

Hakuhodo DY holdings

May 13, 2016

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

		April			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,649	96.8%	5.1%	2,649	96.8%	5.1%
	Magazines	1,287	112.1%	2.5%	1,287	112.1%	2.5%
	Radio	595	100.5%	1.1%	595	100.5%	1.1%
	Television	25,114	101.6%	47.9%	25,114	101.6%	47.9%
	Subtotal	29,648	101.5%	56.5%	29,648	101.5%	56.5%
	Internet media	5,787	170.2%	11.0%	5,787	170.2%	11.0%
	Outdoor media	1,846	112.6%	3.5%	1,846	112.6%	3.5%
	Creative	6,733	108.6%	12.8%	6,733	108.6%	12.8%
	Marketing/Promotion	7,241	78.3%	13.8%	7,241	78.3%	13.8%
	Others	1,211	174.4%	2.3%	1,211	174.4%	2.3%
	Subtotal	22,820	107.7%	43.5%	22,820	107.7%	43.5%
	Total	52,468	104.1%	100.0%	52,468	104.1%	100.0%
Daiko	Newspapers	1,051	116.3%	11.6%	1,051	116.3%	11.6%
	Magazines	162	124.2%	1.8%	162	124.2%	1.8%
	Radio	207	109.4%	2.3%	207	109.4%	2.3%
	Television	4,200	100.5%	46.2%	4,200	100.5%	46.2%
	Subtotal	5,622	104.0%	61.8%	5,622	104.0%	61.8%
	Internet media	486	137.3%	5.3%	486	137.3%	5.3%
	Outdoor media	749	114.0%	8.2%	749	114.0%	8.2%
	Creative	561	102.1%	6.2%	561	102.1%	6.2%
	Marketing/Promotion	1,569	122.6%	17.2%	1,569	122.6%	17.2%
	Others	111	118.5%	1.2%	111	118.5%	1.2%
	Subtotal	3,479	118.5%	38.2%	3,479	118.5%	38.2%
	Total	9,101	109.1%	100.0%	9,101	109.1%	100.0%
Yomiko	Newspapers	404	84.3%	7.8%	404	84.3%	7.8%
	Magazines	104	173.0%	2.0%	104	173.0%	2.0%
	Radio	112	127.7%	2.2%	112	127.7%	2.2%
	Television	1,706	75.9%	32.9%	1,706	75.9%	32.9%
	Subtotal	2,328	80.9%	44.8%	2,328	80.9%	44.8%
	Internet media	200	138.7%	3.9%	200	138.7%	3.9%
	Outdoor media	205	77.8%	4.0%	205	77.8%	4.0%
	Creative	895	130.0%	17.3%	895	130.0%	17.3%
	Marketing/Promotion	1,335	105.7%	25.7%	1,335	105.7%	25.7%
	Others	226	104.6%	4.4%	226	104.6%	4.4%
	Subtotal	2,864	111.1%	55.2%	2,864	111.1%	55.2%
	Total	5,193	95.2%	100.0%	5,193	95.2%	100.0%

(2) Billings by Regional Service Area for April 2016

(Millions of yen)

		April			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	47,511	103.2%	90.6%	47,511	103.2%	90.6%
	Kansai area	3,459	127.9%	6.6%	3,459	127.9%	6.6%
	Chubu area	556	84.7%	1.1%	556	84.7%	1.1%
	Kyushu area	940	93.3%	1.8%	940	93.3%	1.8%
	Others	—	—	—	—	—	—
	Total	52,468	104.1%	100.0%	52,468	104.1%	100.0%
D a i k o	Tokyo area	5,657	113.6%	62.2%	5,657	113.6%	62.2%
	Kansai area	2,948	103.3%	32.4%	2,948	103.3%	32.4%
	Chubu area	495	97.6%	5.4%	495	97.6%	5.4%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,101	109.1%	100.0%	9,101	109.1%	100.0%
Y o m i k o	Tokyo area	4,208	94.9%	81.0%	4,208	94.9%	81.0%
	Kansai area	793	102.1%	15.3%	793	102.1%	15.3%
	Chubu area	21	50.8%	0.4%	21	50.8%	0.4%
	Kyushu area	22	63.4%	0.4%	22	63.4%	0.4%
	Others	147	88.4%	2.8%	147	88.4%	2.8%
	Total	5,193	95.2%	100.0%	5,193	95.2%	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.