

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for December 2012

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 2012 (Millions of yen)

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,188	102.4%	7.3%	31,041	104.0%	6.9%
	Magazines	1,317	82.5%	2.3%	11,945	92.7%	2.7%
	Radio	785	94.9%	1.4%	6,598	96.3%	1.5%
	Television	26,387	107.9%	45.7%	221,511	114.5%	49.6%
	Subtotal	32,679	105.5%	56.6%	271,096	111.5%	60.7%
	Internet media	2,225	96.6%	3.9%	14,932	95.6%	3.3%
	Outdoor media	1,664	86.1%	2.9%	14,145	114.8%	3.2%
	Creative	7,738	110.8%	13.4%	56,542	113.1%	12.7%
	Marketing/Promotion	12,106	103.3%	21.0%	85,937	112.2%	19.2%
	Others	1,276	111.4%	2.2%	4,167	109.0%	0.9%
	Subtotal	25,010	103.9%	43.4%	175,726	110.9%	39.3%
	Total	57,689	104.8%	100.0%	446,822	111.3%	100.0%
Daiko	Newspapers	1,978	192.6%	17.2%	9,728	91.9%	10.9%
	Magazines	226	106.0%	2.0%	1,747	103.9%	2.0%
	Radio	212	92.7%	1.8%	2,247	108.8%	2.5%
	Television	4,706	90.6%	40.8%	43,182	96.1%	48.4%
	Subtotal	7,124	106.9%	61.8%	56,906	96.0%	63.8%
	Internet media	372	105.1%	3.2%	2,537	96.3%	2.8%
	Outdoor media	896	80.4%	7.8%	7,859	99.6%	8.8%
	Creative	1,021	103.4%	8.9%	7,157	104.7%	8.0%
	Marketing/Promotion	1,933	110.1%	16.8%	13,441	112.8%	15.1%
	Others	173	225.7%	1.5%	1,322	91.2%	1.5%
	Subtotal	4,397	102.5%	38.2%	32,318	105.2%	36.2%
	Total	11,521	105.2%	100.0%	89,224	99.1%	100.0%
Yomiko	Newspapers	557	111.4%	8.7%	5,679	100.4%	10.4%
	Magazines	143	93.5%	2.2%	1,015	91.4%	1.9%
	Radio	126	84.7%	2.0%	843	76.0%	1.5%
	Television	2,239	132.1%	35.1%	20,453	111.7%	37.5%
	Subtotal	3,067	122.8%	48.1%	27,991	106.9%	51.3%
	Internet media	194	135.8%	3.0%	1,259	123.9%	2.3%
	Outdoor media	206	69.0%	3.2%	2,326	99.9%	4.3%
	Creative	707	91.7%	11.1%	6,671	101.6%	12.2%
	Marketing/Promotion	1,914	101.5%	30.0%	15,319	109.7%	28.1%
	Others	285	113.2%	4.5%	979	81.1%	1.8%
	Subtotal	3,308	98.7%	51.9%	26,556	105.9%	48.7%
	Total	6,375	109.0%	100.0%	54,547	106.4%	100.0%

(2) Billings by Regional Service Area for December 2012

(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	52,555	108.0%	91.1%	402,663	112.7%	90.1%
	Kansai area	3,708	76.7%	6.4%	31,524	101.7%	7.1%
	Chubu area	607	94.1%	1.1%	4,806	98.0%	1.1%
	Kyushu area	818	90.5%	1.4%	7,828	94.7%	1.8%
	Others	—	—	—	—	—	—
	Total	57,689	104.8%	100.0%	446,822	111.3%	100.0%
D a i k o	Tokyo area	5,552	82.7%	48.2%	53,091	94.9%	59.5%
	Kansai area	5,351	141.5%	46.4%	31,743	105.0%	35.6%
	Chubu area	617	134.8%	5.4%	4,389	114.8%	4.9%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	11,521	105.2%	100.0%	89,224	99.1%	100.0%
Y o m i k o	Tokyo area	5,678	108.4%	89.1%	48,350	105.3%	88.6%
	Kansai area	522	143.4%	8.2%	4,599	127.5%	8.4%
	Chubu area	21	25.8%	0.3%	325	76.6%	0.6%
	Kyushu area	23	155.9%	0.4%	273	76.4%	0.5%
	Others	128	87.4%	2.0%	998	105.1%	1.8%
	Total	6,375	109.0%	100.0%	54,547	106.4%	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.