## FY2008 Interim Financial Report

August 25, 2008 ASATSU-DK

## Advertising Market

## 1) Forecast of FY2008 Advertising Expenditure $\rightarrow$ Down 3.8\% from FY2007

Advertising expenditure for
4 mass media -7.7\%
Non-mass media -0.9\%
(Data: Nikkei Advertising Research Institute)
Competition intensifies
under adverse market condition
2) 3 Changes in the Advertising Market
(1) Consumer purchasing behavior
(2) Consumer media consumption
(3) Communication programs
demanded by clients


Change in agency business model


Agency for the future (Future Agency )

## 2008 Jan-Jun $2008 / 2007$

| Dentsu | 765,929 | $97.9 \%$ |
| :--- | ---: | ---: |
| Hakuhodo | 367,954 | $102.8 \%$ |
| ADK | 179,493 | $92.6 \%$ |
| Daiko | 71,264 | $103.3 \%$ |
| Tokyu Agency | 59,431 | $96.6 \%$ |
| East Japan M\&C | 54,073 | $97.8 \%$ |
| Yomiko | 48,529 | $94.0 \%$ |
| Asahi Koukokusha | 28,182 | $94.8 \%$ |
| Total of 8 Agencies | $1,574,855$ | $\frac{98.4 \%}{4}$ |

## Non-consolidated Performance

- Gross billings declined under the adverse advertising market condition
> Large decrease in newspaper and TV ad spots, and in content business
$>$ Weak advance in growing markets,
- decrease in digital media
-stagnant growth in sales promotion
$>$ Fewer new clients acquired compared with the previous year.

Non-consolidated Performance (continued)

- Gross profit decreased due to decline in gross billings despite improvement in gross profit ratio
- Gross profit ratio improved mainly due to ADK's new guidelines for cost control
- Operating income decreased because cost control couldn't offset the decrease in gross profit


## Consolidated results

- Improvement in overseas subsidiaries
- Weak sales at Japanese subsidiaries


## Consolidated Highlights




(Millions of Yen)
*Forecast announced on February 14, 2008
(1) FY2008 Interim vs. FY2007 Interim
(2) FY2008 Interim vs. Forecast as of February 14, 2008

## Non-consolidated Highlights



Operating Income

*Forecast announced on February 14, 2008
(1) FY2008 Interim vs. FY2007 Interim
(2) FY2008 Interim vs. Forecast as of February 14, 2008

Gross Profit


Net Income


Consolidated Performance

## ADK Group

```
Japan
Consolidated Subsidiaries: 8
Kyowa Kikaku
    ADK International
    ADK Arts
    Ekkn
    Nihon Bungeisha Publishing
    Neo Shobo
    ADK Boys
    ADK Dialog (NEW)
```

Equity Method Affiliates: 2 Nippon Information Industry Digital Advertising Consortium

## Overseas (Consolidated Subsidiaries: 15)

- ADK America
- Asatsu Europe Holding
- Asatsu Europe
- Asatsu (Deutschland)
- Asatsu-DK Hong Kong
- United Asatsu International
- Asatsu-DK Singapore
- DK Advertising (HK)
- DIK-Ocean Advertising
- Dai-Ichi Kikaku (Thailand)
- ADK Thai Holding
- Asatsu (Thailand)
- ASDIK
- Asatsu Century (Shanghai) Advertising
- Shanghai Asatsu Advertising
(Equity Method Affiliate: 1)
- Guangdong Guangxu Advertising

| Operating Margin | $15.6 \%$ | $9.4 \%$ |
| :--- | ---: | ---: |
| Staff Cost / Gross Profit | $56.5 \%$ | $62.0 \%$ |

## Analyses of Consolidated Performance

ADK
(Millions of Yen)


## Analysis of Consolidated Performance

## In Japan:

- Disappointing sales at ADK
- Weak sales at the advertising \& advertising creative subsidiaries
- Continued slump of publishing companies

Overseas:

- Firm growth compared with subsidiaries in Japan

Non-Consolidated Performance

|  | 20071 H | 20081 H | vs. 2007 1H | Increase/Decrease |
| :--- | ---: | ---: | ---: | ---: |
| Gross Billings | 193,930 | 179,493 | $92.6 \%$ | $-14,437$ |
| Gross Profit | 20,519 | 19,867 | $96.8 \%$ | -652 |
| Gross Profit Ratio | $10.6 \%$ | $11.1 \%$ | +0.5 pt | - |
| SG\&A Expenses | 16,805 | 17,796 | $105.9 \%$ | 990 |
| Staff \& Cost | 11,308 | 12,253 | $108.4 \%$ | 944 |
| Other | 5,497 | 5,543 | $100.8 \%$ | 45 |
| Operating Income | 3,713 | 2,071 | $55.8 \%$ | $-1,642$ |
| Non-Operating Income | 1,284 | 1,198 | $93.3 \%$ | -86 |
| Recurring Profit | 4,998 | 3,270 | $65.4 \%$ | $-1,728$ |
| Extraordinary Profit | 966 | 291 | $30.2 \%$ | -674 |
| Income Before Income Taxes | 5,965 | 3,561 | $59.7 \%$ | $-2,403$ |
| Taxes | 2,652 | 1,540 | $58.1 \%$ | $-1,112$ |
| Net Income | 3,312 | 2,021 | $61.0 \%$ | $-1,291$ |
| Operating Margin | $18.1 \%$ | $10.4 \%$ |  |  |
| Staff Cost / Gross Profit | $55.1 \%$ | $61.7 \%$ |  |  |

## Gross Billings Analysis (Non-consolidated)

1. Breakdown by Industry
2. Breakdown by Medium
3. Growth in New vs. Existing Clients
4. Growth in International vs. Japanese Clients
5. Growth in CMB vs. Brand-related Business

## 6. Headquarters Growth vs. Branch Offices Growth

※ CMB = Central Media Buying
A media buying method where an appointed agency handles the entire media buying business for a client with relatively smaller margins compared to the ordinary media buying business.

## 1.Gross Billings: Breakdown by Industry



## 2.Gross Billings: Breakdown by Medium

|  | ADK |  |  |  |
| :--- | ---: | ---: | ---: | ---: |
| Magazine | 12,462 | $90.4 \%$ | 69,450 | $94.9 \%$ |
| Newspaper | 15,331 | $83.6 \%$ | 173,220 | $87.9 \%$ |
| Television | 81,473 | $90.0 \%$ | 673,804 | $97.7 \%$ |
| Time* | 30,894 | $97.9 \%$ |  |  |
| Spot | 44,680 | $85.7 \%$ |  |  |
| Content | 5,897 | $85.8 \%$ |  |  |
| Radio | 1,831 | $87.6 \%$ | 23,781 | $94.5 \%$ |
| 4 Mass Media | 111,098 | $89.1 \%$ | 940,256 | $95.5 \%$ |
| Digital Media | 6,612 | $96.1 \%$ |  |  |
| OOH Media | 5,907 | $107.0 \%$ |  |  |
| Sales Promotion | 27,770 | $101.4 \%$ |  |  |
| Creative | 22,203 | $95.1 \%$ |  |  |
| Others | 5,901 | $97.5 \%$ |  |  |
| Non-mass Media | 68,395 | $98.9 \%$ | 634,590 | $108.1 \%$ |
| Total | 179,493 | $92.6 \%$ | $1,574,855$ | $98.4 \%$ |

## 2.Gross Billings: Breakdown by Medium

<2008 1H vs. 2007 1H>


# 3.Gross Billings: New/Existing Clients 

Gross Billings

Composition Ratio
vs. 2007 1H
7.118 4.0\% 70.0\%

172,375
96.0\%
93.8\%

179,493
100.0\%
92.6\%

- Decrease in gross billings from new clients
- Small decrease in the number of newly acquired clients
- Gross Billings from existing clients fell short of the level of the same period in 2007


# 3.Gross Billings: International/Japanese Clients 

|  | Gross Billings | Composition <br> Ratio | vs.2007 1H |
| :---: | ---: | :---: | ---: |
| International | $\mathbf{3 3 , 3 0 1}$ | $\mathbf{1 8 . 6 \%}$ | $\mathbf{9 0 . 9 \%}$ |
| Clients | $\mathbf{1 4 6 , 1 9 2}$ | $\mathbf{8 1 . 4 \%}$ | $\mathbf{9 2 . 9 \%}$ |
| Japanese Clients | 179,493 | $\mathbf{1 0 0 . 0 \%}$ | $\mathbf{9 2 . 6 \%}$ |
| Total |  |  |  |

- Gross Billings from both International and Japanese clients fell short of the level for the same period in 2007


## 3.Gross Billings: CMB/Brand-related business

|  | Gross Billings | Composition <br> Ratio | vs.2007 1H |
| :---: | ---: | :---: | ---: |
| CMB | 21,735 | $12.1 \%$ | $82.6 \%$ |
| Brand-related <br> business | 157.758 | $87.9 \%$ | $94.1 \%$ |
| Total | 179,493 | $100.0 \%$ | $92.6 \%$ |

※CMB=Central Media Buying
A media buying method where an appointed agency handles the entire media buying business for
a client with relatively smaller margins compared to the ordinary media buying business.

- Smaller gross billings in than the same period in 2007
- Larger gross profit due to improvement in the gross profit ratio


## 3.Gross Billings: Headquarters/Branch offices

|  | Gross Billings | Composition <br> Ratio | vs.2007 1H |
| :---: | ---: | ---: | ---: |
| Tokvo | 144,659 | $80.6 \%$ | $91.6 \%$ |
| Headuluarters | 34,834 | $19.4 \%$ | $96.8 \%$ |
| Branch Oficics | 179,493 | $100.0 \%$ | $92.6 \%$ |
| Total | 10 |  |  |

- Kyusyu branch : Increase in gross billings and gross profit Closing in on to the second place agency in Kyushu area
- Nagoya branch : increase in gross profit due to improved gross profit ratio
- The total for the branches fell short of the results for the same period in 2007 mainly due to weak sales at the Osaka branch


## Analysis of Non-consolidated Performance

Gross Billings $¥ 179,493$ million (vs. 2007 1H $92.6 \%$ )

- Weak sales in TV ad spots, news paper and content business
- Weak advances in growing market: -Digital media and sales promotion
- Fewer acquisition of new large-budget new clients

Gross Profit $¥ 19,867$ million ( $96.8 \%$ )

- Gross profit ratio improved 0.5 points
-Improved gross profit ratio of CMB -Revision of cost control guidance at ADK


## Analysis of Non-consolidated Performance

SG\&A Expenses $¥ 17,796$ millions ( $105.9 \%$ )
(Millions of Yen)

|  | 2008 1H | 2007 1H | Increase/ Decrease | $\begin{aligned} & 2008 \mathrm{1H} / \\ & 2007 \mathrm{HH} \end{aligned}$ | vs. Forecast |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Profit | 19,867 | 20,519 | -652 | 96.8\% | 90.3\% |
| (Gross profit ratio) | 11.1\% | 10.6\% |  | +0.5pt | -0.1pt |
| Staff Cost | 12,253 | 11,308 | 944 | 108.4\% | 98.4\% |
| Other | 5,543 | 5,497 | 45 | 100.8\% | 91.7\% |
| Total SG\&A | 17,796 | 16,805 | 990 | 105.9\% | 96.2\% |

Operating Income $¥ \mathbf{¥ 2 , 0 7 1}$ millions ( $55.8 \%$ )

- Decrease in gross billings and gross profit
- Cost control couldn't offset the decline in gross profit

FY2008 Second Half

## FY2008 Latest Forecast Consolidated P/L



Gross Profit



Note: The Old Forecast was announced on February 14, 2008, the Latest Forecast was announced on August 12, 2008.
(1) Latest Forecast vs. Old forecast
(2) Latest Forecast vs. 2007 results

## FY2008 Latest Forecast Consolidated P/L

ADK
(Millions of Yen)

|  | 2008 1H | vs. 2007 1H | 2008 2H | Vs. 20072 H | 1H:2H | 2008 | vs. 2007 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 200,590 | 95.3\% | 206,910 | 93.9\% | 49.2: 50.8 | 407,500 | 93.7\% |
| Gross Profit | 24,864 | 97.3\% | 25,606 | 97.9\% | 49.3: 50.7 | 50,500 | 97.6\% |
| Gross Profit Ratio | 12.4\% | +0.5pt. | 12.4\% | +0.2pt. |  | 12.4\% | +0.5\% |
| Sc8A Expenses | 22,563 | 104.5\% | 23,237 | 101.0\% | 49.3: 50.7 | 45,800 | 102.6\% |
| Staff \& Cost | 15.440 | 106.8\% | 15.760 | 102.0\% | 49.5: 50.5 | 31,200 | 104.3\% |
| Other | 7,123 | 99.8\% | 7,477 | 98.8\% | 48.8 : 51.2 | 14,600 | 99.3\% |
| Operating income | 2,331 | 58.5\% | 2,369 | 75.3\% | 49.6: 50.4 | 4.700 | 65.9\% |
| Non-Operating Income | 1,589 | 139.4\% | 1,161 | 169.5\% | 57.8 : 42.2 | 2.750 | 150.7\% |
| Recurring Profit | 3,920 | 76.5\% | 3,530 | 92.1\% | 52.6: 47.4 | 7.450 | 83.1\% |
| Extrardinay Profit | 26 | 2.7\% | -26 | -15.6\% |  | 0 | 0.0\% |
| Income Before Income Taxes a | 3,946 | 64.5\% | 3,503 | 87.5\% | 53.0: 47.0 | 7.450 | 73.6\% |
|  | 1,584 | 54.4\% | 1,466 | 78.8\% | 51.9: 48.1 | 3.050 | 63.9\% |
| Net lncome | 2,362 | 73.6\% | 2,038 | 95.1\% | 53.7: 46.3 | 4,400 | 82.2\% |
| Operating Margin | 9.4\% |  | 9.3\% |  |  | 9.3\% |  |
| Staff Cost / Gross Profit | 62.0\% |  | 61.5\% |  |  | 61.8\% |  |

## FY2008 Latest Forecast Non-consolidated P/L



## Operating Income



Net Income


Note: The Old Forecast was announced on February 14, 2008, the Latest Forecast was announced on August 4, 2008.
(Millions of Yen)
(1) Latest Forecast vs. Old Forecast
(2) Latest Forecast vs. 2007 results

## FY2008 Latest Forecast Non-consolidated P/L

|  | 2008 1H | vs. 20071 lt | 2008 2H | vs. 20072 t | 1H: 2 H | 2008 | vs. 2007 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 179,493 | 92.6\% | 181,307 | 93.5\% | 49.7: 50.3 | 360,800 | 93.0\% |
| Gross Profit | 19,867 | 96.8\% | 20,332 | 100.9\% | 49.4: 50 | 40,200 | 98.8\% |
| Gross Profit Ratio | 11.1\% | +0.5pt. | 11.2\% | +0.8pt. |  | 11.1\% | +0.6pt. |
| Screa Expenses | 17.796 | 105.9\% | 18,204 | 102.8\% | 49.4:50 | 36,000 | 104.3\% |
| Stafif \& Cost | 12,253 | 108.4\% | 12,282 | 104.2\% | 49.9 : 50, | 24,535 | 106.2\% |
| Oth | 5,543 | 100.8\% | 5,922 | 100.2\% | 48.3 : 51. | 11,465 | 100.5\% |
| Operating Income | 2,071 | 55.8\% | 2,129 | 86.6\% | 49.3: 50 | 4,200 | 68.0\% |
| $\begin{aligned} & \text { Non-Operating } \\ & \text { lncome } \end{aligned}$ | 1,198 | 93.3\% | 702 | 127.0\% | 63.1: 36.9 | 1,900 | 103.4\% |
| Recurring Profit | 3,270 | 65.4\% | 2,830 | 94.0\% | 53.6 : 46.4 | 6,100 | 76.2\% |
| Extraordinay Profit | 291 | 30.2\% | 8 | 1.8\% | 97.3 : 2.7 | 300 | 21.1\% |
| Income Effore | 3,561 | 59.7\% | 2.838 | 81.9\% | 55.7: 44.3 | 6,400 | 67.9\% |
| Taxes | 1,540 | 58.1\% | 1,260 | 87.0\% | 55.0 : 45.0 | 2,800 | 68.3\% |
| Net income | 2.021 | 61.0\% | 1,579 | 78.2\% | 56.2: 43.8 | 3,600 | 67.5\% |


| Operating Marsin | $10.4 \%$ |  | $10.5 \%$ |  |  | $10.4 \%$ |  |
| :--- | ---: | :--- | ---: | :--- | :--- | ---: | :--- |
| Staff Cost / Gross | $61.7 \%$ |  | $60.4 \%$ |  |  | $61.0 \%$ |  |
| Profit |  |  |  |  |  |  |  |

## FY2008 Second-Half Themes

1) Enhance Sales Force amid Intensifying Competition

- Promote a 360-degree communications approach

Established ADK Interactive Inc. (August) Enhance planning and sales force for Internet advertising
Reenergize Sales Promotion "In-store communication project" etc. Utilize WOM (Word of Mouth)

- Implement CBU (Client Business Unit) formulation
- Improve creative and branding capabilities

2) Focus on Direct Business Established ADK Dialog Inc. (January)
3) Enhance Animation Content Business

- Utilize existing "hit" animation characters
- Develop new programs and characters
- Promote overseas sales

4) Enhance Branch Offices' Sales Force in Japan

- Focus on the Osaka branch


## FY2008 Second-Half Themes

5) Develop Overseas Market

Restructure of Europe operations

- Utilize the " 2 -wing formulation" with JWT and local agencies
Advance into new markets
- India : Established ADK Fortune with WPP
- Middle East : Establish a capital alliance with AGA (Arabian Gulf Agency)
- Establish a representative office in Dubai
- Russia : promote the "2-wing formulation" with JWT and local agencies

6) Stricter Cost Controls

## Sources of Growth

- Organic Growth

Industry categories which ADK expects growth in the second half (for ADK)

Automobile, Finance, leisure,
Environment-related business, toiletry

- M\&A
- Overseas Operation
- Restructuring of Subsidiaries in Japan


## Theme for FY2008

## 1) Return to Shareholders

Old Forecast
(Announced on 14 Feb, 2008)
EPS $\quad ¥ 130.40 \quad ¥ 99.20$
Dividend
Per share
$¥ 46$
6\%
at the end of 2010

As of June 2008
(Before implementation of a 1 million share buyback in the second half)
$¥ 35$
3.7\%
*Annualized ROE, based on the prices at Dec. 2007
2) 1 million Shares Buyback in the Second Half (2 million shares in total in FY2008)

## 1.Gross Billings: Breakdown by Industry

ADK

|  | Cross Billings | Comparison Ratio | Increase/Decrease | vs. 2007 1H |
| :---: | :---: | :---: | :---: | :---: |
| Energy / Raw materials / Machinery | 1,830 | 1.0\% | -268 | 87.2\% |
| Food | 14,931 | 8.3\% | -1,349 | 91.7\% |
| Beverages / Tobacco products | 12,946 | 7.2\% | -74 | 99.4\% |
| Pharmaceuticals / Medical supplies | 6,402 | 3.6\% | -1,279 | 83.4\% |
| Cosmetics / Toiletry goods | 17,925 | 10.0\% | -1,292 | 93.3\% |
| Apparel / Jewelry | 6,588 | 3.7\% | 12 | 100.2\% |
| Precision instruments / Office equipment | 2,139 | 1.2\% | -684 | 75.8\% |
| Electric machines / AV equipment | 2,903 | 1.6\% | -1,677 | 63.4\% |
| Automobiles / Auto-related products | 10,623 | 5.9\% | -2,280 | 82.3\% |
| Household products | 1,627 | 0.9\% | 859 | 211.8\% |
| Hobbies / Sporting goods | 10,674 | 5.9\% | 671 | 106.7\% |
| Real estate / Housing | 6,700 | 3.7\% | -311 | 95.6\% |
| Publications | 2,006 | 1.1\% | 299 | 117.5\% |
| Information / Communications | 20,896 | 11.6\% | -1,268 | 94.3\% |
| Distribution / Retail | 12,907 | 7.2\% | 1,068 | 109.0\% |
| Finance / Insurance | 18,142 | 10.1\% | -3,089 | 85.5\% |
| Transportation / Leisure | 8,265 | 4.6\% | 1,671 | 125.3\% |
| Restaurants / Other services | 4,690 | 2.6\% | -3,917 | 54.5\% |
| Government / Organization | 4,827 | 2.7\% | 120 | 102.6\% |
| Education / Health care services | 2,043 | 1.1\% | -215 | 90.5\% |
| Classified ads / other | 10,430 | 5.8\% | -1,436 | 87.9\% |
| Total | 179,493 | 100.0\% | -14,437 | 92.6\% |

## 1.Gross Billings: Breakdown by Industry



## Consolidated Balance sheet (As of June 30, 2008)

| Assets |  |  |  |
| :---: | ---: | :---: | :---: |
| Current Assets |  |  |  |
| Cash and Time deposits | 24,226 |  |  |
| Notes and Accounts Receivable- | 91,091 |  |  |
| trade | 5,948 |  |  |
| Marketable Securities | 10,693 |  |  |
| Inventories | 4,014 |  |  |
| Other Current Assets | -556 |  |  |
| Allowance for Doubtful Receivables | 135,416 |  |  |
| Total Current Assets |  |  | 4,401 |
| Fixed Assets | 1,197 |  |  |
| Tangible Fixes Assets | 63,975 |  |  |
| Intangible Fixed Assets | 10,733 |  |  |
| Investments and Other Assets | -961 |  |  |
| Investments Securities | 73,746 |  |  |
| Other Assets | 79,345 |  |  |
| Allowance for Doubtfol Accounts |  |  |  |
| Total Investments and Other assets |  |  |  |


| Liabilities |  |
| :---: | :---: |
| Current Liabilities |  |
| Notes and Account Payable-trade | 77,826 |
| Short-term Debt | 466 |
| Other Current Liabilities | 10,446 |
| Total Current Liabilities | 88,738 |
| Long -term Liabilities |  |
| Long-term Debt | 60 |
| Accrued Retirement Benefits | 1,066 |
| Other | 6,596 |
| Total Long-term Liabilities | 7,722 |
| Total Liabilities | 96,461 |
|  |  |
| Net Assets |  |
| Shareholder's Equity |  |
| Common Stock | 37,581 |
| Capital Surplus | 20,024 |
| Retained Earnings | 52,834 |
| Treasury stock-at cost | -3,523 |
| Total shareholder's Equity | 106,916 |
| Valuation and Translation Adjustment |  |
| Unrealized Gain on Available-for-sale Securities | 9,585 |
| Deferred Hedge Profit and Loss | 7 |
| Foreign Currency Translation Adjustment | 702 |
| Total Valuation and Translation Adjustment | 10,295 |
| Minority Interests | 1.088 |
| Total Net Assets | 118,300 |


| Total Assets | 214.762 | Total Liabilities and Shareholder's Equity | 214.762 |
| :--- | :--- | :--- | :--- |

## Non-consolidated Balance sheet (As of June 30,2008 ) aox

| Assets |  |
| :---: | :---: |
| Current Assets |  |
| Cash and Time deposits | 11,657 |
| Notes Receivable-trade | 5,527 |
| Accounts Receivable-trade | 76,183 |
| Marketable Securities | 4,860 |
| Inventories | 6,732 |
| Other Current Assets | 3,572 |
| Allowance for Doubtiol Receivables | -461 |
| Total Current Assets | 108,071 |
| Fixed Assets |  |
| Tangible Fixes Assets | 1,722 |
| Intangible Fixed Assets | 1,091 |
| Investments and Other Assets |  |
| Investments Securities | 64,815 |
| Other Assets | 9,009 |
| Allowance for Doubtful Accounts | -781 |
| Total Investments and Other assets | 73,043 |
| Total Fixed Assets | 75,857 |


| Total Assets | 183,928 |
| :--- | ---: |


|  | (Millions of Yen) |
| :---: | :---: |
| Liabilities |  |
| Current Liabilities |  |
| Notes Payable-trade | 15,668 |
| Account Payable-trade | 55,654 |
| Other Current Liabilities | 4,860 |
| Total Current Liabilities | 76,182 |
| Long -term Liabilities |  |
| Accrued Retirement Benefits | 187 |
| Other | 6,201 |
| Total Long-term Liabilities | 6,388 |
| Total Liabilities | 82,571 |
|  |  |
| Net Assets |  |
| Shareholder's Equity |  |
| Common Stock | 37,581 |
| Capital Surplus | 20,024 |
| Retained Earnings | 38,012 |
| Treasury Stock-at cost | -3,523 |
| Total Shareholder's Equity | 92,095 |
| Total Valuation and Transition Adjustment | 9,261 |
| Total Net Assets | 101,356 |

## Consolidated Cash flow

(Millions of Yen)

|  | 2007 1H | 2008 1H |
| :---: | :---: | :---: |
| OPERATING ACTIVITIES |  |  |
| Income before income taxes and minority interests | 6,119 | 3.946 |
| Depreciation and amortization | 587 | 408 |
| Decrease (increase) in notes and accounts receivable | -738 | 17,846 |
| Increase (decrease) in notes and accounts payable | 6,282 | -9,260 |
| Net cash provided by operating activities including others | 5,134 | 6,562 |
| INVESTING ACTIVITIES |  |  |
| Purchases of tangible fixed assets | -88 | -789 |
| Purchases of intangible fixes assets | -125 | -349 |
| Purchases of investment securities | -922 | -326 |
| Proceeds from sales of investment securities | 1,480 | 3,947 |
| Net cash provided by (used in) investing activities including others | 366 | 3,281 |
| FINANCIAL ACTIVIIIES |  |  |
| Purchases of treasury stock - net | -5,241 | -3,319 |
| Dividends paid | -800 | -1,442 |
| Net cash used in financing activities including others | -6,837 | -5,413 |
| FOREICN CURRENCY TRANSLATION ADJUSTMENT ON CASH AND EQUIVALENTS | 439 | -220 |
| NET INCREASE IN CASH AND CASH EQUIVALENTS | -896 | 4,208 |
| CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY | 21,932 | 17,994 |
| INCREASE IN CASH AND CASH EQUVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY | 107 | 50 |
| CASH AND CASH EQUIVALENTS, END OF YEAR | 21,143 | 22,254 |

## Consolidated Investments as of June 30, 2008

(Millions of Yen)

| Current | Fixed-income Investment Trust Funds | 3,284 |  |
| :---: | :---: | :---: | :---: |
|  | Bonds | 1,659 | 7 issues |
|  | Equities and Other Investment Trust Funds | 1,004 | 11 issues |
|  | Total | 5,948 |  |
| Non Current | WPP Group pla | 32,181 | 31,295,646 shares or 2.67\% |
|  | Digital Advertising Consortium Inc. | 1,910 | Equity method* |
|  | Other Publicly Traded Equities | 18,147 | 140 issues |
|  | Total | 52,239 |  |
|  | Non Publicly Traded Equities in Affiliated Companies | 3,800 | 14 issues |
|  | Non Publicly Traded Equitites in Subsidiary Companies | 494 | 20 issues |
|  | Other Non Publicly Traded Equities | 1,544 | 74 issues |
|  | Total | 5,839 |  |
|  | Corporate Bonds | 5,571 | 24 issues |
|  | Mutual Funds in Equities and Bonds | 324 | 7 issues |
|  | Total | 63,975 |  |
|  | Investments in Affiliated companies (Non-Securities) | 333 | 7 issues |
|  | Investments in Funds (Non-Securities) | 126 | 7 issues |
|  | Total | 64,434 |  |

* Market value of ADK's interest in DAC at end of June 2008: $¥ 5,786$ million


## Capital Expenditures/Depreciation \& Amortization Expenses aox

Capital Expenditures

| Accounting ltems | $\begin{gathered} \hline \begin{array}{c} \text { Non-consolidated } \\ \text { ADK } \end{array} \\ \hline \end{gathered}$ | Consolidated subsidiaries | Consolidated |
| :---: | :---: | :---: | :---: |
| Buildings | 53 | 20 | 74 |
| Buildings Improvements | - | - | - |
| Vehicles | - | - | - |
| Furniture, Fixtures \& Equipment | 8 | 706 | 715 |
| Land | - | - | - |
| Computer Software | - | - | - |
| Other | 332 | 17 | 349 |
| Total | - | - | - |

## Depreciation \& Amortization Expenses

| Accounting ltems | $\begin{gathered} \hline \text { Non-consolidated } \\ \text { ADK } \\ \hline \end{gathered}$ | Consolidated subsidiaries | Consolidated |
| :---: | :---: | :---: | :---: |
| Buildings | 39 | 41 | 81 |
| Buildings Improvements | 1 | 0 | 1 |
| Vehicles | 7 | 9 | 17 |
| Furniture, Fixture \& Equipments | 27 | 54 | 82 |
| Business Right | 208 | 13 | 221 |
| Computer Software | 2 | 2 | 4 |
| Other | 286 | 121 | 408 |
| Total | 39 | 41 | 81 |

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.

