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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. March 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 March 2020 (Single month)

(Millions of yen)

		March					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
Hakuhodo	Newspapers	4,532	3,600	2,862	-738	-20.5%	3.3%
	Magazines	1,409	1,444	1,069	-375	-26.0%	1.2%
	Radio	554	574	770	196	34.1%	0.9%
	Television	30,187	31,079	27,626	-3,453	-11.1%	31.9%
	Subtotal	36,685	36,699	32,328	-4,371	-11.9%	37.3%
	Internet media	7,663	8,621	10,476	1,855	21.5%	12.1%
	Outdoor media	2,912	2,199	2,440	241	11.0%	2.8%
	Creative	16,234	16,605	17,387	782	4.7%	20.1%
	Marketing/Promotion	25,611	27,012	22,397	-4,615	-17.1%	25.8%
	Others	2,233	913	1,667	754	82.6%	1.9%
	Subtotal	54,654	55,353	54,368	-985	-1.8%	62.7%
	Total	91,340	92,053	86,697	-5,356	-5.8%	100.0%
Daiko	Newspapers	1,720	1,255	834	-421	-33.5%	7.0%
	Magazines	196	175	226	51	29.1%	1.9%
	Radio	240	209	149	-60	-28.7%	1.3%
	Television	5,617	4,857	4,303	-554	-11.4%	36.1%
	Subtotal	7,775	6,499	5,513	-986	-15.2%	46.3%
	Internet media	793	1,023	856	-167	-16.3%	7.2%
	Outdoor media	1,072	862	874	12	1.4%	7.3%
	Creative	2,166	1,956	1,834	-122	-6.2%	15.4%
	Marketing/Promotion	3,294	3,247	2,707	-540	-16.6%	22.7%
	Others	242	179	117	-62	-34.6%	1.0%
	Subtotal	7,570	7,269	6,390	-879	-12.1%	53.7%
	Total	15,346	13,768	11,903	-1,865	-13.5%	100.0%
Yomiko	Newspapers	546	509	247	-262	-51.5%	3.6%
	Magazines	142	62	58	-4	-6.5%	0.9%
	Radio	93	113	96	-17	-15.0%	1.4%
	Television	2,378	2,447	1,340	-1,107	-45.2%	19.7%
	Subtotal	3,160	3,132	1,742	-1,390	-44.4%	25.6%
	Internet media	490	568	971	403	71.0%	14.3%
	Outdoor media	469	423	357	-66	-15.6%	5.3%
	Creative	1,293	1,364	999	-365	-26.8%	14.7%
	Marketing/Promotion	2,565	2,639	2,578	-61	-2.3%	37.9%
	Others	271	219	158	-61	-27.9%	2.3%
	Subtotal	5,089	5,215	5,065	-150	-2.9%	74.4%
	Total	8,249	8,348	6,808	-1,540	-18.4%	100.0%

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

(Millions of yen)

		March (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	33,731	29,658	26,405	-3,253	-11.0%	3.6%
	Magazines	12,580	10,459	9,908	-551	-5.3%	1.4%
	Radio	7,044	6,909	7,297	388	5.6%	1.0%
	Television	308,939	315,408	297,057	-18,351	-5.8%	40.6%
	Subtotal	362,296	362,437	340,668	-21,769	-6.0%	46.5%
	Internet media	72,186	83,236	91,012	7,776	9.3%	12.4%
	Outdoor media	23,324	20,880	22,622	1,742	8.3%	3.1%
	Creative	104,377	110,085	110,438	353	0.3%	15.1%
	Marketing/Promotion	153,360	158,026	152,751	-5,275	-3.3%	20.9%
	Others	13,627	11,845	14,407	2,562	21.6%	2.0%
	Subtotal	366,876	384,074	391,232	7,158	1.9%	53.5%
	Total	729,172	746,512	731,901	-14,611	-2.0%	100.0%
D a i k o	Newspapers	14,177	11,215	9,975	-1,240	-11.1%	8.6%
	Magazines	1,591	1,327	1,374	47	3.5%	1.2%
	Radio	2,303	1,997	1,908	-89	-4.5%	1.7%
	Television	59,267	53,983	53,481	-502	-0.9%	46.2%
	Subtotal	77,340	68,525	66,739	-1,786	-2.6%	57.7%
	Internet media	6,614	7,627	8,325	698	9.2%	7.2%
	Outdoor media	8,759	7,760	8,117	357	4.6%	7.0%
	Creative	12,318	12,066	11,973	-93	-0.8%	10.4%
	Marketing/Promotion	21,729	20,626	18,578	-2,048	-9.9%	16.1%
	Others	2,792	2,605	1,934	-671	-25.8%	1.7%
	Subtotal	52,215	50,686	48,928	-1,758	-3.5%	42.3%
	Total	129,555	119,211	115,667	-3,544	-3.0%	100.0%
Y o m i k o	Newspapers	4,859	4,266	3,894	-372	-8.7%	5.7%
	Magazines	1,033	1,089	867	-222	-20.4%	1.3%
	Radio	1,070	1,187	1,337	150	12.6%	2.0%
	Television	24,537	23,296	20,884	-2,412	-10.4%	30.5%
	Subtotal	31,501	29,840	26,983	-2,857	-9.6%	39.4%
	Internet media	3,886	4,599	6,687	2,088	45.4%	9.8%
	Outdoor media	2,958	3,429	3,098	-331	-9.7%	4.5%
	Creative	8,277	8,302	7,589	-713	-8.6%	11.1%
	Marketing/Promotion	20,133	20,509	20,024	-485	-2.4%	29.2%
	Others	4,138	4,361	4,178	-183	-4.2%	6.1%
	Subtotal	39,394	41,202	41,578	376	0.9%	60.6%
	Total	70,895	71,042	68,562	-2,480	-3.5%	100.0%

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

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