

Company Name Asatsu-DK Inc.

Exchanges: Tokyo

Securities Code: 9747

Location of Head Office:

(URL - <http://www.asatsu-dk.co.jp>)

Tokyo

Contact Person Title Special Advisor

Name Tokuya Kama

Tel. (03) 3547 - 2028

Date of Board of Directors Meeting for Interim Results:

August 23, 2002

Application of U.S. GAAP Accounting Standards

No

1. Fiscal 2002 Interim Consolidated Results (January 1 - June 30, 2002)

(1) Consolidated Operating Results (Amounts of less than 1 million yen are disregarded)

Term Ending	Sales		Operating Profit		Recurring Profit	
	(million yen)	(%)	(million yen)	(%)	(million yen)	(%)
6/30/02	188,437	(6.8)	2,891	5.4	3,488	(6.4)
6/30/01	202,207	-	2,744	-	3,727	-
12/31/01	402,647		4,970		6,467	

Term Ending	Interim (Full-Year) Net Profit		Interim (Full-Year) Net Profit per Share		Fully Diluted Interim (Full-Year) Net Profit per Share	
	(million yen)	(%)	(yen)	(yen)	(yen)	(yen)
6/30/02	(236)	-	(4.67)		--	
6/30/01	(914)	-	(17.71)		--	
12/31/01	(708)		(13.76)		--	

- (Notes)
- Equity method P/L, period ending: 6/30/02: 56 million yen 6/30/01: 77 million yen 12/31/01: (-60) million yen
 - Avg. no. of shares outstanding (consolidated), period ending: 6/30/02: 50,651,718 shares 6/30/01: 51,653,181 shares 12/31/01: 51,502,809 shares
 - Changes in accounting policies: No
 - Percentages shown are year-on-year increases/decreases.

(2) Consolidated Financial Position

Term Ending	Total Assets	Shareholders' Equity	Shareholders' Equity Ratio	Shareholders' Equity per Share
	(million yen)	(million yen)	(%)	(yen)
6/30/02	221,978	118,120	53.2	2,332.08
6/30/01	246,918	128,088	51.9	2,479.72
12/31/01	234,987	127,646	54.3	2,520.02

(Note) Number of shares issued, end of term: 6/30/02: 50,650,494 shares 6/30/01: 51,654,555 shares 12/31/01: 50,652,769 shares

(3) Summary of Consolidated Cash Flows

Term Ending	Cash Flow from Operating Activities	Cash Flow from Investing Activities	Cash Flow from Financing Activities	Cash and Cash Equivalents, End of Term
	(million yen)	(million yen)	(million yen)	(million yen)
6/30/02	4,384	(1,208)	(756)	21,767
6/30/01	2,280	(1,888)	(1,038)	23,017
12/31/01	2,178	(1,837)	(4,682)	19,587

(4) Items Relating to the Scope of Consolidation and Application of the Equity Method

Consolidated subsidiaries - 21; Non-consolidated subsidiaries for which equity method is applied - 2; Equity-method affiliates - 4.

(5) Changes in the Scope of Consolidation and Application of the Equity Method

Consolidated subsidiaries - 0 added, 0 removed; Equity-method - 0 added, 0 removed.

2. Fiscal 2002 Full-Year Consolidated Results Forecast (January 1 - December 31, 2002)

Term Ending	Sales	Recurring Profit	Net Profit
	(million yen)	(million yen)	(million yen)
12/31/02	380,000	6,300	300

(Ref.) Estimated consolidated net profit per share (full year) is 5.92