

# Hakuhodo DY holdings

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

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,316	123.9%	6.4%	28,694	105.8%	5.9%
	Magazines	1,235	91.7%	1.8%	11,327	90.6%	2.3%
	Radio	714	94.1%	1.1%	6,009	94.7%	1.2%
	Television	28,080	95.5%	41.8%	225,542	98.7%	46.3%
	Subtotal	34,347	98.2%	51.2%	271,574	99.0%	55.8%
	Internet media	5,389	163.5%	8.0%	33,090	127.3%	6.8%
	Outdoor media	1,854	84.8%	2.8%	14,008	92.8%	2.9%
	Creative	10,372	115.2%	15.5%	64,308	104.4%	13.2%
	Marketing/Promotion	14,390	100.7%	21.4%	97,168	104.4%	19.9%
	Others	753	52.4%	1.1%	6,938	108.9%	1.4%
	Subtotal	32,761	108.4%	48.8%	215,515	106.6%	44.2%
	Total	67,109	102.9%	100.0%	487,089	102.2%	100.0%
Daiko	Newspapers	799	58.4%	7.8%	8,667	97.4%	10.3%
	Magazines	127	69.6%	1.2%	1,260	94.8%	1.5%
	Radio	238	107.8%	2.3%	1,837	96.5%	2.2%
	Television	4,356	95.1%	42.7%	39,125	105.2%	46.6%
	Subtotal	5,522	86.9%	54.1%	50,891	103.2%	60.6%
	Internet media	369	122.4%	3.6%	3,058	124.5%	3.6%
	Outdoor media	704	90.1%	6.9%	6,775	94.9%	8.1%
	Creative	1,117	103.9%	10.9%	7,130	105.1%	8.5%
	Marketing/Promotion	2,178	107.1%	21.3%	14,625	97.3%	17.4%
	Others	322	95.1%	3.2%	1,464	98.9%	1.7%
	Subtotal	4,692	103.5%	45.9%	33,054	100.5%	39.4%
	Total	10,214	93.8%	100.0%	83,945	102.1%	100.0%
Yomiko	Newspapers	337	63.3%	6.7%	4,453	82.9%	8.4%
	Magazines	95	63.9%	1.9%	716	68.5%	1.4%
	Radio	115	90.3%	2.3%	1,005	101.2%	1.9%
	Television	1,450	71.5%	28.9%	19,674	104.1%	37.1%
	Subtotal	1,998	70.4%	39.8%	25,850	98.2%	48.8%
	Internet media	266	145.6%	5.3%	1,777	111.4%	3.4%
	Outdoor media	153	93.3%	3.0%	2,045	89.8%	3.9%
	Creative	775	92.3%	15.4%	6,348	111.1%	12.0%
	Marketing/Promotion	1,480	108.2%	29.5%	15,320	109.4%	28.9%
	Others	347	89.5%	6.9%	1,621	118.2%	3.1%
	Subtotal	3,023	102.7%	60.2%	27,114	108.6%	51.2%
	Total	5,022	86.8%	100.0%	52,964	103.3%	100.0%

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

(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	60,461	102.7%	90.1%	441,547	102.9%	90.7%
	Kansai area	4,381	96.1%	6.5%	31,380	95.7%	6.4%
	Chubu area	1,187	131.0%	1.8%	6,471	95.5%	1.3%
	Kyushu area	1,078	122.5%	1.6%	7,690	98.5%	1.6%
	Others	—	—	—	—	—	—
	Total	67,109	102.9%	100.0%	487,089	102.2%	100.0%
D a i k o	Tokyo area	6,030	107.3%	59.0%	50,377	103.4%	60.0%
	Kansai area	3,783	79.5%	37.0%	29,284	100.4%	34.9%
	Chubu area	400	79.7%	3.9%	4,283	99.7%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	10,214	93.8%	100.0%	83,945	102.1%	100.0%
Y o m i k o	Tokyo area	4,299	85.7%	85.6%	44,866	99.8%	84.7%
	Kansai area	499	95.6%	10.0%	6,069	140.9%	11.5%
	Chubu area	36	61.8%	0.7%	384	94.6%	0.7%
	Kyushu area	23	96.3%	0.5%	273	123.2%	0.5%
	Others	162	102.8%	3.2%	1,370	99.7%	2.6%
	Total	5,022	86.8%	100.0%	52,964	103.3%	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.