

Company name: Hakuhodo DY Holdings Inc.

Representative director: Masayuki Mizushima, President

(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. April 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 April 2020 (Single month)

(Millions of yen)

		April					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
Hakuhodo Inc.	Newspapers	2,197	2,254	1,397	-857	-38.0%	2.9%
	Magazines	715	896	672	-224	-25.0%	1.4%
	Radio	505	545	461	-84	-15.4%	1.0%
	Television	26,792	27,257	20,425	-6,832	-25.1%	42.8%
	Subtotal	30,211	30,954	22,956	-7,998	-25.8%	48.1%
	Internet media	8,323	9,147	9,791	644	7.0%	20.5%
	Outdoor media	1,828	1,894	1,326	-568	-30.0%	2.8%
	Creative	7,824	7,436	6,395	-1,041	-14.0%	13.4%
	Marketing/Promotion	9,420	8,290	6,263	-2,027	-24.5%	13.1%
	Others	1,400	1,847	971	-876	-47.4%	2.0%
	Subtotal	28,797	28,616	24,749	-3,867	-13.5%	51.9%
	Total	59,009	59,570	47,706	-11,864	-19.9%	100.0%
Daiko Advertising Inc.	Newspapers	870	839	605	-234	-27.9%	7.6%
	Magazines	126	151	78	-73	-48.3%	1.0%
	Radio	198	158	107	-51	-32.3%	1.4%
	Television	4,734	4,788	3,633	-1,155	-24.1%	45.8%
	Subtotal	5,929	5,938	4,425	-1,513	-25.5%	55.7%
	Internet media	746	713	840	127	17.8%	10.6%
	Outdoor media	777	617	732	115	18.6%	9.2%
	Creative	908	1,048	764	-284	-27.1%	9.6%
	Marketing/Promotion	1,403	1,410	1,050	-360	-25.5%	13.2%
	Others	141	159	127	-32	-20.1%	1.6%
	Subtotal	3,977	3,950	3,516	-434	-11.0%	44.3%
	Total	9,907	9,888	7,941	-1,947	-19.7%	100.0%
Yomiko Advertising Inc.	Newspapers	382	224	133	-91	-40.6%	3.1%
	Magazines	84	58	38	-20	-34.5%	0.9%
	Radio	62	114	42	-72	-63.2%	1.0%
	Television	1,803	1,846	1,434	-412	-22.3%	33.8%
	Subtotal	2,332	2,243	1,648	-595	-26.5%	38.9%
	Internet media	603	700	924	224	32.0%	21.8%
	Outdoor media	343	243	160	-83	-34.2%	3.8%
	Creative	877	693	538	-155	-22.4%	12.7%
	Marketing/Promotion	1,198	1,391	726	-665	-47.8%	17.1%
	Others	309	320	244	-76	-23.8%	5.8%
	Subtotal	3,331	3,349	2,594	-755	-22.5%	61.1%
	Total	5,663	5,593	4,242	-1,351	-24.2%	100.0%

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

(Millions of yen)

		April (Cumulative)					
		FY2018	FY2019	FY2020	YoY comparisons		FY2020
				Results	Change	(%)	Share (%)
H a k u h o o	Newspapers	2,197	2,254	1,397	-857	-38.0%	2.9%
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(2) Major Changes (Largest Increases and Decreases) for April 2020

	April		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Information/Communications	Transportation/Leisure	Information/Communications	Transportation/Leisure
	Pharmaceuticals/Medical supplies	Distribution/Retailing	Pharmaceuticals/Medical supplies	Distribution/Retailing
	Education/Medical services/Religion	Automobiles/Related products	Education/Medical services/Religion	Automobiles/Related products
Daiko	Restaurant/Services	Foodstuffs	Restaurant/Services	Foodstuffs
	Beverages/Cigarettes/Luxury foods	Finance/Insurance	Beverages/Cigarettes/Luxury foods	Finance/Insurance
	Pharmaceuticals/Medical supplies	Transportation/Leisure	Pharmaceuticals/Medical supplies	Transportation/Leisure
Yomiko	Information/Communications	Real estate/Housing facilities	Information/Communications	Real estate/Housing facilities
	Energy/Material/Machinery	Distribution/Retailing	Energy/Material/Machinery	Distribution/Retailing
	Publishing	Transportation/Leisure	Publishing	Transportation/Leisure

※ 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.