

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

Interim Dividend: September 30, 2002

Date of Interim Dividend Payment: Yes

Application of Round Lot System: Yes (100 shares per round lot)

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

## (1) 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	168,959	(6.6)	2,010	(20.3)	2,559	(20.8)
6/30/01	180,962	9.5	2,521	42.2	3,231	29.4
12/31/01	358,830		4,085		5,287	

Term Ending	Interim (Full-Year) Net Profit		Interim (Full-Year) Net Profit per Share
	(million yen)	(%)	
6/30/02	(506)	-	(10.00)
6/30/01	(889)	-	(17.21)
12/31/01	(1,787)		(34.70)

- (Notes)
1. Avg. no. of shares outstanding for term ending: 6/30/02: 50,651,718 shares 6/30/01: 51,655,400 shares 12/31/01: 51,502,809 shares
  2. Changes in accounting policies: No
  3. Percentages shown are year-on-year increases/decreases.
  4. From the term ending 12/31/01, net profit per share is calculated based on number of shares issued excluding treasury stock.

## (2) Dividend Information

Term Ending	Interim Dividend per Share	Annual Dividend per Share
	(yen)	(yen)
6/30/02	9.00	--
6/30/01	9.00	--
12/31/01	--	18.00

## (3) Financial Position

Term Ending	Total Assets	Shareholders' Equity	Shareholders' Equity Ratio	Shareholders' Equity per Share
	(million yen)	(million yen)	(%)	(yen)
6/30/02	198,382	106,638	53.8	2,105.37
6/30/01	223,865	118,347	52.9	2,291.10
12/31/01	212,773	116,540	54.8	2,300.77

- (Notes)
1. No. of shares, end of term: 6/30/02: 50,650,494 shares 6/30/01: 51,655,400 shares 12/31/01: 50,652,769 shares
  2. Treasury stock shares, end of term: 6/30/02: 1,004,906 shares 6/30/01: 845 shares 12/31/01: 1,002,631 shares
  3. From the term ending 12/31/01, treasury stock is deducted from capital. In addition, treasury stock shares are not included in the total number of shares when calculating shareholders' equity per share.

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

Term Ending	Sales	Recurring Profit	Current Net Profit	Annual Dividend per Share	
				Interim	Share
	(million yen)	(million yen)	(million yen)	(yen)	(yen)
12/31/02	341,000	5,000	150	9.00	18.00

(Ref.) Estimated net profit per share (full year) is 2.96 yen.