

Aug 9, 2016

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

(Millions of yen)

		July			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	3,242	100.1%	6.0%	11,698	102.2%	5.5%
	Magazines	949	116.5%	1.8%	4,215	101.3%	2.0%
	Radio	647	91.5%	1.2%	2,628	101.2%	1.2%
	Television	25,557	92.6%	47.6%	100,354	99.4%	47.5%
	Subtotal	30,397	93.9%	56.6%	118,897	99.8%	56.2%
	Internet media	4,753	142.6%	8.8%	18,759	150.0%	8.9%
	Outdoor media	1,730	102.7%	3.2%	7,076	116.1%	3.3%
	Creative	6,699	101.7%	12.5%	27,572	105.9%	13.0%
	Marketing/Promotion	9,532	104.2%	17.7%	36,321	95.9%	17.2%
	Others	608	90.4%	1.1%	2,783	92.7%	1.3%
	Subtotal	23,323	108.9%	43.4%	92,513	108.2%	43.8%
	Total	53,721	99.9%	100.0%	211,411	103.3%	100.0%
Daiko	Newspapers	1,302	128.4%	12.7%	4,399	112.6%	11.6%
	Magazines	106	82.4%	1.0%	433	91.5%	1.1%
	Radio	173	95.9%	1.7%	753	95.6%	2.0%
	Television	4,748	111.7%	46.4%	17,661	101.5%	46.4%
	Subtotal	6,331	113.6%	61.9%	23,249	103.0%	61.1%
	Internet media	467	167.2%	4.6%	1,708	130.3%	4.5%
	Outdoor media	835	99.2%	8.2%	2,930	103.2%	7.7%
	Creative	840	97.9%	8.2%	2,856	95.2%	7.5%
	Marketing/Promotion	1,415	115.0%	13.8%	6,616	113.9%	17.4%
	Others	344	276.4%	3.4%	671	157.0%	1.8%
	Subtotal	3,903	117.0%	38.1%	14,783	110.4%	38.9%
	Total	10,235	114.9%	100.0%	38,033	105.8%	100.0%
Yomiko	Newspapers	759	149.8%	12.8%	2,088	103.9%	9.4%
	Magazines	62	77.7%	1.0%	356	128.7%	1.6%
	Radio	162	134.2%	2.8%	513	119.3%	2.3%
	Television	2,196	80.2%	37.1%	8,024	85.0%	36.3%
	Subtotal	3,180	92.3%	53.7%	10,984	90.4%	49.7%
	Internet media	302	134.1%	5.1%	979	117.0%	4.4%
	Outdoor media	264	100.5%	4.5%	958	95.1%	4.3%
	Creative	565	57.6%	9.6%	2,670	87.0%	12.1%
	Marketing/Promotion	1,506	94.7%	25.5%	6,038	99.0%	27.3%
	Others	98	100.4%	1.7%	481	102.9%	2.2%
	Subtotal	2,737	86.6%	46.3%	11,128	96.9%	50.3%
	Total	5,917	89.6%	100.0%	22,112	93.5%	100.0%

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

(Millions of yen)

		July			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	48,272	97.9%	89.9%	189,729	102.0%	89.7%
	Kansai area	3,750	118.8%	7.0%	15,203	114.5%	7.2%
	Chubu area	632	116.6%	1.2%	2,768	121.8%	1.3%
	Kyushu area	1,065	134.9%	2.0%	3,709	118.5%	1.8%
	Others	—	—	—	—	—	—
	Total	53,721	99.9%	100.0%	211,411	103.3%	100.0%
D a i k o	Tokyo area	6,017	111.5%	58.8%	23,882	107.4%	62.8%
	Kansai area	3,767	122.4%	36.8%	12,316	103.6%	32.4%
	Chubu area	450	102.8%	4.4%	1,834	100.2%	4.8%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	10,235	114.9%	100.0%	38,033	105.8%	100.0%
Y o m i k o	Tokyo area	5,223	91.2%	88.3%	18,736	93.5%	84.7%
	Kansai area	482	74.1%	8.2%	2,562	96.0%	11.6%
	Chubu area	44	111.0%	0.7%	124	70.5%	0.6%
	Kyushu area	19	65.2%	0.3%	88	68.9%	0.4%
	Others	148	93.6%	2.5%	600	97.5%	2.7%
	Total	5,917	89.6%	100.0%	22,112	93.5%	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.