

# Hakuhodo DY holdings

September 11, 2017

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## Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. August 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 August 2017 (Millions of yen)

		August			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	1,970	83.1%	3.9%	12,130	86.2%	4.4%
	Magazines	1,047	101.8%	2.1%	4,638	88.5%	1.7%
	Radio	584	99.9%	1.2%	3,062	95.3%	1.1%
	Television	21,711	110.4%	43.3%	122,705	102.2%	45.0%
	Subtotal	25,312	107.1%	50.5%	142,537	100.0%	52.3%
	Internet media	4,939	111.8%	9.8%	26,803	115.6%	9.8%
	Outdoor media	1,653	111.5%	3.3%	9,572	111.8%	3.5%
	Creative	7,011	100.1%	14.0%	37,516	108.5%	13.8%
	Marketing/Promotion	10,548	105.3%	21.0%	52,090	112.4%	19.1%
	Others	703	152.5%	1.4%	4,124	127.1%	1.5%
	Subtotal	24,856	106.3%	49.5%	130,107	112.3%	47.7%
	Total	50,169	106.7%	100.0%	272,644	105.5%	100.0%
Daiko	Newspapers	1,009	108.1%	10.8%	5,328	99.9%	10.6%
	Magazines	165	111.6%	1.8%	615	105.8%	1.2%
	Radio	179	115.4%	1.9%	947	104.1%	1.9%
	Television	4,810	100.7%	51.6%	24,674	110.0%	49.2%
	Subtotal	6,165	102.5%	66.1%	31,566	107.9%	62.9%
	Internet media	497	123.7%	5.3%	2,698	127.9%	5.4%
	Outdoor media	511	93.7%	5.5%	3,400	97.8%	6.8%
	Creative	675	99.2%	7.2%	4,101	115.9%	8.2%
	Marketing/Promotion	1,319	98.7%	14.1%	7,803	98.1%	15.5%
	Others	161	91.5%	1.7%	623	73.5%	1.2%
	Subtotal	3,165	100.7%	33.9%	18,628	103.9%	37.1%
	Total	9,330	101.9%	100.0%	50,194	106.4%	100.0%
Yomiko	Newspapers	314	97.6%	5.3%	1,804	74.9%	6.6%
	Magazines	116	370.4%	2.0%	395	101.9%	1.5%
	Radio	93	76.2%	1.6%	473	74.3%	1.7%
	Television	1,860	117.4%	31.5%	10,100	105.1%	37.2%
	Subtotal	2,385	115.7%	40.3%	12,774	97.9%	47.1%
	Internet media	292	103.8%	4.9%	1,406	111.5%	5.2%
	Outdoor media	138	55.4%	2.3%	1,025	84.9%	3.8%
	Creative	487	73.2%	8.2%	2,940	88.2%	10.8%
	Marketing/Promotion	2,457	121.9%	41.6%	8,014	99.5%	29.5%
	Others	152	120.5%	2.6%	985	161.9%	3.6%
	Subtotal	3,528	105.6%	59.7%	14,372	99.3%	52.9%
	Total	5,913	109.5%	100.0%	27,147	98.7%	100.0%

## (2) Billings by Regional Service Area for August 2017

(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	44,936	106.7%	89.6%	243,723	105.1%	89.4%
	Kansai area	3,640	113.9%	7.3%	21,204	115.2%	7.8%
	Chubu area	905	124.7%	1.8%	4,124	118.0%	1.5%
	Kyushu area	686	68.9%	1.4%	3,593	76.3%	1.3%
	Others	—	—	—	—	—	—
	Total	50,169	106.7%	100.0%	272,644	105.5%	100.0%
D a i k o	Tokyo area	5,640	97.1%	60.5%	30,134	101.5%	60.0%
	Kansai area	3,236	112.6%	34.7%	17,886	117.7%	35.6%
	Chubu area	453	96.1%	4.9%	2,173	94.3%	4.3%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	9,330	101.9%	100.0%	50,194	106.4%	100.0%
Y o m i k o	Tokyo area	5,333	110.3%	90.2%	22,960	97.4%	84.6%
	Kansai area	393	97.1%	6.7%	3,045	102.6%	11.2%
	Chubu area	26	104.4%	0.4%	178	119.3%	0.7%
	Kyushu area	54	299.1%	0.9%	256	239.6%	0.9%
	Others	105	90.0%	1.8%	706	98.4%	2.6%
	Total	5,913	109.5%	100.0%	27,147	98.7%	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.