

# Hakuhodo DY holdings

September 9, 2015

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## Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for August 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 August 2015 (Millions of yen)

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,899	120.9%	6.5%	14,344	102.4%	5.8%
	Magazines	1,056	98.5%	2.4%	5,215	89.0%	2.1%
	Radio	643	89.5%	1.5%	3,241	93.1%	1.3%
	Television	19,563	89.9%	44.2%	120,555	98.0%	48.4%
	Subtotal	24,162	93.1%	54.5%	143,357	97.9%	57.6%
	Internet media	3,175	106.0%	7.2%	15,678	113.0%	6.3%
	Outdoor media	1,241	80.6%	2.8%	7,337	91.0%	2.9%
	Creative	6,307	99.0%	14.2%	32,338	101.9%	13.0%
	Marketing/Promotion	8,941	94.9%	20.2%	46,821	101.9%	18.8%
	Others	479	96.3%	1.1%	3,483	118.8%	1.4%
	Subtotal	20,145	96.7%	45.5%	105,658	103.0%	42.4%
	Total	44,308	94.7%	100.0%	249,016	100.0%	100.0%
Daiko	Newspapers	935	106.0%	10.2%	4,843	102.7%	10.7%
	Magazines	135	140.5%	1.5%	609	89.7%	1.4%
	Radio	182	97.8%	2.0%	970	93.0%	2.2%
	Television	4,786	113.1%	52.4%	22,181	109.9%	49.2%
	Subtotal	6,039	111.9%	66.1%	28,605	107.5%	63.4%
	Internet media	388	175.6%	4.3%	1,699	130.6%	3.8%
	Outdoor media	686	97.2%	7.5%	3,525	92.1%	7.8%
	Creative	597	96.5%	6.5%	3,598	104.5%	8.0%
	Marketing/Promotion	1,270	75.6%	13.9%	7,080	92.0%	15.7%
	Others	147	145.9%	1.6%	575	101.0%	1.3%
	Subtotal	3,091	92.9%	33.9%	16,479	97.9%	36.6%
	Total	9,130	104.6%	100.0%	45,084	103.7%	100.0%
Yomiko	Newspapers	497	66.6%	10.3%	2,506	77.7%	8.8%
	Magazines	81	109.7%	1.7%	358	71.0%	1.3%
	Radio	109	89.5%	2.3%	539	99.4%	1.9%
	Television	1,656	78.8%	34.2%	11,095	109.3%	39.0%
	Subtotal	2,344	77.0%	48.4%	14,500	100.5%	50.9%
	Internet media	139	97.4%	2.9%	977	111.7%	3.4%
	Outdoor media	193	87.0%	4.0%	1,200	97.9%	4.2%
	Creative	373	80.5%	7.7%	3,443	124.7%	12.1%
	Marketing/Promotion	1,719	107.2%	35.5%	7,818	102.9%	27.4%
	Others	75	72.3%	1.6%	543	96.3%	1.9%
	Subtotal	2,500	98.6%	51.6%	13,983	107.4%	49.1%
	Total	4,845	86.8%	100.0%	28,483	103.8%	100.0%

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

(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	40,343	95.4%	91.1%	226,368	101.2%	90.9%
	Kansai area	2,761	85.0%	6.2%	16,042	90.9%	6.4%
	Chubu area	489	91.8%	1.1%	2,762	80.4%	1.1%
	Kyushu area	713	102.0%	1.6%	3,842	90.8%	1.5%
	Others	—	—	—	—	—	—
	Total	44,308	94.7%	100.0%	249,016	100.0%	100.0%
D a i k o	Tokyo area	5,355	97.8%	58.7%	27,591	103.6%	61.2%
	Kansai area	3,277	118.1%	35.9%	15,164	103.9%	33.6%
	Chubu area	497	105.2%	5.4%	2,328	104.1%	5.2%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,130	104.6%	100.0%	45,084	103.7%	100.0%
Y o m i k o	Tokyo area	4,209	85.3%	86.9%	24,258	101.5%	85.2%
	Kansai area	444	99.6%	9.2%	3,113	124.5%	10.9%
	Chubu area	39	86.6%	0.8%	215	109.5%	0.8%
	Kyushu area	25	91.6%	0.5%	154	134.7%	0.5%
	Others	126	97.1%	2.6%	742	99.9%	2.6%
	Total	4,845	86.8%	100.0%	28,483	103.8%	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.