

Consolidated Financial Highlights
3 Q of Fiscal Year Ending December 31,
2012
(3 Q of FY2012)

Cautionary statement concerning forward-looking statements, Note concerning audits

This presentation includes forward-looking statements concerning forecasts of operating results, business plans and policies, management strategies, goals, plans, numbers involving the future, views and evaluations of facts, and other items associated with Hakuhodo DY Holdings and its group companies. These and other statements that are not historical facts represent forecasts, expectations, assumptions, plans, views, evaluations and other positions of management based on information available when this presentation was prepared.

To prepare figures used for forecasts and predictions, confirmed facts from past activities have been combined with certain assumptions that are essential to formulating forecasts and predictions. Due to the nature of these facts and assumptions, there is no guarantee of their accuracy from an objective viewpoint or any guarantee that future events will occur as presented in these forward-looking statements.

The following is a list of some, but not all, risks and uncertainties that may prevent these facts and assumptions from being accurate from an objective viewpoint or from becoming a reality in the future.

- (1) Risks associated with the advertising industry in general (changes in the advertising industry climate due to fluctuations in the economy, changes in business practices and other events)
- (2) Risks associated with revisions of laws and regulations
- (3) Risks associated with advertisers and media companies (the need to respond accurately to shifts in needs of customers and other entities the company does business with)
- (4) Risks associated with competition (competition with other advertising agencies, companies newly entering the industry and others)
- (5) Risks associated with the expansion of business domains resulting from structural changes in markets
- (6) Risks associated with conducting business on a global scale
- (7) Risks associated with lawsuits and similar actions

Billings by industry, billings by service area, and highlights of operating results at major subsidiaries were not audited by the Company's independent auditor.

Consolidated Financial Highlights for 3 Q of FY 2012

Consolidated Financial Highlights (1)

Operating Income Up ¥9.0 Billion to ¥19.9 Billion on Growth in Billings Higher than the Overall Advertising Market and Improved Profitability

◎Billings:¥765.1 billion April through December, up 10.8% year on year (3Q: up 4.3%)

- Despite a slowdown in the fall, 3Q billings continued to rise on growth mainly in Government/Organizations, Information/Communications, and Automobiles/Related products; even April through December billings achieved double-digit growth.
- Billings growth continued to surpass that of the domestic advertising market as a whole.

» By industry: In addition to significant growth in billings to Automobiles/Related products and Information/Communications industries that account for a substantial proportion of billings, growth occurred in a broad range of industries, including Transportation/Leisure and Distribution/Retailing.

» By service area: Billings rose particularly with growth in TV ad spots, Marketing/Promotion and Creative. A substantial performance in TV ad spots contributed to billings. The consolidation of a new subsidiary also contributed to Marketing/Promotion billings.

◎Revenue: ¥129.1 billion April through December, up 13.9%, or ¥15.7 billion year on year (3Q: up 8.1%)

◎Gross margin: April through December up 0.5 of a percentage point year on year

Initiatives to boost profitability throughout the Group and growth in billings resulted in a substantial rise in revenue.

◎SG&A Expenses: April through December up 6.5% year on year, or ¥6.6 billion

Cost increases were minimized thanks to continued steps to enhance business structure, coupled with ongoing control of SG&A expenses.

◎ Operating income: ¥19.9 billion April through December, up ¥9.0 billion

Operating income rose thanks to success in controlling SG&A expenses, allowing the bulk of the growth in revenue to contribute to higher income. April through December operating income was the second highest ever, following ¥20.2 billion in FY2007, up 1.8 times year on year.

◎ Net income : ¥10.5 billion April through December, up ¥8.2 billion year on year

Net income rose by ¥8.2 billion, reflecting operating income expansion and improvement in extraordinary items.

Consolidated Financial Highlights (2)

(Millions of yen)

	1 H of		YoY comparisons		3 Q of		YoY comparisons		3 Q(9Month) of		YoY comparisons	
	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)
Billings	430,994	494,335	63,341	14.7%	259,522	270,804	11,282	4.3%	690,516	765,139	74,623	10.8%
Revenue	70,363	82,594	12,231	17.4%	43,099	46,591	3,492	8.1%	113,462	129,185	15,722	13.9%
(Gross margin)	(16.3%)	(16.7%)	(+0.4%)		(16.6%)	(17.2%)	(+0.6%)		(16.4%)	(16.9%)	(+0.5%)	
SG&A expenses	67,874	71,232	3,358	4.9%	34,667	37,984	3,317	9.6%	102,541	109,216	6,675	6.5%
Operating income	2,488	11,362	8,873	356.5%	8,433	8,607	174	2.1%	10,921	19,969	9,047	82.8%
(Operating margin)	(3.5%)	(13.8%)	(+10.2%)		(19.6%)	(18.5%)	(-1.1%)		(9.6%)	(15.5%)	(+5.8%)	
Non-operating items	1,368	1,245	(123)		457	416	(41)		1,825	1,661	(163)	
Ordinary income	3,857	12,607	8,749	226.8%	8,889	9,023	134	1.5%	12,746	21,630	8,884	69.7%
Extraordinary items	(1,680)	(354)	1,325		(458)	(148)	310		(2,138)	(502)	1,636	
Income before income Taxes and minority interests	2,177	12,252	10,075	462.6%	8,430	8,876	446	5.3%	10,607	21,128	10,520	99.2%
Net income	(889)	6,197	7,087	-	3,169	4,372	1,203	38.0%	2,280	10,569	8,289	363.5%

(Operating margin = Operating income / Revenue)

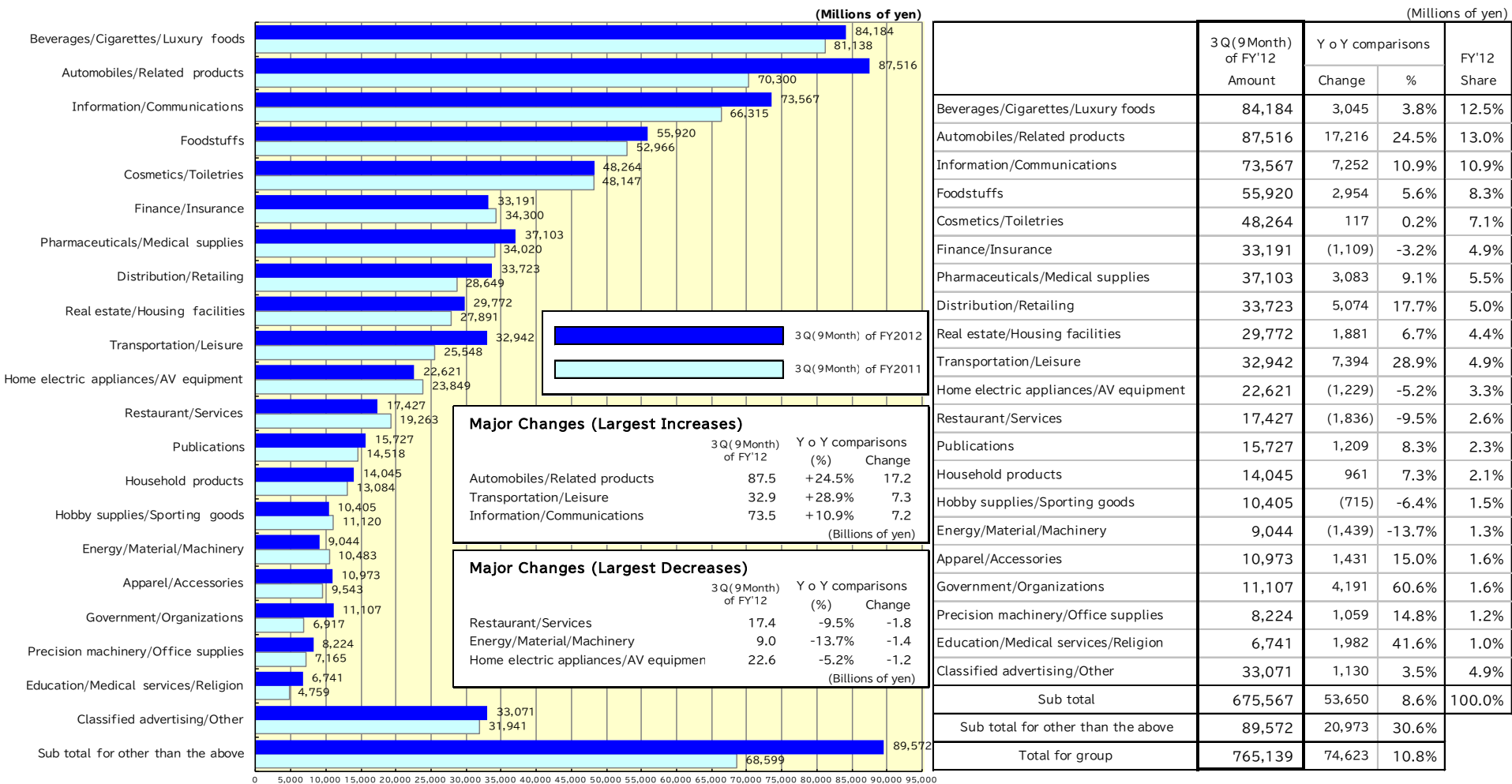
Consolidated Financial Highlights (3)

(Millions of yen)

	1 Q of		YoY comparisons		2 Q of		YoY comparisons		3 Q of		YoY comparisons	
	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)
Billings	199,286	247,479	48,193	24.2%	231,708	246,856	15,148	6.5%	259,522	270,804	11,282	4.3%
Revenue	30,886	39,552	8,665	28.1%	39,477	43,042	3,565	9.0%	43,099	46,591	3,492	8.1%
(Gross margin)	(15.5%)	(16.0%)	(+0.5%)		(17.0%)	(17.4%)	(+0.4%)		(16.6%)	(17.2%)	(+0.6%)	
SG&A expenses	33,631	35,358	1,726	5.1%	34,243	35,874	1,631	4.8%	34,667	37,984	3,317	9.6%
Operating income	(2,745)	4,194	6,939	-	5,233	7,168	1,935	37.0%	8,433	8,607	174	2.1%
(Operating margin)	(-8.9%)	(10.6%)	(+19.5%)		(13.3%)	(16.7%)	(+3.4%)		(19.6%)	(18.5%)	(-1.1%)	
Non-operating items	833	727	(106)		535	518	(17)		457	416	(41)	
Ordinary income	(1,911)	4,921	6,832	-	5,768	7,686	1,918	33.3%	8,889	9,023	134	1.5%
Extraordinary items	(1,712)	(70)	1,641		32	(284)	(316)		(458)	(148)	310	
Income before income Taxes and minority interests	(3,624)	4,850	8,474	-	5,801	7,402	1,601	27.6%	8,430	8,876	446	5.3%
Net income	(3,666)	2,159	5,825	-	2,777	4,038	1,261	45.4%	3,169	4,372	1,203	38.0%

(Operating margin = Operating income / Revenue)

Billings by Industry (1)



Note (1) The amount of billings in "Sub total" under billings by industry differs from that of "Sub total" under billings by service area. This difference reflects the presence of certain Group companies that are able to classify billings by service area but not by industry. Billings from such companies are accounted for solely within billings by service area.

Note (2): With the exception of "Sub total for other than the above" and "Classified advertising/Other," the above bar graph is arranged in order of largest amount of billings by industry for the fiscal year ended March 31, 2012.

Billings by Industry (2)

(Millions of yen)

	1 Q of FY2011	YoY comparisons		2 Q of FY2011	YoY comparisons		3 Q of FY2011	YoY comparisons	
		Change	(%)		Change	(%)		Change	(%)
Beverages/Cigarettes/Luxury foods	31,011	7,606	32.5%	27,301	(1,371)	-4.8%	25,872	(3,189)	-11.0%
Automobiles/Related products	27,811	11,145	66.9%	29,010	4,416	18.0%	30,696	1,655	5.7%
Information/Communications	22,018	4,329	24.5%	21,805	110	0.5%	29,744	2,814	10.4%
Foodstuffs	19,375	2,762	16.6%	19,069	(101)	-0.5%	17,476	293	1.7%
Cosmetics/Toiletries	17,072	1,441	9.2%	15,520	(445)	-2.8%	15,671	(879)	-5.3%
Finance/Insurance	10,762	(108)	-1.0%	10,843	(333)	-3.0%	11,586	(668)	-5.5%
Pharmaceuticals/Medical supplies	11,658	2,411	26.1%	11,252	283	2.6%	14,193	389	2.8%
Distribution/Retailing	10,169	1,665	19.6%	10,483	1,937	22.7%	13,070	1,472	12.7%
Real estate/Housing facilities	9,501	1,631	20.7%	10,498	427	4.2%	9,773	(177)	-1.8%
Transportation/Leisure	11,635	4,097	54.4%	10,841	1,899	21.2%	10,467	1,398	15.4%
Home electric appliances/AV equipment	7,273	2,005	38.1%	7,096	(695)	-8.9%	8,252	(2,539)	-23.5%
Restaurant/Services	6,286	392	6.6%	5,819	(148)	-2.5%	5,322	(2,080)	-28.1%
Publications	4,916	830	20.3%	5,364	82	1.6%	5,448	296	5.8%
Household products	4,391	548	14.3%	4,687	267	6.0%	4,967	145	3.0%
Hobby supplies/Sporting goods	3,818	275	7.8%	3,255	(420)	-11.4%	3,332	(570)	-14.6%
Energy/Material/Machinery	2,739	(415)	-13.2%	2,868	(616)	-17.7%	3,437	(407)	-10.6%
Apparel/Accessories	3,208	955	42.4%	3,517	380	12.1%	4,248	96	2.3%
Government/Organizations	1,275	(366)	-22.3%	2,177	(490)	-18.4%	7,655	5,046	193.5%
Precision machinery/Office supplies	2,033	502	32.8%	2,529	(209)	-7.6%	3,663	765	26.4%
Education/Medical services/Religion	1,731	493	39.8%	2,287	645	39.3%	2,723	844	44.9%
Classified advertising/Other	11,077	535	5.1%	9,814	(1,278)	-11.5%	12,180	1,872	18.2%
Sub total	219,760	42,734	24.1%	216,034	4,341	2.1%	239,774	6,576	2.8%
Sub total for other than the above	27,719	5,459	24.5%	30,822	10,807	54.0%	31,031	4,706	17.9%
Total for group	247,479	48,193	24.2%	246,856	15,148	6.5%	270,804	11,282	4.3%

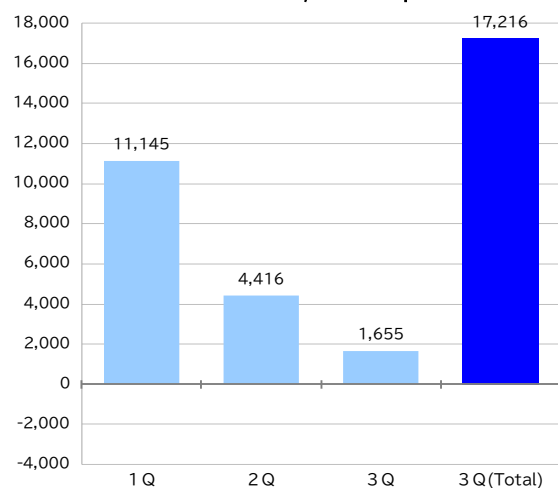
©Main industries where billings increased in 3Q: Government/Organizations, Information/Communications, and Automobiles/Related products

©Main industries where billings decreased in 3Q : Beverages/Cigarettes/Luxury foods, Home electric appliances/AV equipment, and Restaurant/Services

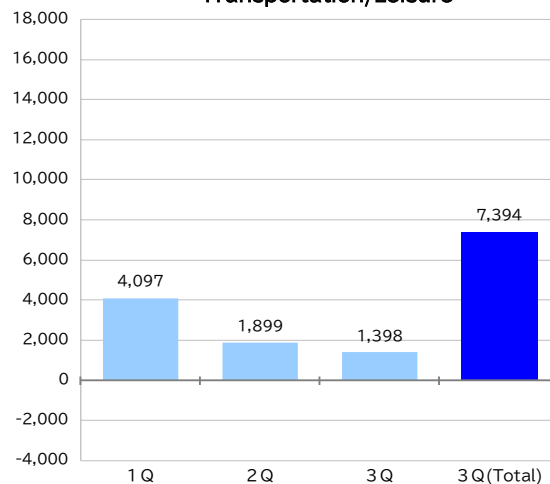
Billings by Industry (3)

3 Q (9Month) of FY 2012 - Billings Growth in Top Six Industries (Millions of yen)

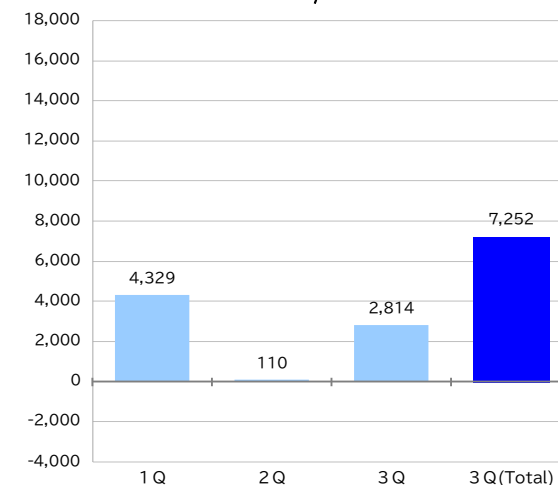
Automobiles/Related products



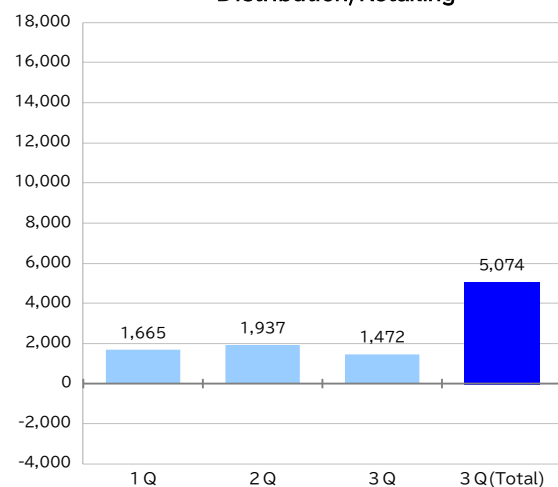
Transportation/Leisure



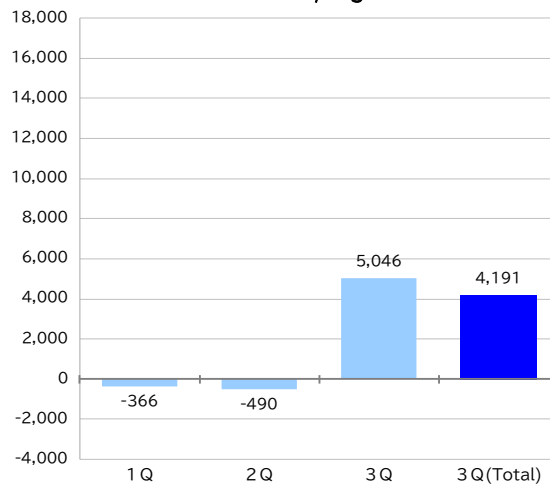
Information/Communications



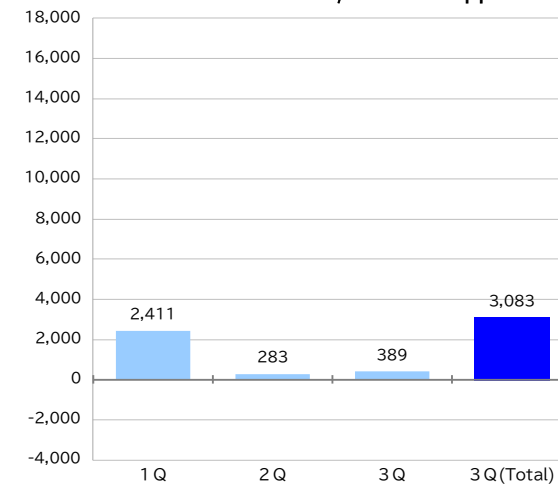
Distribution/Retailing



Government/Organizations



Pharmaceuticals/Medical supplies



Billings by Service Area (1)

(Millions of yen)

	3 Q(9Month) of FY2011		3 Q(9Month) of FY2012		YoY comparisons	
	Amount	Share	Amount	Share	Change	(%)
Newspapers	47,868	7.5%	49,387	6.9%	1,519	3.2%
Magazines	17,732	2.8%	17,567	2.5%	(165)	-0.9%
Radio	11,284	1.8%	11,134	1.6%	(150)	-1.3%
Television	285,308	44.6%	315,274	44.1%	29,966	10.5%
Mass media services sub total	362,191	56.6%	393,362	55.0%	31,171	8.6%
Internet media	58,934	9.2%	66,859	9.3%	7,926	13.4%
Outdoor media	26,212	4.1%	28,810	4.0%	2,599	9.9%
Creative	67,894	10.6%	76,335	10.7%	8,441	12.4%
Marketing/Promotion	115,143	18.0%	138,401	19.4%	23,258	20.2%
Others(contents, etc.)	10,041	1.6%	11,355	1.6%	1,314	13.1%
Other than 4 mass media services subtotal	278,223	43.4%	321,760	45.0%	43,537	15.6%
Sub total	640,414	100.0%	715,122	100.0%	74,708	11.7%
Sub total for other than the above	50,102		50,017		(85)	-0.2%
Total for group	690,516		765,139		74,623	10.8%

- TV saw contributions from significant growth in TV ad spots.
- Marketing/Promotion achieved double digit growth even discounting contributions from a newly consolidated subsidiary.

Note (1) The amount of billings in "Sub total" under billings by industry differs from that of "Sub total" under billings by service area. This difference reflects the presence of certain Group companies that are able to classify billings by service area but not by industry. Billings from such companies are accounted for solely within billings by service area.

Billings by Service Area (2)

(Millions of yen)

	1 Q of FY2012	YoY comparisons		2 Q of FY2012	YoY comparisons		3 Q of FY2012	YoY comparisons	
	Amount	Change	(%)	Amount	Change	(%)	Amount	Change	(%)
Newspapers	15,877	1,950	14.0%	15,035	(1,846)	-10.9%	18,475	1,415	8.3%
Magazines	5,359	600	12.6%	5,291	(493)	-8.5%	6,917	(272)	-3.8%
Radio	3,711	295	8.6%	3,771	(121)	-3.1%	3,652	(324)	-8.1%
Television	105,364	20,351	23.9%	99,509	5,195	5.5%	110,400	4,420	4.2%
Mass media services sub total	130,311	23,196	21.7%	123,606	2,736	2.3%	139,444	5,239	3.9%
Internet media	21,425	4,643	27.7%	20,845	939	4.7%	24,589	2,344	10.5%
Outdoor media	9,893	2,625	36.1%	9,029	832	10.2%	9,889	(859)	-8.0%
Creative	23,816	4,210	21.5%	26,214	2,491	10.5%	26,305	1,740	7.1%
Marketing/Promotion	43,322	14,036	47.9%	45,368	3,362	8.0%	49,711	5,860	13.4%
Others(contents, etc.)	3,110	411	15.2%	3,959	199	5.3%	4,286	704	19.7%
Other than 4 mass media services subtotal	101,566	25,924	34.3%	105,415	7,824	8.0%	114,780	9,789	9.3%
Sub total	231,877	49,120	26.9%	229,021	10,560	4.8%	254,224	15,028	6.3%
Sub total for other than the above	15,602	(927)	-5.6%	17,835	4,588	34.6%	16,580	(3,746)	-18.4%
Total for group	247,479	48,193	24.2%	246,856	15,148	6.5%	270,804	11,282	4.3%

Changes in SG&A Expenses (1)

(Millions of yen)

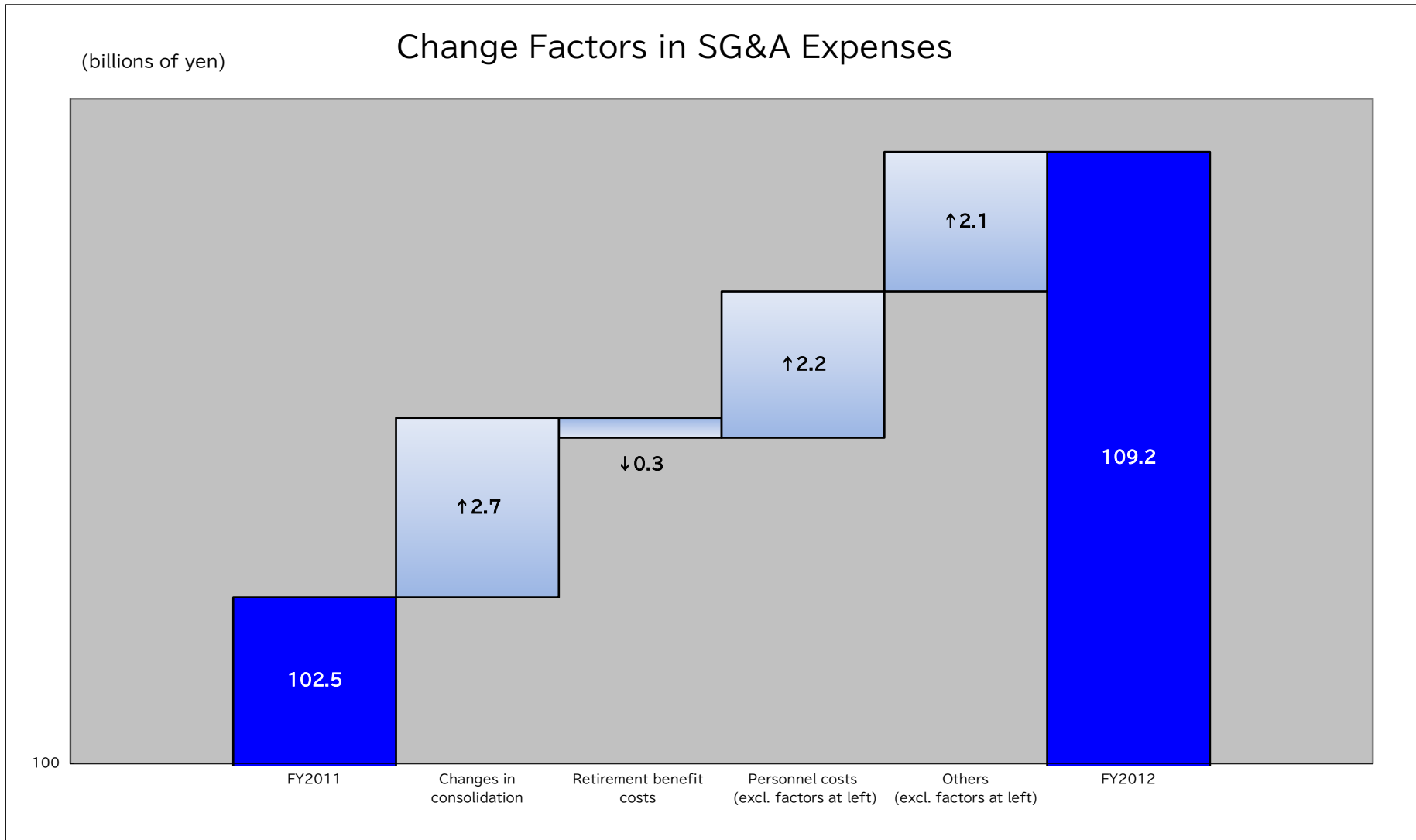
	1 H of		YoY comparisons		3 Q of		YoY comparisons		3 Q (9Month) of		YoY comparisons	
	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)	FY2011	FY2012	Change	(%)
Personnel costs	47,004	49,124	2,119	4.5%	23,834	25,117	1,283	5.4%	70,838	74,241	3,402	4.8%
Other Expenses (Total)	20,870	22,108	1,238	5.9%	10,832	12,867	2,035	18.8%	31,702	34,975	3,272	10.3%
Rent	5,276	5,373	96	1.8%	2,640	2,731	91	3.4%	7,916	8,104	188	2.4%
Depreciation and amortization	916	946	29	3.2%	486	529	43	8.8%	1,402	1,475	72	5.1%
Others	14,678	15,789	1,111	7.6%	7,706	9,607	1,901	24.7%	22,384	25,396	3,012	13.5%
Total SG&A expenses	67,874	71,232	3,358	4.9%	34,667	37,984	3,317	9.6%	102,541	109,216	6,675	6.5%

Minimized cost increases through ongoing control of SG&A expenses, while continuing steps to enhance business structure

◎ Expenses increased by approximately ¥2.7 billion due to changes in the scope of consolidation. Retirement benefit expenses decreased by approximately ¥0.3 billion. Excluding these, actual SG&A expenses increased by approximately ¥4.3 billion.

◎ While efforts to enhance business structure caused actual SG&A expenses to increase, ongoing steps to control SG&A expenses minimized this rise, contributing to substantially higher operating income.

Changes in SG&A Expenses (2)



Non-Operating Items and Extraordinary Gains and Losses

(Millions of yen)

	3 Q(9Month) of		YoY comparisons	
	FY2011	FY2012	Change	(%)
Non-operating income	2,259	1,853	(406)	-18.0%
Non-operating expenses	434	191	(242)	-55.9%
Total	1,825	1,661	(163)	-8.9%

- Net interest income (interest received - interest paid) was a positive ¥94 million (up ¥2 million from ¥92 million a year ago).
- Dividend income decreased by ¥14 million, from ¥714 million to ¥699 million.
- Equity in investment income from affiliates was down by ¥308 million, from ¥970 million to ¥662 million.

(Millions of yen)

	3 Q(9Month) of		YoY comparisons	
	FY2011	FY2012	Change	(%)
Extraordinary gains	432	613	180	
Extraordinary losses	2,571	1,115	(1,455)	
Total	(2,138)	(502)	1,636	

- Investment securities valuation loss was ¥112 million, down ¥1,957 million from ¥2,070 million in the previous fiscal year.

Consolidated Balance Sheets

	(Millions of yen)		(Millions of yen)		(Millions of yen)		(Millions of yen)	
	Mar. 31, 2012		Dec. 31, 2012		Comparisons		Dec. 31, 2011	
	Amount	Share	Amount	Share	Change	(%)	Amount	Share
Current assets	400,531	77.2%	384,410	77.1%	(16,120)	-4.0%	347,421	74.9%
Fixed assets	118,274	22.8%	114,237	22.9%	(4,036)	-3.4%	116,644	25.1%
Total assets	518,805	100.0%	498,647	100.0%	(20,157)	-3.9%	464,066	100.0%
Current liabilities	286,887	55.3%	259,656	52.1%	(27,231)	-9.5%	244,403	52.6%
Non-current liabilities	12,636	2.4%	12,602	2.5%	(34)	-0.3%	11,961	2.6%
Total liabilities	299,524	57.7%	272,259	54.6%	(27,265)	-9.1%	256,365	55.2%
Total shareholders' equity	205,233	39.6%	212,955	42.7%	7,722	3.8%	198,910	42.9%
Total net unrealized gains on securities and translation adjustments	881	0.2%	567	0.1%	(313)	-35.6%	(730)	-0.1%
Subscription rights to shares	287	0.0%	266	0.1%	(21)	-7.5%	232	0.0%
Minority interests	12,878	2.5%	12,598	2.5%	(279)	-2.2%	9,288	2.0%
Total net assets	219,280	42.3%	226,388	45.4%	7,107	3.2%	207,701	44.8%
Total liabilities and net assets	518,805	100.0%	498,647	100.0%	(20,157)	-3.9%	464,066	100.0%

- Sum of cash and time deposits, and marketable securities (current assets): Up ¥1.1 billion, from 101.8 billion at March 31, 2012, to 102.9 billion at December 31, 2012
- Notes and accounts receivable: Down ¥15.9 billion, from ¥265.2 billion at March 31, 2012, to ¥249.3 billion at December 31, 2012.
- Investment securities: Down ¥4.8 billion, from ¥53.9 billion at March 31, 2012, to ¥49.0 billion at December 31, 2012.
- Notes and accounts payable: Down ¥20.3 billion, from ¥244.5 billion at March 31, 2012, to ¥224.2 billion at December 31, 2012.
- Short- and long-term debt: Roughly unchanged, from ¥2.7 billion at March 31, 2012, to ¥2.6 billion at December 31, 2012.

Consolidated Statements of Cash Flow

(Millions of yen)

	3 Q (9months) of FY2011 Apr.1,'11-Dec.31,'11	3 Q (9months) of FY2012 Apr.1,'12-Dec.31,'12	YoY comparisons Change
Cash flow from operating activities	(4,482)	4,531	9,014
Cash flow from investing activities	(5,362)	(4,590)	772
Cash flow from financing activities	(4,840)	(3,216)	1,623
Effect of exchange rate changes on cash and cash equivalents	(309)	40	349
Net increase (decrease) in cash and cash equivalents	(14,994)	(3,234)	11,759
Cash and cash equivalents, beginning of period	82,949	92,193	9,243
Increase in cash and cash equivalents from newly consolidated subsidiaries	2	10	8
Cash and cash equivalents, end of period	67,956	88,969	21,012

<Cash Flows From Operating Activities>

Income before income taxes and minority interests +¥21.1 billion, depreciation and amortization +¥1.9 billion, decrease in notes and accounts receivable-trade +¥15.7 billion, increase in inventories -¥2.5 billion, decrease in notes and accounts payable-trade -¥20.4 billion, income taxes paid -¥11.0 billion.

<Cash Flows From Investing Activities >

Payments for purchase of property and equipment -¥3.6 billion, payments for purchase of intangible fixed assets -¥1.0 billion, purchase of investment securities -¥2.4 billion, sale of investment securities +¥2.9 billion.

<Cash Flows From Financing Activities>

Cash dividends paid -¥2.7 billion, cash dividends paid to minority interests -¥0.4 billion.

Highlights of Operating Results at Major Subsidiaries

(Millions of yen)

	3 Q (9months) of		YoY comparisons	
	FY2011	FY2012	Change	(%)
Hakuhodo (*)				
Billings	483,798	546,638	62,839	13.0%
Ordinary income	8,011	15,047	7,035	87.8%
Net income	2,011	6,745	4,734	235.4%
Daiko Advertising (*)				
Billings	111,585	109,579	(2,006)	-1.8%
Ordinary income	439	1,010	570	129.8%
Net income	201	647	446	221.9%
Yomiko Advertising (*)				
Billings	52,826	55,784	2,958	5.6%
Ordinary income	19	586	567	-
Net income	(22)	457	480	-

◎Billings improved ¥62.8 billion, or 13.0%, year on year. In addition to the return of demand restrained during the same period a year ago by the disaster, this sharp improvement reflected strong growth in billings to Automobiles/Related products and Information/Communications industries that account for a substantial proportion of billings, and in a broad range of industries, including Distribution/Retailing and Transportation/Leisure.

◎Ordinary income was ¥15.0 billion, a level roughly double that of the previous fiscal year, up ¥7.0 billion, or 87.8%. Ordinary income and net income were both substantively higher, reflecting the significant impact of low growth in SG&A expenses relative to increased revenue.

◎Billings were slightly lower, declining ¥2.0 billion, or 1.8%, year on year. This was attributable to a lack of a resurgence in billings due to the relatively negligible impact of the disaster on billings in the previous fiscal year, despite growth in Government/Organization in the third quarter. Billings performance in Finance/Insurance and Hobby supplies/Sporting goods was also lackluster.

◎In contrast, ordinary income and net income were both higher, the result of gross margin improvement and efforts to control SG&A expenses.

◎Billings were up ¥2.9 billion, or 5.6%, year on year. In addition to growth in Real estate/Housing facilities that accounts for a substantial proportion of billings, there were favorable performances in Foodstuffs and Automobiles/Related products.

◎Ordinary income and net income both ended subsequently higher for the period, and net income was in the black. In addition to benefits from billings growth, this was attributable to an improved gross margin and efforts to control SG&A expenses.

*Consolidated

NOTE : The consolidated results on this page for Hakuhodo, Daiko and Yomiko are aggregate figures controlled inside the companies, and thus are not individually audited.

Consolidated Business Outlook for Fiscal 2012

Consolidated Business Outlook for Fiscal 2012 (1)

Although Operating Income Could Be Lifted Higher Than Initial Estimates, No Revisions at This Time to Performance Outlook

The Company reexamined its full-year performance outlook in light of the third quarter performance and current conditions. However, because client trends for the month of March are uncertain, the Company has chosen not to revise its outlook at this time.

Although no revisions were made to estimates at this time, the current rationale for the full-year business performance outlook is detailed below.

◎Macro environment:

In the current fourth quarter, Japan's advertising market may be either the same as the previous year or slightly down year on year, as a consequence of significant growth in this market in the fourth quarter of the previous fiscal year.

◎Cautious outlook for year-on-year change in fourth quarter billings:

The current conditions of Japan's advertising market are as have been described, and the Company's outlook for year-on-year change in fourth quarter billings is cautious because the Hakuhodo DY Group's billings grew significantly in last year's fourth quarter mainly in such industry sectors as Automobiles/Related products and Beverages/Cigarettes/Luxury foods.

◎The likelihood of operating income exceeding the past record of ¥25.0 billion is high:

In addition to billings expansion, gross margin improvement and control of SG&A expenses have raised the likelihood of operating income exceeding the past record of ¥25.0 billion achieved in the fiscal year ended March 2008.

Consolidated Business Outlook for Fiscal 2012 (2)

【Reference】 Full-year projection - Third quarter results = Fourth quarter (calculated)
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As of February 8, 2013

(Millions of yen)

	1Q			2Q			3Q			4Q			Full Year		
	FY2012	YoY		FY2012	YoY		FY2012	YoY		FY2012	YoY		FY2012	YoY	
	(Result)	change	(%)	(Result)	change	(%)	(Result)	change	(%)	(calculated)	change	(%)	(Forecasts)	change	(%)
Billings	247,479	48,193	24.2%	246,856	15,148	6.5%	270,804	11,282	4.3%	271,861	(15,944)	-5.5%	1,037,000	58,678	6.0%
Revenue	39,552	8,665	28.1%	43,042	3,565	9.0%	46,591	3,492	8.1%	43,315	(3,979)	-8.4%	172,500	11,743	7.3%
(Gross margin)	(16.0%)	(+0.5%)		(17.4%)	(+0.4%)		(17.2%)	(+0.6%)		(15.9%)	(-0.5%)		(16.6%)	(+0.2%)	
SG&A expenses	35,358	1,726	5.1%	35,874	1,631	4.8%	37,984	3,317	9.6%	39,784	1,385	3.6%	149,000	8,059	5.7%
Operating income	4,194	6,939	--	7,168	1,935	37.0%	8,607	174	2.1%	3,531	(5,364)	-60.3%	23,500	3,683	18.6%
(Operating margin)	(+10.6%)	(+19.5%)		(16.7%)	(+3.4%)		(18.5%)	(-1.1%)		(8.2%)	(-10.7%)		(13.6%)	(+1.3%)	
Non-operating items	727	(106)		518	(17)		416	(41)		439	135		2,100	(29)	
Ordinary income	4,921	6,832	--	7,686	1,918	33.3%	9,023	134	1.5%	3,970	(5,229)	-56.8%	25,600	3,654	16.7%
Extraordinary items	(70)	1,641		(284)	(316)		(148)	310		(498)	(1,046)		(1,000)	590	
Income before income Taxes and minority interests	4,850	8,474	--	7,402	1,601	27.6%	8,876	446	5.3%	3,472	(6,276)	-64.4%	24,600	4,244	20.9%
Net income	2,159	5,825	--	4,038	1,261	45.4%	4,372	1,203	38.0%	931	(5,393)	-85.3%	11,500	2,895	33.6%

(Operating margin = Operating income / Revenue)

Consolidated Business Outlook for Fiscal 2012 (3)

[Reference] “Approach Regarding Consolidated Performance Outlook for Fiscal Year Ending March 31, 2013” (announced May 11, 2012)

Harness Advertising Market Recovery to Aim for ¥23.5 Billion in Operating Income

◎ **Macro environment:** Japan's advertising market will likely be supported by economic recovery and a rebound in corporate business performance, along with a push mainly from demand related to recovery efforts and other factors counteracting the March 11, 2011 disaster. Although many causes for concern beyond the European debt crisis and the yen's appreciation persist, firm advertising market performance is expected to result in year-on-year growth for the full term.

◎ **Billings:** ¥1037.0 billion, up 6.0% year on year

The Group aims to grow above the market average through steady enactment of the strategic initiatives outlined in its Medium-term Business Plan and by expanding its market share. First-half billings are projected to rise a substantial 10.4% year on year, mainly reflecting the absence of the Great East Japan Earthquake's impact during the same period a year earlier.

◎ **Revenue:** ¥172.5 billion, up 7.3% year on year

Recognizing that profits will accompany billings expansion, the Group will take steps to raise its already high gross margin even further.

◎ **SG&A expenses:** ¥140.9 billion, up 5.7% year on year.

The Group will seek to improve its operating margin by maintaining the structure it has built to control expenses and holding the rate of growth in expenses to below that of revenue. In addition to continued investment and strategic allocation of certain expenses necessary for share expansion, efforts will include remaining constantly aware of the need to enhance efficiency and consolidate expenses.

◎ **Operating income:** ¥23.5 billion, up 18.6%, ¥3.6 billion year on year.

The Group will strive to lift profit levels to meet the target of ¥28.0 billion outlined in its Medium-term Business Plan.

◎ **Net income:** ¥11.5 billion, up ¥2.8 billion year on year.

◎ **Dividend per share:** Based on a fundamental stance of providing a stable dividend, and comprehensive evaluation of mainly a recovery trend in earnings, we plan to pay a dividend per share of ¥80, up ¥10 from the previous year ended March 31, 2012.

Consolidated Business Outlook for Fiscal 2012 (4)

[Reference] Consolidated Business Forecasts for Fiscal 2012 (announced May 11, 2012)

As of May 11, 2012

(Millions of yen)

	1H				2H				Full year			
	FY2011	FY2012	YoY comparisons		FY2011	FY2012	YoY comparisons		FY2011	FY2012	YoY comparisons	
	(result)	(forecast)	change	(%)	(result)	(forecast)	change	(%)	(result)	(forecast)	change	(%)
Billings	430,994	476,000	45,005	10.4%	547,327	561,000	13,673	2.5%	978,321	1,037,000	58,678	6.0%
Revenue	70,363	78,200	7,836	11.1%	90,393	94,300	3,906	4.3%	160,756	172,500	11,743	7.3%
(Gross margin)	(16.3%)	(16.4%)	(+0.1%)		(16.5%)	(16.8%)	(+0.3%)		(16.4%)	(16.6%)	(+0.2%)	
SG&A expenses	67,874	72,400	4,525	6.7%	73,066	76,600	3,533	4.8%	140,940	149,000	8,059	5.7%
Operating income	2,488	5,800	3,311	133.0%	17,327	17,700	372	2.2%	19,816	23,500	3,683	18.6%
(Operating margin)	(3.5%)	(7.4%)	(+3.9%)		(19.2%)	(18.8%)	(-0.4%)		(12.3%)	(13.6%)	(+1.3%)	
Non-operating items	1,368	1,200	(168)		760	900	139		2,129	2,100	(29)	
ordinary items	3,857	7,000	3,142	81.4%	18,088	18,600	512	2.8%	21,945	25,600	3,654	16.7%
	(1,680)	(500)	1,180		89	(500)	(589)		(1,590)	(1,000)	590	
Income before income Taxes and minority interests	2,177	6,500	4,322	198.5%	18,178	18,100	(77)	-0.4%	20,355	24,600	4,244	20.9%
Net income	(889)	2,800	3,689	--	9,493	8,700	(794)	-8.4%	8,604	11,500	2,895	33.6%
Divided per share	¥35	¥40			¥35	¥40			¥70	¥80		

(Operating margin = Operating income/Revenue)

February 8, 2013

Consolidated Financial highlights 3Q of FY2012

HakuhodoDY holdings

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