

Hakuhodo DY holdings

September 9, 2014

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

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,398	87.0%	5.1%	14,004	95.4%	5.6%
	Magazines	1,072	81.7%	2.3%	5,862	95.4%	2.4%
	Radio	718	110.7%	1.5%	3,481	109.7%	1.4%
	Television	21,759	104.0%	46.5%	123,060	105.9%	49.4%
	Subtotal	25,949	101.2%	55.5%	146,408	104.4%	58.8%
	Internet media	2,994	172.9%	6.4%	13,870	151.8%	5.6%
	Outdoor media	1,538	110.8%	3.3%	8,066	101.3%	3.2%
	Creative	6,373	101.1%	13.6%	31,750	103.7%	12.8%
	Marketing/Promotion	9,425	121.9%	20.1%	45,967	109.8%	18.5%
	Others	497	94.9%	1.1%	2,933	148.8%	1.2%
	Subtotal	20,830	117.8%	44.5%	102,588	112.0%	41.2%
	Total	46,780	108.0%	100.0%	248,997	107.4%	100.0%
Daiko	Newspapers	882	94.2%	10.1%	4,714	89.9%	10.8%
	Magazines	96	59.3%	1.1%	679	70.0%	1.6%
	Radio	186	82.0%	2.1%	1,043	86.3%	2.4%
	Television	4,232	93.0%	48.5%	20,177	88.8%	46.4%
	Subtotal	5,398	91.8%	61.9%	26,615	88.3%	61.2%
	Internet media	221	72.2%	2.5%	1,300	91.0%	3.0%
	Outdoor media	706	93.7%	8.1%	3,826	98.8%	8.8%
	Creative	619	126.9%	7.1%	3,444	116.2%	7.9%
	Marketing/Promotion	1,679	132.8%	19.2%	7,697	121.1%	17.7%
	Others	101	91.4%	1.2%	569	81.7%	1.3%
	Subtotal	3,328	113.8%	38.1%	16,839	109.9%	38.8%
	Total	8,726	99.1%	100.0%	43,455	95.6%	100.0%
Yomiko	Newspapers	747	181.1%	13.4%	3,225	121.7%	11.8%
	Magazines	74	69.6%	1.3%	504	81.9%	1.8%
	Radio	121	117.4%	2.2%	542	106.5%	2.0%
	Television	2,102	120.3%	37.7%	10,154	94.8%	37.0%
	Subtotal	3,046	128.5%	54.6%	14,428	99.6%	52.6%
	Internet media	143	74.3%	2.6%	874	124.1%	3.2%
	Outdoor media	221	84.4%	4.0%	1,226	88.2%	4.5%
	Creative	463	97.7%	8.3%	2,760	71.5%	10.1%
	Marketing/Promotion	1,604	83.6%	28.7%	7,595	82.3%	27.7%
	Others	104	162.0%	1.9%	564	137.1%	2.1%
	Subtotal	2,537	87.1%	45.4%	13,022	83.5%	47.4%
	Total	5,583	105.7%	100.0%	27,450	91.3%	100.0%

(2) Billings by Regional Service Area for August 2014

(Millions of yen)

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	42,299	107.5%	90.4%	223,679	107.0%	89.8%
	Kansai area	3,247	112.7%	6.9%	17,650	107.0%	7.1%
	Chubu area	533	156.7%	1.1%	3,436	171.3%	1.4%
	Kyushu area	699	94.0%	1.5%	4,231	100.8%	1.7%
	Others	—	—	—	—	—	—
	Total	46,780	108.0%	100.0%	248,997	107.4%	100.0%
D a i k o	Tokyo area	5,477	105.7%	62.8%	26,621	100.1%	61.3%
	Kansai area	2,776	87.6%	31.8%	14,596	87.7%	33.6%
	Chubu area	472	105.2%	5.4%	2,237	99.5%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,726	99.1%	100.0%	43,455	95.6%	100.0%
Y o m i k o	Tokyo area	4,933	106.9%	88.4%	23,896	89.7%	87.1%
	Kansai area	446	109.6%	8.0%	2,500	104.5%	9.1%
	Chubu area	45	59.8%	0.8%	196	90.8%	0.7%
	Kyushu area	27	111.3%	0.5%	114	91.9%	0.4%
	Others	130	81.1%	2.3%	743	106.8%	2.7%
	Total	5,583	105.7%	100.0%	27,450	91.3%	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.