

Hakuhodo DY holdings

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. February 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 February 2016 (Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,559	100.6%	6.3%	36,652	104.5%	6.1%
	Magazines	1,229	96.6%	2.2%	13,312	91.1%	2.2%
	Radio	612	93.7%	1.1%	7,235	94.7%	1.2%
	Television	25,639	103.8%	45.3%	278,840	100.0%	46.4%
	Subtotal	31,041	102.9%	54.8%	336,041	99.9%	55.9%
	Internet media	4,450	148.8%	7.9%	42,045	132.6%	7.0%
	Outdoor media	1,549	114.8%	2.7%	17,028	95.6%	2.8%
	Creative	7,370	97.5%	13.0%	79,357	104.9%	13.2%
	Marketing/Promotion	10,890	111.9%	19.2%	116,693	104.9%	19.4%
	Others	1,311	195.4%	2.3%	9,984	112.3%	1.7%
	Subtotal	25,571	114.7%	45.2%	265,108	108.1%	44.1%
	Total	56,612	107.9%	100.0%	601,150	103.4%	100.0%
Daiko	Newspapers	1,251	103.9%	11.1%	11,152	98.1%	10.6%
	Magazines	153	89.0%	1.4%	1,487	93.0%	1.4%
	Radio	244	108.4%	2.2%	2,327	97.7%	2.2%
	Television	4,537	113.9%	40.1%	48,078	106.3%	45.9%
	Subtotal	6,186	110.7%	54.7%	63,045	104.0%	60.2%
	Internet media	318	104.0%	2.8%	3,772	125.1%	3.6%
	Outdoor media	776	135.9%	6.9%	8,379	100.6%	8.0%
	Creative	721	70.9%	6.4%	8,324	98.9%	7.9%
	Marketing/Promotion	3,124	206.4%	27.6%	19,395	107.9%	18.5%
	Others	174	128.2%	1.5%	1,811	103.1%	1.7%
	Subtotal	5,116	144.3%	45.3%	41,682	105.5%	39.8%
	Total	11,302	123.8%	100.0%	104,728	104.6%	100.0%
Yomiko	Newspapers	462	88.3%	8.4%	5,548	83.4%	8.5%
	Magazines	87	85.0%	1.6%	853	68.0%	1.3%
	Radio	85	94.8%	1.6%	1,178	100.7%	1.8%
	Television	2,284	100.8%	41.3%	24,136	103.6%	37.0%
	Subtotal	2,920	97.9%	52.8%	31,716	97.9%	48.6%
	Internet media	260	95.9%	4.7%	2,225	109.0%	3.4%
	Outdoor media	211	76.6%	3.8%	2,524	88.8%	3.9%
	Creative	642	96.0%	11.6%	7,537	106.2%	11.6%
	Marketing/Promotion	1,376	96.9%	24.9%	17,926	107.0%	27.5%
	Others	117	184.4%	2.1%	3,272	118.3%	5.0%
	Subtotal	2,607	96.6%	47.2%	33,485	106.3%	51.4%
	Total	5,528	97.3%	100.0%	65,202	102.0%	100.0%

(2) Billings by Regional Service Area for February 2016

(Millions of yen)

		February			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	52,147	109.1%	92.1%	546,004	103.9%	90.8%
	Kansai area	2,927	89.2%	5.2%	37,873	97.7%	6.3%
	Chubu area	647	107.0%	1.1%	7,783	99.3%	1.3%
	Kyushu area	890	113.6%	1.6%	9,488	101.8%	1.6%
	Others	—	—	—	—	—	—
	Total	56,612	107.9%	100.0%	601,150	103.4%	100.0%
D a i k o	Tokyo area	7,160	119.6%	63.3%	62,774	105.5%	59.9%
	Kansai area	3,587	135.8%	31.7%	36,597	103.9%	34.9%
	Chubu area	554	110.7%	4.9%	5,356	100.0%	5.1%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	11,302	123.8%	100.0%	104,728	104.6%	100.0%
Y o m i k o	Tokyo area	4,848	99.2%	87.7%	55,661	99.4%	85.4%
	Kansai area	471	86.0%	8.5%	7,040	130.3%	10.8%
	Chubu area	46	94.8%	0.8%	480	97.1%	0.7%
	Kyushu area	40	179.1%	0.7%	360	136.0%	0.6%
	Others	121	70.4%	2.2%	1,659	96.8%	2.5%
	Total	5,528	97.3%	100.0%	65,202	102.0%	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.