NEWS RELEASE

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FOR IMMEDIATE RELEASE

February 14, 2008

ASATSU-DK Announces Year-End 2007 Results

- **Unaudited Consolidated Gross Billings Up 3.6% to ¥ 435.0 billion**
- **Gross Margin Improved to 11.9%**
- **Gross Profit Up 6.3% to ¥ 51.7 billion**
- **Operating Income Up 11.6% to ¥ 7.1 billion**
- **Net Income Up 5.5% to ¥ 5.3 billion**
- **2 million Shares Bought-back to Improve ROE to 3.9%**
- **6.5 million or 12.6% Shares Cancelled**
- **EPS reached ¥116.40**
- **Annual Dividend Announced at ¥ 42 per share (Up 55.6%) with 35.5% Payout Ratio**
- **New Medium Term Targets: EPS of ¥170 and ROE of 6% in 2010**

1. Summary of Results

ASATSU-DK INC. (“ADK”; President and Group CEO: Koichiro Naganuma; Securities Code: 9747; Tokyo Stock Exchange-1) today announced its unaudited consolidated financial results for the year ended December 31, 2007. With larger gross billings, and improved gross margins, gross profits and Operating income increased. However, due to limited performance of some struggling subsidiaries and affiliates, growth of recurring profits was modest. Growth and profitability improvement initiatives are being implemented for those subsidiaries. After extraordinary profits and losses, Net Income increased. EPS reached ¥116.40 and annual dividend was announced at ¥42 per share marking 35.5% pay out ratio. ADK maintains its accelerated share buy-back program to improve ROE. Consolidated financial highlights are provided in **Appendix 1.** ADK also announced its target EPS of ¥170 and ROE of 6.0% in FY 2010.

Gross billings totaled ¥ 435,011 million, for a 3.6% year-on-year growth rate. Growth came from aggressive marketing to both existing and new clients. Gross margins improved further by enhanced profitability in the media buying business. As a result, gross profit totaled ¥ 51,754 million, a 6.3% year-on-year increase and a 0.3 point increase in the gross margin ratio. Operating income was ¥ 7,134 million for a year-on-year increase of 11.6%.

The ADK group reported a 13.8% operating margin, lower than management's target of 15%, but a slight improvement from the 13.1% of FY 2006. Staff costs to gross profits totalled 57.8%, exceeding management's 55% target. A discussion of management's targets will follows.

The ADK group incurred equity in loss of affiliates-net at ¥ 258 million, because Digital Advertising Consortium Inc., a publicly traded internet media buying rep, had a large but one time loss due to an unrealized loss in investments in one of its subsidiaries. Dividend income improved mainly from WPP Group plc. As a result, recurring profit was ¥ 8,960 million, up 0.5%. Extraordinary Profits and Losses for the period were ¥3,144 million and ¥ 1,982 million, respectively. Income before income taxes and minority interests totaled ¥ 10,122million, and after deductions of ¥ 4,694 million in income taxes and ¥ 77 million in minority interest, net income was ¥ 5,350 million, a 5.5% increase. Net income per share totaled ¥ 116.40, an 9.2% increase. Consolidated income statement information is provided in **Appendix 2.**

The ADK group has been working hard to achieve the following management targets as part of its mid-term plan:

Fiscal Year	2004	2005	2006	2007	Objective
Operating Margin	16.8%	15.7%	13.1%	13.8%	15.0%
Staff Cost to Gross Profit	55.7%	56.0%	57.8%	57.8%	55.0%
Operating Income Growth (Decrease)	28.7%	(9.3%)	(14.6%)	11.6%	5.0%

ADK has been striving to improve labor efficiency. After 2002, when 116 employees applied to a special early retirement program, the number of employees has been increasing slower than gross profits. At the end of 2002, the total number of employees was 2,740. The number increased to 3,215 at the end of 2007, or 17.3% increase. During the comparative period, gross profits grew by 24.6%. However, recently, efficiency improvements have not been sufficient to allow the ADK group to achieve management's targets. The increase is naturally to attract and develop new talent with new solution technologies and key relationships with new businesses. The ADK group will accelerate its campaign to achieve 15% or larger operating margin.

The number of the employees at the end of 2007 saw an increase of 240 from the FY 2006 year-end, and includes 192 working for newly-consolidated subsidiaries, with and 3,123 engaged in the advertising business.

FY	2004 Actual	2005 Actual	2006 Actual	2007 Actual	2010 Targets
EPS (Yen)	103.25	122.11	106.62	116.40	170 or more
ROE (%)	4.3	4.6	3.7	3.9	6.0

In order to better serve shareholders, at the start of 2004, we set a goal to achieve an EPS of ¥130 or more for FY 2007 through improvements in profitability and the acquisition of treasury stock. The ADK group could not meet the EPS goal, due to limited growth of operating profits and poor performance of some struggling subsidiaries and affiliates. However, EPS grew by 9.2% y-o-y. Now the ADK group has set its new EPS goal for the three years through 2010 at ¥170 or more.

In addition to EPS, we add ROE to our management targets. In order to achieve a higher ROE, not only to maximize Net Income through organic and acquisition growth, the board of directors resolved to accelerate the acquisition of own stock to curtail growth in equity and reduce the number of shares outstanding. Assuming the same stock values of investment securities as those at December 2007, we are planning to improve the consolidated ROE to 6% or more by December 2010, beating the 4.7% or average ROE of major Japanese advertising and media companies (namely ADK, Dentsu Inc., Hakuhodo DY holdings Inc., and the five Tokyo-based TV networks) for fiscal 2007 (ending in either March or December 2007.)

2. The Enhanced Dividend Distribution Policy and Accelerated Share Buy-back

Maximizing shareholder value is a top priority at ADK. Under the new dividend distribution policy set in February 2007, 35% of consolidated net income would be distributed through common dividends with a minimum annual dividend of ¥ 20 per share. ADK keeps semi-annual dividend distributions instead of quarterly dividend distributions in order to save on operational costs. Under this policy, the final dividend for fiscal 2007 is announced as ¥32 per share, ¥2 per share increase from the latest forecast, making the annual dividend per share ¥42, as shown below:

FY 2007 Dividend	Interim Dividend	Year-end Dividend	Total Annual Dividend
Dividend Per share	¥10	¥32	¥42
Record Date	Jun. 30, 2007	Dec. 31, 2007	
Disbursement Date	Sep. 13, 2007	Mar.12, 2008	

In addition to cash dividends, ADK has been acquiring its own stock since 2001 to improve EPS by reducing the number of shares outstanding and curtailing the growth of equity. The board has resolved to accelerate acquisitions, buying 4% of outstanding shares a year for some time. In the case a targeted amount of shares could not be acquired, the board will consider an increase in cash dividends to make up the shareholder's return. ADK acquired 2,005,890 shares for ¥ 7,812 million. The total shareholder returns consisting of this share buy-back program and the common dividends for FY 2007 is 181.6% of Net Income. On November 20, 2007, ADK cancelled 6,500,000 shares.

Please be advised that in spite of the accelerated acquisition of own stock or their cancellation, ADK and WPP Group plc will maintain their current cross-ownership alliance. Both groups will work together to enhance their strategic business alliance while contributing to maximize the shareholder value of each group.

3. Review of Operations

① Advertising Business

The group's advertising business generated gross billings of ¥426,402 million, registering a 3.8% year-on-year growth, while segment operating income increased by 12.1% to ¥ 7,139 million over the same period. Further segment information is provided in **Appendix 6**.

Since all of ADK's unconsolidated gross billings and income are generated from the advertising business, and those unconsolidated gross billings represent 91.0% of the company's consolidated advertising gross billings, unconsolidated performance will be reviewed as follows:

- Unconsolidated Performance by Division:

Break down by Division		Gross Billings (Millions of yen)	Composition %	Y-o-Y change %
Media	Magazine	28,400	7.3	30.8
	Newspaper	34,157	8.8	(3.6)
	TV (Program, Spot, and Content)	177,965	45.9	(1.1)
	Radio	4,453	1.1	6.2
	Digital Media	13,506	3.5	8.0
	OOH Media	11,592	3.0	(3.3)
Sub-total		270,076	69.6	1.6
Non-Media	Sales Promotion	57,978	15.0	(0.8)
	Creative and Others	59,804	15.4	7.7
Sub-total		117,783	30.4	4.2
Total		387,860	100.0	2.4

The Magazine Division increased its billings to clients in the Apparel/Jewelry and Cosmetics/Toiletries sectors especially by acquiring new clients. Division gross billings jumped 30.8% year-on-year to ¥ 28,400 million.

The Newspaper Division suffered a decline in gross billings by 3.6% year-on-year with smaller gross billings to clients in Finance/Insurance and Transport equipment. As a result, the division generated gross billings of ¥ 34,157 million.

The Television Division focused on profitability over size of gross billings. The division could generate only smaller gross billings from program TV sales mainly due to tighter advertising budgets at one of the clients in the Finance/Insurance sector. The profitability improved, however, because the media buying business generated limited profitability. Spot TV sales increased in gross billings and gross profits with business with clients in Cosmetics/Toiletries, Restaurants/Others, Information/Communications sectors. A decline of one of the best-selling animation contents abroad continued. As a result, the division yielded gross billings of ¥ 177,965 million, a 1.1% year-on-year decline.

The Radio Division increased gross billings to clients in Information/Communications and Cosmetics/Toiletries sectors and was successful in marketing professional baseball night game programs. The division's billings grew to ¥ 4,453 million, for a year-on-year growth of 6.2%.

The Digital Media Division kept generating larger gross billings to clients in various sectors by faster and more proactive services, offering cross-communications planning with a core focus on the internet. With larger gross billings to a client in Hobbies/Sporting goods, and continued growth in Pharmaceuticals/Medical supplies, the division generated gross billings of ¥ 13,506 million, a 8.0% year-on-year increase.

The Out-of-Home Media Division generated smaller gross billings, because one of the large campaign contracts with a client in Cosmetics/Toiletries ended in the previous year and handling of advertising in public transport and newspaper inserts slowed. Thus the division achieved gross billings of ¥ 11,592 million, a 3.3% year-on-year decline.

The Sales Promotion Division generated gross billings of ¥ 57,978 million, a 0.8% increase by offering not only services to individual event or promotional tools, but also faster, less costly, more sophisticated and safer integrated promotion ideas and implementation. to clients in Retail/Distribution and Information/Communications.

The Creative Division continued its success in winning major international and domestic advertising awards by helping and educating creators so that they are able to design integrated communications program with deep insights in every medium. The division also focuses on some growing markets, like real estate. Therefore, the division could obtain more business. The Marketing Division, however, could not generate large gross billings from clients in Finance/Insurance sector. The gross billings of the two divisions and other miscellaneous advertising businesses increased by 7.7% to ¥ 59,804 million.

As a result, ADK generated unconsolidated gross billings of ¥ 387,860 million, a 2.4% year-on-year growth. Operating income was ¥ 6,172 million, up 11.8%. Further unconsolidated income information is provided in <u>**Appendix 7**</u>.

- Group Companies in the Advertising Business

  The ADK group's advertising agency companies had mixed results. Domestic subsidiaries as a whole increased their gross billings and operating profits by generating new business and implementing tighter cost controls. Overseas subsidiaries suffered from smaller gross billings, but a Thai subsidiary led the companies by reporting an increase in operating profits.

② Other Business

ADK has two consolidated subsidiaries in the publications industry. Among the two, the smaller subsidiary, specializing in publication of periodicals to select club members, could not obtain new contracts to absorb its fixed costs. As the industry has been experiencing sluggish growth under the influence of growing consumer preference for internet/mobile media, the general publication subsidiary generated smaller sales. However, by careful selection of new titles, the company had fewer returns. As a result, the group's Other Business generated gross billings of ¥ 8,609 million, a 6.3% year-on-year decline, and an operating loss of ¥ 4 million, while the segment reported ¥ 36 million operating income in FY 2006.

③ Overseas Sales

The ADK group obtained 7.2% of its gross billings from abroad. All overseas sales are for the advertising business.

4. Balance Sheets and Cash flow

While the ADK group did not make any large capital expenditures during FY 2007, the group accelerated buying back its shares, and continued its efficient capital management program focus. The total assets of the group decreased by ¥ 10,657 million from FY 2006 end to ¥ 246,097 million. Consolidated interest bearing debt was ¥ 1,193 million. Total net assets, including net valuation gain on hedging derivatives but excluding Minority Interests, were ¥ 130,695 million, with a 53.1 % book net assets ratio. Further consolidated and unconsolidated balance sheet information is provided in **Appendices 3 and 8**.

At the end of FY 2007, cash and cash equivalents amounted to ¥ 17,994 million, a decrease of ¥ 3,937 million from the previous fiscal year end.

Among the Operating Activities, Income before income taxes and minority interests for FY2007 was ¥ 10,122 million, and depreciation was ¥ 1,170 million, while the increase of notes and accounts receivable and notes and accounts payable were ¥ 6,156 million and ¥ 1,435 million, respectively, because of larger gross billings generated by ADK parent company and a Thai subsidiary, especially toward the FY end. Inventories decreased by ¥ 926 million. Tax paid during the period was ¥ 4,664 million, relatively larger because tax payment during 2006 was smaller reflecting smaller taxable income in 2005. As a result, net cash flow provided by Operating Activities was as small as ¥ 183 million, compared to ¥ 7,507 million in 2006.

Net cash of ¥ 4,488 million was obtained from investing activities compared to ¥ 3,191 million cash used in 2006. The sale and purchase of marketable securities were ¥ 2,311 million and ¥ 119 million, respectively, and the sale and purchase of investment securities were ¥ 4,622 million and ¥ 1,357 million, respectively.

Net cash used for financing activities was ¥ 8,968 million, compared to ¥ 5,300 million in FY 2006, mainly for larger returns to shareholders, like dividends for ¥ 1,258 million and acquisition of treasury stocks of ¥ 7,812 million. Further cash flow information is provided in **Appendix 5**.

The major indices of consolidated financial conditions are as follows:

Term	FY 2004	FY 2005	FY 2006	FY 2007
Book Equity Ratio	51.9%	54.6	54.7%	53.1%
Market Cap. to Book Total Assets	58.5%	72.8%	69.3%	57.3%
Years to redeem debts	0.2	6.8	0.1	6.5
Interest Coverage Ratio (times)	174.0	5.1	247.8	5.7

TSE Formulas: (Book Net Assets Ratio) ＝ (Book Equity excluding Minority Interest) ÷ (Book Total Assets)

The TSE formula for Book Net Assets was amended to add Net valuation gain of hedging purpose derivatives to Book Equity.

(Market Cap. to Book Total Assets) ＝ (Market Cap.) ÷ (Book Total Assets)

(Years to redeem debts) ＝（Interest Bearing Debts）÷（Annualized C.F. from Operations）

(Interest Coverage Ratio) ＝ (C.F. from Operations) ÷ (Gross Interest Expenses)

Note: Cash Flows from Operations in FY 2005 and 2007 were smaller than usual years because of large changes in accounts payable (2005) or receivable (2007) in normal course of business, larger investments in pension assets (2005), relatively larger cash tax payments (2005 and 2007). When you use Operating Income to calculate Years to redeem debts and Interest Coverage Ratios, those will be 0.2years and 214.8 times in 2005 and 0.2 years and 240.9 times in 2007.

5. Strategies on Competition

① Strategies on growing markets

A) Cross communication program for the new era

In the advertising industry, traditional media have matured and see only limited growth while digital-based media like the internet with broadband access, mobile media, and satellite and digital TV broadcasting, are providing revolutionary multimedia choices for advertisers and consumers alike. Search engine sites are rapidly developing their services and markets. Consumers are networking with and influencing each other through weblogs, social networking sites and virtual reality internet game sites, and are changing their purchasing behaviors.

Services advertising clients now expect us go far beyond buying traditional media. They demand optimized media planning solutions that integrate traditional and digital media with maximum returns on their advertising investments. Therefore, the gap between growth rates of media would be larger by medium.

The ADK group responds to these demands by offering totally integrated cross communications programs bridging traditional media and new media like interactive media and OOH media seamlessly with the core idea that we offer media-neutral and solution neutral services, which represent the interests of advertising clients over media owners.

In January 2008, ADK enhanced its Cross Communications Department to offer the services in the area for the new era. We are also working hard to offer integrated services of our Planning, Promotion, and Creative Departments with the Cross Communications Department.

B) Enhanced 360-degree solution services

- ✓ In August 2006, ADK set up a joint venture, ASP Co., Ltd., with Septeni Co., Ltd., a growing internet advertising specialty company, to offer e-marketing solution services.
- ✓ ADK also established another joint venture, CGM Marketing, Inc., with Digital Garage Inc., Dentsu Inc., and cyber communications inc., to promote business with consumer generated media.
- ✓ ADK established another joint venture, AD & M Inc. with Mitsui & Co., Ltd. and Dai Nippon Printing Co., Ltd. to provide comprehensive retail or in-store media solutions. Many consumers make final decision of purchasing at the point of purchase. Communication with consumers in retail stores will therefore be very influential.
- ✓ In January 2008, ADK signed on an alliance with Field Media Network, Inc. an advertising company specialized in free-promotional magazine media to expand business in free-magazines.

Because the advertising market environment evolves at a fast pace, the ADK group needs to quickly respond to changes. Controlling risks of investments by establishing smaller joint ventures with partners skilled in various new techniques is one solution. It should be noted that the ADK group concentrates revenue generation abilities through those new approaches to the parent company, which offers holistic solutions to clients.

C) ADK Direct: Initiatives in direct marketing to respond to large distributors

Many Japanese retailers and distributors are becoming more influential because they are responding better to changing consumer purchasing processes and lifestyles than are manufacturers. Under pressure from retailers, manufacturers expect advertising companies to help them build their brands to attract consumers and promote their direct marketing activities. To respond to these needs, ADK developed its direct marketing business by reorganizing the Direct Marketing Division and incorporating Customer Relationship Management solutions into its activities.

In January 2008, ADK Dialog has started operations to offer its new marketing solution services, Dialog Marketing. The new services are enhanced direct marketing services made through integration of traditional DRM (Direct Response Management) and CRM (Customer Relationship Management). ADK Dialog will be created by fusing Motivation Marketing Inc. (MMI) with the DRM division of TRI Communication Inc. (TRI). Both MMI and TRI are 100%-owned subsidiaries of ADK. The new Dialog Marketing approach has strategic value for the ADK group as it will further enhance its 360-degree communications program. ADK's Direct Communications Department also supports the company.

D) ADK Contents: Development of animation and other content businesses

ADK has been very successful in its animation content business. Content diversity and quality have distinguished ADK from its competitors and this ensures the group enjoys additional income sources to those of a typical advertising business. In order to take additional advantages of its accumulated know-how, outstanding track record, and rich content libraries, ADK will further strengthen its domestic and overseas distribution channels. ADK also offers other content, such as sports and cultural events. Recently, ADK was awarded exclusive rights to market and sponsor the 13th Tchaikovsky International Competition in countries outside of Russia. ADK also led the production of the animation movie, “The perfect world of Kai,” and will promote the Japanese traditional art-form, Kabuki, in China.

E) Overseas Markets

Considering the importance of China and other Asian markets, which account for 60% of the world's population, we have been busy upgrading our regional network infrastructure. Our view of these fast-growing markets will not change. In addition, more new, fast-growing markets are emerging. These include India, the Middle East and Russia. Under this new environment, we will continue to strengthen our overseas network. In US and European markets, we will also take advantage of our alliance with the WPP Group.

F) Local Domestic Markets

Because the economies of Osaka and Nagoya areas are the largest only after Tokyo and China in Asia, we cannot grow faster without stronger presence in these two domestic markets. We will continue to focus on our local branch offices in these markets, where our presence is still limited.

② Enhancements of Core Competencies

The ADK group seeks enhance competitiveness by enhancing the following programs:

A) <u>ADK University: Development of talent</u>

Advertising business is people business. They key to the success depends on human talent resources. To succeed as a future agency, which offers media-neutral and solution-neutral ideas through 360-degree programs to help clients build up their brands and enhance profitability, the ADK group must take advantage of its human talent pool. Therefore, ADK develops its talent through ADK University education programs.

B) <u>From Creative Directors to Communications Directors</u>

Even in the internet era, the key competitive edge for an advertising company is powerful and convincing creative. We launched a new, star-creator training, hiring, and support program designed to help our creative directors transform themselves into communications directors to better offer superior 360-degree insights for clients in the latest consumer buying trends and ever-changing modes of media access, content and interest.

C) <u>Approach to traditional and new media owners: Communication Channel Director</u>

In order to better compete against major competitors, we believe we need a more solid market presence, especially in media buying. In order to empower our negotiation skills and media planning services, we restructured our media buying divisions and reassigned our talent to increase our market share. The communication channel director will promote 360-degree media neutral solutions and deliver the best media solution(s) to the advertiser.

D) <u>ROI optimization</u>

Japanese advertisers have been demanding ever more diversified and sophisticated communications programs from their agencies. In short, they want their agencies to show quantifiable returns on investment in communications, an optimum return on invested capital, and a justifiable return on communication solutions. In order to respond to the changing marketplace and client needs, ADK is again up-grading its proven 360-degree communications program that already offers clients sophisticated ROI measurements.

③ <u>Enhancement of profitability and efficiency of subsidiaries and affiliates</u>

The ADK group keeps improvements in an internal control environment and by the efficient and sound management of its subsidiaries and affiliates. Also, the group will work to turn around loss-making and underperforming subsidiaries and affiliates. The group has already shut down the operations of its German subsidiary in August 2007 and made Tri Communication Inc., a loss making subsidiary merged by ADK International in January 2008. A Taiwan subsidiary has been right-sized to become profitable again.

④ Management by All, our corporate genome

Under the corporate philosophy of “Management by All,” every employee in the ADK group is expected to have a management perspective and approach client needs proactively. Applying these principles, the group will work to deliver value to its clients as well as to consumers to ensure the continued growth of shareholder value.

6. Outlook for Fiscal Year 2008

The Japanese economy may continue its slow, but long-lasting growth led by exports and corporate capital expenditures. However, we see some worries from uncertain government leadership, higher oil prices, appreciation of Yen, and the negative influence of the US sub-prime mortgage/loan markets and the economy may fall stagnant. Under today’s more demanding business conditions, the advertising market environment will remain a challenging one.

ADK forecasts its consolidated performance for fiscal 2008 at ¥ 445.5 billion in gross billings, ¥ 9.7 billion in recurring profits, and ¥ 5.9 billion in net income. For 1H 2008, gross billings of ¥ 218.0 billion, ¥ 5.0 billion in recurring profits, and ¥ 3.2 billion in net income are forecasted. EPS is forecasted at ¥130.4.

On an unconsolidated basis, the forecasts are set at ¥ 397 billion in gross billings, ¥ 8.3 billion in recurring profits, and ¥ 5.4 billion in net income. For 1H 2008, gross billings of ¥ 196.0 billion, ¥ 4.5 billion in recurring profits, and ¥ 3.1 billion in net income are forecasted.

Dividend for the FY 2008 is forecasted as in the table below:

Dividend Forecast for the fiscal 2008

FY 2008 Dividend	Interim Dividend	Year-End Dividend	Total Annual Dividend
Per share Dividend	¥10	¥36	¥46
Record Date	Jun. 30, 2008	Dec. 31, 2008	
Date of Disbursement	TBD	TBD in 2009	

7. Forward Looking Statements and Risk Factors

- Forward Looking Statements

  This report may contain forward-looking statements based on ADK management’s view and assumptions of future developments as of the date of such statements. The foregoing statements herein are inherently subject to risks, including, but not limited to those shown below (under TSE guidance), and uncertainties that could lead to material differences between such statements and actual outcomes. Therefore, ADK does not warrant any certainty and accuracy thereto. ADK also expressly disclaims any obligation to update or revise its forward-looking statements.

- Domestic economy
  During FY 2007, 98.0% of group billings are generated from the advertising market. The group generates 92.8% of its gross billings from the Japanese domestic markets. Japanese national advertising spending is closely correlated with the nominal GDP. In the event that the domestic economy deteriorates seriously, the ADK group's performance and financial conditions could be negatively impacted.

- Changes in the advertising market
  The ADK group intends to continue to sell traditional mass media advertising space and time to its well-diversified clientele as well as carry out sales promotions and a wide range of peripheral services under its 360-degree communications approach. However, failure to respond appropriately to any market changes – including, but not limited to changes in advertiser's budgets (by name and/or industry), media inventory costs and advertising methods – could significantly impact performance and financial conditions.

- Response to the development of new media
  The ADK group continues to focus on both traditional and new media through its 360-degree communications approach. Under the 360-degree program, we do not see the traditional and new media would cannibalize each other. Rather, they would enhance each other. In addition, the group has been accelerating its efforts to enhance its functionalities to lead the digital advertising market, including the internet, by setting up of ADK interactive division and joint ventures with some leading companies in the markets. However, if ADK fails to adapt to changes in the advertising media, its performance and financial conditions could be adversely impacted.

- Competitive risk
  Competition among Japan's major advertising companies is intensifying. In addition, the entry of foreign mega agency groups into Japanese market, and many new and rapidly growing entrants in the internet advertising market, the dominance of Google in search engine marketing, accelerates competition. In the event that ADK is unable to respond appropriately to client needs and changes in the advertising industry, and loses its competitiveness as a result, there is significant risk that its market share could decline and profitability could deteriorate. This would have a serious impact on its performance and financial condition.

- Relationship with advertisers
  In Japan, traditionally advertisers do not strictly require an exclusive relationship with

their agencies, which may have business with competitors. However, there is no assurance that this practice will continue in the future. In the event that ADK fails to adapt to such changes in the advertising market, its performance and financial conditions could be adversely impacted.

The ADK group has a diversified portfolio of first-tier clients. The parent company's largest 10 and 20 clients' share 21.5 and 32.0% of total unconsolidated gross billings for FY 2007 and compared to the competitors, sector concentration risk is limited. Although we strive to maintain and develop good relationships with our clients, there is no assurance that we will be able to continue to do so.

An advertising agency buys media time or space and materials on behalf of its clients on its own account. Sometimes a purchase is made through another agency. Therefore, even if a client and/or such another agency default, the advertising company is still liable for the media and or materials toward a media owner and or a sub-contracting production company.

Advertising companies in Japan do not always have documented contracts with media and clients so as to maximize their flexibility in order to adapt to sudden changes. However, ADK works to ensure it has written contracts with more media and more clients. When this is the rule, not the exception, the company believes accountability by both parties will minimize disputes. Until that time, however, there remains the possibility of disputes with media and clients.

- Relationships with media

  ADK generates 69.6% of its gross billings by handling the four major mass media as well as the rapidly growing internet and digital advertising sectors and OOH media. ADK strives to secure advertising time and/or space of these traditional and new media during FY 2007. However, in the event of a decrease in advertising volume and/or changes in business terms and conditions and advertising methods, and/or the emergence of new advertising formats, and the ADK group does not respond to these changes appropriately, there is a significant possibility that its performance and financial conditions could be adversely affected.

- Media inventories

  Occasionally, ADK purchases media inventories, particularly animation programs, at fixed prices based on orders from client advertisers. Although we strive to improve the quality of contents**,** and increase the demand of such programs by keeping a close relationship with the media, in the case of weak sales, excess inventories could have an adverse effect on our performance and financial conditions.

- Relationship with sub-contractors

  While ADK carries out the planning for advertising and sales promotion campaigns, the execution of these activities is mostly outsourced to qualified sub-contractors. In the case of a change in trading relationships with these sub-contracted companies and in the event that ADK is unable to respond appropriately, this could have a negative impact on group performance and financial conditions.

In Japanese advertising markets, an advertising agency is usually required to absorb credit and functionality risks of many small and specialty sub contractors without shifting them to the advertisers. Besides, sometimes an agency needs to help financing of such sub-contractors by advance payments. In an international business, a partial advance payment is commonly required. When a sub contractor cannot fulfill an order from an advertiser or maintain its business as a going-concern, an agency is likely to suffer a loss.

- Contents business

  ADK continues to develop new contents under existing and new business models. However there is no guarantee of the continued success of these contents or of derivative and or resale income from them. Accordingly, in the case that the group is not able to generate income as expected, the group could experience a significant impact on its performance and financial conditions.

- Overseas operations

  In overseas markets, because of the difference in culture and society, a variety of problems may arise. In addition, both country risk and currency risk are inherent in conducting international business. In the event that the ADK group is unable to expand its overseas operations as planned, the group's performance and financial condition could be significantly impacted.

- Relationship with WPP Group plc

  ADK has maintained strategic operating and equity ties with the WPP Group plc, of the United Kingdom since August 1998, holding a 2.63% equity stake in WPP (as of December 31, 2007. WPP Group holds 22.97% of voting rights in ADK. At the same time, both companies have non-executive directors on each other's boards. By way of operating alliances with WPP group operating companies, including JWT, ADK made a number of creative and promotional tie-ups and will continue to develop operations worldwide.

  Because ADK does not own a majority of WPP's voting rights, and our influence on WPP group operations is limited, in the event that the ADK group is unable to realize the benefits from this relationship or if the relationship should negatively change in any way, there may be an impact on the ADK group's performance and financial conditions in the future.

  In addition, although the yen translated market value of the equity stake in WPP is ¥46,145 million as of the end of December 2007 compared to the book value of ¥22,262 million (under the lower-of-cost-or-market method), in the event of a major deterioration in the group's stock price there is a possibility that ADK would have to account for valuation losses on this holding.

- Staff

  Advertising is a people business and talents are critical assets in the advertising industry. In the event that ADK is unable to secure and train its talented staff adequately, there could be a negative impact on performance and financial conditions.

- Marketable securities and investment securities

  The ADK group's holdings of marketable and investment securities (including the aforementioned stake in the WPP Group plc and equity method value of Digital Advertising Consortium, Inc. "DAC") totaled ¥83,720 million, representing 34.0% of our ¥246,097 million in total assets as of December 31, 2007. Of this amount, ¥68,206 million is publicly traded equity securities mostly for cross-shareholdings in advertising clients and other trading partners (excluding our investments in 27.1% stake of DAC, unconsolidated results of which is accounted for by the equity method at ¥1,826 million). The balance of unrealized gains on available-for-sale securities is ¥20,304 million after deducting deferred tax liabilities on such gains. However, in the event of a major decline in the market prices of these holdings, we would be forced to account for valuation losses.

- Retirement Benefits and Pension Plans

  At the end of 2004, ADK parent company reformed its employee retirement benefits and pension plans, and adopted a defined contribution pension plan and a cash balance plan to reduce the volatility of net periodic benefit costs, an element of the staff costs, through a smaller Projected Benefit Obligation and less risky pension asset investment strategies.

  In the event of deterioration in pension asset management performance, and a significant change in actuarial assumptions, the ADK group could face a negative impact on its performance and financial condition.

  ADK and some of its domestic subsidiaries are the members of the Japan Advertising Industry Welfare Pension Fund. Because the ADK group cannot technically and reasonably define how much pension assets and liabilities the group is accountable for, the group recognizes its annual cash contribution to the fund as its periodical benefit costs applicable for the fund. In the case that the fund requires the group to make a larger contribution due to changes in the discount rate, pension plan asset performance, number of member companies and beneficiaries, and so on, the group would need to recognize larger net periodic benefit costs.

  The fund's total pension assets and liabilities as of March 31, 2007 were ¥ 80,894 million and ¥ 65,101 million respectively, and therefore the difference was positive ¥ 15,793 million. The discount rates for the liabilities were mainly 5.5%.

The ADK group’s cash contribution share by the both employers and employees made during the year through March 2007 were 9.01% and 5.67% respectively making the total 14.68%. Applying simply the shares to the aforementioned total fund assets, the group’s prorate shares of assets as of March 31, 2007 were ¥11,879 million in total. Out of the amount, the employers’ portion and employees’ portion were ¥7,290 million and ¥4,588 million respectively. Likewise, the group’s prorate shares of pension liabilities were ¥9,559 million in total. Out of the amount, the employers’ portion and employees’ portion were ¥5,867 million and ¥3,692 million respectively.

- Legal Risks
  The ADK group’s advertising clients are affected by a number of mandatory and voluntary regulations, depending on the type or types of businesses in which they are engaged. If these laws and regulations are tightened or new ones are enacted, our clients’ advertising activities could shrink or become curtailed. Such changes may have a negative impact on our performance and financial conditions.

- Regulatory Changes
  In Japan, there are a number of laws that bind advertising companies, including ADK. These include laws to prevent delays in payment to subcontractors and protect personal information as well as regulations applicable to advertising companies. If there is a strengthening of existing laws or regulations affecting the advertising activities of advertisers or the format or content of advertisements, the financial results of the ADK group and other advertising companies could be adversely affected. In the case there is the introduction of new laws or regulations, or the reinterpretation of existing laws or regulations, the result could also impact the ADK group’s performance.

- Contingent Litigation Risks
  As of the date of the statements, the ADK group has not been involved or exposed to a law suit or dispute which could place significantly negative influence on the group’s performance and financial conditions. However, there is no guarantee that the group would never be involved or exposed to such a law suit or dispute.

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（ ＿ Corrected as of March 26, 2008）

Appendix 1.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Financial Highlights

Year Ended December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Year Ended December 31, 2007	Year Ended December 31, 2006
GROSS BILLINGS	435,011	420,059
YEAR-ON-YEAR GROWTH RATE (%)	3.6	(1.1)
GROSS PROFIT	51,754	48,685
OPERATING INCOME	7,134	6,392
YEAR-ON-YEAR GROWTH RATE (%)	11.6	(14.6)
RECURRING PROFIT	8,960	8,914
YEAR-ON-YEAR GROWTH RATE (%)	0.5	(15.0)
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	10,122	9,682
NET INCOME	5,350	5,070
ANNUAL DIVIDEND PER SHARE (Yen)	42.00	27.00
TOTAL ASSETS	246,097	256,754
SHAREHOLDERS' EQUITY (Shareholders' equity plus valuation and translation adjustments)	130,695	140,338
MINORITY INTERESTS	1,150	1,048
TOTAL NET ASSETS (Total of shareholders' equity plus minority interests)	131,846	141,387
SHAREHOLDERS' EQUITY PER SHARE (Yen)	2,898.49	2,979.79
NET INCOME PER SHARE (Yen)	116.40	106.62
CASH FLOW FROM OPERATING ACTIVITIES	183	7,507
CASH FLOW FROM INVESTING ACTIVITIES	4,488	(3,191)
CASH FLOW FROM FINANCING ACTIVITIES	(8,968)	(5,300)
CASH AND CASH EQUIVALENTS, END OF YEAR	17,994	21,932

(_ Corrected as of March 26, 2008)

Appendix 2.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Income Statements

Year Ended December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Year Ended December 31, 2007	Year Ended December 31, 2006
Ⅰ GROSS BILLINGS	435,011	420,059
Ⅱ COST OF SALES	383,257	371,374
GROSS PROFIT	51,754	48,685
Ⅲ SELLING, GENERAL AND ADMINISTRATIVE EXPENSES		
1. Salaries	23,812	23,003
2. Provision for bonus expenses	650	95
3. Provision for pension benefits	1,866	1,812
4. Rent expenses	3,877	3,675
5. Other expenses	14,412	13,705
Total selling, general and administrative expenses including others	44,619	42,292
OPERATING INCOME	7,134	6,392
Ⅳ NON－OPERATING INCOME		
1. Interest income	616	588
2. Dividend income	1,318	1,206
3. Equity in earnings of affiliated companies-net	—	240
4. Other income	550	772
Total non-operating income including others	2,485	2,807
Ⅴ NON－OPERATING EXPENSES		
1. Interest expenses	32	30
2. Equity in losses of affiliated companies-net	258	—
3. Other expenses	368	255
Total non-operating expenses including others	660	285
RECURRING PROFIT	8,960	8,914
Ⅵ EXTRAORDINARY PROFITS	3,144	1,877
Ⅶ EXTRAORDINARY LOSSES	1,982	1,109
INCOME BEFORE INCOME TAXES AND MINORITY INTERESTS	10,122	9,682
INCOME TAXES		
1. Current	4,514	4,045
2. Deferred	179	511
Total income tax	4,694	4,556
MINORITY INTERESTS IN NET INCOME	77	55
NET INCOME	5,350	5,070

Appendix 3-1.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Balance Sheets

December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	December 31, 2007	December 31, 2006
ASSETS		
Ⅰ CURRENT ASSETS		
1. Cash and time deposits	22,863	22,145
2. Notes and accounts receivable-trade	108,045	100,907
3. Marketable securities	3,676	5,213
4. Inventories	9,037	7,979
5. Other current assets	4,549	3,396
6. Allowance for doubtful accounts	(624)	(759)
Total current assets	147,546	138,882
Ⅱ FIXED ASSETS		
1. Tangible fixed assets	3,866	3,868
2. Intangible fixed assets	1,063	1,558
3. Investments and other assets		
(1)Investment securities	83,720	102,019
(2)Other assets	11,074	11,601
(3)Allowance for doubtful accounts	(1,174)	(1,175)
Total investments and other assets	93,620	112,445
Total fixed assets	98,550	117,871
TOTAL ASSETS	246,097	256,754

Appendix 3-2.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Balance Sheets

December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	December 31, 2007	December 31, 2006
LIABILITIES		
Ⅰ CURRENT LIABILITIES		
1. Notes and accounts payable-trade	87,417	84,448
2. Short-term debts	1,084	344
3. Current portion of bonds	—	500
4. Current portion of long-term debt	48	49
5. Accrued bonuses to employees	679	289
6. Allowance for sales returns	537	770
7. Other current liabilities	10,129	9,823
Total current liabilities	99,896	96,226
Ⅱ LONG-TERM LIABILITIES		
1. Long-term debts	60	108
2. Accrued retirement benefits	1,246	1,694
3. Accrued retirement benefits to directors and corporate auditors	694	681
4. Other long-term liabilities	12,352	16,655
Total long-term liabilities	14,354	19,140
TOTAL LIABILITIES	114,251	115,366
NET ASSETS		
Ⅰ SHAREHOLDERS' EQUITY		
1. Common stock	37,581	37,581
2. Capital surplus	20,024	40,607
3. Retained earnings	51,901	47,671
4. Treasury stock-at cost	(203)	(12,973)
Total shareholders' equity	109,303	112,886
Ⅱ VALUATION AND TRANSLATION ADJUSTMENTS		
1. Unrealized gain on available-for-sale securities	20,304	26,676
2. Deferred hedge profit and loss	1	1
3. Foreign currency translation adjustments	1,085	774
Total valuation and translation adjustments	21,392	27,452
Ⅲ MINORITY INTERESTS	1,150	1,048
TOTAL NET ASSETS	131,846	141,387
TOTAL LIABILITIES AND NET ASSETS	246,097	256,754

Appendix 4-1.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Statements of Changes in Net Assets
Year Ended December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	SHAREHOLDERS' EQUITY				
	Common stock	Capital surplus	Retained earnings	Treasury stock-at cost	Total
Balance as of December 31, 2006	37,581	40,607	47,671	(12,973)	112,886
Dividend Paid			(1,258)		(1,258)
Net Income			5,350		5,350
Acquisition of treasury stock				(7,813)	(7,813)
Disposal of treasury stock		(20,583)		20,583	0
Increase due to new consolidated subsidiaries			138		138
Net changes of other items than shareholders' equity					
Total changes of items during the year		(20,583)	4,230	12,770	(3,852)
Balance as of December 31, 2007	37,581	20,024	51,901	(203)	109,303

	VALUATION AND TRANSLATION ADJUSTMENTS				MINORITY INTERESTS	TOTAL NET ASSETS
	Unrealized gain on available-for-sale securities	Deferred hedge profit and loss	Foreign currency translation adjustments	Total		
Balance as of December 31, 2006	26,676	1	774	27,452	1,048	141,387
Dividend Paid						(1,258)
Net Income						5,350
Acquisition of treasury stock						(7,813)
Disposal of treasury stock						0
Increase due to new consolidated subsidiaries						138
Net changes of other items than shareholders' equity	(6,372)	0	311	(6,060)	101	(5,959)
Total changes of items during the year	(6,372)	0	311	(6,060)	101	(9,541)
Balance as of December 31, 2007	20,304	1	1,085	21,392	1,150	(131,846)

Appendix 4-2.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Statements of Changes in Net Assets
Year Ended December 31, 2006

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	SHAREHOLDERS' EQUITY				
	Common stock	Capital surplus	Retained earnings	Treasury stock-at cost	Total
Balance as of December 31, 2005	37,581	40,607	44,191	(9,690)	112,689
Dividend Paid			(1,721)		(1,721)
Bonus to directors and corporate auditors paid			(38)		(38)
Net Income			5,070		5,070
Acquisition of treasury stock				(3,283)	(3,283)
Disposal of treasury stock		0		0	0
Increase due to new consolidated subsidiaries			163		163
Decrease due to change in accounting standards of foreign subsidiaries			5		5
Net changes of other items than shareholders' equity					
Total changes of items during the year		0	3,479	(3,283)	196
Balance as of December 31, 2006	37,581	40,607	47,671	(12,973)	112,886

	VALUATION AND TRANSLATION ADJUSTMENTS				MINORITY INTERESTS	TOTAL NET ASSETS
	Unrealized gain on available-for-sale securities	Deferred hedge profit and loss	Foreign currency translation adjustments	Total		
Balance as of December 31, 2005	21,784		277	22,062	997	135,749
Dividend Paid						(1,721)
Bonus to directors and corporate auditors paid						(38)
Net Income						5,070
Acquisition of treasury stock						(3,283)
Disposal of treasury stock						0
Increase due to new consolidated subsidiaries						163
Decrease due to change in accounting standards of foreign subsidiaries						5
Net changes of other items than shareholders' equity	4,892	1	496	5,390	51	5,441
Total changes of items during the year	4,892	1	496	5,390	51	5,638
Balance as of December 31, 2006	26,676	1	774	27,452	1,048	141,387

Appendix 5.

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Statements of Cash Flows

Year Ended December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

		Full Year Ended December 31, 2007	Full Year Ended December 31, 2006
Ⅰ	OPERATING ACTIVITIES		
	Income (loss) before income taxes and minority interests	10,122	9,682
	Depreciation and amortization	1,170	1,205
	Decrease (increase) in notes and accounts receivable	(6,156)	2,893
	Increase (decrease) in notes and accounts payable	1,435	(1,963)
	Net cash provided by operating activities including others	183	7,507
Ⅱ	INVESTING ACTIVITIES		
	Purchases of tangible fixed assets	(302)	(190)
	Purchases of intangible fixed assets	(304)	(401)
	Purchases of investment securities	(1,357)	(5,454)
	Proceeds from sales of investment securities	4,622	3,754
	Net cash used in by investing activities including others	4,488	(3,191)
Ⅲ	FINANCING ACTIVITIES		
	Purchases of treasury stock - net	(7,812)	(3,283)
	Dividends paid	(1,258)	(1,721)
	Net cash used in financing activities including others	(8,968)	(5,300)
Ⅳ	FOREIGN CURRENCY TRANSLATION ADJUSTMENTS ON CASH AND CASH EQUIVALENTS	251	560
Ⅴ	NET INCREASE IN CASH AND CASH EQUIVALENTS	(4,045)	(423)
Ⅵ	CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	21,932	21,938
Ⅶ	INCREASE IN CASH AND CASH EQUIVALENTS OF NEW LY CONSOLIDATED SUBSIDIARY	(107)	417
Ⅷ	CASH AND CASH EQUIVALENTS, END OF YEAR	17,994	21,932

(= Corrected as of March 26, 2008)

Appendix 6.

ASATSU-DK INC. and Consolidated Subsidiaries

Segment Information

(Unaudited and before reclassifications and rearrangements)

Year Ended December 31, 2007

Millions of Yen

	Advertising	Others	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
(1) Billings to out-of-group customers	426,402	8,609	435,011	−	435,011
(2) Inter-segment billings	37	221	258	(258)	−
Total billings	426,439	8,830	435,270	(258)	435,011
Operating expenses*	419,299	8,835	428,134	(258)	427,876
Operating income	7,139	(4)	7,135	0	7,134

Year Ended December 31, 2006

Millions of Yen

	Advertising	Others	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
(1) Billings to out-of-group customers	410,875	9,184	420,059	−	420,059
(2) Inter-segment billings	97	311	409	(409)	−
Total billings	410,973	9,495	420,469	(409)	420,059
Operating expenses*	404,604	9,459	414,063	(396)	413,667
Operating income	6,369	36	6,405	(12)	6,392

* Operating expenses includes total of cost of sales and selling, general, and administrative expenses.

Appendix 7.

ASATSU-DK INC.

Non-consolidated

Income Statements

Year Ended December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Year Ended December 31, 2007	Year Ended December 31, 2006
Ⅰ GROSS BILLINGS	387,860	378,804
Ⅱ COST OF SALES	347,181	340,072
GROSS PROFIT	40,678	38,731
Ⅲ SELLING, GENERAL AND ADMINISTRATIVE EXPENSES	34,506	33,208
OPERATING INCOME	6,172	5,523
Ⅳ NON－OPERATING INCOME	2,091	2,162
Ⅴ NON－OPERATING EXPENSES	254	185
RECURRING PROFIT	8,009	7,500
Ⅵ EXTRAORDINARY PROFITS	3,376	1,658
Ⅶ EXTRAORDINARY LOSSES	1,955	894
INCOME BEFORE INCOME TAXES	9,430	8,264
INCOME TAXES	4,099	4,028
NET INCOME	5,330	4,235

Appendix 8-1.

ASATSU-DK INC.

Non-consolidated

Balance Sheets

December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	December 31, 2007	December 31, 2006
ASSETS		
Ⅰ CURRENT ASSETS		
1. Cash and time deposits	11,934	11,098
2. Notes receivable-trade	5,947	8,261
3. Accounts receivable-trade	87,726	81,444
4. Marketable securities	3,294	4,445
5. Inventories	5,705	5,477
6. Other current assets	4,146	3,161
7. Allowance for doubtful accounts	(529)	(627)
Total current assets	118,226	113,261
Ⅱ FIXED ASSETS		
1. Tangible fixed assets	1,788	1,930
2. Intangible fixed assets	967	1,424
3. Investments and other assets		
(1) Investment securities	84,452	102,162
(2) Other assets	9,216	9,608
(3) Allowance for doubtful accounts	(749)	(1,087)
Total investments and other assets	92,918	110,682
Total fixed assets	95,675	114,037
TOTAL ASSETS	213,901	227,299

Appendix 8-2.

ASATSU-DK INC.

Non-consolidated

Balance Sheets

December 31, 2007

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	December 31, 2007	December 31, 2006
LIABILITIES		
Ⅰ CURRENT LIABILITIES		
1. Notes payable-trade	16,926	21,083
2. Accounts payable-trade	63,248	57,811
3. Other current liabilities	6,143	5,912
Total current liabilities	86,318	84,807
Ⅱ LONG-TERM LIABILITIES		
1. Accrued retirement benefits	404	930
2. Accrued retirement benefits to directors and corporate auditors	694	681
3. Other long-term liabilities	12,243	16,524
Total long-term liabilities	13,342	18,137
TOTAL LIABILITIES	99,661	102,944
NET ASSETS		
Ⅰ SHAREHOLDERS' EQUITY		
1. Common stock	37,581	37,581
2. Capital surplus	20,024	40,607
3. Retained earnings	37,433	33,361
4. Treasury stock-at cost	(203)	(12,973)
Total shareholders' equity	94,836	98,576
Ⅱ VALUATION AND TRANSLATION ADJUSTMENTS		
1. Unrealized gain on available-for-sale securities	19,402	25,776
2. Deferred hedge profit and loss	1	1
Total valuation and translation adjustments	19,404	25,777
TOTAL NET ASSETS	114,240	124,354
TOTAL LIABILITIES AND NET ASSETS	213,901	227,299

Appendix 9.

ASATSU-DK INC.

Non-consolidated

Gross Billings Breakdown by Division

(Non-consolidated Basis)

Year Ended December 31, 2007

Millions of Yen

	Year Ended December 31, 2007		Year Ended December 31, 2006		Changes from previous year	
Advertising		%		%		%
Magazine	21,717	5.7	28,400	7.3	6,682	30.8
Newspaper	35,447	9.4	34,157	8.8	(1,290)	(3.6)
Television	179,940	47.5	177,965	45.9	(1,975)	(1.1)
Radio	4,193	1.1	4,453	1.1	260	6.2
Digital Media	12,503	3.3	13,506	3.5	1,002	8.0
Out-of-Home Media	11,989	3.2	11,592	3.0	(396)	(3.3)
Total	265,792	70.2	270,076	69.6	4,283	1.6
Creative						
Sales Promotion*	57,504	15.2	57,978	15.0	474	0.8
Creative and Others	55,507	14.7	59,804	15.4	4,297	7.7
Total	113,011	29.8	177,783	30.4	4,771	4.2
Grand Total	378,804	100	387,860	100	9,055	2.4

*Television includes Time, Spot and Contents
Degital media includes media related internet and mobile
Out-of-Home Media includes outdoor advertising