

Summary of Interim Non-Consolidated Financial Statements as of June 30, 2004

August 19, 2004

Company Name : **Asatsu-DK Inc.** Exchange: Tokyo Stock Exchange First Section
 Securities Code : 9747 Location of Head Office: Tokyo
 URL : <http://www.adk.jp/english/ir/index.html>
 Representative : Koichiro Naganuma, President and Group COO
 Contact Person : Tokuya Kama, Special Advisor Tel. +81-3-3547-2028
 Inquiries in English : Yasuhiro Oshimo, Group Management Director, Finance Div. Tel. +81-3-3547-2281
 Date of Board of Directors Meeting for Interim Results : August 19, 2004 Distribution of Interim Dividends : Yes
 Date of Interim Dividend Payment : September 27, 2004 Application of Unit Stock System : Yes (100 shares)

1. Fiscal 2004 Interim Non-Consolidated Results (January 1 to June 30, 2004)

(1) Operating Results (Unit: millions of yen, Rounded down under 1million yen)

	Gross Billings		Operating Income		Recurring Profit	
	(millions of yen)	(%)	(millions of yen)	(%)	(millions of yen)	(%)
6 months ended:						
June 30, 2004	185,269	4.4	4,071	60.4	4,989	51.4
June 30, 2003	177,379	5.0	2,538	26.3	3,294	28.7
Fiscal 2003	357,597		5,426		6,470	

	Net Income		Net Income per Share
	(millions of yen)	(%)	(yen)
6 months ended:			
June 30, 2004	2,637	111.1	53.37
June 30, 2003	1,249		25.18
Fiscal 2003	2,832		56.20

(Notes) 1. Average number of outstanding shares during the terms ended: June 30, 2004: 49,423,854 shares;
 June 30, 2003: 49,623,707 shares; December 31, 2003: 49,525,864 shares

2. Changes in accounting policies: No

3. Percentages shown for Gross Billings, Operating Income, Recurring Profit and Net Income represent changes from those in the corresponding period of the previous year.

(2) Dividend Information

	Interim Dividend per Share	Annual Dividend per Share
6 months ended:	(yen)	(yen)
June 30, 2004	9.00	--
June 30, 2003	9.00	--
Fiscal 2003	--	18.00

(3) Financial Position

	Total Assets	Shareholders' Equity	Shareholders' Equity Ratio	Shareholders' Equity per Share
	(millions of yen)	(millions of yen)	(%)	(yen)
June 30, 2004	209,379	111,459	53.2	2,255.25
June 30, 2003	185,962	101,658	54.7	2,056.72
Fiscal 2003	201,361	106,828	53.1	2,160.44

(Notes) 1. Number of outstanding shares, end of term: June 30, 2004: 49,422,104 shares; June 30, 2003: 49,427,499 shares;
 December 31, 2003: 49,425,148 shares

2. Number of treasury shares, end of term: June 30, 2004: 2,233,296 shares; June 30, 2003: 2,227,901 shares;
 December 31, 2003: 2,230,252 shares

2. Forecast of Non-Consolidated Fiscal 2004 (January 1 to December 31, 2004)

	Gross Billings	Recurring Profit	Net Income	Annual Dividend per Share	
	(millions of yen)	(millions of yen)	(millions of yen)	Interim	(yen)
Full-year	373,000	8,400	4,300	9.00	18.00

(Reference) Full-year forecast for net income per share: 85.79yen.

A Cautionary Note on Forward-looking Statements: This report may contain forward-looking statements or forecasts, which are inherently subject to risks and uncertainties that could lead to material difference between such statements and actual outcomes.