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

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,371	81.8%	5.0%	14,069	98.1%	5.4%
	Magazines	1,028	97.4%	2.2%	5,243	100.5%	2.0%
	Radio	584	90.8%	1.2%	3,213	99.1%	1.2%
	Television	19,657	100.5%	41.8%	120,011	99.5%	46.4%
	Subtotal	23,641	97.8%	50.3%	142,538	99.4%	55.2%
	Internet media	4,418	139.2%	9.4%	23,177	147.8%	9.0%
	Outdoor media	1,482	119.5%	3.2%	8,559	116.7%	3.3%
	Creative	7,002	111.0%	14.9%	34,574	106.9%	13.4%
	Marketing/Promotion	10,015	112.0%	21.3%	46,336	99.0%	17.9%
	Others	461	96.2%	1.0%	3,245	93.1%	1.3%
	Subtotal	23,379	116.1%	49.7%	115,893	109.7%	44.8%
	Total	47,021	106.1%	100.0%	258,432	103.8%	100.0%
Daiko	Newspapers	934	99.9%	10.2%	5,334	110.1%	11.3%
	Magazines	148	109.4%	1.6%	581	95.4%	1.2%
	Radio	155	85.5%	1.7%	909	93.7%	1.9%
	Television	4,774	99.8%	52.2%	22,436	101.1%	47.5%
	Subtotal	6,012	99.6%	65.7%	29,262	102.3%	62.0%
	Internet media	401	103.4%	4.4%	2,109	124.1%	4.5%
	Outdoor media	545	79.5%	6.0%	3,476	98.6%	7.4%
	Creative	680	113.9%	7.4%	3,537	98.3%	7.5%
	Marketing/Promotion	1,336	105.2%	14.6%	7,953	112.3%	16.9%
	Others	176	120.0%	1.9%	848	147.5%	1.8%
	Subtotal	3,142	101.7%	34.3%	17,926	108.8%	38.0%
	Total	9,155	100.3%	100.0%	47,188	104.7%	100.0%
Yomiko	Newspapers	321	64.7%	6.0%	2,410	96.2%	8.8%
	Magazines	31	38.7%	0.6%	387	108.2%	1.4%
	Radio	123	112.9%	2.3%	637	118.0%	2.3%
	Television	1,584	95.6%	29.3%	9,609	86.6%	34.9%
	Subtotal	2,061	87.9%	38.2%	13,045	90.0%	47.4%
	Internet media	282	201.6%	5.2%	1,261	129.1%	4.6%
	Outdoor media	249	129.2%	4.6%	1,207	100.6%	4.4%
	Creative	665	178.3%	12.3%	3,336	96.9%	12.1%
	Marketing/Promotion	2,015	117.2%	37.3%	8,054	103.0%	29.3%
	Others	126	168.7%	2.3%	608	112.0%	2.2%
	Subtotal	3,339	133.6%	61.8%	14,468	103.5%	52.6%
	Total	5,400	111.5%	100.0%	27,513	96.6%	100.0%

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

(Millions of yen)

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	42,103	104.4%	89.5%	231,833	102.4%	89.7%
	Kansai area	3,195	115.7%	6.8%	18,398	114.7%	7.1%
	Chubu area	725	148.2%	1.5%	3,494	126.5%	1.4%
	Kyushu area	996	139.7%	2.1%	4,706	122.5%	1.8%
	Others	—	—	—	—	—	—
	Total	47,021	106.1%	100.0%	258,432	103.8%	100.0%
D a i k o	Tokyo area	5,808	108.5%	63.4%	29,690	107.6%	62.9%
	Kansai area	2,874	87.7%	31.4%	15,190	100.2%	32.2%
	Chubu area	471	94.9%	5.2%	2,306	99.0%	4.9%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,155	100.3%	100.0%	47,188	104.7%	100.0%
Y o m i k o	Tokyo area	4,834	114.8%	89.5%	23,571	97.2%	85.7%
	Kansai area	405	91.3%	7.5%	2,968	95.3%	10.8%
	Chubu area	25	64.2%	0.5%	149	69.4%	0.5%
	Kyushu area	18	71.4%	0.3%	107	69.3%	0.4%
	Others	117	92.5%	2.2%	717	96.6%	2.6%
	Total	5,400	111.5%	100.0%	27,513	96.6%	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.