

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. January 2016

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 2016 (Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,397	99.4%	7.7%	33,092	104.9%	6.1%
	Magazines	756	90.0%	1.3%	12,083	90.6%	2.2%
	Radio	613	96.2%	1.1%	6,623	94.8%	1.2%
	Television	27,657	107.3%	48.1%	253,200	99.6%	46.5%
	Subtotal	33,425	105.5%	58.2%	305,000	99.6%	56.0%
	Internet media	4,505	166.1%	7.8%	37,595	131.0%	6.9%
	Outdoor media	1,470	106.6%	2.6%	15,479	94.0%	2.8%
	Creative	7,678	117.8%	13.4%	71,987	105.7%	13.2%
	Marketing/Promotion	8,634	103.1%	15.0%	105,802	104.3%	19.4%
	Others	1,733	93.9%	3.0%	8,672	105.6%	1.6%
	Subtotal	24,022	115.3%	41.8%	239,537	107.4%	44.0%
	Total	57,447	109.4%	100.0%	544,537	102.9%	100.0%
Daiko	Newspapers	1,233	97.5%	13.0%	9,900	97.4%	10.6%
	Magazines	74	74.7%	0.8%	1,334	93.4%	1.4%
	Radio	245	97.7%	2.6%	2,083	96.6%	2.2%
	Television	4,414	108.0%	46.6%	43,540	105.5%	46.6%
	Subtotal	5,968	104.6%	63.0%	56,859	103.4%	60.9%
	Internet media	395	156.6%	4.2%	3,454	127.5%	3.7%
	Outdoor media	827	134.5%	8.7%	7,602	98.0%	8.1%
	Creative	472	76.3%	5.0%	7,603	102.7%	8.1%
	Marketing/Promotion	1,644	115.8%	17.3%	16,270	98.8%	17.4%
	Others	171	123.4%	1.8%	1,636	101.0%	1.8%
	Subtotal	3,511	115.3%	37.0%	36,566	101.7%	39.1%
	Total	9,480	108.3%	100.0%	93,425	102.7%	100.0%
Yomiko	Newspapers	631	83.1%	9.4%	5,085	82.9%	8.5%
	Magazines	49	46.6%	0.7%	765	66.5%	1.3%
	Radio	87	102.0%	1.3%	1,093	101.2%	1.8%
	Television	2,177	101.9%	32.5%	21,852	103.8%	36.6%
	Subtotal	2,946	95.3%	43.9%	28,796	97.9%	48.3%
	Internet media	188	107.6%	2.8%	1,965	111.0%	3.3%
	Outdoor media	266	92.3%	4.0%	2,312	90.1%	3.9%
	Creative	545	76.5%	8.1%	6,894	107.2%	11.6%
	Marketing/Promotion	1,229	92.4%	18.3%	16,550	107.9%	27.7%
	Others	1,532	115.3%	22.8%	3,154	116.7%	5.3%
	Subtotal	3,763	98.0%	56.1%	30,877	107.2%	51.7%
	Total	6,709	96.8%	100.0%	59,673	102.5%	100.0%

(2) Billings by Regional Service Area for January 2016

(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	52,309	107.5%	91.1%	493,857	103.4%	90.7%
	Kansai area	3,566	132.5%	6.2%	34,946	98.5%	6.4%
	Chubu area	663	146.5%	1.2%	7,135	98.7%	1.3%
	Kyushu area	908	124.2%	1.6%	8,598	100.7%	1.6%
	Others	—	—	—	—	—	—
	Total	57,447	109.4%	100.0%	544,537	102.9%	100.0%
D a i k o	Tokyo area	5,236	109.3%	55.2%	55,613	103.9%	59.5%
	Kansai area	3,725	109.6%	39.3%	33,009	101.4%	35.3%
	Chubu area	518	92.3%	5.5%	4,802	98.9%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,480	108.3%	100.0%	93,425	102.7%	100.0%
Y o m i k o	Tokyo area	5,945	96.6%	88.6%	50,812	99.4%	85.2%
	Kansai area	499	91.6%	7.4%	6,568	135.4%	11.0%
	Chubu area	50	125.9%	0.7%	434	97.4%	0.7%
	Kyushu area	47	223.2%	0.7%	320	132.0%	0.5%
	Others	166	100.4%	2.5%	1,537	99.7%	2.6%
	Total	6,709	96.8%	100.0%	59,673	102.5%	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.