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(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. November 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 November 2019 (Single month) (Millions of yen)

		November					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,579	2,436	2,178	-258	-10.6%	3.3%
	Magazines	1,420	1,105	1,130	25	2.3%	1.7%
	Radio	581	599	567	-32	-5.3%	0.9%
	Television	26,857	28,646	28,338	-308	-1.1%	43.5%
	Subtotal	31,439	32,788	32,213	-575	-1.8%	49.5%
	Internet media	6,295	6,696	6,739	43	0.6%	10.4%
	Outdoor media	1,593	1,689	2,049	360	21.3%	3.1%
	Creative	7,219	8,554	9,124	570	6.7%	14.0%
	Marketing/Promotion	13,461	13,821	12,995	-826	-6.0%	20.0%
	Others	982	1,195	1,969	774	64.8%	3.0%
	Subtotal	29,551	31,957	32,878	921	2.9%	50.5%
	Total	60,991	64,745	65,092	347	0.5%	100.0%
Daiko	Newspapers	1,215	1,014	690	-324	-32.0%	7.3%
	Magazines	126	85	95	10	11.8%	1.0%
	Radio	190	147	127	-20	-13.6%	1.3%
	Television	4,959	4,611	4,813	202	4.4%	50.6%
	Subtotal	6,491	5,859	5,727	-132	-2.3%	60.2%
	Internet media	461	539	901	362	67.2%	9.5%
	Outdoor media	553	624	656	32	5.1%	6.9%
	Creative	818	876	755	-121	-13.8%	7.9%
	Marketing/Promotion	1,618	1,598	1,378	-220	-13.8%	14.5%
	Others	100	119	91	-28	-23.5%	1.0%
	Subtotal	3,553	3,758	3,782	24	0.6%	39.8%
	Total	10,044	9,617	9,509	-108	-1.1%	100.0%
Yomiko	Newspapers	448	289	299	10	3.5%	5.7%
	Magazines	91	84	114	30	35.7%	2.2%
	Radio	86	116	106	-10	-8.6%	2.0%
	Television	1,797	1,839	1,536	-303	-16.5%	29.4%
	Subtotal	2,423	2,330	2,056	-274	-11.8%	39.3%
	Internet media	353	255	504	249	97.6%	9.7%
	Outdoor media	204	287	203	-84	-29.3%	3.9%
	Creative	344	482	484	2	0.4%	9.3%
	Marketing/Promotion	1,816	1,757	1,769	12	0.7%	33.8%
	Others	157	354	212	-142	-40.1%	4.1%
	Subtotal	2,875	3,138	3,174	36	1.1%	60.7%
	Total	5,299	5,469	5,230	-239	-4.4%	100.0%

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

(Millions of yen)

		November (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	20,236	17,767	16,838	-929	-5.2%	3.7%
	Magazines	8,612	6,918	6,688	-230	-3.3%	1.5%
	Radio	4,822	4,512	4,677	165	3.7%	1.0%
	Television	198,688	203,062	195,396	-7,666	-3.8%	42.5%
	Subtotal	232,360	232,260	223,601	-8,659	-3.7%	48.6%
	Internet media	44,942	51,350	56,392	5,042	9.8%	12.3%
	Outdoor media	14,423	13,176	13,973	797	6.0%	3.0%
	Creative	61,332	64,583	64,832	249	0.4%	14.1%
	Marketing/Promotion	91,120	92,475	92,345	-130	-0.1%	20.1%
	Others	7,303	7,678	8,695	1,017	13.2%	1.9%
	Subtotal	219,122	229,264	236,239	6,975	3.0%	51.4%
	Total	451,482	461,525	459,841	-1,684	-0.4%	100.0%
D a i k o	Newspapers	9,361	7,152	6,736	-416	-5.8%	8.8%
	Magazines	1,031	850	837	-13	-1.5%	1.1%
	Radio	1,519	1,264	1,350	86	6.8%	1.8%
	Television	39,348	35,013	36,797	1,784	5.1%	48.0%
	Subtotal	51,260	44,280	45,722	1,442	3.3%	59.6%
	Internet media	4,191	4,768	5,226	458	9.6%	6.8%
	Outdoor media	5,613	5,164	5,247	83	1.6%	6.8%
	Creative	7,083	7,384	7,598	214	2.9%	9.9%
	Marketing/Promotion	13,429	13,070	11,585	-1,485	-11.4%	15.1%
	Others	1,118	989	1,285	296	29.9%	1.7%
	Subtotal	31,436	31,377	30,944	-433	-1.4%	40.4%
	Total	82,697	75,658	76,666	1,008	1.3%	100.0%
Y o m i k o	Newspapers	3,109	2,835	2,841	6	0.2%	6.5%
	Magazines	717	884	621	-263	-29.8%	1.4%
	Radio	750	749	941	192	25.6%	2.1%
	Television	16,023	14,927	13,743	-1,184	-7.9%	31.4%
	Subtotal	20,600	19,397	18,148	-1,249	-6.4%	41.4%
	Internet media	2,484	2,808	4,326	1,518	54.1%	9.9%
	Outdoor media	1,674	2,106	1,951	-155	-7.4%	4.5%
	Creative	4,692	4,774	4,561	-213	-4.5%	10.4%
	Marketing/Promotion	13,537	13,229	12,846	-383	-2.9%	29.3%
	Others	1,631	1,949	1,978	29	1.5%	4.5%
	Subtotal	24,020	24,869	25,665	796	3.2%	58.6%
	Total	44,620	44,266	43,813	-453	-1.0%	100.0%

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

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

※ 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.