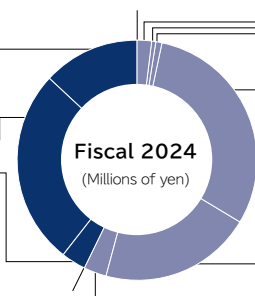


## Billings by Type of Service and by Industry of Clients

### Billings by Type of Service / Composition Ratio

#### Other than Media Service

Creative	158,245	12.9%
Marketing / Promotion	322,941	26.4%
Others (Content, etc.)	41,480	3.4%
Subtotal	522,667	42.7%

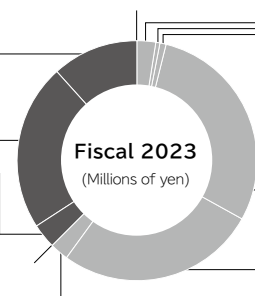


#### Media Service

Newspapers	26,885	2.2%
Magazines	6,600	0.5%
Radio	8,814	0.7%
Television	371,520	30.4%
Internet media	250,651	20.5%
Outdoor media	36,343	3.0%
Subtotal	700,816	57.3%

#### Other than Media Service

Creative	151,879	11.6%
Marketing / Promotion	291,613	22.3%
Others (Content, etc.)	44,467	3.4%
Subtotal	487,959	37.3%

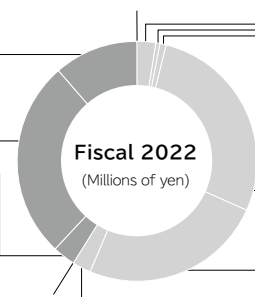


#### Media Service

Newspapers	32,136	2.5%
Magazines	7,392	0.6%
Radio	9,905	0.8%
Television	384,946	29.4%
Internet media	354,900	27.1%
Outdoor media	32,166	2.5%
Subtotal	821,448	62.7%

#### Other than Media Service

Creative	153,626	11.2%
Marketing / Promotion	367,017	26.8%
Others (Content, etc.)	42,614	3.1%
Subtotal	563,258	41.2%

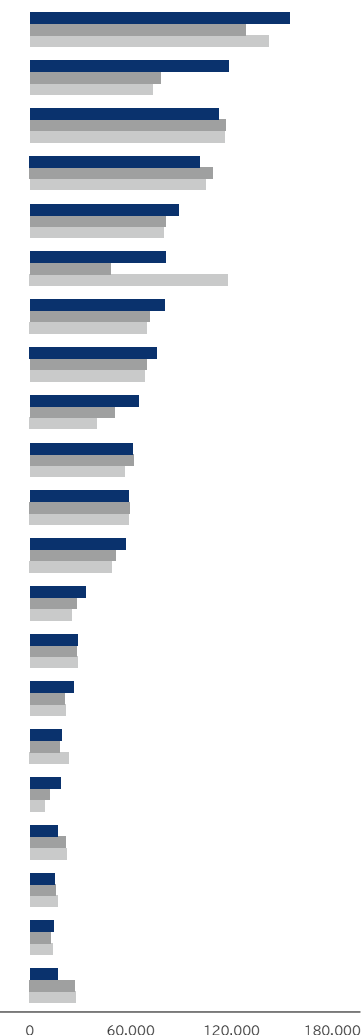


#### Media Service

Newspapers	33,871	2.5%
Magazines	8,014	0.6%
Radio	11,371	0.8%
Television	381,783	27.9%
Internet media	336,811	24.6%
Outdoor media	33,030	2.4%
Subtotal	804,882	58.8%

### Billings by Industry of Clients

Millions of yen	Fiscal 2022	Fiscal 2023	Fiscal 2024
Information / Communications	142,064	128,111	154,207
Restaurants / Services	72,815	77,870	118,266
Beverages / Cigarettes / Luxury foods	116,028	116,176	112,028
Automobiles / Related products	104,389	108,981	101,191
Foodstuffs	79,243	80,461	88,482
Government / Organizations	117,880	47,846	80,881
Finance / Insurance	69,683	71,027	80,302
Cosmetics / Toiletries	68,108	69,342	75,607
Transportation / Leisure	39,939	50,499	64,473
Distribution / Retailing	56,483	61,686	61,151
Pharmaceuticals / Medical supplies	58,934	59,561	58,878
Real estate / Housing facilities	48,837	50,768	56,695
Apparel / Accessories	24,903	27,730	32,858
Games / Sporting goods / Hobby supplies	28,290	27,518	28,386
Energy / Materials / Machinery	21,045	20,712	25,716
Home electric appliances / AV equipment	23,216	17,837	18,913
Precision machinery / Office supplies	8,735	11,410	18,283
Household products	21,532	20,963	16,495
Publishing	16,287	14,997	14,830
Medical services / Education / Religion	13,440	12,370	13,897
Classified advertising / Other	27,374	26,846	16,235



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