

# Hakuhodo DY holdings

January 15, 2014

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

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,850	91.9%	6.2%	28,751	92.6%	6.4%
	Magazines	1,418	107.7%	2.3%	12,484	104.5%	2.8%
	Radio	670	85.4%	1.1%	5,843	88.6%	1.3%
	Television	25,751	97.6%	41.7%	219,102	98.9%	48.4%
	Subtotal	31,691	97.0%	51.3%	266,181	98.2%	58.8%
	Internet media	2,808	126.2%	4.5%	18,696	125.2%	4.1%
	Outdoor media	1,972	118.5%	3.2%	14,908	105.4%	3.3%
	Creative	9,177	118.6%	14.9%	58,643	103.7%	13.0%
	Marketing/Promotion	14,803	122.3%	24.0%	89,329	103.9%	19.7%
	Others	1,331	104.3%	2.2%	4,923	118.1%	1.1%
	Subtotal	30,093	120.3%	48.7%	186,501	106.1%	41.2%
	Total	61,784	107.1%	100.0%	452,683	101.3%	100.0%
Daiko	Newspapers	858	43.4%	8.5%	9,378	96.4%	11.1%
	Magazines	164	72.8%	1.6%	1,659	94.9%	2.0%
	Radio	226	106.8%	2.2%	2,066	92.0%	2.5%
	Television	4,413	93.8%	43.6%	40,097	92.9%	47.6%
	Subtotal	5,663	79.5%	55.9%	53,201	93.5%	63.1%
	Internet media	320	86.0%	3.2%	2,679	105.6%	3.2%
	Outdoor media	767	85.6%	7.6%	7,390	94.0%	8.8%
	Creative	975	95.5%	9.6%	6,449	90.1%	7.7%
	Marketing/Promotion	2,178	112.7%	21.5%	13,117	97.6%	15.6%
	Others	222	128.7%	2.2%	1,440	108.9%	1.7%
	Subtotal	4,465	101.5%	44.1%	31,077	96.2%	36.9%
	Total	10,128	87.9%	100.0%	84,278	94.5%	100.0%
Yomiko	Newspapers	410	73.6%	6.3%	4,872	85.8%	8.9%
	Magazines	106	74.7%	1.6%	1,119	110.2%	2.0%
	Radio	118	93.8%	1.8%	941	111.6%	1.7%
	Television	2,051	91.6%	31.3%	19,127	93.5%	34.8%
	Subtotal	2,687	87.6%	41.0%	26,060	93.1%	47.5%
	Internet media	155	79.8%	2.4%	1,475	117.1%	2.7%
	Outdoor media	180	87.5%	2.7%	2,475	106.4%	4.5%
	Creative	726	102.6%	11.1%	6,629	99.4%	12.1%
	Marketing/Promotion	2,428	126.9%	37.0%	17,161	112.0%	31.3%
	Others	382	133.6%	5.8%	1,089	111.3%	2.0%
	Subtotal	3,872	117.1%	59.0%	28,831	108.6%	52.5%
	Total	6,560	102.9%	100.0%	54,892	100.6%	100.0%

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

(Millions of yen)

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	56,374	107.3%	91.2%	409,588	101.7%	90.5%
	Kansai area	3,699	99.8%	6.0%	30,965	98.2%	6.8%
	Chubu area	914	150.6%	1.5%	4,528	94.2%	1.0%
	Kyushu area	795	97.2%	1.3%	7,601	97.1%	1.7%
	Others	—	—	—	—	—	—
	Total	61,784	107.1%	100.0%	452,683	101.3%	100.0%
D a i k o	Tokyo area	5,749	103.5%	56.8%	50,059	94.3%	59.4%
	Kansai area	3,913	73.1%	38.6%	29,962	94.4%	35.6%
	Chubu area	464	75.2%	4.6%	4,256	97.0%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	10,128	87.9%	100.0%	84,278	94.5%	100.0%
Y o m i k o	Tokyo area	5,928	104.4%	90.4%	48,711	100.7%	88.7%
	Kansai area	429	82.2%	6.5%	4,132	89.8%	7.5%
	Chubu area	63	292.0%	1.0%	497	152.8%	0.9%
	Kyushu area	22	93.7%	0.3%	230	84.2%	0.4%
	Others	116	90.7%	1.8%	1,319	132.1%	2.4%
	Total	6,560	102.9%	100.0%	54,892	100.6%	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.