

# Hakuhodo DY holdings

March 11, 2014

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 February 2014

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 February 2014 (Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,413	135.7%	8.2%	37,430	99.9%	6.7%
	Magazines	1,364	105.8%	2.5%	14,688	104.1%	2.6%
	Radio	632	103.7%	1.2%	7,073	91.1%	1.3%
	Television	24,920	116.6%	46.0%	269,708	101.0%	48.3%
	Subtotal	31,330	118.1%	57.9%	328,901	100.8%	58.9%
	Internet media	2,651	144.6%	4.9%	23,662	128.9%	4.2%
	Outdoor media	1,501	97.7%	2.8%	18,100	105.1%	3.2%
	Creative	8,200	122.3%	15.1%	73,506	104.8%	13.2%
	Marketing/Promotion	9,694	105.0%	17.9%	106,469	103.0%	19.1%
	Others	767	183.3%	1.4%	7,574	115.0%	1.4%
	Subtotal	22,816	115.7%	42.1%	229,313	106.3%	41.1%
	Total	54,146	117.0%	100.0%	558,215	103.0%	100.0%
Daiko	Newspapers	1,338	136.7%	13.7%	11,995	100.1%	11.5%
	Magazines	149	62.8%	1.5%	1,963	93.0%	1.9%
	Radio	196	78.2%	2.0%	2,481	89.5%	2.4%
	Television	4,116	91.0%	42.2%	49,048	92.4%	47.1%
	Subtotal	5,801	96.8%	59.4%	65,488	93.6%	62.9%
	Internet media	280	98.1%	2.9%	3,185	102.9%	3.1%
	Outdoor media	933	124.2%	9.6%	9,184	98.3%	8.8%
	Creative	701	90.8%	7.2%	7,837	91.1%	7.5%
	Marketing/Promotion	1,924	115.1%	19.7%	16,666	100.9%	16.0%
	Others	118	96.1%	1.2%	1,700	108.5%	1.6%
	Subtotal	3,957	109.8%	40.6%	38,573	98.6%	37.1%
	Total	9,759	101.7%	100.0%	104,062	95.4%	100.0%
Yomiko	Newspapers	744	147.6%	11.7%	6,405	94.3%	9.3%
	Magazines	133	99.9%	2.1%	1,389	109.4%	2.0%
	Radio	95	99.4%	1.5%	1,133	108.6%	1.6%
	Television	2,305	79.1%	36.3%	23,792	93.0%	34.6%
	Subtotal	3,279	89.9%	51.7%	32,720	94.4%	47.6%
	Internet media	198	115.8%	3.1%	1,832	116.8%	2.7%
	Outdoor media	374	106.3%	5.9%	3,146	106.2%	4.6%
	Creative	633	63.6%	10.0%	8,054	97.2%	11.7%
	Marketing/Promotion	1,787	114.8%	28.2%	20,621	111.0%	30.0%
	Others	71	116.0%	1.1%	2,408	105.2%	3.5%
	Subtotal	3,065	97.7%	48.3%	36,064	107.1%	52.4%
	Total	6,344	93.5%	100.0%	68,785	100.6%	100.0%

## (2) Billings by Regional Service Area for February 2014

(Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	50,008	117.7%	92.4%	506,920	103.5%	90.8%
	Kansai area	2,527	100.6%	4.7%	36,333	98.3%	6.5%
	Chubu area	403	125.4%	0.7%	5,395	97.3%	1.0%
	Kyushu area	1,207	127.6%	2.2%	9,565	100.7%	1.7%
	Others	—	—	—	—	—	—
	Total	54,146	117.0%	100.0%	558,215	103.0%	100.0%
D a i k o	Tokyo area	6,462	105.3%	66.2%	62,374	95.8%	59.9%
	Kansai area	2,860	94.2%	29.3%	36,510	94.3%	35.1%
	Chubu area	437	102.3%	4.5%	5,177	98.1%	5.0%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,759	101.7%	100.0%	104,062	95.4%	100.0%
Y o m i k o	Tokyo area	5,493	92.1%	86.6%	60,859	100.4%	88.5%
	Kansai area	577	85.3%	9.1%	5,324	91.6%	7.7%
	Chubu area	47	253.5%	0.7%	598	154.8%	0.9%
	Kyushu area	50	127.4%	0.8%	337	98.6%	0.5%
	Others	175	208.7%	2.8%	1,664	136.6%	2.4%
	Total	6,344	93.5%	100.0%	68,785	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.