

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

Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.  
 and Yomiko Advertising Inc. May 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 May 2019 (Single month) (Millions of yen)

		May					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,188	1,821	1,819	-2	-0.1%	3.6%
	Magazines	896	692	623	-69	-10.0%	1.2%
	Radio	700	578	587	9	1.6%	1.1%
	Television	23,498	23,433	23,788	355	1.5%	46.4%
	Subtotal	27,284	26,525	26,818	293	1.1%	52.4%
	Internet media	4,601	5,487	6,296	809	14.7%	12.3%
	Outdoor media	1,892	1,652	1,593	-59	-3.6%	3.1%
	Creative	6,997	7,177	5,997	-1,180	-16.4%	11.7%
	Marketing/Promotion	10,241	10,176	9,862	-314	-3.1%	19.3%
	Others	591	571	646	75	13.1%	1.3%
	Subtotal	24,322	25,065	24,397	-668	-2.7%	47.6%
	Total	51,607	51,590	51,216	-374	-0.7%	100.0%
Daiko	Newspapers	1,022	864	814	-50	-5.8%	9.5%
	Magazines	67	68	72	4	5.9%	0.8%
	Radio	197	162	220	58	35.8%	2.6%
	Television	4,983	4,045	4,226	181	4.5%	49.2%
	Subtotal	6,271	5,140	5,333	193	3.8%	62.1%
	Internet media	514	651	579	-72	-11.1%	6.7%
	Outdoor media	613	711	617	-94	-13.2%	7.2%
	Creative	821	658	682	24	3.6%	7.9%
	Marketing/Promotion	1,339	1,632	1,286	-346	-21.2%	15.0%
	Others	86	94	87	-7	-7.4%	1.0%
	Subtotal	3,374	3,747	3,252	-495	-13.2%	37.9%
	Total	9,646	8,887	8,586	-301	-3.4%	100.0%
Yomiko	Newspapers	309	431	281	-150	-34.8%	6.6%
	Magazines	36	180	64	-116	-64.4%	1.5%
	Radio	87	81	130	49	60.5%	3.0%
	Television	2,143	1,670	1,309	-361	-21.6%	30.5%
	Subtotal	2,577	2,364	1,786	-578	-24.5%	41.6%
	Internet media	210	298	449	151	50.7%	10.5%
	Outdoor media	171	187	175	-12	-6.4%	4.1%
	Creative	590	494	358	-136	-27.5%	8.4%
	Marketing/Promotion	1,292	1,177	1,325	148	12.6%	30.9%
	Others	142	182	196	14	7.7%	4.6%
	Subtotal	2,406	2,339	2,506	167	7.1%	58.4%
	Total	4,983	4,703	4,292	-411	-8.7%	100.0%

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

(Millions of yen)

		May (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	4,828	4,019	4,074	55	1.4%	3.7%
	Magazines	1,919	1,407	1,520	113	8.0%	1.4%
	Radio	1,285	1,083	1,132	49	4.5%	1.0%
	Television	50,030	50,226	51,046	820	1.6%	46.1%
	Subtotal	58,064	56,736	57,773	1,037	1.8%	52.1%
	Internet media	11,289	13,811	15,443	1,632	11.8%	13.9%
	Outdoor media	4,220	3,480	3,488	8	0.2%	3.1%
	Creative	14,111	15,001	13,434	-1,567	-10.4%	12.1%
	Marketing/Promotion	18,566	19,597	18,153	-1,444	-7.4%	16.4%
	Others	1,771	1,972	2,494	522	26.5%	2.3%
	Subtotal	49,959	53,863	53,013	-850	-1.6%	47.9%
	Total	108,023	110,599	110,787	188	0.2%	100.0%
D a i k o	Newspapers	2,179	1,734	1,653	-81	-4.7%	9.0%
	Magazines	204	194	224	30	15.5%	1.2%
	Radio	393	360	378	18	5.0%	2.1%
	Television	9,653	8,780	9,015	235	2.7%	48.8%
	Subtotal	12,431	11,069	11,272	203	1.8%	61.0%
	Internet media	1,121	1,397	1,293	-104	-7.4%	7.0%
	Outdoor media	1,316	1,488	1,235	-253	-17.0%	6.7%
	Creative	1,527	1,567	1,730	163	10.4%	9.4%
	Marketing/Promotion	2,705	3,036	2,696	-340	-11.2%	14.6%
	Others	216	235	247	12	5.1%	1.3%
	Subtotal	6,887	7,725	7,203	-522	-6.8%	39.0%
	Total	19,318	18,794	18,475	-319	-1.7%	100.0%
Y o m i k o	Newspapers	694	814	506	-308	-37.8%	5.1%
	Magazines	100	264	122	-142	-53.8%	1.2%
	Radio	165	144	244	100	69.4%	2.5%
	Television	4,171	3,473	3,156	-317	-9.1%	31.9%
	Subtotal	5,131	4,696	4,030	-666	-14.2%	40.8%
	Internet media	656	901	1,150	249	27.6%	11.6%
	Outdoor media	384	530	419	-111	-20.9%	4.2%
	Creative	1,151	1,371	1,052	-319	-23.3%	10.6%
	Marketing/Promotion	2,609	2,376	2,717	341	14.4%	27.5%
	Others	398	491	516	25	5.1%	5.2%
	Subtotal	5,201	5,670	5,855	185	3.3%	59.2%
	Total	10,333	10,367	9,885	-482	-4.6%	100.0%

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

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

※ 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.