

Company name: Hakuhodo DY Holdings Inc.

Representative director: Masayuki Mizushima, President

(First Section of the Tokyo Stock Exchange Code number: 2433)

Inquiries: Atsushi Yoshino, Executive Manager, Investor Relations Div.

Tel: +81-(3) 6441-9033

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

(Millions of yen)

		June					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,877	2,156	2,005	-151	-7.0%	3.4%
	Magazines	1,004	784	653	-131	-16.7%	1.1%
	Radio	556	498	613	115	23.1%	1.0%
	Television	25,611	25,678	25,180	-498	-1.9%	42.6%
	Subtotal	30,050	29,117	28,451	-666	-2.3%	48.1%
	Internet media	5,247	5,980	7,005	1,025	17.1%	11.8%
	Outdoor media	2,083	1,703	1,542	-161	-9.5%	2.6%
	Creative	8,584	8,166	8,234	68	0.8%	13.9%
	Marketing/Promotion	12,370	12,554	13,090	536	4.3%	22.1%
	Others	658	741	808	67	9.0%	1.4%
	Subtotal	28,945	29,146	30,682	1,536	5.3%	51.9%
	Total	58,995	58,263	59,134	871	1.5%	100.0%
Daiko	Newspapers	1,129	973	838	-135	-13.9%	9.0%
	Magazines	110	87	57	-30	-34.5%	0.6%
	Radio	186	154	193	39	25.3%	2.1%
	Television	5,051	4,523	4,258	-265	-5.9%	45.8%
	Subtotal	6,478	5,739	5,348	-391	-6.8%	57.5%
	Internet media	592	547	681	134	24.5%	7.3%
	Outdoor media	911	734	847	113	15.4%	9.1%
	Creative	1,100	901	1,005	104	11.5%	10.8%
	Marketing/Promotion	1,856	2,185	1,340	-845	-38.7%	14.4%
	Others	134	92	84	-8	-8.7%	0.9%
	Subtotal	4,594	4,462	3,959	-503	-11.3%	42.5%
	Total	11,072	10,202	9,307	-895	-8.8%	100.0%
Yomiko	Newspapers	439	397	383	-14	-3.5%	6.9%
	Magazines	117	159	111	-48	-30.2%	2.0%
	Radio	91	81	122	41	50.6%	2.2%
	Television	1,997	1,724	1,791	67	3.9%	32.2%
	Subtotal	2,646	2,363	2,409	46	1.9%	43.3%
	Internet media	237	290	398	108	37.2%	7.2%
	Outdoor media	169	220	270	50	22.7%	4.9%
	Creative	613	512	677	165	32.2%	12.2%
	Marketing/Promotion	1,500	1,371	1,601	230	16.8%	28.8%
	Others	237	171	205	34	19.9%	3.7%
	Subtotal	2,759	2,565	3,153	588	22.9%	56.7%
	Total	5,405	4,928	5,562	634	12.9%	100.0%

(2) Billings by Type of Service for June 2019 (Cumulative)

(Millions of yen)

		June (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	7,706	6,175	6,079	-96	-1.6%	3.6%
	Magazines	2,924	2,191	2,173	-18	-0.8%	1.3%
	Radio	1,842	1,581	1,745	164	10.4%	1.0%
	Television	75,641	75,904	76,226	322	0.4%	44.9%
	Subtotal	88,115	85,854	86,225	371	0.4%	50.7%
	Internet media	16,537	19,791	22,449	2,658	13.4%	13.2%
	Outdoor media	6,303	5,183	5,031	-152	-2.9%	3.0%
	Creative	22,696	23,168	21,669	-1,499	-6.5%	12.8%
	Marketing/Promotion	30,937	32,152	31,244	-908	-2.8%	18.4%
	Others	2,430	2,714	3,303	589	21.7%	1.9%
	Subtotal	78,904	83,009	83,696	687	0.8%	49.3%
	Total	167,019	168,863	169,921	1,058	0.6%	100.0%
D a i k o	Newspapers	3,308	2,708	2,492	-216	-8.0%	9.0%
	Magazines	315	281	281	0	0.0%	1.0%
	Radio	580	515	572	57	11.1%	2.1%
	Television	14,704	13,303	13,273	-30	-0.2%	47.8%
	Subtotal	18,909	16,809	16,620	-189	-1.1%	59.8%
	Internet media	1,713	1,945	1,974	29	1.5%	7.1%
	Outdoor media	2,227	2,223	2,083	-140	-6.3%	7.5%
	Creative	2,627	2,468	2,736	268	10.9%	9.8%
	Marketing/Promotion	4,561	5,221	4,036	-1,185	-22.7%	14.5%
	Others	351	328	332	4	1.2%	1.2%
	Subtotal	11,481	12,187	11,162	-1,025	-8.4%	40.2%
	Total	30,391	28,997	27,782	-1,215	-4.2%	100.0%
Y o m i k o	Newspapers	1,133	1,211	889	-322	-26.6%	5.8%
	Magazines	217	424	233	-191	-45.0%	1.5%
	Radio	257	225	367	142	63.1%	2.4%
	Television	6,169	5,197	4,947	-250	-4.8%	32.0%
	Subtotal	7,778	7,059	6,439	-620	-8.8%	41.7%
	Internet media	894	1,191	1,549	358	30.1%	10.0%
	Outdoor media	554	750	689	-61	-8.1%	4.5%
	Creative	1,765	1,883	1,729	-154	-8.2%	11.2%
	Marketing/Promotion	4,110	3,748	4,319	571	15.2%	28.0%
	Others	635	662	721	59	8.9%	4.7%
	Subtotal	7,960	8,236	9,009	773	9.4%	58.3%
	Total	15,738	15,295	15,448	153	1.0%	100.0%

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

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