

## Overview of 1st Quarter Results (Consolidated and Non-consolidated) for the Year Ending December 31, 2003

May 7, 2003

Listed company name: ASATSU - DK INC.

(Code: 9747 TSE First Section)

(URL <http://www.adk.jp>)

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### 1. Matters concerning the compilation of the overview of quarterly results

Is there any discrepancy between the sales accounting procedure and the recognized procedure used in the most recent consolidated accounting year (most recent business year)?: NO

### 2. 1st quarter consolidated results for the year ending December 31, 2003

(Results from Jan. 1, 2003 to Mar. 31, 2003)

#### (1) Overview of Results

(Amounts under 1 million yen ignored)

	Sales	Gross Profit on Sales	Operating Profit
Q1 for Year ending Dec. 31, 2003	Unit: million yen 98,441	Unit: million yen 11,467	Unit: million yen 1,834
(Ref) Year ending Dec. 31, 2002	373,899	41,529	3,798

Note: As the Group has begun compiling the overview of quarterly results from Q1, the Q1 results for the year ending Dec. 31, 2002 and the YoY quarterly percentage increase or decrease have been omitted.

#### [Supplementary Explanation of Consolidated Results]

The harsh economic conditions continued in Japan throughout Q1 with falling share prices and poor domestic demand, as well as the effects of the slow-down in the global economy generated by the unstable international situation with the start of the war on Iraq, etc.

While economic measures seemed to reach a stalemate, consumers became increasingly selective in terms of corporate advertising and personal consumption, leaving the economy in a weak position overall.

(The advertising business segment)

Despite the poor business climate, the Group aggressively sought to meet the advertising needs of customers, aiming to establish themselves as a new wave agency based on the corporate philosophy of communal management. As a result, sales grew in the Finance/Insurance, Foods, and Sporting and Leisure Goods segments and consolidated sales to external customers for these segments stood at ¥95,885 million. With the increase in sales, Gross Profit on Sales also improved, and the Special Relocation Assistance Measures presented by the Company last year were effective in

keeping staff costs down. The result was a better-than-forecast Operating Profit of ¥1,587 million (before segment adjustments).

(Other business segments)

Due to lackluster personal consumption, book publishing and sales struggled with consolidated sales to external customers in this segment amounting to ¥2,555 million, generating an Operating Profit of ¥248 million (before segment adjustments).

As a result, Consolidated Sales were ¥98,441 million, Gross Profit stood at ¥11,467 million, while Operating Profit was ¥1,834 million.

- (2) Events that had a major impact on the corporate group's financial condition and business results this quarter. Nothing of particular importance to report.
- (3) Consolidated results forecast for the year ending Dec. 31, 2003 (Period from Jan. 1, 2003 to Dec. 31, 2003)  
 Q1 results were on target, but the Group is expected to face an even harsher business climate from now on.  
 Yet, no change is anticipated in the original interim and end-of year results forecasts announced on Feb. 21, 2003.

3. 1st quarter non-consolidated results for the year ending Dec. 31, 2003  
 (Results from Jan. 1, 2003 to Mar. 31, 2003)

(1) Overview of Results (Amounts under 1 million yen ignored)

	Sales	Gross Profit on Sales	Operating Profit
Q1 for Year ending Dec. 31, 2003	Unit: million yen 89,123	Unit: million yen 9,177	Unit: million yen 1,521
(Ref) Year ending Dec. 31, 2002	334,915	32,005	2,419

Note: As the Group has begun compiling the overview of quarterly results from Q1, the Q1 results for the year ending Dec. 31, 2002 and the YoY quarterly percentage increase or decrease have been omitted.

(2) Non-consolidated results forecast for the year ending Dec. 31, 2003  
 (Period from Jan. 1, 2003 to Dec. 31, 2003)

Q1 results were on target, but the Group is expected to face an even harsher business climate from now on.

Yet, no change is anticipated in the original interim and end-of year results forecasts announced on Feb. 21, 2003.