



FY2010 First Quarter Financial Report

January 1, 2010 – March 31, 2010

May 12, 2010
ASATSU-DK

Note on Forward-looking Statements:

This report may contain forward-looking statements based on ASATSU-DK management's view and assumptions of future developments as of the publication deadline for this document. Therefore, the statements are subject to risks and uncertainties that could lead to material differences between such statements and actual outcomes. ASATSU-DK does not warrant any certainty and accuracy thereto. ASATSU-DK expressly disclaims any obligation to update or revise its forward-looking statements.



Consolidated Performance

Consolidated Performance

	2009 Jan-Mar	2010 Jan-Mar	Increase (Decrease)	Change
Gross Billings	91,267	82,758	(8,508)	-9.3%
Gross Profit	11,208	11,184	(24)	-0.2%
Gross Profit Ratio	12.3%	13.5%		+1.2pt.
SG&A Expenses	11,187	10,114	(1,073)	-9.6%
Staff Cost	7,610	6,951	(659)	-8.7%
Other	3,576	3,162	(413)	-11.6%
Operating Income	21	1,069	1,048	+4878.5%
Operating Margin	0.2%	9.6%		
Staff Cost/Gross Profit	67.9%	62.2%		

Consolidated Performance

	2009 Jan-Mar	2010 Jan-Mar	Increase (Decrease)	Change
Operating Income	21	1,069	1,048	+4878.5%
Non-Operating Income	413	1,011	597	+144.5%
Non-Operating Expenses	75	42	(33)	-44.0%
Recurring Profit	359	2,038	1,679	+467.2%
Extraordinary Profit	175	32	(143)	-81.5%
Extraordinary Loss	404	1,028	624	+154.4%
Income before Income Taxes and Minority Interest	130	1,043	912	+697.2%
Net Income	99	243	144	+146.0%

Consolidated Performance



	Gross Billings	Gross Profit	Operating Profit	Recurring Profit
ADK	73,448	8,707	932	1,801
	-10.8%	-4.1%	+527.0%	+304.9%
8 Domestic Subsidiaries	8,893	1,680	(30)	8
	+4.6%	+6.8%	-	-
Greater China Subsidiaries 6	2,879	511	131	145
	+4.6%	+28.2%	+134.2%	+102.3%
Overseas Subsidiaries 10 (excluding China)	3,103	504	106	132
	+31.9%	+28.0%	+223.2%	+80.0%
Consolidation Adjustment	-5,566	-218	(70)	(49)
Total	82,758	11,184	1,069	2,038
	-9.3%	-0.2%	+4878.5	+467.2%

Millions of Yen

*ADK Group companies are on slide 14



Non-consolidated Performance

Non-consolidated Performance

	2009 Jan-Mar	2010 Jan-Mar	Increase (Decrease)	Change
Gross Billings	82,340	73,448	(8,891)	-10.8%
Gross Profit	9,080	8,707	(373)	-4.1%
Gross Profit Ratio	11.0%	11.9%		+0.9pt.
SG&A Expenses	8,932	7,774	(1,157)	-13.0%
Staff Cost	6,087	5,328	(758)	-12.5%
Other	2,844	2,445	(398)	-14.0%
Operating Income	148	932	783	+527.0 %
Operating Margin	1.6%	10.7%		
Staff Cost/Gross Profit	67.0%	61.2%		

Non-consolidated Performance

	2009 Jan-Mar	2010 Jan-Mar	Increase (Decrease)	Change
Operating Income	148	932	783	+527.0%
Non-Operating Income	343	898	554	+161.3%
Non-Operating Expenses	47	30	(17)	-37.1%
Recurring Profit	444	1,801	1,356	+304.9%
Extraordinary Profit	3	2,565	2,562	+85398.6%
Extraordinary Loss	398	38	(360)	-90.4%
Income before Income Taxes	49	4,328	4,278	+8690.7%
Net Income	25	3,608	3,582	+14197.6%

Gross Billings: Breakdown by Medium

	Gross Billings	Change	Total of Top 9 Agencies Gross Billings	Change
Magazine	3,561	-21.9%	21,911	-19.2%
Newspaper	5,401	-1.4%	69,510	-7.4%
Television	33,036	-12.1%	290,384	-3.4%
Time*	13,550	-10.9%		
Spot	16,843	-12.9%		
Content	2,642	-13.9%		
Radio	726	-3.2%	9,878	-10.1%
4 Mass Media	42,725	-11.7%	391,683	-5.3%
Digital Media	3,591	-7.9%		
OOH Media	1,958	-5.5%		
Sales Promotion	11,776	-19.5%		
Creative	9,827	-6.0%		
Other	3,568	+23.6%		
Non-mass Media	30,722	-9.5%	307,954	-3.6%
Total	73,448	-10.8%	699,652	-4.6%

Millions of Yen

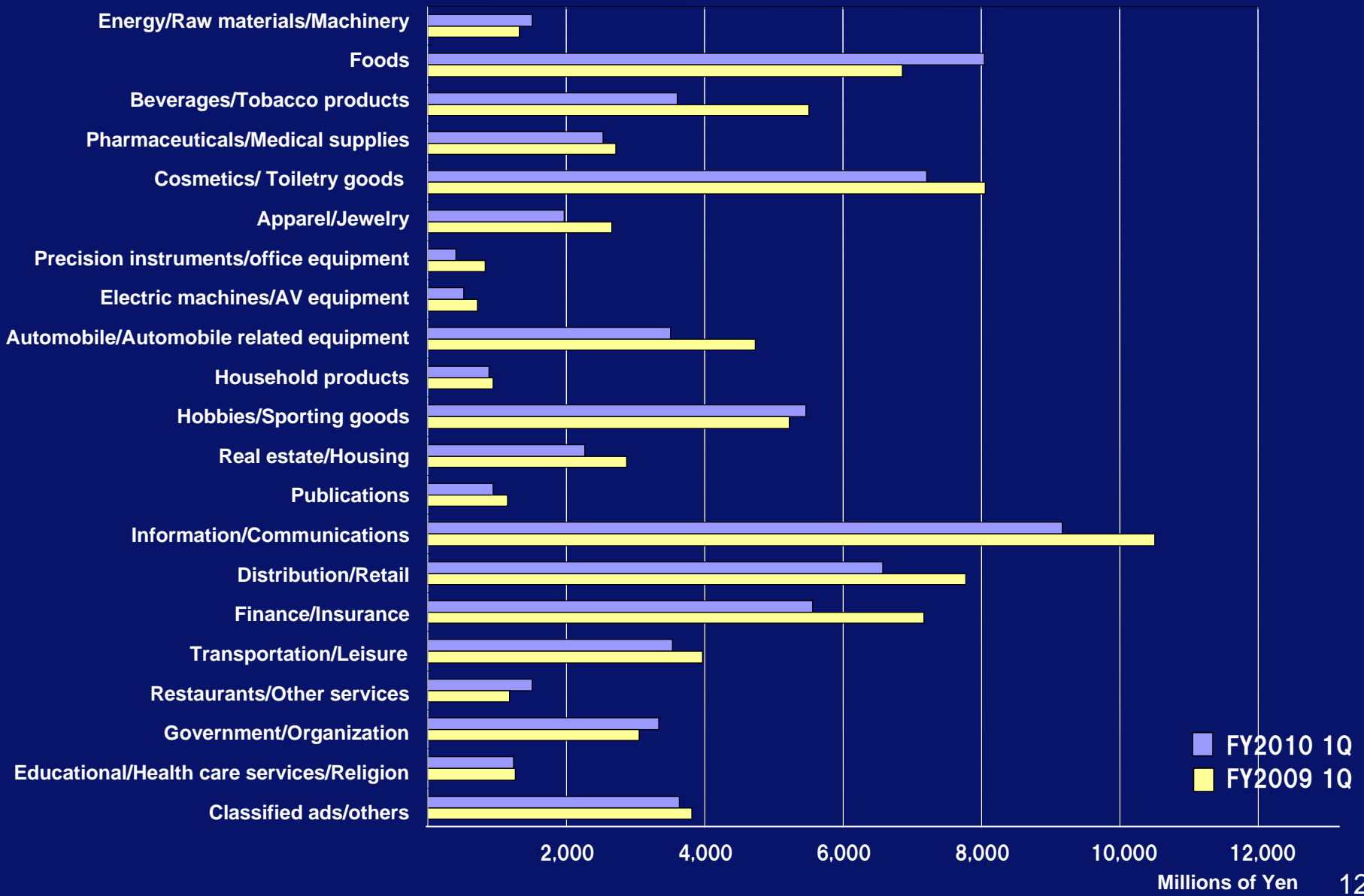
*Time = Program sponsored ads

Gross Billings: Breakdown by Industry Sector



Millions of Yen	FY2009 Jan-Mar	FY2010 Jan-Mar	Increase/ (Decrease)	Change
Energy / Raw materials / Machinery	1,326	1,511	185	+14.0%
Food	6,855	8,037	1,182	+17.2%
Beverages / Tobacco products	5,506	3,610	(1,895)	-34.4%
Pharmaceuticals / Medical supplies	2,712	2,535	(177)	-6.5%
Cosmetics / Toiletry goods	8,055	7,213	(841)	-10.5%
Apparel / Jewelry	2,662	1,975	(687)	-25.8%
Precision instruments / Office equipment	825	414	(410)	-49.8%
Electric machines / AV equipment	718	518	(199)	-27.9%
Automobiles / Auto-related products	4,731	3,509	(1,222)	-25.8%
Household products	944	890	-53	-5.7%
Hobbies / Sporting goods	5,220	5,469	248	+4.8%
Real estate / Housing	2,869	2,270	(599)	-20.9%
Publications	1,152	941	(210)	-18.3%
Information / Communications	10,503	9,163	(1,339)	-12.8%
Distribution / Retail	7,779	6,576	(1,202)	-15.5%
Finance / Insurance	7,162	5,563	(1,599)	-22.3%
Transportation / Leisure	3,973	3,540	(433)	-10.9%
Restaurants / Other services	1,186	1,501	315	+26.6%
Government / Organization	3,058	3,333	275	+9.0%
Education / Health care services/Religion	1,273	1,234	(38)	-3.1%
Classified ads / other	3,822	3,635	(186)	-4.9%
Total	82,340	73,448	(8,891)	-10.8%

Gross Billings: Breakdown by Industry Sector





Appendix

Japan

Consolidated Subsidiaries: 8

- Kyowa Kikaku
- ADK International
- ADK Arts
- Eiken
- Nihon Bungeisha Publishing
- Neo Shobo
- Boys
- ADK Dialog

Equity Method Affiliates: 1

- Digital Advertising Consortium

Greater China Consolidated Subsidiaries: 6

- Asatsu Century (Shanghai) Advertising
- Shanghai Asatsu Advertising
- Asatsu-DK Hong Kong
- United Asatsu International
- DK Advertising (HK)
- DIK-Ocean Advertising

Overseas Consolidated Subsidiaries: 10

- ADK America
- Asatsu Europe Holding
- Asatsu Europe
- Asatsu (Deutschland)
- Asatsu-DK Singapore
- Dai-Ichi Kikaku (Thailand)
- ADK Thai Holding
- Asatsu (Thailand)
- ASDIK
- ADK Malaysia NEW

Equity Method Affiliate: 1

- Guangdong Guangxu Advertising