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

(Millions of yen)

|          |                     | May     |        |           | Cumulative |        |           |
|----------|---------------------|---------|--------|-----------|------------|--------|-----------|
|          |                     | Results | Y-o-Y  | Share (%) | Results    | Y-o-Y  | Share (%) |
| Hakuhodo | Newspapers          | 2,393   | 100.6% | 5.0%      | 5,129      | 94.0%  | 5.2%      |
|          | Magazines           | 1,071   | 89.9%  | 2.2%      | 2,220      | 96.8%  | 2.3%      |
|          | Radio               | 686     | 102.1% | 1.4%      | 1,280      | 96.6%  | 1.3%      |
|          | Television          | 23,121  | 95.9%  | 48.1%     | 47,850     | 95.6%  | 48.6%     |
|          | Subtotal            | 27,273  | 96.2%  | 56.7%     | 56,481     | 95.5%  | 57.3%     |
|          | Internet media      | 2,790   | 122.3% | 5.8%      | 6,190      | 118.0% | 6.3%      |
|          | Outdoor media       | 1,341   | 92.0%  | 2.8%      | 2,980      | 94.1%  | 3.0%      |
|          | Creative            | 5,876   | 99.8%  | 12.2%     | 12,076     | 101.0% | 12.3%     |
|          | Marketing/Promotion | 9,630   | 104.7% | 20.0%     | 18,878     | 116.0% | 19.2%     |
|          | Others              | 1,194   | 260.7% | 2.5%      | 1,889      | 127.4% | 1.9%      |
|          | Subtotal            | 20,833  | 108.0% | 43.3%     | 42,016     | 110.2% | 42.7%     |
|          | Total               | 48,107  | 101.0% | 100.0%    | 98,497     | 101.3% | 100.0%    |
| Daiko    | Newspapers          | 975     | 102.2% | 10.9%     | 1,879      | 105.7% | 10.9%     |
|          | Magazines           | 119     | 75.9%  | 1.3%      | 250        | 77.2%  | 1.4%      |
|          | Radio               | 205     | 95.5%  | 2.3%      | 395        | 92.4%  | 2.3%      |
|          | Television          | 4,619   | 108.6% | 51.5%     | 8,799      | 107.6% | 50.8%     |
|          | Subtotal            | 5,920   | 106.0% | 66.0%     | 11,324     | 105.7% | 65.4%     |
|          | Internet media      | 358     | 103.2% | 4.0%      | 713        | 110.1% | 4.1%      |
|          | Outdoor media       | 676     | 83.7%  | 7.5%      | 1,334      | 90.8%  | 7.7%      |
|          | Creative            | 506     | 85.5%  | 5.7%      | 1,057      | 76.4%  | 6.1%      |
|          | Marketing/Promotion | 1,419   | 117.0% | 15.8%     | 2,699      | 109.3% | 15.6%     |
|          | Others              | 85      | 76.1%  | 0.9%      | 179        | 87.8%  | 1.0%      |
|          | Subtotal            | 3,047   | 99.1%  | 34.0%     | 5,984      | 96.9%  | 34.6%     |
|          | Total               | 8,968   | 103.6% | 100.0%    | 17,309     | 102.5% | 100.0%    |
| Yomiko   | Newspapers          | 494     | 83.6%  | 8.8%      | 974        | 76.2%  | 8.8%      |
|          | Magazines           | 63      | 63.2%  | 1.1%      | 124        | 54.1%  | 1.1%      |
|          | Radio               | 98      | 93.9%  | 1.7%      | 186        | 85.8%  | 1.7%      |
|          | Television          | 2,315   | 94.5%  | 41.1%     | 4,564      | 113.1% | 41.2%     |
|          | Subtotal            | 2,971   | 91.5%  | 52.8%     | 5,849      | 101.5% | 52.7%     |
|          | Internet media      | 226     | 117.4% | 4.0%      | 371        | 100.3% | 3.3%      |
|          | Outdoor media       | 247     | 108.0% | 4.4%      | 511        | 96.6%  | 4.6%      |
|          | Creative            | 602     | 145.2% | 10.7%     | 1,292      | 112.7% | 11.7%     |
|          | Marketing/Promotion | 1,507   | 89.9%  | 26.8%     | 2,770      | 93.7%  | 25.0%     |
|          | Others              | 77      | 102.0% | 1.4%      | 294        | 123.1% | 2.7%      |
|          | Subtotal            | 2,661   | 102.7% | 47.2%     | 5,239      | 100.0% | 47.3%     |
|          | Total               | 5,632   | 96.5%  | 100.0%    | 11,089     | 100.8% | 100.0%    |

## (2) Billings by Regional Service Area for May 2015

(Millions of yen)

|                                      |             | May     |        |           | Cumulative |        |           |
|--------------------------------------|-------------|---------|--------|-----------|------------|--------|-----------|
|                                      |             | Results | Y-o-Y  | Share (%) | Results    | Y-o-Y  | Share (%) |
| H<br>a<br>k<br>u<br>h<br>o<br>d<br>o | Tokyo area  | 43,933  | 102.3% | 91.3%     | 89,951     | 102.9% | 91.3%     |
|                                      | Kansai area | 3,084   | 97.5%  | 6.4%      | 5,790      | 86.1%  | 5.9%      |
|                                      | Chubu area  | 481     | 70.1%  | 1.0%      | 1,138      | 93.4%  | 1.2%      |
|                                      | Kyushu area | 607     | 72.2%  | 1.3%      | 1,616      | 84.5%  | 1.6%      |
|                                      | Others      | —       | —      | —         | —          | —      | —         |
|                                      | Total       | 48,107  | 101.0% | 100.0%    | 98,497     | 101.3% | 100.0%    |
| D<br>a<br>i<br>k<br>o                | Tokyo area  | 5,541   | 104.7% | 61.8%     | 10,520     | 103.1% | 60.8%     |
|                                      | Kansai area | 2,978   | 102.4% | 33.2%     | 5,833      | 102.1% | 33.7%     |
|                                      | Chubu area  | 447     | 98.3%  | 5.0%      | 955        | 98.8%  | 5.5%      |
|                                      | Kyushu area | —       | —      | —         | —          | —      | —         |
|                                      | Others      | —       | —      | —         | —          | —      | —         |
|                                      | Total       | 8,968   | 103.6% | 100.0%    | 17,309     | 102.5% | 100.0%    |
| Y<br>o<br>m<br>i<br>k<br>o           | Tokyo area  | 4,872   | 97.0%  | 86.5%     | 9,307      | 98.1%  | 83.9%     |
|                                      | Kansai area | 574     | 91.4%  | 10.2%     | 1,350      | 118.9% | 12.2%     |
|                                      | Chubu area  | 39      | 182.6% | 0.7%      | 81         | 160.7% | 0.7%      |
|                                      | Kyushu area | 34      | 149.1% | 0.6%      | 70         | 156.9% | 0.6%      |
|                                      | Others      | 112     | 80.3%  | 2.0%      | 279        | 97.4%  | 2.5%      |
|                                      | Total       | 5,632   | 96.5%  | 100.0%    | 11,089     | 100.8% | 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.