

# Hakuhodo DY holdings

June 9, 2016

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

		May			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,746	114.7%	5.4%	5,396	105.2%	5.2%
	Magazines	854	79.8%	1.7%	2,142	96.5%	2.1%
	Radio	674	98.2%	1.3%	1,270	99.2%	1.2%
	Television	24,238	104.8%	48.0%	49,353	103.1%	47.9%
	Subtotal	28,514	104.5%	56.4%	58,163	103.0%	56.5%
	Internet media	3,800	136.2%	7.5%	9,587	154.9%	9.3%
	Outdoor media	1,697	126.5%	3.4%	3,543	118.9%	3.4%
	Creative	6,296	107.2%	12.5%	13,029	107.9%	12.7%
	Marketing/Promotion	9,550	99.2%	18.9%	16,792	88.9%	16.3%
	Others	656	54.9%	1.3%	1,867	98.8%	1.8%
	Subtotal	22,001	105.6%	43.6%	44,821	106.7%	43.5%
	Total	50,515	105.0%	100.0%	102,984	104.6%	100.0%
Daiko	Newspapers	977	100.2%	11.3%	2,029	108.0%	11.5%
	Magazines	64	54.2%	0.8%	227	90.8%	1.3%
	Radio	194	94.3%	2.3%	401	101.5%	2.3%
	Television	4,208	91.1%	48.8%	8,408	95.6%	47.5%
	Subtotal	5,445	92.0%	63.2%	11,067	97.7%	62.5%
	Internet media	303	84.7%	3.5%	790	110.8%	4.5%
	Outdoor media	576	85.2%	6.7%	1,326	99.4%	7.5%
	Creative	676	133.6%	7.9%	1,238	117.2%	7.0%
	Marketing/Promotion	1,519	107.0%	17.6%	3,088	114.4%	17.4%
	Others	95	111.6%	1.1%	206	115.2%	1.2%
	Subtotal	3,172	104.1%	36.8%	6,651	111.1%	37.5%
	Total	8,617	96.1%	100.0%	17,718	102.4%	100.0%
Yomiko	Newspapers	342	69.2%	6.8%	746	76.7%	7.3%
	Magazines	56	87.9%	1.1%	160	129.3%	1.6%
	Radio	120	122.7%	2.4%	232	125.1%	2.3%
	Television	2,010	86.8%	39.7%	3,716	81.4%	36.2%
	Subtotal	2,528	85.1%	49.9%	4,857	83.0%	47.3%
	Internet media	197	87.3%	3.9%	398	107.4%	3.9%
	Outdoor media	178	72.0%	3.5%	383	75.0%	3.7%
	Creative	499	82.8%	9.9%	1,395	108.0%	13.6%
	Marketing/Promotion	1,592	105.7%	31.4%	2,928	105.7%	28.5%
	Others	69	89.6%	1.4%	296	100.6%	2.9%
	Subtotal	2,537	95.4%	50.1%	5,401	103.1%	52.7%
	Total	5,066	89.9%	100.0%	10,259	92.5%	100.0%

## (2) Billings by Regional Service Area for May 2016

(Millions of yen)

		May			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	44,657	101.6%	88.4%	92,169	102.5%	89.5%
	Kansai area	4,208	136.4%	8.3%	7,668	132.4%	7.4%
	Chubu area	781	162.3%	1.5%	1,338	117.5%	1.3%
	Kyushu area	867	142.7%	1.7%	1,808	111.8%	1.8%
	Others	—	—	—	—	—	—
	Total	50,515	105.0%	100.0%	102,984	104.6%	100.0%
D a i k o	Tokyo area	5,462	98.6%	63.4%	11,120	105.7%	62.8%
	Kansai area	2,687	90.2%	31.2%	5,636	96.6%	31.8%
	Chubu area	466	104.2%	5.4%	961	100.7%	5.4%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	8,617	96.1%	100.0%	17,718	102.4%	100.0%
Y o m i k o	Tokyo area	4,271	87.7%	84.3%	8,479	91.1%	82.7%
	Kansai area	597	104.1%	11.8%	1,390	103.0%	13.6%
	Chubu area	23	59.2%	0.5%	44	54.9%	0.4%
	Kyushu area	18	54.0%	0.4%	41	58.8%	0.4%
	Others	155	138.3%	3.1%	302	108.5%	2.9%
	Total	5,066	89.9%	100.0%	10,259	92.5%	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.