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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.  
 and Yomiko Advertising Inc. January 2019

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 January 2019 (Single month) (Millions of yen)

		January					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	3,945	3,330	2,858	-472	-14.2%	4.7%
	Magazines	513	500	492	-8	-1.6%	0.8%
	Radio	566	529	560	31	5.9%	0.9%
	Television	25,527	26,635	26,849	214	0.8%	43.7%
	Subtotal	30,552	30,995	30,760	-235	-0.8%	50.1%
	Internet media	5,728	6,971	8,186	1,215	17.4%	13.3%
	Outdoor media	1,684	1,366	1,810	444	32.5%	2.9%
	Creative	6,636	7,088	8,918	1,830	25.8%	14.5%
	Marketing/Promotion	9,076	9,224	9,679	455	4.9%	15.8%
	Others	1,855	2,077	2,079	2	0.1%	3.4%
	Subtotal	24,980	26,728	30,675	3,947	14.8%	49.9%
	Total	55,533	57,724	61,436	3,712	6.4%	100.0%
Daiko	Newspapers	1,258	1,243	1,237	-6	-0.5%	12.1%
	Magazines	61	63	54	-9	-14.3%	0.5%
	Radio	210	168	148	-20	-11.9%	1.4%
	Television	4,840	5,126	5,064	-62	-1.2%	49.5%
	Subtotal	6,370	6,600	6,505	-95	-1.4%	63.6%
	Internet media	433	577	579	2	0.3%	5.7%
	Outdoor media	651	766	631	-135	-17.6%	6.2%
	Creative	740	849	752	-97	-11.4%	7.4%
	Marketing/Promotion	1,260	1,377	1,337	-40	-2.9%	13.1%
	Others	136	440	426	-14	-3.2%	4.2%
	Subtotal	3,222	4,012	3,727	-285	-7.1%	36.4%
	Total	9,592	10,612	10,232	-380	-3.6%	100.0%
Yomiko	Newspapers	454	475	399	-76	-16.0%	5.5%
	Magazines	47	38	30	-8	-21.1%	0.4%
	Radio	96	62	96	34	54.8%	1.3%
	Television	2,016	2,748	2,408	-340	-12.4%	33.3%
	Subtotal	2,615	3,324	2,934	-390	-11.7%	40.6%
	Internet media	340	338	458	120	35.5%	6.3%
	Outdoor media	226	295	330	35	11.9%	4.6%
	Creative	642	752	495	-257	-34.2%	6.9%
	Marketing/Promotion	1,166	1,256	1,351	95	7.6%	18.7%
	Others	1,546	1,619	1,654	35	2.2%	22.9%
	Subtotal	3,923	4,262	4,291	29	0.7%	59.4%
	Total	6,538	7,587	7,225	-362	-4.8%	100.0%

## (2) Billings by Type of Service for January 2019 (Cumulative)

(Millions of yen)

		January (Cumulative)					
		FY2016	FY2017	FY2018	YoY comparisons		FY2018
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	29,836	26,741	23,417	-3,324	-12.4%	3.9%
	Magazines	11,311	10,166	8,193	-1,973	-19.4%	1.4%
	Radio	6,412	5,953	5,716	-237	-4.0%	1.0%
	Television	253,068	255,611	259,536	3,925	1.5%	43.4%
	Subtotal	300,628	298,472	296,863	-1,609	-0.5%	49.6%
	Internet media	52,226	59,278	68,048	8,770	14.8%	11.4%
	Outdoor media	16,870	18,137	17,251	-886	-4.9%	2.9%
	Creative	75,878	79,248	85,293	6,045	7.6%	14.3%
	Marketing/Promotion	104,418	117,773	120,569	2,796	2.4%	20.2%
	Others	8,427	10,440	10,260	-180	-1.7%	1.7%
	Subtotal	257,821	284,878	301,423	16,545	5.8%	50.4%
	Total	558,450	583,350	598,286	14,936	2.6%	100.0%
D a i k o	Newspapers	10,842	11,390	9,035	-2,355	-20.7%	9.5%
	Magazines	1,204	1,215	1,023	-192	-15.8%	1.1%
	Radio	1,910	1,892	1,604	-288	-15.2%	1.7%
	Television	46,057	49,180	44,466	-4,714	-9.6%	46.6%
	Subtotal	60,015	63,678	56,130	-7,548	-11.9%	58.8%
	Internet media	4,463	5,321	6,052	731	13.7%	6.3%
	Outdoor media	6,327	6,759	6,177	-582	-8.6%	6.5%
	Creative	8,597	9,293	9,381	88	0.9%	9.8%
	Marketing/Promotion	17,013	16,579	15,980	-599	-3.6%	16.8%
	Others	1,821	1,718	1,674	-44	-2.6%	1.8%
	Subtotal	38,224	39,672	39,267	-405	-1.0%	41.2%
	Total	98,239	103,351	95,397	-7,954	-7.7%	100.0%
Y o m i k o	Newspapers	4,834	3,984	3,485	-499	-12.5%	6.1%
	Magazines	799	841	998	157	18.7%	1.7%
	Radio	1,248	907	963	56	6.2%	1.7%
	Television	19,526	20,299	18,921	-1,378	-6.8%	33.0%
	Subtotal	26,409	26,032	24,369	-1,663	-6.4%	42.5%
	Internet media	2,591	3,125	3,626	501	16.0%	6.3%
	Outdoor media	2,492	2,181	2,693	512	23.5%	4.7%
	Creative	6,479	6,424	6,286	-138	-2.1%	11.0%
	Marketing/Promotion	16,622	16,288	16,428	140	0.9%	28.6%
	Others	2,940	3,672	3,960	288	7.8%	6.9%
	Subtotal	31,126	31,693	32,996	1,303	4.1%	57.5%
	Total	57,535	57,725	57,365	-360	-0.6%	100.0%

(2) Major Changes (Largest Increases and Decreases) for January 2019

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