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

		September					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	2,413	2,236	1,994	-242	-10.8%	3.2%
	Magazines	1,359	1,138	1,002	-136	-12.0%	1.6%
	Radio	584	562	639	77	13.7%	1.0%
	Television	23,508	25,195	21,377	-3,818	-15.2%	33.9%
	Subtotal	27,866	29,133	25,013	-4,120	-14.1%	39.7%
	Internet media	5,433	6,314	6,717	403	6.4%	10.6%
	Outdoor media	1,787	1,597	1,744	147	9.2%	2.8%
	Creative	9,611	9,441	10,596	1,155	12.2%	16.8%
	Marketing/Promotion	13,077	14,145	18,139	3,994	28.2%	28.8%
	Others	1,168	1,123	871	-252	-22.4%	1.4%
	Subtotal	31,078	32,622	38,070	5,448	16.7%	60.3%
	Total	58,944	61,756	63,083	1,327	2.1%	100.0%
D a i k o	Newspapers	1,320	923	731	-192	-20.8%	7.4%
	Magazines	110	110	83	-27	-24.5%	0.9%
	Radio	176	146	179	33	22.6%	1.8%
	Television	4,996	4,554	4,452	-102	-2.2%	45.3%
	Subtotal	6,603	5,735	5,446	-289	-5.0%	55.4%
	Internet media	523	620	469	-151	-24.4%	4.8%
	Outdoor media	931	513	491	-22	-4.3%	5.0%
	Creative	1,093	1,276	1,292	16	1.3%	13.2%
	Marketing/Promotion	2,154	1,659	1,764	105	6.3%	18.0%
	Others	111	-8	359	367	-	3.7%
	Subtotal	4,814	4,062	4,379	317	7.8%	44.6%
Total	11,418	9,798	9,826	28	0.3%	100.0%	
Y o m i k o	Newspapers	458	365	239	-126	-34.5%	3.9%
	Magazines	75	98	42	-56	-57.1%	0.7%
	Radio	83	94	107	13	13.8%	1.7%
	Television	1,994	2,350	1,967	-383	-16.3%	32.1%
	Subtotal	2,612	2,908	2,356	-552	-19.0%	38.4%
	Internet media	329	326	546	220	67.5%	8.9%
	Outdoor media	222	176	278	102	58.0%	4.5%
	Creative	770	791	653	-138	-17.4%	10.7%
	Marketing/Promotion	2,433	2,326	2,064	-262	-11.3%	33.7%
	Others	268	284	230	-54	-19.0%	3.8%
	Subtotal	4,024	3,906	3,773	-133	-3.4%	61.6%
Total	6,637	6,814	6,129	-685	-10.1%	100.0%	

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

(Millions of yen)

		September (Cumulative)					
		FY2017	FY2018	FY2019	YoY comparisons		FY2019
				Results	Change	(%)	Share (%)
H a k u h o d o	Newspapers	14,544	12,695	12,432	-263	-2.1%	3.7%
	Magazines	5,998	4,868	4,665	-203	-4.2%	1.4%
	Radio	3,646	3,262	3,528	266	8.2%	1.0%
	Television	146,214	147,780	143,504	-4,276	-2.9%	42.4%
	Subtotal	170,403	168,607	164,131	-4,476	-2.7%	48.5%
	Internet media	32,236	37,676	41,701	4,025	10.7%	12.3%
	Outdoor media	11,360	9,956	10,356	400	4.0%	3.1%
	Creative	47,128	47,958	47,447	-511	-1.1%	14.0%
	Marketing/Promotion	65,167	66,921	69,660	2,739	4.1%	20.6%
	Others	5,293	5,405	5,437	32	0.6%	1.6%
	Subtotal	161,186	167,918	174,604	6,686	4.0%	51.5%
	Total	331,589	336,525	338,735	2,210	0.7%	100.0%
D a i k o	Newspapers	6,649	5,244	5,238	-6	-0.1%	9.1%
	Magazines	726	593	580	-13	-2.2%	1.0%
	Radio	1,123	983	1,030	47	4.8%	1.8%
	Television	29,671	26,375	27,483	1,108	4.2%	47.6%
	Subtotal	38,170	33,197	34,332	1,135	3.4%	59.4%
	Internet media	3,221	3,696	3,617	-79	-2.1%	6.3%
	Outdoor media	4,332	3,934	4,081	147	3.7%	7.1%
	Creative	5,194	5,612	5,924	312	5.6%	10.3%
	Marketing/Promotion	9,958	10,070	8,860	-1,210	-12.0%	15.3%
	Others	735	650	945	295	45.4%	1.6%
	Subtotal	23,442	23,964	23,428	-536	-2.2%	40.6%
	Total	61,612	57,161	57,761	600	1.0%	100.0%
Y o m i k o	Newspapers	2,263	2,157	2,120	-37	-1.7%	6.4%
	Magazines	471	676	352	-324	-47.9%	1.1%
	Radio	556	512	708	196	38.3%	2.1%
	Television	12,095	11,377	10,364	-1,013	-8.9%	31.1%
	Subtotal	15,386	14,725	13,545	-1,180	-8.0%	40.7%
	Internet media	1,736	2,102	3,308	1,206	57.4%	9.9%
	Outdoor media	1,247	1,529	1,530	1	0.1%	4.6%
	Creative	3,711	3,785	3,522	-263	-6.9%	10.6%
	Marketing/Promotion	10,448	9,915	9,935	20	0.2%	29.9%
	Others	1,253	1,316	1,431	115	8.7%	4.3%
	Subtotal	18,397	18,649	19,728	1,079	5.8%	59.3%
	Total	33,784	33,375	33,274	-101	-0.3%	100.0%

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

	September		Cumulative	
	Major Changed		Major Changed	
	Largest Increases	Largest Decreases	Largest Increases	Largest Decreases
Hakuhodo	Transportation/Leisure	Beverages/Cigarettes/Luxury foods	Government/Organizations	Beverages/Cigarettes/Luxury foods
	Energy/Material/Machinery	Cosmetics/Toiletries	Information/Communications	Real estate/Housing facilities
	Information/Communications	Games/Sporting goods/Hobby supplies	Energy/Material/Machinery	Games/Sporting goods/Hobby supplies
Daiko	Restaurant/Services	Beverages/Cigarettes/Luxury foods	Pharmaceuticals/Medical supplies	Beverages/Cigarettes/Luxury foods
	Finance/Insurance	Energy/Material/Machinery	Restaurant/Services	Cosmetics/Toiletries
	Transportation/Leisure	Cosmetics/Toiletries	Transportation/Leisure	Distribution/Retailing
Yomiko	Restaurant/Services	Beverages/Cigarettes/Luxury foods	Government/Organizations	Beverages/Cigarettes/Luxury foods
	Information/Communications	Real estate/Housing facilities	Transportation/Leisure	Distribution/Retailing
	Energy/Material/Machinery	Foodstuffs	Energy/Material/Machinery	Information/Communications

※ 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.