

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for January 2015

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 January 2015 (Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,426	103.8%	8.4%	31,535	95.5%	6.0%
	Magazines	840	100.0%	1.6%	13,342	100.1%	2.5%
	Radio	637	106.7%	1.2%	6,982	108.4%	1.3%
	Television	25,786	100.4%	49.1%	254,210	103.8%	48.1%
	Subtotal	31,690	101.0%	60.3%	306,071	102.9%	57.9%
	Internet media	2,712	117.2%	5.2%	28,707	136.6%	5.4%
	Outdoor media	1,379	81.6%	2.6%	16,467	99.2%	3.1%
	Creative	6,520	97.9%	12.4%	68,110	104.3%	12.9%
	Marketing/Promotion	8,377	112.5%	15.9%	101,468	104.9%	19.2%
	Others	1,847	98.0%	3.5%	8,216	120.7%	1.6%
	Subtotal	20,837	104.2%	39.7%	222,971	108.0%	42.1%
	Total	52,528	102.2%	100.0%	529,042	105.0%	100.0%
Daiko	Newspapers	1,265	99.0%	14.5%	10,160	95.3%	11.2%
	Magazines	99	64.3%	1.1%	1,428	78.7%	1.6%
	Radio	251	115.2%	2.9%	2,156	94.4%	2.4%
	Television	4,087	84.6%	46.7%	41,263	91.8%	45.4%
	Subtotal	5,703	87.9%	65.2%	55,009	92.2%	60.5%
	Internet media	252	112.2%	2.9%	2,709	93.3%	3.0%
	Outdoor media	615	71.5%	7.0%	7,754	94.0%	8.5%
	Creative	618	90.2%	7.1%	7,402	103.7%	8.1%
	Marketing/Promotion	1,420	87.5%	16.2%	16,459	111.7%	18.1%
	Others	139	98.1%	1.6%	1,620	102.4%	1.8%
	Subtotal	3,046	86.1%	34.8%	35,946	103.8%	39.5%
	Total	8,750	87.3%	100.0%	90,955	96.5%	100.0%
Yomiko	Newspapers	760	96.5%	11.0%	6,131	108.3%	10.5%
	Magazines	105	77.3%	1.5%	1,151	91.7%	2.0%
	Radio	85	88.8%	1.2%	1,079	104.0%	1.9%
	Television	2,137	90.6%	30.9%	21,043	97.9%	36.2%
	Subtotal	3,090	91.4%	44.6%	29,406	99.9%	50.5%
	Internet media	175	109.7%	2.5%	1,770	108.3%	3.0%
	Outdoor media	289	97.5%	4.2%	2,566	92.6%	4.4%
	Creative	713	90.2%	10.3%	6,429	86.6%	11.0%
	Marketing/Promotion	1,330	79.6%	19.2%	15,337	81.4%	26.3%
	Others	1,329	106.6%	19.2%	2,702	115.6%	4.6%
	Subtotal	3,838	92.1%	55.4%	28,806	87.3%	49.5%
	Total	6,928	91.8%	100.0%	58,212	93.2%	100.0%

(2) Billings by Regional Service Area for January 2015

(Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	48,652	102.8%	92.6%	477,783	104.6%	90.3%
	Kansai area	2,690	94.7%	5.1%	35,490	105.0%	6.7%
	Chubu area	453	97.6%	0.9%	7,231	144.9%	1.4%
	Kyushu area	731	96.7%	1.4%	8,536	102.1%	1.6%
	Others	—	—	—	—	—	—
	Total	52,528	102.2%	100.0%	529,042	105.0%	100.0%
D a i k o	Tokyo area	4,789	81.8%	54.7%	53,531	95.7%	58.9%
	Kansai area	3,398	92.2%	38.8%	32,565	96.8%	35.8%
	Chubu area	562	116.2%	6.4%	4,857	102.5%	5.3%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,750	87.3%	100.0%	90,955	96.5%	100.0%
Y o m i k o	Tokyo area	6,157	92.5%	88.9%	51,129	92.3%	87.8%
	Kansai area	544	88.6%	7.9%	4,852	102.2%	8.3%
	Chubu area	39	74.3%	0.6%	445	80.9%	0.8%
	Kyushu area	21	38.2%	0.3%	243	84.8%	0.4%
	Others	165	97.7%	2.4%	1,541	103.5%	2.6%
	Total	6,928	91.8%	100.0%	58,212	93.2%	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.