

Hakuhodo DY holdings

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

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,756	95.9%	6.4%	14,678	87.7%	6.3%
	Magazines	1,312	114.7%	3.0%	6,143	107.1%	2.7%
	Radio	649	96.3%	1.5%	3,175	90.1%	1.4%
	Television	20,917	106.8%	48.3%	116,191	97.2%	50.1%
	Subtotal	25,636	105.6%	59.2%	140,189	96.3%	60.5%
	Internet media	1,732	114.5%	4.0%	9,138	118.7%	3.9%
	Outdoor media	1,388	112.2%	3.2%	7,965	102.6%	3.4%
	Creative	6,301	100.2%	14.5%	30,617	102.8%	13.2%
	Marketing/Promotion	7,731	94.4%	17.8%	41,876	93.6%	18.1%
	Others	524	167.5%	1.2%	1,971	106.9%	0.9%
	Subtotal	17,678	100.8%	40.8%	91,568	99.7%	39.5%
	Total	43,314	103.6%	100.0%	231,758	97.6%	100.0%
Daiko	Newspapers	937	105.0%	10.6%	5,246	113.5%	11.5%
	Magazines	162	117.4%	1.8%	971	120.8%	2.1%
	Radio	227	93.1%	2.6%	1,209	90.1%	2.7%
	Television	4,552	94.2%	51.7%	22,724	91.7%	50.0%
	Subtotal	5,879	96.3%	66.8%	30,151	95.5%	66.3%
	Internet media	306	139.0%	3.5%	1,429	103.4%	3.1%
	Outdoor media	754	124.3%	8.6%	3,873	92.4%	8.5%
	Creative	488	74.1%	5.5%	2,963	78.3%	6.5%
	Marketing/Promotion	1,264	104.9%	14.4%	6,354	93.3%	14.0%
	Others	110	82.7%	1.3%	696	117.4%	1.5%
	Subtotal	2,924	103.5%	33.2%	15,317	91.4%	33.7%
	Total	8,803	98.6%	100.0%	45,468	94.1%	100.0%
Yomiko	Newspapers	412	64.1%	7.8%	2,650	84.6%	8.8%
	Magazines	106	134.5%	2.0%	615	132.8%	2.0%
	Radio	103	106.5%	2.0%	509	117.4%	1.7%
	Television	1,747	109.5%	33.1%	10,706	96.9%	35.6%
	Subtotal	2,370	98.1%	44.9%	14,482	96.1%	48.1%
	Internet media	193	140.6%	3.7%	704	108.1%	2.3%
	Outdoor media	262	146.2%	5.0%	1,390	115.4%	4.6%
	Creative	474	84.7%	9.0%	3,858	113.3%	12.8%
	Marketing/Promotion	1,918	105.7%	36.3%	9,234	124.3%	30.7%
	Others	64	96.4%	1.2%	411	108.8%	1.4%
	Subtotal	2,912	105.6%	55.1%	15,600	119.3%	51.9%
	Total	5,283	102.1%	100.0%	30,082	106.9%	100.0%

(2) Billings by Regional Service Area for August 2013

(Millions of yen)

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	39,348	104.1%	90.8%	209,054	97.1%	90.2%
	Kansai area	2,881	105.1%	6.7%	16,499	108.3%	7.1%
	Chubu area	340	73.9%	0.8%	2,006	75.8%	0.9%
	Kyushu area	744	90.3%	1.7%	4,197	98.8%	1.8%
	Others	—	—	—	—	—	—
	Total	43,314	103.6%	100.0%	231,758	97.6%	100.0%
D a i k o	Tokyo area	5,183	96.7%	58.9%	26,584	89.8%	58.5%
	Kansai area	3,170	101.8%	36.0%	16,637	100.5%	36.6%
	Chubu area	449	99.2%	5.1%	2,247	103.4%	4.9%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,803	98.6%	100.0%	45,468	94.1%	100.0%
Y o m i k o	Tokyo area	4,614	98.6%	87.3%	26,654	106.7%	88.6%
	Kansai area	407	118.5%	7.7%	2,391	102.3%	7.9%
	Chubu area	75	253.6%	1.4%	216	139.9%	0.7%
	Kyushu area	24	80.7%	0.5%	124	83.0%	0.4%
	Others	161	177.8%	3.0%	695	134.1%	2.3%
	Total	5,283	102.1%	100.0%	30,082	106.9%	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.