

# Hakuhodo DY holdings

December 10, 2013

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

		November			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,883	102.4%	7.0%	24,901	92.7%	6.4%
	Magazines	1,850	103.7%	3.3%	11,066	104.1%	2.8%
	Radio	668	90.3%	1.2%	5,172	89.0%	1.3%
	Television	28,662	102.2%	51.6%	193,350	99.1%	49.5%
	Subtotal	35,064	102.1%	63.1%	234,490	98.4%	60.0%
	Internet media	2,634	150.4%	4.7%	15,887	125.0%	4.1%
	Outdoor media	1,925	109.9%	3.5%	12,935	103.6%	3.3%
	Creative	6,046	100.4%	10.9%	49,466	101.4%	12.7%
	Marketing/Promotion	9,240	92.2%	16.6%	74,526	100.9%	19.1%
	Others	643	138.7%	1.2%	3,591	124.2%	0.9%
	Subtotal	20,490	102.4%	36.9%	156,407	103.8%	40.0%
	Total	55,554	102.2%	100.0%	390,898	100.5%	100.0%
Daiko	Newspapers	1,116	95.8%	11.7%	8,519	109.9%	11.5%
	Magazines	185	67.4%	1.9%	1,494	98.3%	2.0%
	Radio	206	101.6%	2.2%	1,839	90.4%	2.5%
	Television	3,950	89.2%	41.4%	35,684	92.7%	48.1%
	Subtotal	5,459	89.9%	57.2%	47,537	95.5%	64.1%
	Internet media	280	109.4%	2.9%	2,358	109.0%	3.2%
	Outdoor media	1,162	95.4%	12.2%	6,622	95.1%	8.9%
	Creative	805	128.4%	8.4%	5,473	89.2%	7.4%
	Marketing/Promotion	1,755	114.1%	18.4%	10,939	95.1%	14.8%
	Others	85	34.9%	0.9%	1,217	106.0%	1.6%
	Subtotal	4,089	105.3%	42.8%	26,611	95.3%	35.9%
	Total	9,548	95.9%	100.0%	74,149	95.4%	100.0%
Yomiko	Newspapers	571	92.4%	9.1%	4,462	87.1%	9.2%
	Magazines	134	102.7%	2.1%	1,012	116.0%	2.1%
	Radio	93	106.8%	1.5%	822	114.8%	1.7%
	Television	2,373	75.6%	37.9%	17,076	93.8%	35.3%
	Subtotal	3,173	79.8%	50.6%	23,373	93.8%	48.4%
	Internet media	148	94.7%	2.4%	1,320	123.9%	2.7%
	Outdoor media	222	83.9%	3.6%	2,295	108.2%	4.7%
	Creative	1,002	99.4%	16.0%	5,903	99.0%	12.2%
	Marketing/Promotion	1,648	99.8%	26.3%	14,732	109.9%	30.5%
	Others	74	103.5%	1.2%	707	102.1%	1.5%
	Subtotal	3,096	98.2%	49.4%	24,958	107.4%	51.6%
	Total	6,270	87.9%	100.0%	48,331	100.3%	100.0%

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

(Millions of yen)

		November			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	50,336	102.4%	90.6%	353,213	100.9%	90.4%
	Kansai area	3,895	101.2%	7.0%	27,265	98.0%	7.0%
	Chubu area	458	107.5%	0.8%	3,613	86.1%	0.9%
	Kyushu area	864	93.1%	1.6%	6,805	97.1%	1.7%
	Others	—	—	—	—	—	—
	Total	55,554	102.2%	100.0%	390,898	100.5%	100.0%
D a i k o	Tokyo area	5,929	102.4%	62.1%	44,309	93.2%	59.8%
	Kansai area	3,104	87.2%	32.5%	26,049	98.7%	35.1%
	Chubu area	515	85.3%	5.4%	3,791	100.5%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,548	95.9%	100.0%	74,149	95.4%	100.0%
Y o m i k o	Tokyo area	5,503	84.8%	87.8%	42,783	100.3%	88.5%
	Kansai area	502	111.1%	8.0%	3,703	90.8%	7.7%
	Chubu area	72	265.0%	1.1%	434	142.9%	0.9%
	Kyushu area	21	72.6%	0.3%	208	83.3%	0.4%
	Others	169	128.4%	2.7%	1,202	138.2%	2.5%
	Total	6,270	87.9%	100.0%	48,331	100.3%	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.