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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. February 2020

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 February 2020 (Single month) (Millions of yen)

		February					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	2,457	2,640	2,238	-402	-15.2%	4.2%
	Magazines	1,004	821	930	109	13.3%	1.7%
	Radio	536	619	594	-25	-4.0%	1.1%
	Television	23,139	24,792	22,533	-2,259	-9.1%	42.3%
	Subtotal	27,138	28,873	26,297	-2,576	-8.9%	49.3%
	Internet media	5,244	6,566	7,048	482	7.3%	13.2%
	Outdoor media	2,274	1,429	1,654	225	15.7%	3.1%
	Creative	8,894	8,185	8,184	-1	0.0%	15.4%
	Marketing/Promotion	9,976	10,444	9,420	-1,024	-9.8%	17.7%
	Others	953	672	704	32	4.8%	1.3%
	Subtotal	27,343	27,298	27,011	-287	-1.1%	50.7%
	Total	54,481	56,172	53,309	-2,863	-5.1%	100.0%
Daiko	Newspapers	1,066	924	800	-124	-13.4%	9.2%
	Magazines	179	128	149	21	16.4%	1.7%
	Radio	170	183	160	-23	-12.6%	1.8%
	Television	4,468	4,658	3,872	-786	-16.9%	44.3%
	Subtotal	5,885	5,895	4,983	-912	-15.5%	57.0%
	Internet media	499	551	757	206	37.4%	8.7%
	Outdoor media	927	721	723	2	0.3%	8.3%
	Creative	858	728	855	127	17.4%	9.8%
	Marketing/Promotion	1,855	1,397	1,174	-223	-16.0%	13.4%
	Others	831	750	246	-504	-67.2%	2.8%
	Subtotal	4,972	4,149	3,758	-391	-9.4%	43.0%
	Total	10,857	10,045	8,741	-1,304	-13.0%	100.0%
Yomiko	Newspapers	328	271	177	-94	-34.7%	3.4%
	Magazines	50	28	43	15	53.6%	0.8%
	Radio	70	110	92	-18	-16.4%	1.8%
	Television	1,860	1,928	1,912	-16	-0.8%	36.3%
	Subtotal	2,308	2,338	2,225	-113	-4.8%	42.3%
	Internet media	270	405	508	103	25.4%	9.7%
	Outdoor media	307	312	339	27	8.7%	6.5%
	Creative	559	651	665	14	2.2%	12.6%
	Marketing/Promotion	1,279	1,440	1,308	-132	-9.2%	24.8%
	Others	194	180	218	38	21.1%	4.1%
	Subtotal	2,611	2,990	3,041	51	1.7%	57.7%
	Total	4,920	5,328	5,267	-61	-1.1%	100.0%

(2) Billings by Type of Service for February 2020 (Cumulative)

(Millions of yen)

		February (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	29,198	26,058	23,543	-2,515	-9.7%	3.6%
	Magazines	11,170	9,014	8,838	-176	-2.0%	1.4%
	Radio	6,489	6,335	6,527	192	3.0%	1.0%
	Television	278,751	284,329	269,430	-14,899	-5.2%	41.8%
	Subtotal	325,610	325,737	308,340	-17,397	-5.3%	47.8%
	Internet media	64,523	74,614	80,536	5,922	7.9%	12.5%
	Outdoor media	20,411	18,680	20,182	1,502	8.0%	3.1%
	Creative	88,142	93,479	93,051	-428	-0.5%	14.4%
	Marketing/Promotion	127,749	131,013	130,354	-659	-0.5%	20.2%
	Others	11,393	10,932	12,739	1,807	16.5%	2.0%
	Subtotal	312,221	328,721	336,863	8,142	2.5%	52.2%
	Total	637,832	654,459	645,204	-9,255	-1.4%	100.0%
D a i k o	Newspapers	12,457	9,960	9,140	-820	-8.2%	8.8%
	Magazines	1,395	1,152	1,148	-4	-0.3%	1.1%
	Radio	2,062	1,787	1,759	-28	-1.6%	1.7%
	Television	53,649	49,125	49,177	52	0.1%	47.4%
	Subtotal	69,564	62,025	61,226	-799	-1.3%	59.0%
	Internet media	5,820	6,604	7,468	864	13.1%	7.2%
	Outdoor media	7,687	6,898	7,242	344	5.0%	7.0%
	Creative	10,152	10,109	10,139	30	0.3%	9.8%
	Marketing/Promotion	18,434	17,378	15,870	-1,508	-8.7%	15.3%
	Others	2,549	2,425	1,816	-609	-25.1%	1.8%
	Subtotal	44,644	43,416	42,538	-878	-2.0%	41.0%
	Total	114,209	105,442	103,764	-1,678	-1.6%	100.0%
Y o m i k o	Newspapers	4,312	3,757	3,647	-110	-2.9%	5.9%
	Magazines	891	1,026	809	-217	-21.2%	1.3%
	Radio	977	1,074	1,240	166	15.5%	2.0%
	Television	22,159	20,849	19,543	-1,306	-6.3%	31.6%
	Subtotal	28,341	26,708	25,241	-1,467	-5.5%	40.9%
	Internet media	3,395	4,031	5,716	1,685	41.8%	9.3%
	Outdoor media	2,489	3,005	2,741	-264	-8.8%	4.4%
	Creative	6,984	6,938	6,589	-349	-5.0%	10.7%
	Marketing/Promotion	17,568	17,869	17,445	-424	-2.4%	28.3%
	Others	3,866	4,141	4,019	-122	-2.9%	6.5%
	Subtotal	34,305	35,986	36,512	526	1.5%	59.1%
	Total	62,646	62,694	61,753	-941	-1.5%	100.0%

(2) Major Changes (Largest Increases and Decreases) for February 2020

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