5,155	-268	-4.9%	1.0%
	Television	227,541	228,976	232,687	3,711	1.6%	43.3%
	Subtotal	270,076	267,476	266,102	-1,374	-0.5%	49.6%
	Internet media	46,498	52,306	59,861	7,555	14.4%	11.2%
	Outdoor media	15,186	16,771	15,441	-1,330	-7.9%	2.9%
	Creative	69,242	72,160	76,375	4,215	5.8%	14.2%
	Marketing/Promotion	95,342	108,548	110,889	2,341	2.2%	20.7%
	Others	6,572	8,363	8,180	-183	-2.2%	1.5%
	Subtotal	232,841	258,149	270,747	12,598	4.9%	50.4%
	Total	502,917	525,626	536,850	11,224	2.1%	100.0%
D a i k o	Newspapers	9,584	10,147	7,797	-2,350	-23.2%	9.2%
	Magazines	1,142	1,152	968	-184	-16.0%	1.1%
	Radio	1,700	1,724	1,456	-268	-15.5%	1.7%
	Television	41,216	44,054	39,402	-4,652	-10.6%	46.3%
	Subtotal	53,644	57,077	49,624	-7,453	-13.1%	58.3%
	Internet media	4,030	4,743	5,473	730	15.4%	6.4%
	Outdoor media	5,675	5,992	5,546	-446	-7.4%	6.5%
	Creative	7,857	8,444	8,628	184	2.2%	10.1%
	Marketing/Promotion	15,752	15,201	14,643	-558	-3.7%	17.2%
	Others	1,685	1,278	1,248	-30	-2.3%	1.5%
	Subtotal	35,001	35,660	35,539	-121	-0.3%	41.7%
	Total	88,646	92,738	85,164	-7,574	-8.2%	100.0%
Y o m i k o	Newspapers	4,380	3,509	3,086	-423	-12.1%	6.2%
	Magazines	751	803	968	165	20.5%	1.9%
	Radio	1,151	844	867	23	2.7%	1.7%
	Television	17,509	17,550	16,512	-1,038	-5.9%	32.9%
	Subtotal	23,793	22,707	21,435	-1,272	-5.6%	42.8%
	Internet media	2,251	2,786	3,167	381	13.7%	6.3%
	Outdoor media	2,266	1,885	2,362	477	25.3%	4.7%
	Creative	5,836	5,672	5,790	118	2.1%	11.5%
	Marketing/Promotion	15,455	15,032	15,077	45	0.3%	30.1%
	Others	1,393	2,053	2,306	253	12.3%	4.6%
	Subtotal	27,202	27,430	28,704	1,274	4.6%	57.2%
	Total	50,996	50,138	50,139	1	0.0%	100.0%

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

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