

Hakuhodo DY holdings

July 9, 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 June 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 June 2013 (Millions of yen)

		June			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,398	83.8%	6.9%	8,679	82.4%	6.2%
	Magazines	1,438	94.5%	2.9%	3,667	98.3%	2.6%
	Radio	592	82.8%	1.2%	1,827	88.3%	1.3%
	Television	24,794	100.5%	50.3%	70,959	95.8%	51.1%
	Subtotal	30,223	97.6%	61.3%	85,134	94.2%	61.3%
	Internet media	2,000	112.7%	4.1%	5,523	118.5%	4.0%
	Outdoor media	1,634	110.8%	3.3%	4,798	99.7%	3.5%
	Creative	5,850	96.0%	11.9%	17,566	100.8%	12.6%
	Marketing/Promotion	9,181	96.2%	18.6%	24,668	90.7%	17.8%
	Others	417	124.7%	0.8%	1,231	106.4%	0.9%
	Subtotal	19,085	99.3%	38.7%	53,789	97.4%	38.7%
	Total	49,308	98.3%	100.0%	138,923	95.4%	100.0%
Daiko	Newspapers	1,176	119.1%	12.9%	3,155	113.1%	11.8%
	Magazines	176	109.3%	1.9%	563	115.7%	2.1%
	Radio	259	103.5%	2.8%	731	85.1%	2.7%
	Television	4,249	83.2%	46.6%	13,438	88.3%	50.2%
	Subtotal	5,862	90.1%	64.3%	17,889	92.5%	66.8%
	Internet media	266	104.1%	2.9%	841	93.6%	3.1%
	Outdoor media	767	81.1%	8.4%	2,244	83.0%	8.4%
	Creative	583	62.0%	6.4%	1,778	73.0%	6.6%
	Marketing/Promotion	1,484	97.6%	16.3%	3,574	93.2%	13.4%
	Others	159	115.4%	1.8%	439	128.4%	1.6%
	Subtotal	3,261	85.8%	35.7%	8,878	86.9%	33.2%
	Total	9,123	88.5%	100.0%	26,767	90.5%	100.0%
Yomiko	Newspapers	568	94.3%	8.5%	1,702	95.1%	8.9%
	Magazines	127	107.5%	1.9%	400	128.1%	2.1%
	Radio	109	120.4%	1.6%	293	121.0%	1.5%
	Television	2,593	129.9%	38.9%	6,843	98.9%	35.8%
	Subtotal	3,399	121.0%	51.0%	9,240	99.7%	48.3%
	Internet media	115	95.4%	1.7%	397	114.7%	2.1%
	Outdoor media	300	130.5%	4.5%	905	116.2%	4.7%
	Creative	795	135.5%	11.9%	2,696	116.1%	14.1%
	Marketing/Promotion	1,964	124.7%	29.5%	5,634	128.8%	29.5%
	Others	93	93.3%	1.4%	257	101.1%	1.3%
	Subtotal	3,269	125.1%	49.0%	9,890	122.5%	51.7%
	Total	6,668	123.0%	100.0%	19,131	110.3%	100.0%

(2) Billings by Regional Service Area for June 2013

(Millions of yen)

		June			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	43,874	96.9%	89.0%	124,945	94.5%	89.9%
	Kansai area	3,808	104.9%	7.7%	10,120	108.1%	7.3%
	Chubu area	524	134.4%	1.1%	1,248	81.2%	0.9%
	Kyushu area	1,100	122.1%	2.2%	2,609	104.1%	1.9%
	Others	—	—	—	—	—	—
	Total	49,308	98.3%	100.0%	138,923	95.4%	100.0%
D a i k o	Tokyo area	5,408	81.8%	59.3%	15,713	86.8%	58.7%
	Kansai area	3,297	102.9%	36.1%	9,741	95.8%	36.4%
	Chubu area	417	84.9%	4.6%	1,312	102.5%	4.9%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,123	88.5%	100.0%	26,767	90.5%	100.0%
Y o m i k o	Tokyo area	6,042	125.1%	90.6%	17,168	112.0%	89.7%
	Kansai area	405	94.1%	6.1%	1,429	95.0%	7.5%
	Chubu area	49	197.3%	0.7%	99	106.9%	0.5%
	Kyushu area	24	92.4%	0.4%	77	81.2%	0.4%
	Others	146	133.9%	2.2%	356	109.2%	1.9%
	Total	6,668	123.0%	100.0%	19,131	110.3%	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.