

Hakuhodo DY holdings

June 9, 2017

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

(Millions of yen)

		May			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	2,188	79.7%	4.2%	4,828	89.5%	4.5%
	Magazines	896	104.8%	1.7%	1,919	89.6%	1.8%
	Radio	700	103.9%	1.4%	1,285	101.2%	1.2%
	Television	23,498	96.9%	45.5%	50,030	101.4%	46.3%
	Subtotal	27,284	95.7%	52.9%	58,064	99.8%	53.8%
	Internet media	4,601	121.1%	8.9%	11,289	117.7%	10.5%
	Outdoor media	1,892	111.5%	3.7%	4,220	119.1%	3.9%
	Creative	6,997	111.1%	13.6%	14,111	108.3%	13.1%
	Marketing/Promotion	10,241	107.2%	19.8%	18,566	110.6%	17.2%
	Others	591	90.1%	1.1%	1,771	94.8%	1.6%
	Subtotal	24,322	110.6%	47.1%	49,959	111.5%	46.2%
	Total	51,607	102.2%	100.0%	108,023	104.9%	100.0%
Daiko	Newspapers	1,022	104.6%	10.6%	2,179	107.4%	11.3%
	Magazines	67	103.9%	0.7%	204	90.0%	1.1%
	Radio	197	101.5%	2.0%	393	98.0%	2.0%
	Television	4,983	118.4%	51.7%	9,653	114.8%	50.0%
	Subtotal	6,271	115.2%	65.0%	12,431	112.3%	64.3%
	Internet media	514	169.3%	5.3%	1,121	141.9%	5.8%
	Outdoor media	613	106.4%	6.4%	1,316	99.2%	6.8%
	Creative	821	121.3%	8.5%	1,527	123.3%	7.9%
	Marketing/Promotion	1,339	88.1%	13.9%	2,705	87.6%	14.0%
	Others	86	90.6%	0.9%	216	104.9%	1.1%
	Subtotal	3,374	106.4%	35.0%	6,887	103.6%	35.7%
	Total	9,646	111.9%	100.0%	19,318	109.0%	100.0%
Yomiko	Newspapers	309	90.3%	6.2%	694	93.0%	6.7%
	Magazines	36	65.6%	0.7%	100	62.2%	1.0%
	Radio	87	72.8%	1.8%	165	71.3%	1.6%
	Television	2,143	106.6%	43.0%	4,171	112.2%	40.4%
	Subtotal	2,577	101.9%	51.7%	5,131	105.7%	49.7%
	Internet media	210	106.4%	4.2%	656	164.8%	6.4%
	Outdoor media	171	96.3%	3.4%	384	100.3%	3.7%
	Creative	590	118.2%	11.8%	1,151	82.5%	11.1%
	Marketing/Promotion	1,292	81.1%	25.9%	2,609	89.1%	25.3%
	Others	142	205.0%	2.9%	398	134.7%	3.9%
	Subtotal	2,406	94.8%	48.3%	5,201	96.3%	50.3%
	Total	4,983	98.4%	100.0%	10,333	100.7%	100.0%

(2) Billings by Regional Service Area for May 2017

(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	46,149	103.3%	89.4%	97,089	105.3%	89.9%
	Kansai area	3,982	94.6%	7.7%	7,850	102.4%	7.3%
	Chubu area	819	104.8%	1.6%	1,692	126.4%	1.6%
	Kyushu area	654	75.5%	1.3%	1,391	77.0%	1.3%
	Others	—	—	—	—	—	—
	Total	51,607	102.2%	100.0%	108,023	104.9%	100.0%
D a i k o	Tokyo area	5,996	109.8%	62.2%	11,720	105.4%	60.7%
	Kansai area	3,227	120.1%	33.5%	6,685	118.6%	34.6%
	Chubu area	422	90.5%	4.4%	912	94.9%	4.7%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,646	111.9%	100.0%	19,318	109.0%	100.0%
Y o m i k o	Tokyo area	4,186	98.0%	84.0%	8,647	102.0%	83.7%
	Kansai area	558	93.5%	11.2%	1,217	87.5%	11.8%
	Chubu area	30	128.7%	0.6%	67	150.7%	0.7%
	Kyushu area	44	242.0%	0.9%	92	223.6%	0.9%
	Others	163	105.1%	3.3%	309	102.2%	3.0%
	Total	4,983	98.4%	100.0%	10,333	100.7%	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.