

# Hakuhodo DY holdings

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## Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for July 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 July 2014 (Millions of yen)

		July			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,895	89.3%	5.7%	11,605	97.3%	5.7%
	Magazines	1,217	104.7%	2.4%	4,789	99.1%	2.4%
	Radio	808	116.0%	1.6%	2,762	109.4%	1.4%
	Television	25,074	103.1%	49.2%	101,301	106.3%	50.1%
	Subtotal	29,997	102.0%	58.9%	120,459	105.2%	59.6%
	Internet media	2,805	149.0%	5.5%	10,876	146.9%	5.4%
	Outdoor media	1,630	91.7%	3.2%	6,527	99.2%	3.2%
	Creative	6,250	92.6%	12.3%	25,376	104.4%	12.5%
	Marketing/Promotion	9,635	101.7%	18.9%	36,541	107.0%	18.1%
	Others	633	294.7%	1.2%	2,435	168.4%	1.2%
	Subtotal	20,956	104.3%	41.1%	81,758	110.6%	40.4%
	Total	50,953	102.9%	100.0%	202,217	107.3%	100.0%
Daiko	Newspapers	976	84.7%	11.4%	3,831	88.9%	11.0%
	Magazines	135	55.4%	1.6%	583	72.2%	1.7%
	Radio	211	84.2%	2.5%	857	87.3%	2.5%
	Television	3,916	82.7%	45.8%	15,945	87.7%	45.9%
	Subtotal	5,240	82.1%	61.3%	21,217	87.4%	61.1%
	Internet media	214	76.2%	2.5%	1,079	96.2%	3.1%
	Outdoor media	815	93.1%	9.5%	3,119	100.0%	9.0%
	Creative	799	114.7%	9.4%	2,825	114.1%	8.1%
	Marketing/Promotion	1,326	87.6%	15.5%	6,018	118.2%	17.3%
	Others	148	101.6%	1.7%	468	79.9%	1.3%
	Subtotal	3,304	94.0%	38.7%	13,511	109.0%	38.9%
	Total	8,544	86.3%	100.0%	34,728	94.7%	100.0%
Yomiko	Newspapers	623	116.4%	11.1%	2,478	110.8%	11.3%
	Magazines	89	82.4%	1.6%	430	84.5%	2.0%
	Radio	106	94.4%	1.9%	421	103.7%	1.9%
	Television	2,231	105.5%	39.6%	8,051	89.9%	36.8%
	Subtotal	3,050	106.2%	54.1%	11,382	94.0%	52.0%
	Internet media	188	164.7%	3.3%	731	142.9%	3.3%
	Outdoor media	218	98.2%	3.9%	1,004	89.1%	4.6%
	Creative	604	87.9%	10.7%	2,297	67.9%	10.5%
	Marketing/Promotion	1,461	86.9%	25.9%	5,991	81.9%	27.4%
	Others	114	127.1%	2.0%	460	132.5%	2.1%
	Subtotal	2,587	92.5%	45.9%	10,485	82.6%	48.0%
	Total	5,638	99.5%	100.0%	21,867	88.2%	100.0%

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

(Millions of yen)

		July			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	45,480	101.6%	89.3%	181,380	106.9%	89.7%
	Kansai area	3,624	103.6%	7.1%	14,402	105.8%	7.1%
	Chubu area	1,047	250.7%	2.1%	2,902	174.2%	1.4%
	Kyushu area	801	94.9%	1.6%	3,531	102.3%	1.7%
	Others	—	—	—	—	—	—
	Total	50,953	102.9%	100.0%	202,217	107.3%	100.0%
D a i k o	Tokyo area	5,075	89.3%	59.4%	21,143	98.8%	60.9%
	Kansai area	3,066	82.3%	35.9%	11,820	87.8%	34.0%
	Chubu area	402	82.8%	4.7%	1,764	98.1%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,544	86.3%	100.0%	34,728	94.7%	100.0%
Y o m i k o	Tokyo area	4,949	101.6%	87.8%	18,963	86.0%	86.7%
	Kansai area	456	82.3%	8.1%	2,053	103.5%	9.4%
	Chubu area	57	139.7%	1.0%	151	107.4%	0.7%
	Kyushu area	24	108.4%	0.4%	86	87.1%	0.4%
	Others	150	84.4%	2.7%	612	114.6%	2.8%
	Total	5,638	99.5%	100.0%	21,867	88.2%	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.