

# Hakuhodo DY holdings

June 11, 2013

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

		May			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,556	75.4%	5.7%	5,280	81.5%	5.9%
	Magazines	1,028	88.9%	2.3%	2,229	100.9%	2.5%
	Radio	646	93.9%	1.4%	1,235	91.2%	1.4%
	Television	22,254	95.9%	49.9%	46,164	93.5%	51.5%
	Subtotal	26,485	93.1%	59.3%	54,910	92.4%	61.3%
	Internet media	1,724	115.0%	3.9%	3,522	122.1%	3.9%
	Outdoor media	1,521	103.6%	3.4%	3,164	94.8%	3.5%
	Creative	6,030	114.0%	13.5%	11,715	103.5%	13.1%
	Marketing/Promotion	8,593	87.6%	19.2%	15,487	87.7%	17.3%
	Others	286	124.8%	0.6%	813	98.9%	0.9%
	Subtotal	18,156	99.3%	40.7%	34,703	96.3%	38.7%
	Total	44,641	95.5%	100.0%	89,614	93.9%	100.0%
Daiko	Newspapers	1,018	102.2%	11.6%	1,979	109.9%	11.2%
	Magazines	170	120.3%	2.0%	386	118.9%	2.2%
	Radio	230	78.4%	2.6%	471	77.5%	2.7%
	Television	4,471	87.0%	51.1%	9,189	90.9%	52.1%
	Subtotal	5,891	89.6%	67.4%	12,027	93.7%	68.2%
	Internet media	308	105.3%	3.5%	575	89.5%	3.3%
	Outdoor media	806	98.5%	9.2%	1,476	84.1%	8.4%
	Creative	477	65.9%	5.5%	1,194	79.9%	6.8%
	Marketing/Promotion	1,106	95.1%	12.6%	2,090	90.3%	11.8%
	Others	154	142.2%	1.8%	279	137.3%	1.6%
	Subtotal	2,853	91.8%	32.6%	5,616	87.6%	31.8%
	Total	8,744	90.3%	100.0%	17,644	91.6%	100.0%
Yomiko	Newspapers	511	80.3%	8.1%	1,133	95.4%	9.1%
	Magazines	126	120.8%	2.0%	273	140.6%	2.2%
	Radio	92	119.8%	1.5%	184	121.4%	1.5%
	Television	2,105	75.7%	33.4%	4,249	86.3%	34.1%
	Subtotal	2,835	78.7%	44.9%	5,841	90.4%	46.9%
	Internet media	137	144.8%	2.2%	281	125.1%	2.3%
	Outdoor media	265	101.5%	4.2%	604	110.2%	4.9%
	Creative	1,081	115.3%	17.1%	1,901	109.6%	15.3%
	Marketing/Promotion	1,882	126.0%	29.8%	3,670	131.2%	29.4%
	Others	108	139.1%	1.7%	164	106.1%	1.3%
	Subtotal	3,474	121.2%	55.1%	6,621	121.3%	53.1%
	Total	6,310	97.6%	100.0%	12,462	104.6%	100.0%

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

(Millions of yen)

		May			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	40,671	94.7%	91.1%	81,071	93.2%	90.5%
	Kansai area	2,945	112.4%	6.6%	6,311	110.1%	7.0%
	Chubu area	305	73.2%	0.7%	723	63.1%	0.8%
	Kyushu area	718	94.6%	1.6%	1,508	94.0%	1.7%
	Others	—	—	—	—	—	—
	Total	44,641	95.5%	100.0%	89,614	93.9%	100.0%
D a i k o	Tokyo area	5,156	88.0%	59.0%	10,305	89.6%	58.4%
	Kansai area	3,117	91.4%	35.7%	6,443	92.5%	36.5%
	Chubu area	470	115.5%	5.4%	894	113.5%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,744	90.3%	100.0%	17,644	91.6%	100.0%
Y o m i k o	Tokyo area	5,751	100.1%	91.1%	11,126	106.0%	89.3%
	Kansai area	384	70.0%	6.1%	1,023	95.4%	8.2%
	Chubu area	26	71.2%	0.4%	49	73.5%	0.4%
	Kyushu area	27	84.4%	0.4%	52	76.9%	0.4%
	Others	121	113.1%	1.9%	210	96.8%	1.7%
	Total	6,310	97.6%	100.0%	12,462	104.6%	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.