

May 29, 2014

Company Name: Hakuhodo DY Holdings Inc.  
Representative: Mr. Hirokazu Toda, President & CEO  
(Code number: 2433; TSE First Section)  
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**Notice Regarding Completion and Results of Acquisition of Own Shares**

(Acquisition of own shares based on Articles of Incorporation pursuant to provisions stipulated in Article 165.2 of the Companies Act of Japan)

Hakuhodo DY Holdings Inc. today announced that it has completed the acquisition of its own shares pursuant to resolutions by the Board of Directors on May 9, 2014, regarding the acquisition of its own shares based on the application of provisions stipulated in Article 156 of the Companies Act of Japan, and modified by provisions stipulated in Article 165.3 of the Act. Details are as follows.

1. Class of shares acquired  
Shares of the Company' s common stock
2. Acquisition period (trade date basis)  
May 12, 2014 to May 28, 2014
3. Total shares acquired  
7,000,000 shares
4. Total cost of share acquisition  
¥6,289,271,700
5. Share acquisition method  
Market purchase on the Tokyo Stock Exchange

(For reference)

1. Details of resolutions of the Board of Directors on May 9, 2014
  - (1) Class of shares for acquisition  
Shares of the Company' s common stock
  - (2) Total possible shares for acquisition  
7,000,000 shares (upper limit)  
(Percentage of total issued shares (excluding treasury stock) 1.84%)
  - (3) Total cost of share acquisition  
¥7 billion (upper limit)
  - (4) Acquisition period  
May 12, 2014 to August 29, 2014  
\* The acquisition of own shares shall be completed upon reaching either of the upper limits set forth in (2) or (3) above.