

Hakuhodo DY holdings

February 9, 2017

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Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. January 2017

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 January 2017 (Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Newspapers	3,945	89.7%	7.1%	29,836	90.2%	5.3%
	Magazines	513	67.8%	0.9%	11,311	93.6%	2.0%
	Radio	566	92.5%	1.0%	6,412	96.8%	1.1%
	Television	25,527	92.3%	46.0%	253,068	99.9%	45.3%
	Subtotal	30,552	91.4%	55.0%	300,628	98.6%	53.8%
	Internet media	5,728	127.2%	10.3%	52,226	138.9%	9.4%
	Outdoor media	1,684	114.5%	3.0%	16,870	109.0%	3.0%
	Creative	6,636	86.4%	12.0%	75,878	105.4%	13.6%
	Marketing/Promotion	9,076	105.1%	16.3%	104,418	98.7%	18.7%
	Others	1,855	107.0%	3.3%	8,427	97.2%	1.5%
	Subtotal	24,980	104.0%	45.0%	257,821	107.6%	46.2%
Total	55,533	96.7%	100.0%	558,450	102.6%	100.0%	
D a i k o	Newspapers	1,258	102.0%	13.1%	10,842	109.5%	11.0%
	Magazines	61	82.6%	0.6%	1,204	90.2%	1.2%
	Radio	210	85.6%	2.2%	1,910	91.7%	1.9%
	Television	4,840	109.6%	50.5%	46,057	105.8%	46.9%
	Subtotal	6,370	106.7%	66.4%	60,015	105.6%	61.1%
	Internet media	433	109.5%	4.5%	4,463	129.2%	4.5%
	Outdoor media	651	78.8%	6.8%	6,327	83.2%	6.4%
	Creative	740	156.6%	7.7%	8,597	113.1%	8.8%
	Marketing/Promotion	1,260	76.7%	13.1%	17,013	104.6%	17.3%
	Others	136	79.3%	1.4%	1,821	111.3%	1.9%
	Subtotal	3,222	91.8%	33.6%	38,224	104.5%	38.9%
Total	9,592	101.2%	100.0%	98,239	105.2%	100.0%	
Y o m i k o	Newspapers	454	71.9%	6.9%	4,834	95.1%	8.4%
	Magazines	47	96.8%	0.7%	799	104.4%	1.4%
	Radio	96	110.8%	1.5%	1,248	114.2%	2.2%
	Television	2,016	92.6%	30.8%	19,526	89.4%	33.9%
	Subtotal	2,615	88.8%	40.0%	26,409	91.7%	45.9%
	Internet media	340	180.7%	5.2%	2,591	131.9%	4.5%
	Outdoor media	226	84.8%	3.5%	2,492	107.8%	4.3%
	Creative	642	117.8%	9.8%	6,479	94.0%	11.3%
	Marketing/Promotion	1,166	94.9%	17.8%	16,622	100.4%	28.9%
	Others	1,546	100.9%	23.7%	2,940	93.2%	5.1%
	Subtotal	3,923	104.2%	60.0%	31,126	100.8%	54.1%
Total	6,538	97.5%	100.0%	57,535	96.4%	100.0%	

(2) Billings by Regional Service Area for January 2017

(Millions of yen)

		January			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	49,968	95.5%	90.0%	502,934	101.8%	90.1%
	Kansai area	3,445	96.6%	6.2%	37,901	108.5%	6.8%
	Chubu area	1,260	189.9%	2.3%	8,438	118.3%	1.5%
	Kyushu area	858	94.5%	1.5%	9,177	106.7%	1.6%
	Others	—	—	—	—	—	—
	Total	55,533	96.7%	100.0%	558,450	102.6%	100.0%
D a i k o	Tokyo area	5,216	99.6%	54.4%	60,022	107.9%	61.1%
	Kansai area	3,935	105.7%	41.0%	33,734	102.2%	34.3%
	Chubu area	439	84.8%	4.6%	4,482	93.3%	4.6%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,592	101.2%	100.0%	98,239	105.2%	100.0%
Y o m i k o	Tokyo area	5,869	98.7%	89.8%	49,444	97.3%	85.9%
	Kansai area	471	94.4%	7.2%	5,962	90.8%	10.4%
	Chubu area	50	100.1%	0.8%	377	87.0%	0.7%
	Kyushu area	18	38.5%	0.3%	255	79.6%	0.4%
	Others	129	77.9%	2.0%	1,495	97.2%	2.6%
	Total	6,538	97.5%	100.0%	57,535	96.4%	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.