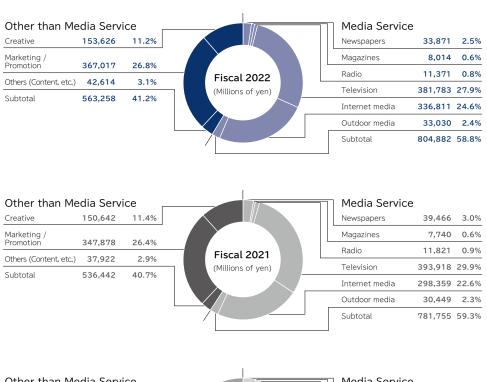
Billings by Type of Service and by Industry of Clients

Billings by Type of Service / Composition Ratio



Other than Me	Media Service	<u>)</u>				
Creative	140,005	12.4%		Newspapers	37,623	3.3%
Marketing / Promotion	234.077	20.8%		Magazines	10,265	0.9%
			Fiscal 2020	Radio	11,982	1.1%
Others (Content, etc.) Subtotal	35,422 409,505	3.1% 36.4%	(Millions of yen)	 Television	381,672	33.9%
				Internet media	247,068	21.9%
				Outdoor media	28,335	2.5%
				Subtotal	716,947	63.6%

Billings by Industry of Clients

Millions of yen	Fiscal 2020	Fiscal 2021	Fiscal 2022		
Information / Communications	123,519	143,212	142,064		
Government / Organizations	43,340	99,705	117,880		
Beverages / Cigarettes / Luxury foods	112,992	124,422	116,028		
Automobiles / Related products	111,120	105,931	104,389		
Foodstuffs	73,445	76,896	79,243		
Restaurants / Services	49,488	58,051	72,815		
Finance / Insurance	58,463	63,709	69,683		
Cosmetics / Toiletries	67,893	70,635	68,108		
Pharmaceuticals / Medical supplies	55,269	59,981	58,934		
Distribution / Retailing	47,419	53,651	56,483		
Real estate / Housing facilities	39,695	46,781	48,837		
Transportation / Leisure	35,350	47,247	39,939		
Games / Sporting goods / Hobby supplies	19,909	28,437	28,290		
Apparel / Accessories	19,461	20,757	24,903		
Home electric appliances / AV equipment	18,818	20,723	23,216		
Household products	21,549	19,703	21,532		
Energy / Materials / Machinery	21,095	20,113	21,045		
Publishing	16,072	18,041	16,287		
Medical services / Education / Religion	13,331	14,142	13,440		
Precision machinery / Office supplies	7,146	6,243	8,735		
Classified advertising / Other	30,572	30,430	27,374		
				<u></u>	60.000

Note: Billings by type of service and by industry of clients both refer to domestic billings.

0

60.000

120.000

180.000