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Consolidated Financial Highlights for 1<sup>st</sup> Half of Fiscal Year  
 Ending March 31, 2012 (1H of FY2011)

Hakuholdo DY Holdings Inc. has summarized key data from its first-half earnings report for fiscal 2011, the year ending March 31, 2012, released today, in the following reference materials.

1. Summary Consolidated Income Statements (April 1, 2011 to September 30, 2011)

(Millions of yen)

	1H of FY2010 (Actual)	1H of FY2011 (Actual)	YoY Comparison	
			Change	(%)
Billings	434,132	430,994	(3,138)	-0.7%
Revenue	70,431	70,363	(68)	-0.1%
(Gross margin)	(16.2%)	(16.3%)	(+0.1%)	
SG&A expenses	67,592	67,874	281	0.4%
Operating income(loss)	2,838	2,488	(350)	-12.3%
(Operating margin)*	(4.0%)	(3.5%)	(-0.5%)	
Non-operating items	1,313	1,368	55	
Ordinary income	4,152	3,857	(294)	-7.1%
Extraordinary items	(4,139)	(1,680)	2,459	
Income(loss) before income taxes and minority interests	13	2,177	2,164	---
Net income(loss)	(3,343)	(889)	2,453	---

\* Operating margin = Operating income / Revenue

During the first six months of the fiscal year (April 1 to September 30, 2011), the outlook for the Japanese economy remained uncertain due to the lingering effects of the Great East Japan Earthquake and fears of a dip in overseas business conditions among other factors. Nevertheless, the economy also showed signs of making a gradual recovery as production activity picked up with the restoration of supply chains, and various government policies took effect. Under these conditions, the domestic advertising market(see note 1) that contracted by 6.2% year on year for the first quarter (April 1 to June 30, 2011) reversed this trend in the second quarter (July 1 to September 30, 2011), and ad placements from clients increased steadily.

In this climate, the Hakuholdo DY Group moved assertively to conduct marketing activities driven by its Core Medium-term Strategy: "The Hakuholdo DY Group strives to be a partner responsible for realizing optimized corporate marketing activities across all formats via the pursuit of next-generation, comprehensive marketing solutions." As a result, business performance for the first six months recovered dramatically from the decline seen in the first quarter, and billings and revenues were almost on par with the first six months of the previous fiscal year, with billings down just 0.7% year on year at ¥430,994 million, and revenue down 0.1% at ¥70,363 million. Operating income declined 12.3% year on year to ¥2,488 million, and ordinary income declined 7.1% to ¥3,857 million. Meanwhile, extraordinary loss improved strongly from ¥4,293 million in the same period of the previous fiscal year to ¥1,841 million, mainly comprising valuation loss on investment securities. This led to a dramatic improvement in income before income taxes and minority interests, which amounted to ¥2,177 million compared to just ¥13 million for the same period in the previous fiscal year. After deduction of taxes and minority interests, the Company recorded a net loss of ¥889 million for the first six months of the year, an improvement of ¥2,453 million from the ¥3,343 million net loss recorded for the same period in the previous fiscal year.

In terms of consolidated billings by service area, billings for the four traditional mass media services centered on TV ad spots, which were especially impacted by the March 2011 disaster, were down year on year for the six-month period, but increased year on year for the second quarter. In other areas, non-mass media services billings for the six month period increased year on year, due to significant growth in Internet media due to contributions from a new subsidiary, among other factors.

Turning to billings by client industry, billings increased year on year, mainly for Real estate/Housing facilities, Restaurant/Services, Pharmaceuticals/Medical supplies. Meanwhile, industries that had experienced considerable production-side impacts from the March 2011 disaster, such as Beverages/Cigarettes/Luxury foods and Automobiles/Related products, saw billings recover strongly in the second quarter. (See note 2)

(\*1) According to the Survey of Selected Service Industries (Ministry of Economy, Trade and Industry, Japan).

(\*2) Based on internal management categories and data compiled by the Company.

## 2. Consolidated Balance Sheets (Condensed), as of September, 2011

(Millions of yen)

	31-Mar-11		30-Sep-11		Comparison with March 31, 2011	
	Amount	Share	Amount	Share	Change	(%)
Current assets	362,086	76.4%	319,130	73.5%	(42,956)	-11.9%
Fixed assets	112,039	23.6%	114,995	26.5%	2,956	2.6%
Total assets	474,126	100.0%	434,126	100.0%	(39,999)	-8.4%
Current liabilities	255,999	54.0%	217,268	50.1%	(38,731)	-15.1%
Non-current liabilities	11,670	2.5%	11,837	2.7%	167	1.4%
Total liabilities	267,670	56.5%	229,106	52.8%	(38,564)	-14.4%
Total shareholders' equity	199,213	42.0%	197,048	45.4%	(2,164)	-1.1%
Total net unrealized gains on securities and translation adjustments	(2,506)	-0.5%	(929)	-0.2%	1,576	
Subscription rights to shares	154	0.0%	189	0.0%	34	22.5%
Minority interests	9,593	2.0%	8,711	2.0%	(881)	-9.2%
Total net assets	206,455	43.5%	205,020	47.2%	(1,435)	-0.7%
Total liabilities and net assets	474,126	100.0%	434,126	100.0%	(39,999)	-8.4%

## 3. Consolidated Forecasts for Fiscal 2011 (April 1, 2011 to March 31, 2012)

Japan's advertising market is continuing to rapidly recover from the significant decline experienced immediately after the March 2011 disaster. However, at this time there are no factors definitive enough to warrant a revision of the consolidated business forecast for the fiscal year ending March 31, 2012 that was previously announced on May 12, 2011.

For reference, the consolidated forecast for the fiscal year ending March 31, 2012 as announced on May 12, 2011 is as follows.

(Millions of yen)

	1H			2H			Full-year		
	FY2011 (Actual)	Y o Y Comparisons		FY2011 (Forecast)	Y o Y Comparisons		FY2011 (Forecast)	Y o Y Comparisons	
		Change	(%)		Change	(%)		Change	(%)
Billings	430,994	(3,138)	-0.7%	512,006	9,662	1.9%	943,000	6,524	0.7%
Operating income	2,488	(350)	-12.3%	11,912	484	4.2%	14,400	134	0.9%
Ordinary income	3,857	(294)	-7.1%	12,543	(412)	-3.2%	16,400	(707)	-4.1%
Net income(loss)	(889)	2,453	-	7,289	(604)	-7.7%	6,400	1,850	40.7%
(Operating margin)*	(3.5%)	(-0.5%)		(14.3%)	(+0.4%)		(9.4%)	(+0.0%)	

\* Operating margin = Operating income / Revenue

Note: 2H=Full-year forecasts - 1H actual results

Note : Forecasts in this press release are based on certain assumptions deemed to be reasonable by the Company at the time of announcement. Actual results may differ materially from these forecasts due to a variety of reasons.