

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for February 2013

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 February 2013 (Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,251	84.1%	7.0%	37,464	99.4%	6.9%
	Magazines	1,289	106.9%	2.8%	14,110	94.2%	2.6%
	Radio	609	86.2%	1.3%	7,760	94.7%	1.4%
	Television	21,381	95.1%	46.2%	266,993	111.7%	49.3%
	Subtotal	26,532	93.9%	57.4%	326,329	108.8%	60.2%
	Internet media	1,834	93.4%	4.0%	18,352	96.0%	3.4%
	Outdoor media	1,537	103.7%	3.3%	17,220	110.8%	3.2%
	Creative	6,703	106.0%	14.5%	70,119	112.2%	12.9%
	Marketing/Promotion	9,232	100.6%	20.0%	103,397	110.6%	19.1%
	Others	418	102.8%	0.9%	6,587	103.5%	1.2%
	Subtotal	19,727	101.9%	42.6%	215,676	109.5%	39.8%
	Total	46,260	97.1%	100.0%	542,005	109.1%	100.0%
Daiko	Newspapers	979	85.0%	10.2%	11,980	91.8%	11.0%
	Magazines	238	123.8%	2.5%	2,112	106.5%	1.9%
	Radio	251	103.6%	2.6%	2,772	108.9%	2.5%
	Television	4,524	99.1%	47.1%	53,104	96.4%	48.7%
	Subtotal	5,993	97.4%	62.4%	69,969	96.3%	64.1%
	Internet media	285	86.9%	3.0%	3,096	97.7%	2.8%
	Outdoor media	751	95.8%	7.8%	9,344	99.7%	8.6%
	Creative	772	89.6%	8.1%	8,598	106.3%	7.9%
	Marketing/Promotion	1,672	99.0%	17.4%	16,517	110.0%	15.1%
	Others	122	97.5%	1.3%	1,566	95.6%	1.4%
	Subtotal	3,605	95.1%	37.6%	39,123	104.9%	35.9%
	Total	9,598	96.5%	100.0%	109,092	99.2%	100.0%
Yomiko	Newspapers	504	77.5%	7.4%	6,789	94.9%	9.9%
	Magazines	133	88.6%	2.0%	1,269	95.3%	1.9%
	Radio	96	65.0%	1.4%	1,043	74.5%	1.5%
	Television	2,912	148.0%	42.9%	25,572	114.7%	37.4%
	Subtotal	3,647	125.0%	53.8%	34,675	107.7%	50.7%
	Internet media	171	175.2%	2.5%	1,569	124.8%	2.3%
	Outdoor media	352	150.3%	5.2%	2,962	100.8%	4.3%
	Creative	995	126.4%	14.7%	8,284	102.7%	12.1%
	Marketing/Promotion	1,557	96.8%	22.9%	18,582	108.4%	27.2%
	Others	61	83.5%	0.9%	2,289	94.5%	3.3%
	Subtotal	3,137	112.0%	46.2%	33,686	105.8%	49.3%
	Total	6,785	118.6%	100.0%	68,362	106.8%	100.0%

(2) Billings by Regional Service Area for February 2013

(Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	42,480	99.0%	91.8%	489,985	110.4%	90.4%
	Kansai area	2,511	78.8%	5.4%	36,976	99.9%	6.8%
	Chubu area	321	51.6%	0.7%	5,544	89.4%	1.0%
	Kyushu area	946	102.4%	2.0%	9,498	95.5%	1.8%
	Others	—	—	—	—	—	—
	Total	46,260	97.1%	100.0%	542,005	109.1%	100.0%
D a i k o	Tokyo area	6,136	95.5%	63.9%	65,077	95.3%	59.7%
	Kansai area	3,034	101.9%	31.6%	38,734	105.4%	35.5%
	Chubu area	427	78.7%	4.5%	5,280	107.0%	4.8%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,598	96.5%	100.0%	109,092	99.2%	100.0%
Y o m i k o	Tokyo area	5,965	117.5%	87.9%	60,603	105.8%	88.6%
	Kansai area	677	151.5%	10.0%	5,812	127.3%	8.5%
	Chubu area	18	30.8%	0.3%	386	70.8%	0.6%
	Kyushu area	39	102.0%	0.6%	341	79.3%	0.5%
	Others	84	87.3%	1.2%	1,218	103.1%	1.8%
	Total	6,785	118.6%	100.0%	68,362	106.8%	100.0%

※ 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.