

# Hakuhodo DY holdings

May 13, 2013

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 April 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 April 2013 (Millions of yen)

		April			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,724	88.2%	6.1%	2,724	88.2%	6.1%
	Magazines	1,200	114.1%	2.7%	1,200	114.1%	2.7%
	Radio	589	88.5%	1.3%	589	88.5%	1.3%
	Television	23,910	91.4%	53.2%	23,910	91.4%	53.2%
	Subtotal	28,425	91.8%	63.2%	28,425	91.8%	63.2%
	Internet media	1,798	129.8%	4.0%	1,798	129.8%	4.0%
	Outdoor media	1,642	87.9%	3.7%	1,642	87.9%	3.7%
	Creative	5,685	94.2%	12.6%	5,685	94.2%	12.6%
	Marketing/Promotion	6,894	87.9%	15.3%	6,894	87.9%	15.3%
	Others	527	88.9%	1.2%	527	88.9%	1.2%
	Subtotal	16,547	93.3%	36.8%	16,547	93.3%	36.8%
	Total	44,973	92.3%	100.0%	44,973	92.3%	100.0%
Daiko	Newspapers	960	119.3%	10.8%	960	119.3%	10.8%
	Magazines	216	117.8%	2.4%	216	117.8%	2.4%
	Radio	240	76.6%	2.7%	240	76.6%	2.7%
	Television	4,717	95.0%	53.0%	4,717	95.0%	53.0%
	Subtotal	6,136	97.9%	68.9%	6,136	97.9%	68.9%
	Internet media	266	76.2%	3.0%	266	76.2%	3.0%
	Outdoor media	670	71.5%	7.5%	670	71.5%	7.5%
	Creative	717	93.1%	8.1%	717	93.1%	8.1%
	Marketing/Promotion	984	85.5%	11.1%	984	85.5%	11.1%
	Others	124	131.7%	1.4%	124	131.7%	1.4%
	Subtotal	2,763	83.6%	31.1%	2,763	83.6%	31.1%
	Total	8,899	93.0%	100.0%	8,899	93.0%	100.0%
Yomiko	Newspapers	622	113.0%	10.1%	622	113.0%	10.1%
	Magazines	146	163.8%	2.4%	146	163.8%	2.4%
	Radio	91	123.1%	1.5%	91	123.1%	1.5%
	Television	2,143	100.1%	34.8%	2,143	100.1%	34.8%
	Subtotal	3,005	105.2%	48.8%	3,005	105.2%	48.8%
	Internet media	144	110.8%	2.3%	144	110.8%	2.3%
	Outdoor media	339	118.1%	5.5%	339	118.1%	5.5%
	Creative	819	102.9%	13.3%	819	102.9%	13.3%
	Marketing/Promotion	1,787	137.2%	29.1%	1,787	137.2%	29.1%
	Others	55	72.6%	0.9%	55	72.6%	0.9%
	Subtotal	3,146	121.3%	51.2%	3,146	121.3%	51.2%
	Total	6,152	112.9%	100.0%	6,152	112.9%	100.0%

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

(Millions of yen)

		April			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	40,399	91.8%	89.8%	40,399	91.8%	89.8%
	Kansai area	3,365	108.1%	7.5%	3,365	108.1%	7.5%
	Chubu area	417	57.4%	0.9%	417	57.4%	0.9%
	Kyushu area	789	93.5%	1.8%	789	93.5%	1.8%
	Others	—	—	—	—	—	—
	Total	44,973	92.3%	100.0%	44,973	92.3%	100.0%
D a i k o	Tokyo area	5,149	91.4%	57.9%	5,149	91.4%	57.9%
	Kansai area	3,326	93.5%	37.4%	3,326	93.5%	37.4%
	Chubu area	424	111.5%	4.8%	424	111.5%	4.8%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,899	93.0%	100.0%	8,899	93.0%	100.0%
Y o m i k o	Tokyo area	5,374	113.2%	87.4%	5,374	113.2%	87.4%
	Kansai area	639	121.9%	10.4%	639	121.9%	10.4%
	Chubu area	23	76.2%	0.4%	23	76.2%	0.4%
	Kyushu area	25	70.3%	0.4%	25	70.3%	0.4%
	Others	89	81.0%	1.4%	89	81.0%	1.4%
	Total	6,152	112.9%	100.0%	6,152	112.9%	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.