

HakuhodoDY holdings

Consolidated Financial Highlights
1 Q of Fiscal Year Ending March 31, 2011
(1 Q of FY2010)

2010. 08. 05

Cautionary statement concerning forward-looking statements, Note concerning audits

This presentation includes forward-looking statements concerning forecasts of operating results, business plans and policies, management strategies, goals, plans, numbers involving the future, views and evaluations of facts, and other items associated with Hakuhodo DY Holdings and its group companies. These and other statements that are not historical facts represent forecasts, expectations, assumptions, plans, views, evaluations and other positions of management based on information available when this presentation was prepared.

To prepare figures used for forecasts and predictions, confirmed facts from past activities have been combined with certain assumptions that are essential to formulating forecasts and predictions. Due to the nature of these facts and assumptions, there is no guarantee of their accuracy from an objective viewpoint or any guarantee that future events will occur as presented in these forward-looking statements.

The following is a list of some, but not all, risks and uncertainties that may prevent these facts and assumptions from being accurate from an objective viewpoint or from becoming a reality in the future.

- (1) Risks associated with the advertising industry in general (changes in the advertising industry climate due to fluctuations in the economy, changes in business practices and other events)
- (2) Risks associated with revisions of laws and regulations
- (3) Risks associated with advertisers and media companies (the need to respond accurately to shifts in needs of customers and other entities the company does business with)
- (4) Risks associated with competition (competition with other advertising agencies, companies newly entering the industry and others)
- (5) Risks associated with the expansion of business domains resulting from structural changes in markets
- (6) Risks associated with conducting business on a global scale
- (7) Risks associated with lawsuits and similar actions

Consolidated income statements and consolidated balance sheets for the first quarter of the fiscal year ended March 31, 2010 and the fiscal year ending March 31, 2011, were reviewed by the Company's independent auditor. Billings by industry, billings by service area, and highlights of operating results at major subsidiaries were not audited by the Company's independent auditor.

Consolidated Financial Highlights (1)

Improvement in Operating Loss Despite Slightly Lower Billings

◎ Billings: Down 0.9% year on year.

This figure represents a smaller decline compared to the same period in the previous fiscal year and to the fourth quarter, when the decline was 3.8%.

» By industry, billings were firm compared to the previous year in several sectors, notably Beverages/Cigarettes/Luxury foods, Government/Organizations and Foodstuffs. Billings in Automobiles/Related products and Information/Communications, which account for a substantial proportion of billings, experienced only single-digit declines year on year.

» By service area, billings ended on the plus side versus the previous year, as Internet media recovered by 14.8% year on year. Billings from television also rose year on year, reflecting healthy growth in TV ad spots.

◎ Gross margin: 15.2%, up 0.3 of a percentage point year on year. This outcome owed to continued efforts to improve overall profitability. Meanwhile, revenue improved by ¥0.4 billion, reflecting an improved gross margin despite lower billings.

◎ SG&A expenses: Held to roughly the same level as the previous fiscal year, as efforts to control SG&A expenses absorbed increased expenses accompanying growth in consolidation.

◎ Operating income (loss): The operating loss was ¥1.7 billion, an improvement of approximately ¥0.3 billion from the ¥2.0 billion loss posted a year earlier. Contributing to the smaller loss were gross margin improvement and better control of SG&A expenses.

◎ Net income (loss): The Company recorded a net loss of ¥2.3 billion, compared to a ¥1.7 billion a year ago. The net loss worsened by ¥0.5 billion due to the posting of a valuation loss on investment securities.

Consolidated Financial Highlights (2)

(Millions of yen)

	1 Q		YoY comparisons	
	FY2009	FY2010	Change	(%)
Billings	214,239	212,397	(1,842)	-0.9%
Revenue	31,847	32,251	404	1.3%
(Gross margin)	(14.9%)	(15.2%)	(+0.3%)	
SG&A expenses	33,893	34,008	115	0.3%
Operating income	(2,046)	(1,757)	(289)	-
(Operating margin)	(-6.4%)	(-5.4%)	(+1.0%)	
Non-operating items	569	845	275	
Ordinary income	(1,476)	(911)	564	-
Extraordinary items	(214)	(1,631)	(1,416)	
Income before income Taxes and minority interests	(1,690)	(2,542)	(852)	-
Net income	(1,782)	(2,310)	(528)	-

(Operating margin = Operating income / Revenue)

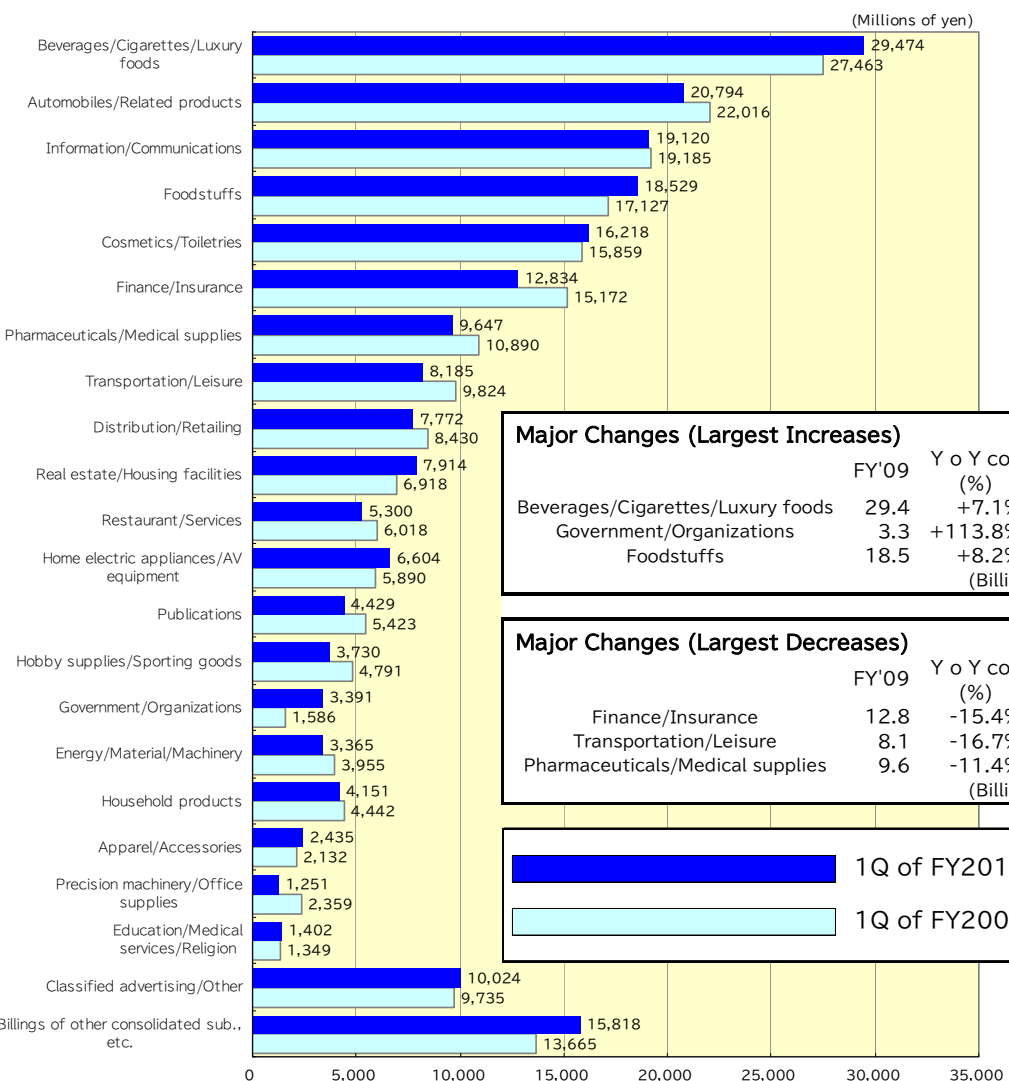
Billings by Service Area (Sum of Group Company Billings)

(Millions of yen)

(Sum of Group Company Billings)	1Q of FY2009		1Q of FY2010		YoY comparisons	
	Amount	Share	Amount	Share	Change	(%)
Newspapers	19,098	9.5%	16,250	8.3%	(2,848)	-14.9%
Magazines	6,391	3.2%	5,644	2.9%	(747)	-11.7%
Radio	4,084	2.0%	3,760	1.9%	(324)	-7.9%
Television	93,540	46.6%	93,826	47.7%	286	0.3%
Mass media services sub total	123,115	61.4%	119,481	60.8%	(3,634)	-3.0%
Internet media	10,506	5.2%	12,058	6.1%	1,552	14.8%
Outdoor media	7,902	3.9%	8,677	4.4%	775	9.8%
Creative	19,029	9.5%	19,147	9.7%	118	0.6%
Marketing/Promotion	36,920	18.4%	34,816	17.7%	(2,104)	-5.7%
Others	3,099	1.5%	2,396	1.2%	(703)	-22.7%
Other advertising services sub total	77,459	38.6%	77,096	39.2%	(363)	-0.5%
Sub total	200,574	100.0%	196,578	100.0%	(3,996)	-2.0%
Billings of other consolidated subsidiaries, etc.	13,665		15,818		2,153	15.8%
Total for group	214,239		212,397		(1,842)	-0.9%

- ◎ Mass media services sub total declined 3.0% year on year. Billings from television rose 0.3%, reflecting healthy growth in TV ad spots.
- ◎ Other advertising services sub total declined 0.5%. In addition to billings from Internet media, which rose 14.8% year on year, the decline was mitigated by year-on-year growth in outdoor media and creative billings.
- ◎ Billings of other consolidated subsidiaries, etc. rose 15.8% year on year, primarily due to a rebound in performance at overseas subsidiaries and growth in consolidated subsidiaries.

Billings by Industry (Sum of Group Company Billings)



Major Changes (Largest Increases)

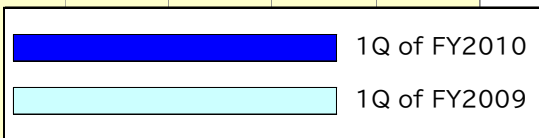
	FY'09	Y o Y comparisons (%)	Change
Beverages/Cigarettes/Luxury foods	29.4	+7.1%	2.0
Government/Organizations	3.3	+113.8%	1.8
Foodstuffs	18.5	+8.2%	1.4

(Billions of yen)

Major Changes (Largest Decreases)

	FY'09	Y o Y comparisons (%)	Change
Finance/Insurance	12.8	-15.4%	-2.3
Transportation/Leisure	8.1	-16.7%	-1.6
Pharmaceuticals/Medical supplies	9.6	-11.4%	-1.2

(Billions of yen)



	(Millions of yen)			
	1Q of FY'10 Amount	Y o Y comparisons		1Q of FY'09 Share
		Change	%	
Beverages/Cigarettes/Luxury foods	29,474	2,011	7.3%	13.9%
Automobiles/Related products	20,794	(1,222)	-5.6%	9.8%
Information/Communications	19,120	(65)	-0.3%	9.0%
Foodstuffs	18,529	1,402	8.2%	8.7%
Cosmetics/Toiletries	16,218	359	2.3%	7.6%
Finance/Insurance	12,834	(2,338)	-15.4%	6.0%
Pharmaceuticals/Medical supplies	9,647	(1,243)	-11.4%	4.5%
Transportation/Leisure	8,185	(1,639)	-16.7%	3.9%
Distribution/Retailing	7,772	(658)	-7.8%	3.7%
Real estate/Housing facilities	7,914	996	14.4%	3.7%
Restaurant/Services	5,300	(718)	-11.9%	2.5%
Home electric appliances/AV equipment	6,604	714	12.1%	3.1%
Publications	4,429	(994)	-18.3%	2.1%
Hobby supplies/Sporting goods	3,730	(1,061)	-22.1%	1.8%
Government/Organizations	3,391	1,805	113.8%	1.6%
Energy/Material/Machinery	3,365	(590)	-14.9%	1.6%
Household products	4,151	(291)	-6.6%	2.0%
Apparel/Accessories	2,435	303	14.2%	1.1%
Precision machinery/Office supplies	1,251	(1,108)	-47.0%	0.6%
Education/Medical services/Religion	1,402	53	3.9%	0.7%
Classified advertising/Other	10,024	289	3.0%	4.7%
Billings of other consolidated sub., etc.	15,818	2,153	15.8%	7.4%
Total for group	212,397	(1,842)	-0.9%	100.0%

Changes in SG&A Expenses (1)

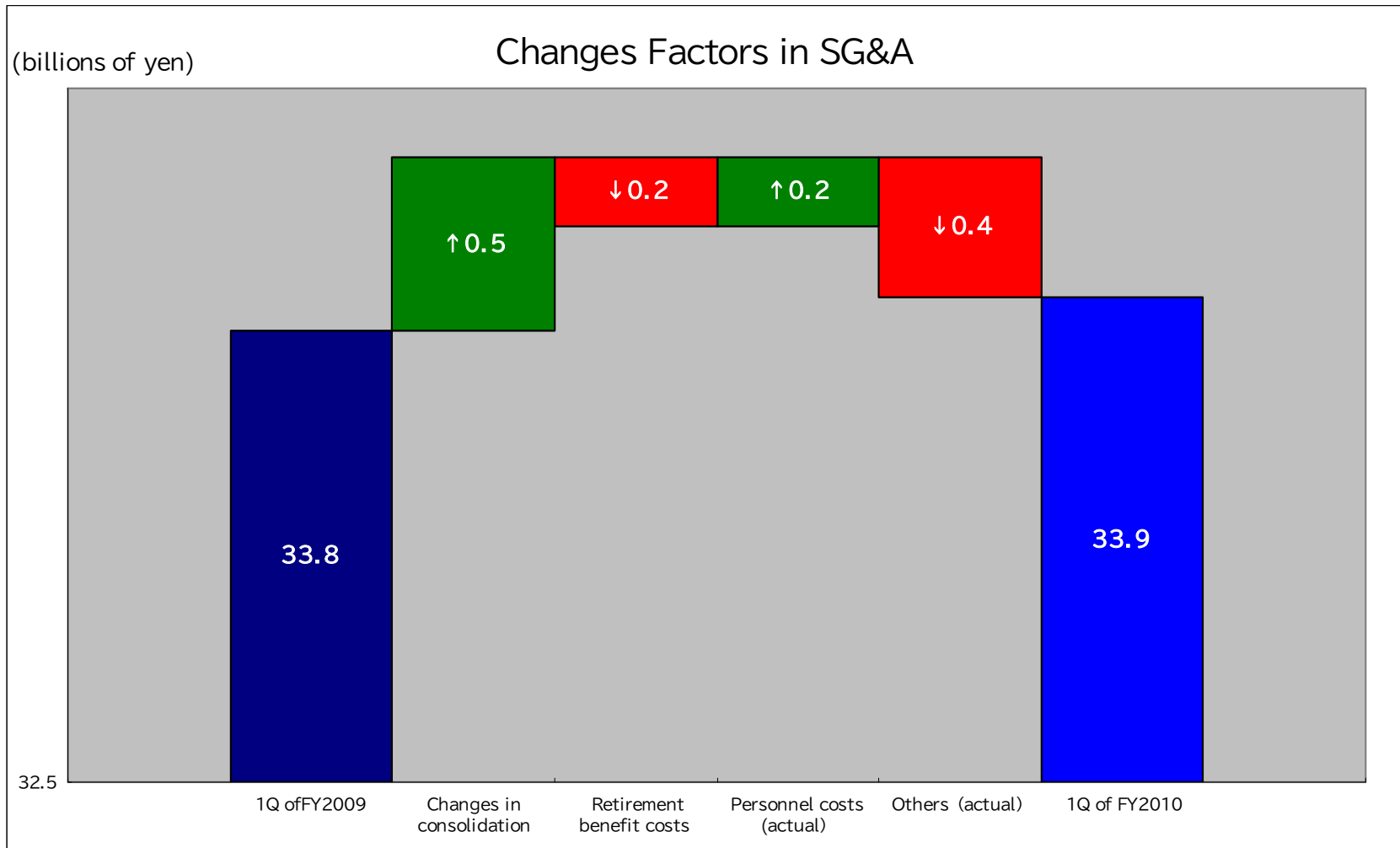
(Millions of yen)

	1Q		YoY comparisons	
	FY2009	FY2010	Change	(%)
Personnel costs	22,698	23,040	342	1.5%
Other Expenses (Total)	11,194	10,967	(226)	-2.0%
Rent	3,013	2,782	(231)	-7.7%
Depreciation and amortization	947	845	(101)	-10.7%
Others	7,234	7,340	106	1.5%
Total SG&A expenses	33,893	34,008	115	0.3%
Ratio of personnel costs to revenue (Personnel costs/Revenue)	71.3%	71.4%		

[SG&A expenses controlled to roughly the same level as the previous fiscal year.]

Growth in expenses due to changes in the scope of consolidation was absorbed by a decrease in rental fees and efforts to control SG&A expenses.

Changes in SG&A Expenses (2)



Non-Operating Items and Extraordinary Gains and Losses

(Millions of yen)

	1 Q		YoY comparisons	
	FY2009	FY2010	Change	(%)
Non-operating income	734	963	228	31.1%
Non-operating expenses	165	118	(47)	-28.5%
Total	569	845	275	48.4%

- Net interest income (interest received - interest paid) was a positive ¥23 million (down ¥1 million from ¥24 million a year ago).
- Dividend income increased by ¥36 million, from ¥478 million to ¥515 million.
- Equity in investment income from affiliates was up by ¥134 million, from income of ¥99 million to ¥234 million.

(Millions of yen)

	1 Q		YoY comparisons	
	FY2009	FY2010	Change	(%)
Extraordinary gains	188	249	61	
Extraordinary losses	402	1,880	1,477	
Total	(214)	(1,631)	(1,416)	

- Valuation loss on investment securities increased by ¥1,570 million, from ¥98 million a year ago to ¥1,669 million.
- The effect of applying the accounting standard for asset retirement obligations for the fiscal year ending March 31, 2011 was ¥76 million.

Consolidated Balance Sheets

	Mar. 31, 2010		June. 30, 2010		(Millions of yen) Comparisons		(Millions of yen) June. 30, 2009	
	Amount	Share	Amount	Share	Change	(%)	Amount	Share
Current assets	339,357	74.4%	319,926	74.1%	(19,430)	-5.7%	324,518	72.7%
Fixed assets	116,955	25.6%	112,112	25.9%	(4,843)	-4.1%	122,143	27.3%
Total assets	456,313	100.0%	432,038	100.0%	(24,274)	-5.3%	446,662	100.0%
Current liabilities	238,131	52.2%	219,818	50.9%	(18,313)	-7.7%	232,214	52.0%
Non-current liabilities	9,378	2.0%	8,851	2.0%	(527)	-5.6%	7,633	1.7%
Total liabilities	247,510	54.2%	228,669	52.9%	(18,840)	-7.6%	239,848	53.7%
Total shareholders' equity	200,468	44.0%	196,808	45.6%	(3,660)	-1.8%	198,758	44.5%
Total net unrealized gains on securities and translation adjustments	421	0.1%	(1,565)	-0.4%	(1,987)		631	0.1%
Subscription rights to shares	126	0.0%	149	0.0%	23	18.3%	125	0.0%
Minority interests	7,786	1.7%	7,977	1.9%	190	2.4%	7,298	1.6%
Total net assets	208,802	45.8%	203,369	47.1%	(5,433)	-2.6%	206,814	46.3%
Total liabilities and net assets	456,313	100.0%	432,038	100.0%	(24,274)	-5.3%	446,662	100.0%

- Sum of cash and time deposits, and marketable securities (current assets): Down ¥0.4 billion, from ¥77.8 billion at March 31, 2010 to ¥77.3 billion at June 30, 2010.
- Short- and long-term debt: Down ¥0.2 billion, from ¥2.1 billion at March 31, 2010, to ¥1.8 billion at June 30, 2010.
- Notes and accounts receivable: Down ¥22.1 billion, from ¥233.4 billion at March 31, 2010, to ¥211.3 billion at June 30, 2010.
- Notes and accounts payable: Down ¥14.7 billion, from ¥211.4 billion at March 31, 2010, to ¥196.7 billion at June 30, 2010.
- Investment securities: Down ¥5.7 billion, from ¥49.9 billion at March 31, 2010, to ¥44.1 billion at June 30, 2010.

Consolidated Statements of Cash Flow

(Millions of yen)

	FY2009 Apr.1,'09- June30,'09	FY2010 Apr.1,'10- June30,'10	YoY comparisons Change
Cash flow from operating activities	9,883	175	(9,708)
Cash flow from investing activities	(934)	(457)	476
Cash flow from financing activities	(1,466)	(1,665)	(198)
Effect of exchange rate changes on cash and cash equivalents	229	(20)	(249)
Net increase (decrease) in cash and cash equivalents	7,711	(1,968)	(9,680)
Cash and cash equivalents, beginning of period	50,222	68,005	17,782
Increase in cash and cash equivalents from newly consolidated subsidiaries	-	-	-
Cash and cash equivalents, end of period	57,934	66,036	8,102

<Cash Flows From Operating Activities>

Income before income taxes and minority interests -¥2.5 billion, decrease in accrued bonuses -6.4 billion, decrease in trade notes and accounts receivable +¥22.3 billion, decrease in trade notes and accounts payable -¥14.8 billion.

<Cash Flows From Investing Activities >

Sale of marketable securities +¥0.3 billion, Purchases of marketable and investment securities -¥0.2 billion, purchase of intangible fixed assets -¥0.4 billion, Increase in short-term advances, net -¥0.7 billion.

<Cash Flows From Financing Activities>

Dividends paid -¥1.2 billion, short-term debt-net -¥0.3 billion.

Highlights of Operating Results at Major Subsidiaries

(Millions of yen)

	1Q		YoY comparisons	
	FY2009	FY2010	Change	(%)
Hakuhodo (*)				
Billings	156,335	151,037	(5,298)	-3.4%
Ordinary income	(314)	(800)	(486)	-
Net income	(556)	(1,887)	(1,331)	-
Daiko Advertising (*)				
Billings	34,284	35,478	1,193	3.5%
Ordinary income	(342)	(238)	104	-
Net income	(185)	(242)	(56)	-
Yomiko Advertising (*)				
Billings	16,757	17,263	506	3.0%
Ordinary income	(366)	(24)	341	-
Net income	(523)	(20)	502	-

*Consolidated

NOTE : The consolidated results on this page for Hakuhodo, Daiko and Yomiko are aggregate figures controlled inside the companies, and thus are not individually audited.

- Billings declined by ¥5.2 billion, or 3.4% year on year, as growth struggled in Automobiles/Related products and Information/Communications, which account for a substantial proportion of billings.
- In an adverse climate, we enacted extensive cost control, and promoted enhancements in internal production. We also minimized the increase in SG&A expenses, including the portion from growth in consolidated subsidiaries.
- Despite these actions, the ordinary loss worsened ¥0.4 billion year on year to ¥0.8 billion due to sharp top-line declines.
- The net loss expanded from ¥0.5 billion in the previous fiscal year to ¥1.8 billion, reflecting the posting of a valuation loss on investment securities as an extraordinary loss.

- Billings rose ¥1.1 billion year on year, or 3.5%, to ¥35.4 billion, with growth supported by robust direct marketing billings.
- The ordinary loss contracted from ¥0.3 billion a year ago to ¥0.2 billion, thanks to a concerted drive to reduce SG&A expenses.
- The net loss worsened somewhat to ¥0.2 billion.

- Billings improved by ¥0.5 billion, or 3.0% year on year, to ¥17.2 billion. In addition to performance in Real estate, billings rose on healthy growth in the Beverages and Foodstuffs sectors.
- The extent of losses recorded contracted sharply atop reductions in SG&A expenses and initiatives taken to enhance profitability.
- We posted a net loss of ¥0.02 billion, down substantially from ¥0.5 billion in the previous fiscal year.

Consolidated Business Outlook for Fiscal 2010

Due to the presence of several factors that remain unclear at this time, our outlook for the first half of the fiscal year ending March 31, 2011 for the moment is unrevised. Consequently, we intend to focus on achieving the objectives outlined in earlier business forecasts.

- ◎ Although Japan's advertising market environment shows signs of having bottomed out, the market environment for September, in which the scale of billings is large in a typical year, remains difficult to read at this time. As such, there are presently no definitive factors necessitating any change in our business outlook.
- ◎ We recognize that the outlook for the second quarter, after deducting actual first-quarter results, represents some very challenging hurdles at this time. Nevertheless, we will focus intently on achieving our forecasts for the first half of the year.

Consolidated Business Outlook for Fiscal 2010 (1)

As of August 05, 2010

(Millions of yen)

	1Q				2Q				1H			
	FY2009 (results)	FY2010 (results)	YoY comparisons		FY2009 (results)	FY2010 (forecasts)	YoY comparisons		FY2009 (results)	FY2010 (forecasts)	YoY comparisons	
			Change	(%)			Change	(%)			Change	(%)
Billings	214,239	212,397	(1,842)	-0.9%	228,238	234,603	6,365	2.8%	442,477	447,000	4,523	1.0%
Revenue	31,847	32,251	404	1.3%	36,400	37,849	1,449	4.0%	68,247	70,100	1,853	2.7%
(Gross margin)	(14.9%)	(15.2%)	(+0.3%)		(15.9%)	(16.1%)	(+0.2%)		(15.4%)	(15.7%)	(+0.3%)	
SG&A expenses	33,893	34,008	115	0.3%	34,294	34,592	298	0.9%	68,187	68,600	413	0.6%
Operating income	(2,046)	(1,757)	289	-	2,106	3,257	1,151	54.7%	60	1,500	1,440	-
(Operating margin)	(6.4%)	(-5.4%)	(+1.0%)		(5.8%)	(8.6%)	(+2.8%)		(0.1%)	(2.1%)	(+2.1%)	
Non-operating items	569	845	275		380	(145)	(525)		949	700	(249)	
Ordinary income	(1,476)	(911)	564	-	2,485	3,111	626	25.2%	1,009	2,200	1,191	118.0%
Extraordinary items	(214)	(1,631)	(1,416)		(1,269)	1,131	2,400		(1,483)	(500)	983	
Income before income taxes and minority interests	(1,690)	(2,542)	(852)	-	1,216	4,242	3,026	248.8%	(474)	1,700	2,174	-
Net income	(1,782)	(2,310)	(528)	-	83	2,310	2,227	-	(1,699)	0	1,699	-

(Operating margin = Operating income / Revenue)

Consolidated Business Outlook for Fiscal 2010 (2)

Consolidated Business Outlook for Fiscal 2010 (announced in May 13, 2010)

Strive for Steady Profitability as the Market Modestly Recovers

- ◎ Macro environment: While signs of a rebound have emerged in television and other service areas, recovery in Japan's advertising market will remain modest. Performance will be largely flat year on year, with recovery likely from the fall onwards.
- ◎ Billings: ¥935.0 billion for the full year, up 2.0% year on year
We will focus on solving key issues faced by advertisers.
- ◎ Gross margin: 15.8% for the full year, up 0.2 of a percentage point year on year
We will continue enacting policies that enhance profitability as we tackle the challenge of raising the gross margin.
- ◎ SG&A expenses: ¥139.5 billion for the full year, up ¥2.0 billion year on year
While efforts to control SG&A expenses will continue, some expenses will be strategically allocated toward achieving our medium-term business plan.
- ◎ Operating income: ¥8.5 billion for the full year, up ¥2.3 billion (38.5%) year on year
Enable higher income through revenue growth and extensive control of SG&A expenses.
- ◎ Net income: Projected to be ¥3.2 billion for the full year, up ¥1.9 billion year on year.
- ◎ Dividend per share: Based on a fundamental stance of providing a stable dividend, and in light of a range of factors pertaining to the business environment, the dividend per share will be ¥70 (the same as in the previous year).

Consolidated Business Outlook for Fiscal 2010 (3)

As of May 13, 2010

(Millions of yen)

	1H				2H				Full-year			
	FY2009 (results)	FY2010 (forecasts)	YoY comparisons		FY2009 (results)	FY2010 (forecasts)	YoY comparisons		FY2009 (results)	FY2010 (forecasts)	YoY comparisons	
			Change	(%)			Change	(%)			Change	(%)
Billings	442,477	447,000	4,523	1.0%	474,588	488,000	13,412	2.8%	917,065	935,000	17,935	2.0%
Revenue	68,247	70,100	1,853	2.7%	75,332	77,900	2,568	3.4%	143,579	148,000	4,421	3.1%
(Gross margin)	(15.4%)	(15.7%)	(+0.3%)		(15.9%)	(16.0%)	(+0.1%)		(15.7%)	(15.8%)	(+0.2%)	
SG&A expenses	68,187	68,600	413	0.6%	69,256	70,900	1,644	2.4%	137,443	139,500	2,057	1.5%
Operating income	60	1,500	1,440		6,076	7,000	924	15.2%	6,136	8,500	2,364	38.5%
(Operating margin)	(0.1%)	(2.1%)	(+2.1%)		(8.1%)	(9.0%)	(+0.9%)		(4.3%)	(5.7%)	(+1.5%)	
Non-operating items	949	700	(249)		1,109	800	(309)		2,058	1,500	(558)	
Ordinary income	1,009	2,200	1,191	118.0%	7,185	7,800	615	8.6%	8,194	10,000	1,806	22.0%
Extraordinary items	(1,483)	(500)	983		(564)	(500)	64		(2,047)	(1,000)	1,047	
Income before income taxes and minority interests	(474)	1,700	2,174		6,621	7,300	679		6,147	9,000	2,853	
Net income	(1,699)	0	1,699		2,976	3,200	224	7.5%	1,277	3,200	1,923	150.6%
Dividend per share	¥35	¥35			¥35	¥35			¥70	¥70		

(Operating margin = Operating income / Revenue)

<Appendix >

Fiscal 2010 Topics

FY2010 Topics (1)

Internet Domain

Apr. 2010

Development and launch of services under “TAKARA-BAKO,” a one-stop solution service for publishing companies from Hakuhodo DY Media Partners that allows the pursuit of online mail-order business with no initial startup cost.

Jun. 2010

Establishment of “Hakuhodo DY Group Smart Devices Business Center,” an organization linking across the Hakuhodo DY Group designed to promote the development of business and services related to smart devices (smart phones, tablets and other multifunctional IT terminals), and pursuit of development of new advertising methods and effective marketing methods.

Jul. 2010

Hakuhodo offers “Hakuhodo Digital School,” a digital human resource development program for all employees. Enabling users to learn everything from enhancement of basic skills in the digital domain to advanced integrated production capabilities, this program will strengthen capacity around integrated marketing proposals, including in the digital domain.

Jul. 2010

Development and launch of services for “Owned-Media-Value Consulting,” a planning and production consulting service for improving the media value of corporate websites, conducted jointly between Hakuhodo, Hakuhodo NetPrism, Hakuhodo DY Media Partners and Digital Advertising Consortium.

Aug. 2010

Development and provision to advertisers of “X-ADVANCE (Cross Advance),” a tool for gauging Internet advertising effectiveness from the Hakuhodo DY Group that supports efforts to verify the effectiveness of integrated marketing campaigns and planning.

FY2010 Topics (2)

Marketing/Promotions Domain

Apr. 2010

Development and launch of service for “Business Relation Force™,” a solution package from Hakuhodo and Hakuhodo Product’ s that utilizes cloud computing to enhance the ability to draw in clients to corporate conventions.

May 2010

Development and initiation of proposals for “curuca,” a mobile CRM platform from Hakuhodo and Synergy Marketing, Inc. that utilizes mobile phones to enable the straightforward and swift adoption of measures to promote return store visits based on purchasing history.

Jul. 2010

Start of service provision for “Zaiko-net™,” a “novelty on demand” system from Hakuhodo Product’ s that allows the speedy ordering of novelties by companies on demand.

Global Domain

Jul. 2010

Launch of service for “博尊品牌™ (Haku Son Hin Pai™) ,” a corporate activities consulting program from Hakuhodo for Japanese companies entering the Chinese market that aims to help companies build a respected presence in China.

FY2010 Topics (3)

Creativity (Major Accolades and Achievements)

Jun. 2010

Hakuhodo awarded Silver in the Content & Contact category at the CLIO Awards, an advertising award body comparable in prestige to the Cannes Lions International Advertising Festival.

Jul. 2010

At the 57th Cannes Lions International Advertising Festival, widely considered the advertising world's most prestigious festival, Hakuhodo received one gold prize and a silver prize in the Direct Lions category, as well as a bronze prize in the Cyber category. Daiko Advertising took home two bronze prizes in the Radio category, while Hakuhodo Kettle earned a silver prize in the Design category.

HakuhodoDY holdings

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