

Company name: Hakuhodo DY Holdings Inc.  
 Representative director: Mr. Hirokazu Toda, President  
 (First Section of the Tokyo Stock Exchange Code number: 2433)  
 Inquiries: Mr. Satoru Yagi, Executive Manager,  
 Investor Relations Division  
 Tel: +81-(3) 6441-9033

Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc.  
 and Yomiko Advertising Inc. for March 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 March 2013 (Millions of yen)

		March			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,190	83.2%	6.0%	41,654	97.5%	6.8%
	Magazines	1,948	95.6%	2.8%	16,059	94.4%	2.6%
	Radio	715	81.3%	1.0%	8,476	93.4%	1.4%
	Television	29,398	99.4%	42.3%	296,391	110.3%	48.5%
	Subtotal	36,252	96.6%	52.2%	362,582	107.4%	59.3%
	Internet media	2,940	122.1%	4.2%	21,293	98.9%	3.5%
	Outdoor media	1,730	74.5%	2.5%	18,951	106.1%	3.1%
	Creative	10,384	88.9%	15.0%	80,503	108.6%	13.2%
	Marketing/Promotion	16,520	100.3%	23.8%	119,917	109.1%	19.6%
	Others	1,592	83.1%	2.3%	8,180	98.8%	1.3%
	Subtotal	33,168	95.3%	47.8%	248,844	107.4%	40.7%
	Total	69,421	96.0%	100.0%	611,427	107.4%	100.0%
Daiko	Newspapers	1,439	94.9%	10.8%	13,419	92.1%	11.0%
	Magazines	253	89.3%	1.9%	2,365	104.4%	1.9%
	Radio	265	112.0%	2.0%	3,037	109.2%	2.5%
	Television	4,903	93.0%	36.7%	58,007	96.1%	47.4%
	Subtotal	6,861	93.9%	51.3%	76,831	96.1%	62.7%
	Internet media	458	73.8%	3.4%	3,554	93.8%	2.9%
	Outdoor media	1,268	103.7%	9.5%	10,612	100.2%	8.7%
	Creative	1,581	77.8%	11.8%	10,179	100.6%	8.3%
	Marketing/Promotion	2,971	109.0%	22.2%	19,489	109.8%	15.9%
	Others	227	87.8%	1.7%	1,794	94.6%	1.5%
	Subtotal	6,507	94.8%	48.7%	45,630	103.3%	37.3%
	Total	13,369	94.4%	100.0%	122,461	98.6%	100.0%
Yomiko	Newspapers	839	93.9%	10.3%	7,629	94.8%	10.0%
	Magazines	245	131.9%	3.0%	1,515	99.8%	2.0%
	Radio	137	103.3%	1.7%	1,180	77.0%	1.5%
	Television	1,791	63.8%	22.0%	27,364	109.0%	35.8%
	Subtotal	3,014	75.0%	37.1%	37,690	104.1%	49.3%
	Internet media	134	147.3%	1.6%	1,703	126.3%	2.2%
	Outdoor media	323	78.4%	4.0%	3,285	98.0%	4.3%
	Creative	1,203	86.6%	14.8%	9,487	100.3%	12.4%
	Marketing/Promotion	3,363	97.8%	41.4%	21,946	106.6%	28.7%
	Others	89	111.3%	1.1%	2,378	95.0%	3.1%
	Subtotal	5,114	94.5%	62.9%	38,801	104.2%	50.7%
	Total	8,128	86.2%	100.0%	76,491	104.2%	100.0%

## (2) Billings by Regional Service Area for March 2013

(Millions of yen)

		March			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	61,971	96.1%	89.3%	551,956	108.6%	90.3%
	Kansai area	5,745	111.8%	8.3%	42,722	101.3%	7.0%
	Chubu area	576	37.5%	0.8%	6,121	79.1%	1.0%
	Kyushu area	1,127	99.5%	1.6%	10,626	95.9%	1.7%
	Others	—	—	—	—	—	—
	Total	69,421	96.0%	100.0%	611,427	107.4%	100.0%
D a i k o	Tokyo area	7,875	90.4%	58.9%	72,953	94.8%	59.6%
	Kansai area	4,761	98.9%	35.6%	43,496	104.6%	35.5%
	Chubu area	731	113.5%	5.5%	6,012	107.7%	4.9%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	13,369	94.4%	100.0%	122,461	98.6%	100.0%
Y o m i k o	Tokyo area	7,301	86.4%	89.8%	67,904	103.3%	88.8%
	Kansai area	547	75.8%	6.7%	6,359	120.3%	8.3%
	Chubu area	62	157.3%	0.8%	449	76.6%	0.6%
	Kyushu area	58	154.6%	0.7%	400	85.4%	0.5%
	Others	159	85.0%	2.0%	1,378	100.6%	1.8%
	Total	8,128	86.2%	100.0%	76,491	104.2%	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.