## FY2008 Financial Report

February 20, 2009
ASATSU-DK INC.

## Market Environment

FY2008 Economic Conditions
1st half: Cost-push inflation with less demand
2nd half: Financial crisis affected real economy, causing corporate earnings to shrink

CY2008 GDP Growth

Real GDP $\quad-0.7 \%$<br>Nominal GDP -1.6\%<br>(Cabinet Office, Feb.16)

## Forecast of FY2008 Advertising Expenditures

(April 2008-March 2009)

Down 8.2\%<br>4 mass media: $\quad-9.8 \%$<br>Non-mass media: $\quad-7.0 \%$

Data:Nikkei Advertising Research Institute (as of December 2008)

## Advertising Market

8 Leading Ad Agencies2008(Non-consolidated)

## 2008/2007

DentsuHakuhodoADKDaikoTokyu Agency
East Japan M\&C
Yomiko
Asahi Koukokusha

1,499,152
94.4\%

705,750
98.4\%

358,595
92.5\%

138,621
100.5\%

116,387
95.4\%

104,159
94.9\%

89,488
91.3\%

51,577
89.0\%

Total of 8 Agencies
3,063,730

## Non-consolidated Highlights



Operating Income



Net Income


## Consolidated Highlights



Operating Income



Net Income


Consolidated Performance

## ADK Group

```
Japan
Consolidated Subsidiaries: 8
Kyowa Kikaku
ADK International
    ADK Arts
    Eiken
    Nihon Bungeisha Publishing
    Neo Shobo
    Boys
    ADK Dialog
```

Equity Method Affiliates: 2 Nippon Information Industry Digitel 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


## Consolidated P/L

|  | 2007 | 2008 | vs. 2007 | Increase/ Decrease | Group to Parent |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 435,011 | 399,452 | 91.8\% | -35,559 | 1.11 |
| Cross Profit | 51,754 | 49,143 | 95.0\% | -2,610 | 1.27 |
| Gross Profit Retio | 11.9\% | 12.3\% | +0.4pt | - | - |
| SG\&A Expenses | 44,619 | 45,444 | 101.8\% | 824 | 1.26 |
| Staff Cost | 29,912 | 30,682 | 102.6\% | 770 | 1.25 |
| Other | 14,707 | 14,761 | 100.4\% | 54 | 1.27 |
| Operating Income | 7,134 | 3,699 | 51.9\% | -3,435 | 1.50 |
| Non-Operating Income | 1,825 | 1,635 | 89.6\% | -189 | 1.08 |
| Recurring Profit | 8,960 | 5,335 | 59.5\% | -3,624 | 1.34 |
| Net Extraordinary <br> Profit/Loss | 1,162 | -1,560 | -134.3\% | -2,722 | -2.31 |
|  | 10,122 | 3,774 | 37.3\% | -6,347 | 1.14 |
| Income Taxes | 4,694 | 1,641 | 35.0\% | -3,053 | 1.03 |
| Minority Interest | 77 | 7 | 10.3\% | -69 | - |
| Net Income | 5,350 | 2,125 | 39.7\% | -3,224 | 1.23 |


| Operating Margin | $13.8 \%$ | $7.5 \%$ |
| :--- | ---: | ---: |
| Staff Cost / Gross Profit | $57.8 \%$ | $62.4 \%$ |

(Millions of Yen)

|  | Gross Billings | vs. 2007 | Gross <br> Profit | vs. 2007 | Operating Income | vs. 2007 | Recurring Profit | vs. 2007 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ADK | 358,595 | 92.5\% | 38,640 | 95.0\% | 2,463 | 39.9\% | 3,984 | 49.7\% |
| Domestic Subsidiaries | 35,555 | 96.0\% | 6,799 | 94.3\% | -148 | -21.6\% | -15 | -2.0\% |
| Overseas Subsidiaries | 23,921 | 80.2\% | 3,772 | 85.9\% | 609 | 175.4\% | 972 | 124.0\% |
| Consolidation Adjustment | -18,619 |  | -68 |  | +773 |  | +393 |  |
| Total | 399,452 | 91.8\% | 49,143 | 95.0\% | 3,699 | 51.9\% | 5,335 | 59.5\% |





## Analysis of Consolidated Performance

## In Japan

- Weak performance at parent company
- Weak performance at subsidiaries
-esp. Advertising and production subsidiaries

Overseas

- Gross billings down due to stronger yen
- Larger Operating profits by improved efficiency

Non-Consolidated Performance

|  | 2007 | 2008 | vs. 2007 | Increas/ /Decrease |
| :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 387,860 | 358,595 | 92.5\% | -29,264 |
| Gross Profit | 40,678 | 38,640 | 95.0\% | -2,038 |
| Gross Profit Ratio | 10.5\% | 10.8\% |  | +0,3pt. |
| SG\&A Expenses | 34,506 | 36,176 | 104.8\% | 1,670 |
| Staff Cost | 23,098 | 24,532 | 106.2\% | 1,434 |
| Other | 11,407 | 11,643 | 102.1\% | 235 |
| Operating Income | 6,172 | 2,463 | 39.9\% | -3,708 |
| Non-Operating Income | 1,836 | 1,520 | 82.8\% | -316 |
| Recurring Profit | 8,009 | 3,984 | 49.7\% | -4,024 |
| Net Extraordinary Profit/Loss | 1,420 | -675 | -47.6\% | -2,096 |
| Income Before Income Taxes | 9,430 | 3,309 | 35.1\% | -6,121 |
| Taxes | 4.099 | 1,587 | 38.7\% | -2,512 |
| Net Income | 5,330 | 1,721 | 32.3\% | -3,608 |

## 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 |  | vs.2007 | Total of Top 8 Agencies |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Magazine | 23,737 | $83.6 \%$ | 135,494 | $88.7 \%$ |  |  |  |  |  |  |
| Newspaper | 30,376 | $88.9 \%$ | 323,264 | $85.8 \%$ |  |  |  |  |  |  |
| Television | 162,453 | $91.3 \%$ | $1,314,513$ | $96.1 \%$ |  |  |  |  |  |  |
| Time* | 62,401 | $98.9 \%$ |  |  |  |  |  |  |  |  |
| Spot | 88,552 | $87.8 \%$ |  |  |  |  |  |  |  |  |
| Content | 11,499 | $81.9 \%$ |  |  |  |  |  |  |  |  |
| Radio | 3,710 | $83.3 \%$ | 47,790 | $93.2 \%$ |  |  |  |  |  |  |
| 4 Mass Media |  |  |  |  |  |  | 220,278 | $89.9 \%$ | $1,821,061$ | $98.4 \%$ |
| Digital Media | 13,467 | $99.7 \%$ |  |  |  |  |  |  |  |  |
| OOH Media | 12,097 | $104.4 \%$ |  |  |  |  |  |  |  |  |
| Sales Promotion | 57,434 | $99.1 \%$ |  |  |  |  |  |  |  |  |
| Creative | 43,988 | $92.5 \%$ |  |  |  |  |  |  |  |  |
| Others | 11,329 | $92.4 \%$ |  |  |  |  |  |  |  |  |
| Non-mass Media | 138,317 | $96.8 \%$ | $1,242,659$ | $97.8 \%$ |  |  |  |  |  |  |
| Total | 358,595 | $92.5 \%$ | $3,063,730$ | $95.2 \%$ |  |  |  |  |  |  |

## 2.Gross Billings: Breakdown by Medium

<2008 vs. 2007>


## 3.Gross Billings: New/Existing Clients

|  | Gross Billings | \% of Total | CMmins of Yen) <br> $(y / y)$ |
| :--- | ---: | ---: | ---: |
| New Clients | 9,296 | $2.6 \%$ | $-43.3 \%$ |
| Existing Clients | 349,299 | $97.4 \%$ | $-6.0 \%$ |
| Total | 358,595 | $100.0 \%$ | $-7.5 \%$ |

- Sales to new clients down, due to fewer gains of new large-budget clients


## 4.Gross Billings: International/Japanese Clients

Change
$(y / y)$

| International | 62,024 | $17.3 \%$ | $-13.0 \%$ |
| :--- | ---: | ---: | ---: |
| Japanese | 296,571 | $82.7 \%$ | $-6.3 \%$ |
| Total | 358,595 | $100.0 \%$ | $-7.5 \%$ |

- Sales from foreign clients down due to no newly obtained large-budget clients and decline in CMB business
※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.


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

## Gross Billings \% of Total

Change
(y/y)

CMB
Brand-related business

40,728
317,867
358,595
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
-CMB sales down year-on-year, but gross profit remained steady thanks to improved profitability

## 6.Gross Billings: Headquarters/Branch offices

$$
\text { Gross Billings } \% \text { of Total }
$$

## Headquarters <br> Tokyo

$$
285,165 \quad 79.5 \%
$$

$$
-9.4 \%
$$

Branch offices

\section*{| Total | 358,595 | $100.0 \%$ |
| :--- | :--- | :--- |} headquarters

- Kyushu branch led total branch office sales


## Gross Billings: $¥ 358,595$ million (down 7.5\%)

- Lower sales from TV spot, magazine, and newspaper advertising, as well as content business
- Weakness in expected markets (Digital Media, SP)
- Difficulty in acquiring new large-budget clients


## Gross Profit: $¥ 38,640$ million (down 5.0\%)

- Gross margin: Up 0.3 point
- Improved CMB gross profit ratio
- New costing rules at ADK


## Analysis of Non-consolidated Performance

## SG\&A Expenses: $¥ 36,176$ million (up 4.8\%)

(Millions of Yen)

|  | 2008 | 2007 | Real <br> change | \% change |
| :--- | ---: | ---: | ---: | ---: |
| Gross Profit | 38,640 | 40,678 | $-2,038$ | $-5.0 \%$ |
| (Gross profit ratio) | $10.8 \%$ | $10.5 \%$ |  | +0.3 pt |

Operating Income: $¥ 2,463$ million (down 60.1\%)

- Lower gross billings and gross profit
- Larger SG\&A expenses due to the new costing rule and limitation in flexibility and control


Forecast of FY2009

## FY2009 Forecast Non-consolidated P/L

|  | 2008 | 2009 <br> Forecast | 2009 vs. 2008 | Increase/ <br> Decrease |
| :--- | ---: | ---: | ---: | ---: |
| Gross Billings | 358,595 | 352,300 | $98.2 \%$ | $-6,295$ |
| Gross Profit | 38,640 | 38,400 | $99.4 \%$ | -240 |
| Gross Profit Ratio | $10,8 \%$ | $10.9 \%$ | +0.1 pt | - |
| SG\&A Expenses | 36,176 | 35,900 | $99.2 \%$ | -276 |
| Staff Cost | 24,532 | 24,195 | $98.6 \%$ | -337 |
| Other | 11,643 | 11,705 | $100.5 \%$ | 62 |
| Operating Income | 2,463 | 2,500 | $101.5 \%$ | 37 |
| Non-Operating Income | 1,520 | 1,400 | $92.1 \%$ | -120 |
| Recurring Profit | 3,984 | 3,900 | $97.9 \%$ | -84 |
| Extraordinary Profit | -675 | -250 | $37.0 \%$ | 425 |
| Income Before Income Taxes | 3,309 | 3,650 | $110.3 \%$ | 341 |
| Taxes | 1,587 | 1,750 | $110.3 \%$ | 163 |
| Net Income | 1,721 | 1,900 | $110.3 \%$ | 179 |


| Operating Margin | $6.4 \%$ | $6.5 \%$ |
| :--- | ---: | ---: |
| Staff Cost / Gross Profit | $63.5 \%$ | $63.0 \%$ |

※Please see appendix slide 36 for 1st and 2nd half forecasts

FY2009 Forecast Consolidated P/L
ADK
(Millions of Yen)

$\left.$|  | 2008 | 2009 <br> Forecast | 2009 vs. 2008 |
| :--- | ---: | ---: | ---: | ---: | | Increase/ |
| :--- |
| Decrease | \right\rvert\,


| Operating Margin | $7.5 \%$ | $6.5 \%$ |
| :--- | ---: | ---: |
| Staff Cost / Gross Profit | $62.4 \%$ | $63.2 \%$ |

※Please see appendix slide 35 for 1 st and 2 nd half forecasts

# A more difficult year, with negative growth in advertising market 

Forecast of FY2009 Real GDP growth: Government of Japan: +0\%
Bank of Japan: -2.0\%
Average of economists: -4.1\%

- Clients struggling to shore up their revenues and earnings
- Stronger demands for agency services that will contribute to their revenue and earnings


## Year of opportunities for ADK

## To Achieve 2009 Targets

1) Strengthen Competitiveness for larger Market Share Promote 360-degree communications programs

Digital media
ADK Interactive Inc. established in August 2008
-Enhance Internet advertising proposal/sales
capabilities
Sales promotion
Promote communication programs more directly linked to clients' sales
(e.g., in-store communication)

Strengthen 360-degree solution proposal capabilities
-Promote CBU* system *Client Business Unit

## To Achieve 2009 Targets

2) Accelerate Animation Contents Business

- More efforts into existing popular contents
- Develop new contents

New programs: "Mainichi Kasan," "COOKN' IDOL I MY MINE!"

- Promote sales in overseas markets
- Secure multiple distribution channels

3) Strengthen Sales Force of Domestic Branches

- Focus on Osaka and Nagoya branch offices


## To Achieve 2009 Targets

4) Initiatives in Overseas Markets

Enhance overseas network

- Establish ADK-FORTUNE in India
- Open Middle East rep office (Dubai)
- Upgrade operations in South Korea, The Philippines, and Russia

Focus on Chinese market

- More efficient network led by a core local subsidiary
- Establish specialized agency: ASATSU (SHANCHAI) EXPOSITION \& ADVERTISING Co., Ltd.


## To Achieve 2009 Targets

5) Realize More Synergies with Domestic Specialty Subsidiaries and Affiliates

(Subsidiaries/Affiliates)<br>(Expertise)<br>- Kyowa Kikaku: healthcare, pharmaceuticals<br>- Cosmo Communications; fashion, accessories<br>- ADK Arts; production, promotions<br>- ADK Dialog: direct business<br>- ADK International: advertising<br>- ADK Interactive: Internet, mobile

6) Increase Flexibility of SG\&A Expenses

## Basic Policy for Medium-Term Business Plan

Continued Focus on the Targets;
ROE
EPS
Operating income/Gross profit ratio
Staff Cost/Gross profit ratio
Shareholder Return:
Payout Ratio 35\%
minimum dividends: $¥ 20.00$ /share
Share buybacks:
500,000-share buyback program in force: ends June 2009

## Appendix

- 2009 Consolidated P/L Forecast (1st half; 2nd half)
- 2009 Non-Consolidated P/L Forecast (1st half; 2nd half)
- 2008 Gross Billings: Breakdown by Industry
- 2008 Consolidated Balance Sheet
- 2008 Non-Consolidated Balance Sheet
- 2008 Consolidated Cash Flows
- 2008 Consolidated Investments
- 2008 Capital Expenditures: Depreciation \& Amortization Expenses


## 2009 Consolidated P/L Forecast (1st half/2nd half)

|  | 2009 | 1st Half | vs. 081 H | 2nd Half | vs. 082 L |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 393,200 | 190,100 | 94.8\% | 203,100 | 102.1\% |
| Gross Profit | 48,050 | 23,330 | 93.7\% | 24,720 | 101.9\% |
| Gross Profit Ratio | 12.2\% | 12.3\% | -0.1pt | 12.2\% | -0.0pt |
| SG\&A Expenses | 44,950 | 22,180 | 98.3\% | 22,770 | 99.5\% |
| Staff \& Cost | 30,390 | 15,280 | 99.0\% | 15,110 | 99.1\% |
| Other | 14,560 | 6,900 | 96.9\% | 7,660 | 100.3\% |
| Operating Income | 3,100 | 1,150 | 49.3\% | 1,950 | 142.5\% |
| Non-Operating Income | 1,800 | 900 | 56.6\% | 900 | 1930.6\% |
| Recurring Profit | 4,900 | 2,050 | 52.3\% | 2,850 | 201.4\% |
| $\begin{aligned} & \hline \text { Net Extraordinary } \\ & \text { Profit/Loss } \end{aligned}$ | -400 | -135 | -508.2\% | -265 | 16.7\% |
| Income Before Income Taxes and Winority interest | 4,500 | 1,915 | 48.5\% | 2,585 | -1502.3\% |
| $\begin{array}{\|l\|} \hline \text { Income Taxes/Minority } \\ \text { Interest } \end{array}$ | 2,000 | 965 | 60.9\% | 1,035 | 1586.5\% |
| Net Income | 2,500 | 950 | 40.2\% | 1,550 | -653.2\% |

## 2009 Non-Consolidated P/L Forecast (1st half/2nd half) hook

|  | 2009 | 1st Half | vs. 081 H | 2nd Half | vs. 08 2H |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Billings | 352,300 | 170,000 | 94.7\% | 182,300 | 101.8\% |
| Gross Profit | 38,400 | 18,680 | 94.0\% | 19,720 | 105.0\% |
| Gross Profit Ratio | 10.9\% | 11.0\% | -0.1pt | 10.8\% | +0.3pt |
| SG\&A Expenses | 35,900 | 17,680 | 99.3\% | 18,220 | 99.1\% |
| Staff \& Cost | 24,195 | 12,228 | 99.8\% | 11,967 | 97.5\% |
| Other | 11,705 | 5,452 | 98.4\% | 6,253 | 102.5\% |
| Operating Income | 2,500 | 1.000 | 48.3\% | 1,500 | 382.0\% |
| Non-Operating Income | 1,400 | 900 | 75.1\% | 500 | 155.3\% |
| Recurring Profit | 3,900 | 1,900 | 58.1\% | 2,000 | 279.8\% |
| Net Extraordinary Profit/Loss | -250 | -125 | -42.8\% | -125 | 12.9\% |
| Income Beforere Income Taxes | 3,650 | 1,775 | 49.8\% | 1,875 | -742.0\% |
| Taxes | 1,750 | 875 | 56.8\% | 875 | 1870.0\% |
| Net Income | 1,900 | 900 | 44.5\% | 1,000 | -333.9\% |

## 2008 Gross Billings: Breakdown by Industry

ADK

|  | Gross Billings | Share of Total | Increase/Decrease | Change vs. 2007 |
| :---: | :---: | :---: | :---: | :---: |
| Energy / Raw materials / Machinery | 3,901 | 1.1\% | -1,084 | 78.3\% |
| Food | 29,575 | 8.2\% | -3,022 | 90.7\% |
| Beverages / Tobacco products | 22,804 | 6.4\% | -2,336 | 90.7\% |
| Pharmaceuticals / Medical supplies | 12,800 | 3.6\% | -2,439 | 84.0\% |
| Cosmetics / Toiletry goods | 34,652 | 9.7\% | -3,739 | 90.3\% |
| Apparel / Jewelry | 12,619 | 3.5\% | -684 | 94.9\% |
| Precision instruments / Office equipment | 4,493 | 1.3\% | -1,736 | 72.1\% |
| Electric machines / AV equipment | 5,923 | 1.7\% | -3,270 | 64.4\% |
| Automobiles / Auto-related products | 22,698 | 6.3\% | -2,183 | 91.2\% |
| Household products | 3,494 | 1.0\% | 1,596 | 184.1\% |
| Hobbies / Sporting goods | 22,466 | 6.3\% | 2,034 | 110.0\% |
| Real estate / Housing | 12,837 | 3.6\% | -1,359 | 90.4\% |
| Publications | 3,929 | 1.1\% | 375 | 110.6\% |
| Information / Communications | 44,031 | 12.3\% | -520 | 98.8\% |
| Distribution / Retail | 25,847 | 7.2\% | 86 | 100.3\% |
| Finance / Insurance | 34,371 | 9.6\% | -6,321 | 84.5\% |
| Transportation / Leisure | 15,573 | 4.3\% | 2,285 | 117.2\% |
| Restaurants / Other services | 9,028 | 2.5\% | -7,726 | 53.9\% |
| Government / Organization | 9,662 | 2.7\% | 696 | 107.8\% |
| Education / Health care services/Religion | 5,065 | 1.4\% | 1,089 | 127.4\% |
| Classified ads / other | 22,828 | 6.4\% | -1,006 | 95.8\% |
| Total | 358,595 | 100.0\% | -29,264 | -7.5\% |

## 2008 Gross Billings: Breakdown by Industry



## Consolidated Balance sheet (As of December 31, 2008)

(Millions of Yen)

| Assets |  |
| :---: | ---: |
| Current Assets |  |
| Cash and Time deposits | 16,768 |
| Notes and Accounts Receivable-trade | 101,823 |
| Marketable Securities | 1,533 |
| Inventories | 8,623 |
| Other Current Assets | 3,447 |
| Allowance for Doubtful Receivables | -723 |
| Total Current Assets |  |
| Fixed Assets | 131,472 |
| Tangible Fixed Assets | 4,077 |
| Intangible Fixed Assets | 1,966 |
| Investments and Other Assets | 41,925 |
| Investment Securities | 13,310 |
| Other Assets | -968 |
| Allowance for Doubtful Accounts | 54,267 |
| Total of Investments and Other Assets | 60,310 |
| Total Investments and Other assets |  |


| Liabilities |  |
| :---: | :---: |
| Current Liabilities |  |
| Notes and Accounts Payable-trade | 78,241 |
| Short-term Debt | 551 |
| Other Current Liabilities | 8,761 |
| Total Current Liabilities | 87,554 |
| Long -term Liabilities |  |
| Long-term Debt | 341 |
| Accrued Retirement Benefits | 850 |
| Other | 1,419 |
| Total Long-term Liabilities | 2.611 |
| Total Liabilities | 90,165 |


| Net Assets |  |
| :---: | ---: |
| Shareholders' Equity |  |
| Common Stock | 37,581 |
| Capital Surplus | 20,024 |
| Retained Earrings | 52,158 |
| Treasury stock-at cost | $-6,088$ |
| Total shareholders' Equity | 103,675 |
| Valuation and Translation Adjustment |  |
| Unrealized Gain on Available-for-sale Securities | $\mathbf{- 2 , 3 9 4}$ |
| Deferred Hedge Profit and Loss | -21 |
| Foreign Currency Translation Adjustment | -671 |
| Total Valuation and Translation Adjustment | $-3,087$ |
| Minority lnterests $\quad$ Total Net Assets | 101,028 |

## Non-consolidated Balance sheet (As of December 31, 2008) nok

| Assets |  |  |  |
| :--- | ---: | :---: | :---: |
| Current Assets |  |  |  |
| Cash and Time deposits | 5,483 |  |  |
| Notes Receivable-trade | 4,810 |  |  |
| Accounts Receivable-trade | $\mathbf{8 5 , 4 5 5}$ |  |  |
| Marketable Securities | 2,087 |  |  |
| Inventories | 5,397 |  |  |
| Other Current Assets | 3,392 |  |  |
| Allowance for Doubtful Receivables | -639 |  |  |
| Total Current Assets |  |  | 105,986 |
| Fixed Assets |  |  |  |
| Tangible Fixed Assets | 1,648 |  |  |
| Intangible Fixed Assets | 1,837 |  |  |
| Investments and Other Assets | 17,109 |  |  |
| Investment Securities | 36,643 |  |  |
| Other Assets | -675 |  |  |
| Allowance for Doubtful Accounts | 53,077 |  |  |
| Total of Investments and Other assets | 56,562 |  |  |
| Total Fixed Assets |  |  |  |


| Total Assets | 162,549 |
| :--- | ---: |


|  | (Millions of Yen) |
| :---: | :---: |
| Liabilities |  |
| Current Liabilities |  |
| Notes Payable-trade | 16,225 |
| Accounts Payable-trade | 56,000 |
| Other Current Liabilities | 3,356 |
| Total Current Liabilities | 75,582 |
| Long -term Liabilities |  |
| Accrued Retirement Benefits | 84 |
| Other | 879 |
| Total Long-term Liabilities | 963 |
| Total Liabilities | 76,546 |
|  |  |
| Net Assets |  |
| Shareholders' Equity |  |
| Common Stock | 37,581 |
| Capital Surplus | 20,024 |
| Retained Earnings | 37,272 |
| Treasury Stock-at cost | -6,088 |
| Total Shareholders' Equity | 88,789 |
| Total Valuation and Transition Adjustment | -2,786 |
| Total Net Assets | 86,002 |

## Consolidated Cash flow

|  | 2007 | 2008 |
| :---: | :---: | :---: |
| OPERATING ACTIVITIES |  |  |
| Income before income taxes and minority interests | 10,122 | 3,774 |
| Depreciation and amortization | 1,170 | 803 |
| Decrease (increase) in notes and accounts receivable | -6,156 | 5,421 |
| Increase (decrease) in notes and accounts payable | 1,435 | -8,385 |
| Net cash provided by operating activities including others | 183 | -3,181 |
| INVESTING ACTIVITIES |  |  |
| Purchases of tangible fixed assets | -302 | -745 |
| Purchases of intangible fixed assets | -304 | -1,319 |
| Purchases of investment securities | -1,357 | -999 |
| Proceeds from sales of investment securities | 4.622 | 6,148 |
| Net cash provided by (used in) investing activities including others | 4,488 | 7.085 |
| FINANCIAL ACTIVIIIIES |  |  |
| Purchases of treasury stock - net | -7,812 | -5,885 |
| Dividends paid | -1,258 | -1,883 |
| Net cash used in financing activities including others | -8,968 | -7,853 |
| FOREICN CURRENCY TRANSLATION ADJUSTMENT ON CASH AND EQUIVALENTS | 251 | -1,289 |
| NET INCREASE IN CASH AND CASH EQUIVALENTS | -4,045 | -5,238 |
| CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY | 21,932 | 17,994 |
| INCREASE IN CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY | 107 | 50 |
| CASH AND CASH EQUIVALENTS, END OF YEAR | 17,994 | 12,807 |

## Consolidated Investments as of December 31, 2008

|  | (Millions of Yen) |  |  |
| :---: | :---: | :---: | :---: |
| Current | Fixed-income Investment Trust Funds | 1,125 |  |
|  | Bonds | 1,471 | 10 issues |
|  | Equities and Other Investment Trust Funds | 822 | 11 issues |
|  | Total | 3,419 |  |
| Non Current | WPP plc | 16,605 | 31,295,646 shares or 2.49\% |
|  | Digital Advertising Consortium Inc. | 2,024 | Equity method* |
|  | Other Publicly Traded Equities | 13,227 | 140 issues |
|  | Total | 31,857 |  |
|  | Non Publicly Traded Equities in Affiliated Companies | 4,410 | 12 issues |
|  | Non Publicil Traded Equities in Subsidiary Companies | 565 | 20 issues |
|  | Other Non Publicly Traded Equities | 1,451 | 73 issues |
|  | Total | 6,426 |  |
|  | Corporate Bonds | 3,396 | 19 issues |
|  | Mutual Funds in Equities and Bonds | 245 | 8 issues |
|  | Total | 3,641 |  |
|  | Investments in Affiliated companies (Non-Securities) | 315 | 8 issues |
|  | Investments in Funds (Non-Securities) | 118 | 7 issues |
|  | Total | 42,360 |  |

* Market value of ADK's interest in DAC at end of December 2008: $¥ 3,618$ million


## Capital Expenditures/Depreciation \& Amortization Expenses aox

Capital Expenditures
(Millions of Yen)

| Accounting Items | Non-consolidated <br> ADK | Consolidated <br> subsidiaries | Consolidated |
| :--- | ---: | ---: | ---: |
| Buildings | $\mathbf{5 5}$ | 33 | $\mathbf{8 8}$ |
| Buildings Improvements | - | - | - |
| Vehicles | 9 | 14 | 23 |
| Furniture, Fixtures \& Equipment | 12 | 621 | 633 |
| Land | - | - | - |
| Business Right |  | 31 | 31 |
| Computer Software | 1,255 | $\mathbf{3 1}$ | 1,287 |
| Other | - | - | - |
|  | 1,332 | 732 | 2,065 |

## Depreciation \& Amortization Expenses

(Millions of Yen)

| Accounting litems | Non-consolidated <br> ADK | Consolidated <br> subsidiaries | Consolidated |
| :--- | ---: | ---: | ---: |
| Buildings | 80 | 68 | 148 |
| Buildings Improvements | 3 | 0 | 3 |
| Vehicles | 16 | 15 | 32 |
| Furniture, Fixture \& Equipments | 55 | 133 | 189 |
| Business Right | - | 6 | 6 |
| Computer Software | 385 | 28 | 414 |
| Other | 4 | 4 | 8 |

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 date of this report. 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.

