

# HakuhodoDY holdings

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## Non-Consolidated Billings of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. for December 2011

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 December 2011 (Millions of yen)

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
Hakuhodo	Newspapers	4,092	111.2%	7.4%	29,847	92.1%	7.4%
	Magazines	1,596	95.9%	2.9%	12,882	99.1%	3.2%
	Radio	827	84.3%	1.5%	6,849	92.5%	1.7%
	Television	24,461	106.0%	44.4%	193,500	96.8%	48.2%
	Subtotal	30,978	105.4%	56.3%	243,079	96.2%	60.5%
	Internet media	2,303	88.1%	4.2%	15,624	96.3%	3.9%
	Outdoor media	1,932	104.7%	3.5%	12,324	91.6%	3.1%
	Creative	6,982	109.1%	12.7%	50,013	107.3%	12.5%
	Marketing/Promotion	11,715	124.4%	21.3%	76,597	99.2%	19.1%
	Others	1,145	103.0%	2.1%	3,825	120.5%	1.0%
	Subtotal	24,080	112.6%	43.7%	158,384	101.1%	39.5%
	Total	55,058	108.4%	100.0%	401,464	98.0%	100.0%
	Daiko	Newspapers	1,027	112.3%	9.4%	10,581	99.1%
Magazines		213	85.3%	2.0%	1,681	81.8%	1.9%
Radio		229	114.1%	2.1%	2,064	104.6%	2.3%
Television		5,192	94.3%	47.4%	44,952	99.1%	49.9%
Subtotal		6,662	96.9%	60.8%	59,280	98.7%	65.9%
Internet media		354	147.6%	3.2%	2,634	129.0%	2.9%
Outdoor media		1,115	108.9%	10.2%	7,891	101.9%	8.8%
Creative		988	125.7%	9.0%	6,834	109.6%	7.6%
Marketing/Promotion		1,755	93.9%	16.0%	11,916	84.1%	13.2%
Others		76	54.2%	0.7%	1,449	111.0%	1.6%
Subtotal		4,290	105.6%	39.2%	30,726	97.5%	34.1%
Total		10,953	100.2%	100.0%	90,007	98.3%	100.0%
Yomiko		Newspapers	500	162.9%	8.6%	5,659	111.5%
	Magazines	153	98.2%	2.6%	1,110	83.2%	2.2%
	Radio	149	97.2%	2.6%	1,110	89.6%	2.2%
	Television	1,695	90.9%	29.0%	18,309	102.5%	35.7%
	Subtotal	2,497	100.6%	42.7%	26,189	102.7%	51.1%
	Internet media	142	163.6%	2.4%	1,016	114.7%	2.0%
	Outdoor media	298	180.1%	5.1%	2,328	98.9%	4.5%
	Creative	772	106.8%	13.2%	6,563	113.6%	12.8%
	Marketing/Promotion	1,885	94.5%	32.2%	13,963	90.1%	27.2%
	Others	252	129.9%	4.3%	1,206	114.6%	2.4%
	Subtotal	3,352	105.9%	57.3%	25,079	98.1%	48.9%
	Total	5,850	103.6%	100.0%	51,268	100.4%	100.0%

## (2) Billings by Regional Service Area for December 2011

(Millions of yen)

		December			Cumulative		
		Results	Y-o-Y	Share (%)	Results	Y-o-Y	Share (%)
H a k u h o d o	Tokyo area	48,670	108.4%	88.4%	357,299	98.7%	89.0%
	Kansai area	4,837	114.3%	8.8%	30,994	93.7%	7.7%
	Chubu area	645	85.6%	1.2%	4,902	83.6%	1.2%
	Kyushu area	904	99.3%	1.6%	8,267	96.6%	2.1%
	Others	—	—	—	—	—	—
	Total	55,058	108.4%	100.0%	401,464	98.0%	100.0%
D a i k o	Tokyo area	6,714	100.7%	61.3%	55,944	97.3%	62.2%
	Kansai area	3,780	101.0%	34.5%	30,237	101.5%	33.6%
	Chubu area	458	86.7%	4.2%	3,824	88.7%	4.2%
	Kyushu area	—	—	—	—	—	—
	Others	—	—	—	—	—	—
	Total	10,953	100.2%	100.0%	90,007	98.3%	100.0%
Y o m i k o	Tokyo area	5,238	103.9%	89.6%	45,927	102.6%	89.6%
	Kansai area	364	104.6%	6.2%	3,607	89.0%	7.0%
	Chubu area	84	83.5%	1.4%	425	83.8%	0.8%
	Kyushu area	15	35.6%	0.3%	358	88.2%	0.7%
	Others	147	127.5%	2.5%	950	70.5%	1.9%
	Total	5,850	103.6%	100.0%	51,268	100.4%	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 relationships.

"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.