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

		December					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	3,174	2,791	2,381	-410	-14.7%	3.2%
	Magazines	1,053	782	711	-71	-9.1%	1.0%
	Radio	601	643	704	61	9.5%	1.0%
	Television	30,287	29,624	26,798	-2,826	-9.5%	36.4%
	Subtotal	35,116	33,842	30,595	-3,247	-9.6%	41.5%
	Internet media	7,364	8,511	9,110	599	7.0%	12.4%
	Outdoor media	2,347	2,264	2,626	362	16.0%	3.6%
	Creative	10,827	11,791	11,741	-50	-0.4%	15.9%
	Marketing/Promotion	17,428	18,413	18,357	-56	-0.3%	24.9%
	Others	1,059	502	1,256	754	150.2%	1.7%
	Subtotal	39,027	41,482	43,093	1,611	3.9%	58.5%
	Total	74,143	75,324	73,689	-1,635	-2.2%	100.0%
Daiko	Newspapers	785	645	493	-152	-23.6%	5.3%
	Magazines	121	118	87	-31	-26.3%	1.0%
	Radio	204	191	114	-77	-40.3%	1.2%
	Television	4,705	4,388	4,477	89	2.0%	48.5%
	Subtotal	5,817	5,344	5,173	-171	-3.2%	56.0%
	Internet media	552	704	866	162	23.0%	9.4%
	Outdoor media	378	381	527	146	38.3%	5.7%
	Creative	1,361	1,244	1,068	-176	-14.1%	11.6%
	Marketing/Promotion	1,771	1,572	1,443	-129	-8.2%	15.6%
	Others	159	258	155	-103	-39.9%	1.7%
	Subtotal	4,223	4,162	4,061	-101	-2.4%	44.0%
	Total	10,040	9,506	9,235	-271	-2.9%	100.0%
Yomiko	Newspapers	400	250	345	95	38.0%	6.1%
	Magazines	85	83	113	30	36.1%	2.0%
	Radio	94	117	123	6	5.1%	2.2%
	Television	1,527	1,585	1,751	166	10.5%	30.8%
	Subtotal	2,107	2,037	2,334	297	14.6%	41.0%
	Internet media	301	358	414	56	15.6%	7.3%
	Outdoor media	211	256	247	-9	-3.5%	4.4%
	Creative	979	1,015	557	-458	-45.1%	9.8%
	Marketing/Promotion	1,495	1,848	1,784	-64	-3.5%	31.4%
	Others	421	356	349	-7	-2.0%	6.1%
	Subtotal	3,410	3,835	3,353	-482	-12.6%	59.0%
	Total	5,517	5,873	5,687	-186	-3.2%	100.0%

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

(Millions of yen)

		December (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	23,411	20,558	19,220	-1,338	-6.5%	3.6%
	Magazines	9,665	7,700	7,400	-300	-3.9%	1.4%
	Radio	5,423	5,155	5,381	226	4.4%	1.0%
	Television	228,976	232,687	222,194	-10,493	-4.5%	41.6%
	Subtotal	267,476	266,102	254,197	-11,905	-4.5%	47.6%
	Internet media	52,306	59,861	65,503	5,642	9.4%	12.3%
	Outdoor media	16,771	15,441	16,600	1,159	7.5%	3.1%
	Creative	72,160	76,375	76,573	198	0.3%	14.4%
	Marketing/Promotion	108,548	110,889	110,703	-186	-0.2%	20.7%
	Others	8,363	8,180	9,952	1,772	21.7%	1.9%
	Subtotal	258,149	270,747	279,332	8,585	3.2%	52.4%
	Total	525,626	536,850	533,530	-3,320	-0.6%	100.0%
D a i k o	Newspapers	10,147	7,797	7,229	-568	-7.3%	8.4%
	Magazines	1,152	968	925	-43	-4.4%	1.1%
	Radio	1,724	1,456	1,465	9	0.6%	1.7%
	Television	44,054	39,402	41,275	1,873	4.8%	48.0%
	Subtotal	57,077	49,624	50,895	1,271	2.6%	59.2%
	Internet media	4,743	5,473	6,093	620	11.3%	7.1%
	Outdoor media	5,992	5,546	5,775	229	4.1%	6.7%
	Creative	8,444	8,628	8,667	39	0.5%	10.1%
	Marketing/Promotion	15,201	14,643	13,029	-1,614	-11.0%	15.2%
	Others	1,278	1,248	1,440	192	15.4%	1.7%
	Subtotal	35,660	35,539	35,006	-533	-1.5%	40.8%
	Total	92,738	85,164	85,902	738	0.9%	100.0%
Y o m i k o	Newspapers	3,509	3,086	3,187	101	3.3%	6.4%
	Magazines	803	968	734	-234	-24.2%	1.5%
	Radio	844	867	1,065	198	22.8%	2.2%
	Television	17,550	16,512	15,495	-1,017	-6.2%	31.3%
	Subtotal	22,707	21,435	20,483	-952	-4.4%	41.4%
	Internet media	2,786	3,167	4,740	1,573	49.7%	9.6%
	Outdoor media	1,885	2,362	2,199	-163	-6.9%	4.4%
	Creative	5,672	5,790	5,118	-672	-11.6%	10.3%
	Marketing/Promotion	15,032	15,077	14,631	-446	-3.0%	29.6%
	Others	2,053	2,306	2,327	21	0.9%	4.7%
	Subtotal	27,430	28,704	29,018	314	1.1%	58.6%
	Total	50,138	50,139	49,501	-638	-1.3%	100.0%

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

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