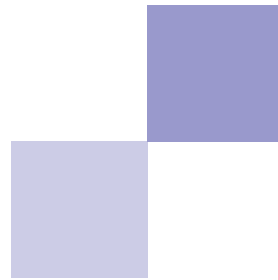




FY2010 Financial Report

January to December 2010

February 17, 2011
ASATSU-DK



Consolidated Performance

Consolidated P/L

(Millions of Yen)

	FY2009	FY2010	Increase (Decrease)	Y-o-Y Change
Gross Billings	350,211	346,565	(3,645)	-1.0%
Gross Profit	41,367	42,028	660	1.6%
Gross Margin	11.8%	12.1%		+0.3pts
SG&A Expenses	42,124	42,006	(118)	-0.3%
Staff Cost	27,729	28,276	547	2.0%
Other	14,395	13,729	(666)	-4.6%
Operating Income	(756)	22	779	-
Operating Margin		-1.8%	0.05%	
Staff Cost/Gross Profit		67.0%	67.3%	

Consolidated P/L

(Millions of Yen)

	FY2009	FY2010	Increase (Decrease)	Y-o-Y Change
Operating Income	(756)	22	779	-
Non-Operating Income	2,082	2,255	172	8.3%
Non-Operating Expenses	231	392	160	69.5%
Recurring Profit	1,094	1,885	791	72.3%
Extraordinary Profit	364	113	(231)	-63.3%
Extraordinary Loss	1,116	6,768	5,652	506.4%
Income before Income Taxes and Minority Interest	343	(4,748)	(5,091)	-
Net Income	73	(4,656)	(4,730)	-

Consolidated Performance

(Millions of Yen)

	Gross Billings	Gross Profit	Operating Income	Recurring Profit
ADK	305,759	30,713	(1,674)	5
	-1.7%	-2.8%	-	-
8 subsidiaries in Japan	38,141	7,339	397	514
	-2.1%	5.0%	54.5%	59.9%
6 Subsidiaries in Greater China	13,724	2,123	540	643
	19.0%	21.5%	57.6%	44.7%
10 Subsidiaries Overseas (excluding Greater China)	12,657	2,202	491	745
	30.8%	32.4%	185.8%	88.5%
Consolidation Adjustment	(23,718)	(350)	267	(23)
Total	346,565	42,028	22	1,885
	-1.0%	1.6%	-	72.3%

*ADK group companies are on slide 36

ADK (parent)

- Fall in gross billings and profit
 - Operating loss for two consecutive years
- Implementation of early retirement program
 - ¥2.7 billion of extraordinary loss

Subsidiaries in Japan

- Advertising companies:
 - Growth in gross billings and progress in Operating income
- Publishing companies:
 - Operating loss, but progress in Recurring profit
 - Exclusion from scope of consolidation: Nippon Information Industry Corp.

Subsidiaries Overseas

- Growth in subsidiaries in Asia including China,
 - despite Yen appreciation
- Newly consolidation of Asatsu-DK Malaysia

Consolidated B/S



(Millions of Yen)

Assets	2008	2009	2010
Current Assets			
Cash and Time deposits	16,768	21,605	21,520
Notes and Accounts Receivable-trade	101,823	87,957	92,774
Marketable Securities	1,533	2,145	1,436
Inventories	8,623	8,824	8,274
Other Current Assets	3,477	2,401	3,842
Allowance for Doubtful Accounts	(723)	(677)	(286)
Total Current Assets	131,472	122,255	127,562
Fixed Assets			
Tangible Fixed Assets	4,077	3,938	4,093
Intangible Fixed Assets	1,966	1,542	1,576
Investments and Other Assets			
Investments Securities	41,925	53,280	52,790
Other Assets	13,310	10,703	10,509
Allowance for Doubtful Accounts	(968)	(1,695)	(2,022)
Total Investments and Other assets	54,267	62,287	61,277
Total Fixed Assets	60,310	67,769	66,947

Liabilities	2008	2009	2010
Current Liabilities			
Notes and Account Payable-trade	78,241	69,237	74,358
Short-term Debt	551	346	84
Other Current Liabilities	8,761	8,209	9,432
Total Current Liabilities	87,554	77,793	83,874
Long-term Liabilities			
Long-term Debt	341	253	765
Accrued Retirement Benefits	850	1,001	1,347
Other Long-term Liabilities	1,419	3,511	5,353
Total Long-term Liabilities	2,611	4,765	7,466
Total Liabilities	90,165	82,559	91,341

Net Assets	2008	2009	2010
Shareholders' Equity			
Common Stock	37,581	37,581	37,581
Capital Surplus	20,024	20,024	20,024
Retained Earnings	52,158	51,354	45,906
Treasury stock-at cost	(6,088)	(6,970)	(7,718)
Total shareholders' Equity	103,675	101,988	95,793
Valuation and Translation Adjustment			
Unrealized Gain on Available-for-sale Securities	(2,394)	4,909	7,727
Deferred Gain on derivatives under hedge Accounting	(21)	15	(94)
Foreign Currency Translation Adjustment	(671)	(490)	(1,256)
Total Valuation and Translation Adjustment	(3,087)	4,434	6,375
Minority Interests	1,028	1,042	999
Total Net Assets	101,617	107,465	103,168
Total Liabilities and Net Assets	191,782	190,024	194,510

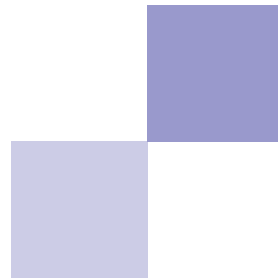
Total Assets	191,782	190,024	194,510
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Consolidated Shareholders' equity ratio excluding minority interest : 52.5%

Consolidated Cash Flow

(Millions of Yen)

	2008	2009	2010
OPERATING ACTIVITIES	(3,181)	6,404	(221)
Income before income taxes and minority interests	3,774	343	(4,748)
Depreciation and amortization	803	943	818
Decrease (increase) in notes and accounts receivable	5,421	14,028	(5,562)
Increase (decrease) in notes and accounts payable	(8,385)	(8,471)	5,068
Others	(4,795)	(440)	4,202
INVESTING ACTIVITIES	7,085	1,570	2,298
Purchases of tangible fixed assets	(745)	(100)	(184)
Purchases of intangible fixes assets	(1,319)	(467)	(501)
Purchases of investment securities	(999)	(1,646)	(1,521)
Proceeds from sales of investment securities	6,148	1,418	2,926
Others	4,001	2,367	1,580
FINANCIAL ACTIVITIES	(7,853)	(2,141)	(1,266)
Purchases of treasury stock - net	(5,885)	(882)	(747)
Dividends paid	(1,883)	(856)	(851)
Others	(83)	(401)	333
FOREIGN CURRENCY TRANSLATION ADJUSTMENT ON CASH AND EQUIVALENTS	(1,289)	203	(745)
NET INCREASE IN CASH AND CASH EQUIVALENTS	(5,238)	6,037	65
CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY	17,994	12,807	18,844
INCREASE IN CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARY	50	-	217
CASH AND CASH EQUIVALENTS, END OF YEAR	12,807	18,844	19,127



Non-consolidate Performance

9 Leading Ad Agencies Gross Billings - Non-consolidated

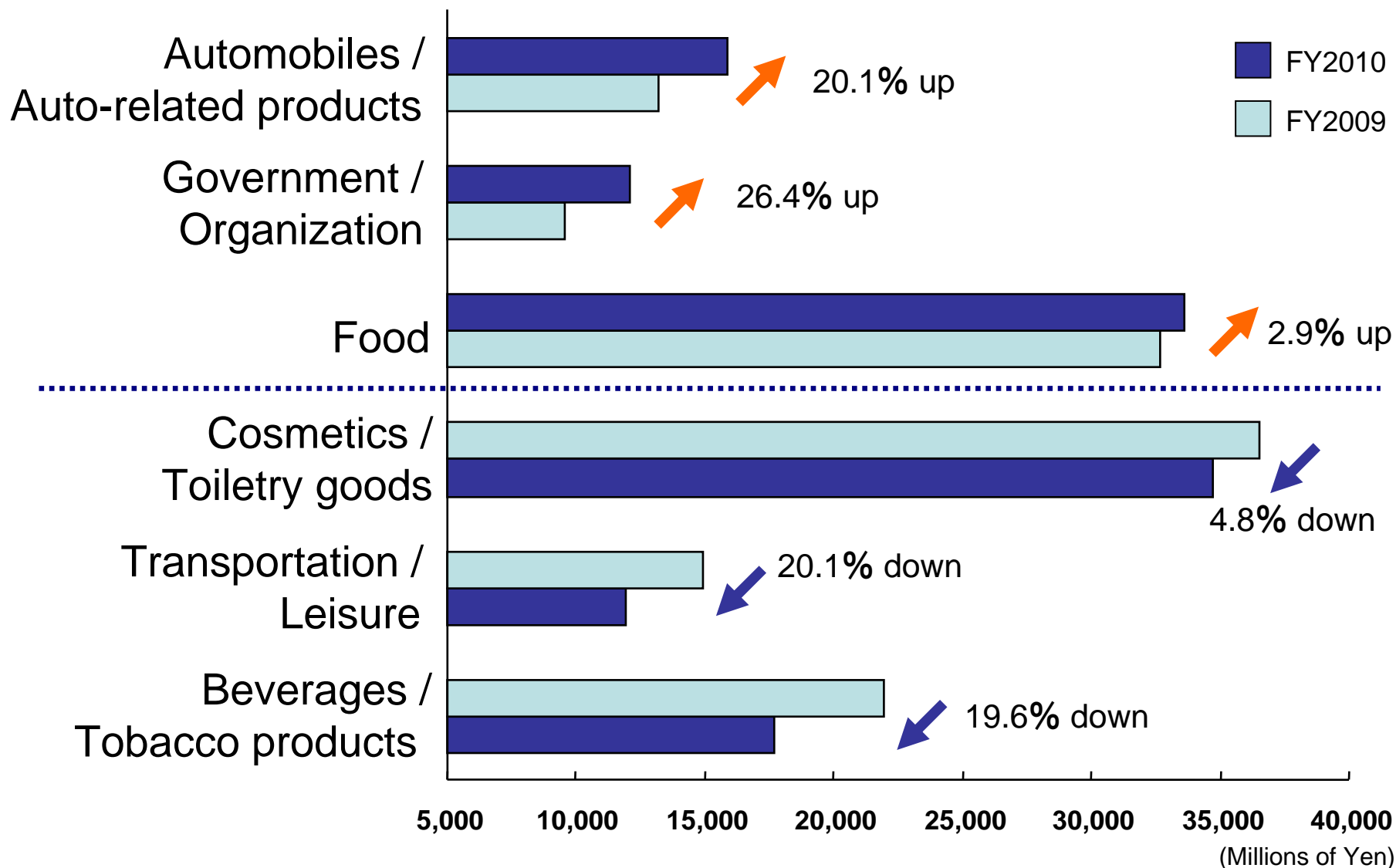
	Millions of Yen	Y-o-Y Change
Dentsu	1,396,312	6.5%
Hakuhodo	557,861	-5.3%
ADK	305,759	-1.7%
Daiko	123,588	1.2%
Tokyu Agency	95,016	-3.7%
East Japan M&C	91,524	0.4%
Yomiko	73,391	-0.8%
Asahi Koukokusha	41,155	-2.8%
Delphys	36,095	-13.1%
Total	2,720,702	1.5%

Non-consolidated Performance

	Gross Billings (Millions of Yen)	Change	Total of Top 9 Agencies (Millions of Yen)	Change
Magazine	21,201	-2.0%	239,576	-5.9%
Newspaper	15,576	-7.6%	84,604	-12.5%
Television	144,882	-3.3%	1,203,873	2.2%
Time*	53,590	-5.0%		
Spot	80,104	-2.4%		
Content	11,186	-1.0%		
Radio	2,866	-3.4%	39,115	-6.2%
4 Mass Media	184,526	-3.5%	1,567,168	-0.3%
Digital Media	8,913	14.9%		
OOH Media	8,712	5.8%		
Marketing & Promotion	58,715	-4.1%		
Creative	36,763	3.8%		
Other	8,129	15.2%		
Non-mass Media	121,233	1.3%		
Total	305,759	-1.7%	2,720,702	1.5%

*Time = Program sponsored ads

Non-consolidated Performance



Note: Categories with a large increase / decrease are shown here. For all categories, please see slide 39

Head Quarters / Branch Offices

	Gross Billings	Share of Total	Y-o-Y Change
Head Quarters	246,473	80.6%	-0.6%
Branch Offices	59,286	19.4%	-5.8%
Total	305,759	100.0%	-1.7%

- Osaka Branch performing well but Nagoya and Fukuoka Branch struggling

Gross billings: ¥305,759 million
down 1.7% year-on-year

- Causes of decline
 - Lowers revenue from existing clients
 - Lowers dealings with media -including CMB*
 - Branches struggling

- Key topics for 2010
 - Shanghai Expo

※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.

Gross profit: ¥30,713 million
down 2.8% year-on-year

Gross margin: 10.0%
down 0.2 point year-on-year

- Cause for decline

- Profitability hit by intensified competition
- Cost overruns due to inadequate cost controls

Non-consolidated Performance

SG&A expenses

	FY2009	FY2010	Y-o-Y Change
Staff Cost	21,580	21,452	-0.6%
Other	11,289	10,935	-3.1%
Total	32,870	32,387	-1.5%

- Reduction in operating, Research & development, Computer soft cost

Operating loss: ¥1,674 million

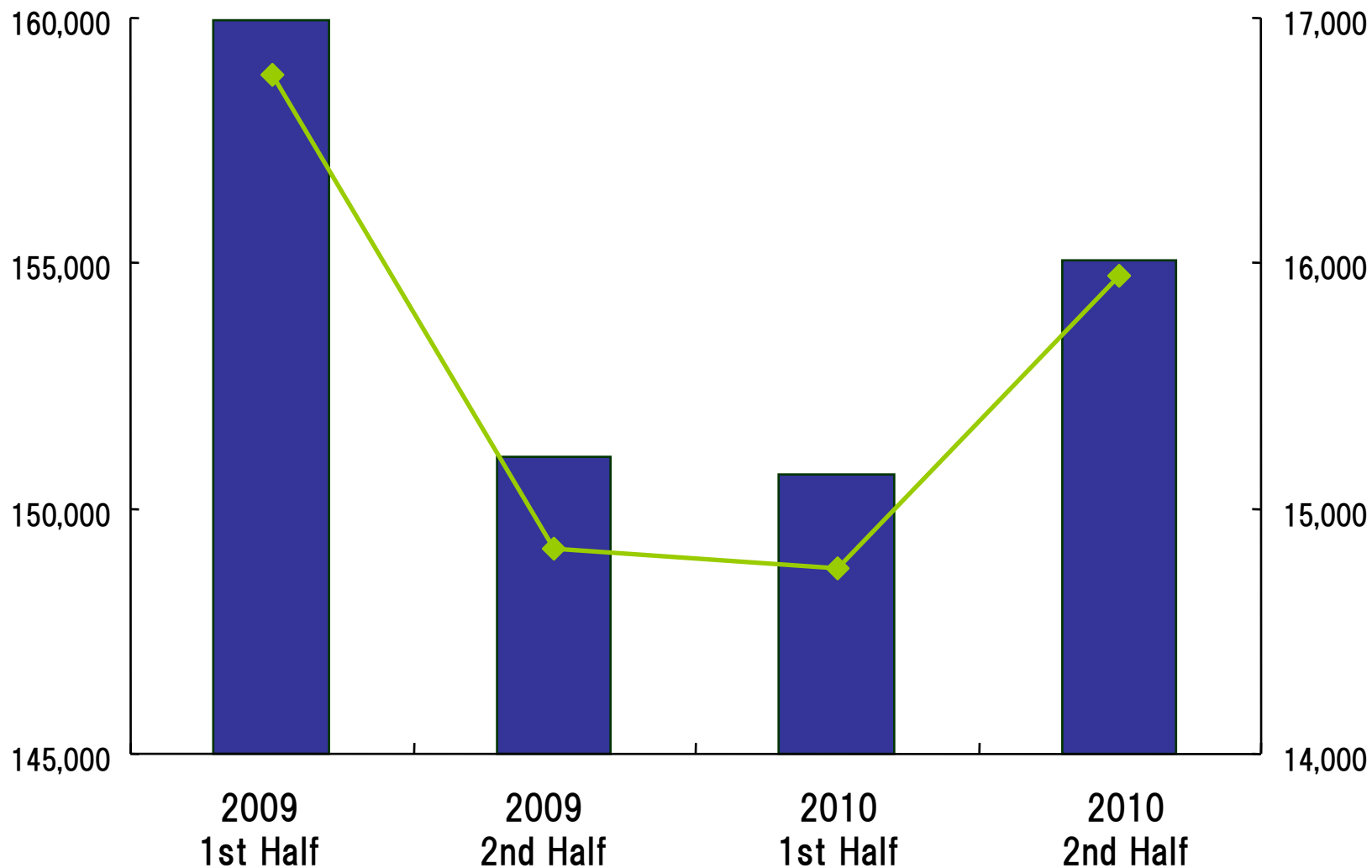
previous year: ¥1,267 million operating loss

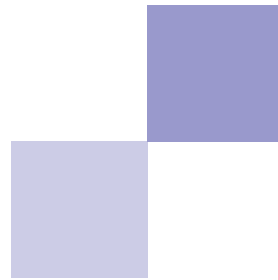
Gross Billings and Gross Profit FY2009-2010



(Millions of Yen)

■ Gross Billings
◆ Gross Profit





FY2011
Forecast

FY2011 Consolidated Forecast

	FY2010	FY2011 Forecast	Increase (Decrease)	(Millions of Yen) Y-o-Y Change
Gross Billings	346,565	356,000	9,435	2.7%
Gross Profit	42,028	44,950	2,922	7.0%
Gross Margin	12.1%	12.6%		+0.5pt
SG&A Expenses	42,006	42,050	44	0.1%
Staff Cost	28,276	28,000	(276)	-1.0%
Other	13,729	14,050	321	2.3%
Operating Income	22	2,900	2,878	12,767.2%
Non-operating Income/Loss	1,863	1,800	(63)	-3.4%
Recurring Profit	1,885	4,700	2,813	149.2%
Extraordinary Profit/Loss	(6,634)	(300)	6,334	-
Income before Income Taxes and Minority Interest	(4,748)	4,400	9,148	-
Taxes and others	(92)	1,800	1,892	-
Net Income	(4,656)	2,600	7,256	-
Operating Margin	0.05%	6.5%		
Staff Cost/Gross Profit	67.3%	62.3%		

Consolidated Performance

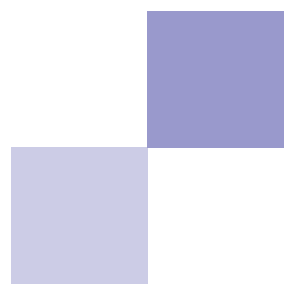
(Millions of Yen)

	Gross Billings	Gross Profit	Operating Income	Recurring Profit
ADK	314,000	33,500	1,500	3,000
	2.7%	9.1%	-	50,437.6%
8 subsidiaries in Japan	39,659	7,732	430	496
	4.0%	5.3%	8.3%	-3.4%
6 Subsidiaries in Greater China	15,182	2,294	543	626
	10.6%	8.0%	0.7%	-2.6%
10 Subsidiaries Overseas (excluding Greater China)	11,566	1,979	367	496
	-8.6%	-10.1%	-25.3%	-33.4%
Consolidation Adjustment	(24,409)	(556)	58	79
Total	356,000	44,950	2,900	4,700
	2.7%	7.4%	-	176.5%

*ADK group companies are on slide 36

FY2011 Non-consolidated Forecast

	FY2010	FY2011 Forecast	Increase (Decrease)	(Millions of Yen) Y-o-Y Change
Gross Billings	305,759	314,000	8,241	2.7%
Gross Profit	30,713	33,500	2,787	9.1%
Gross Margin	10.0%	10.7%		+0.7pt
SG&A Expenses	32,387	32,000	-387	-1.2%
Staff Cost	21,452	20,800	-652	-3.0%
Other	10,935	11,200	265	2.4%
Operating Income	(1,674)	1,500	3,174	-
Non-operating Income/Loss	1,680	1,500	-180	-10.7%
Recurring Profit	5	3,000	2,995	50,437.6%
Extraordinary Profit/Loss	(2,849)	(300)	2,549	-
Income before Income Taxes	(2,843)	2,700	5,543	-
Taxes	(731)	1,200	1,931	-
Net Income	(2,112)	1,500	3,612	-
Operating Margin	-5.5%	4.5%		
Staff Cost/Gross Profit	69.8%	62.1%		



To achieve
Targets for FY2011

ADK

-Major organizational reforms

- ◆ Swifter response to changing markets and client needs
 - Flatter organization
 - ⇒ Raise decision-making speed
 - Optimize personnel allocation
 - Relocate China and Overseas Division into Integrated Account Service Management
 - ⇒ Step up global responsiveness

Group Companies

- ◆ Strengthen consolidated Group-wide management
 - Further promote in-house project execution
 - Consider business expansion via alliances, including M&As

1) Global business

- ◆ Strengthen support for Japanese clients expanding their overseas business
- ◆ Also cultivate local clients in China/Asia
 - Asia
 - Allocate resources with focus on growth markets
Indonesia, Thailand, Vietnam, India, etc.
 - Effectively utilize resources of WPP Group
 - China
 - Strengthen China nationwide network using local
Shanghai subsidiary as hub
 - Reinforce operational framework by fostering
core local talent and directors

2) Digital business

- ◆ Formulate ROI-based communication programs with optimal mix of digital and mass media

- Relocate Communication Channel Planning Division to within Media Content Center
 - Strengthen organization in digital domain
 - Step up cooperation with ADK Interactive

- Develop new media and products
 - Digital signage as means of in-store communication

3) Solutions

Set up Integration Solutions Center

- ◆ Integrate in-house creative, digital business, and planning departments
- ◆ Build framework enabling organic interaction between in-house specialist staff and subsidiaries (e.g., ADK Arts)
- ◆ Strengthen organizations in growth areas (e.g., global business, direct business, promotions)
- ◆ Develop original communication methods to address changing circumstances of consumers

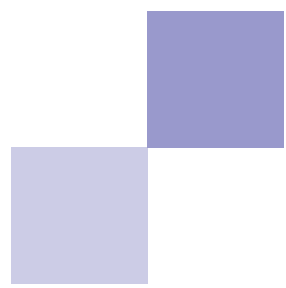
4) Content business

- ◆ Strengthen overseas business
- ◆ Revitalize existing content
 - Strengthen overseas business
 - Prepare for expansion of overseas operations
 - Revitalize existing content
 - Fujiko F. Fujio Museum (to open in Sept 2011)
 - *Crayon Shinchan* 20th anniversary project

5) Cost controls

- Adopt rigorous cost controls
 - Strengthen procurement
 - Reassess media placement prices

- Reduce SG&A expenses
 - Rigorously manage staff, computer, and rental costs



Medium-term Management Plan

Medium-Term targets (2011-2013)

Consolidated Operating Margin

FY2013 target: 10% or more

Consolidated Staff Cost / Gross Profit Ratio

FY2013 target: Less than 60.0%

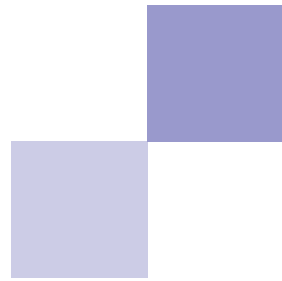
Perspectives on shareholder return

Dividends

Maintain 35% payout ratio and
¥20.00/share minimum annual dividends

Share buybacks

Consider buybacks
while monitoring financial stability
Aiming progress in ROE and EPS



Appendix

FY2011 Consolidated Forecast

(Millions of Yen)

	Jan-Dec	1st H	vs.2010	2nd H	vs.2010
Gross Billings	356,000	171,000	1.5%	185,000	3.9%
Gross Profit	44,950	21,485	8.3%	23,465	5.8%
Gross Margin	12.6%	12.6%	+0.8pt	12.7%	+0.2pt
SG&A Expenses	42,050	20,735	-2.8%	21,315	3.1%
Staff Cost	28,000	13,885	-3.1%	14,115	1.2%
Other	14,050	6,850	-2.0%	7,200	6.9%
Operating Income	2,900	750	-	2,150	42.7%
Non-operating Income/Loss	1,800	1,200	-11.3%	600	17.6%
Recurring Profit	4,700	1,950	-	2,750	36.3%
Extraordinary Profit/Loss	(300)	(150)	-	(150)	-
Income before Income Taxes and Minority Interests	4,400	1,800	-	2,600	-
Taxes	1,800	700	-	1,100	61.1%
Net Income	2,600	1,100	-	1,500	-

FY2011 Non-consolidate Forecast

(Millions of Yen)

	Jan-Dec	1st H	vs.2010	2nd H	vs.2010
Gross Billings	314,000	151,000	0.2%	163,000	5.1%
Gross Profit	33,500	16,100	9.1%	17,400	9.1%
Gross Margin	10.7%	10.7%	+0.9pt	10.7%	+0.4pt
SG&A Expenses	32,000	15,780	-5.2%	16,220	3.0%
Staff Cost	20,800	10,352	-6.5%	10,448	0.6%
Other	11,200	5,428	-2.6%	5,772	7.6%
Operating Income	1,500	320	-	1,180	470.6%
Non-operating Income/Loss	1,500	1,080	-12.2%	420	-6.6%
Recurring Profit	3,000	1,400	-	1,600	143.8%
Extraordinary Profit/Loss	(300)	(150)	-	(150)	-
Income before Income Taxes	2,700	1,250	107.8%	1,450	-
Taxes	1,200	550	-	650	558.5%
Net Income	1,500	700	-51.1%	800	-

Consolidated Investments as of December 31, 2010

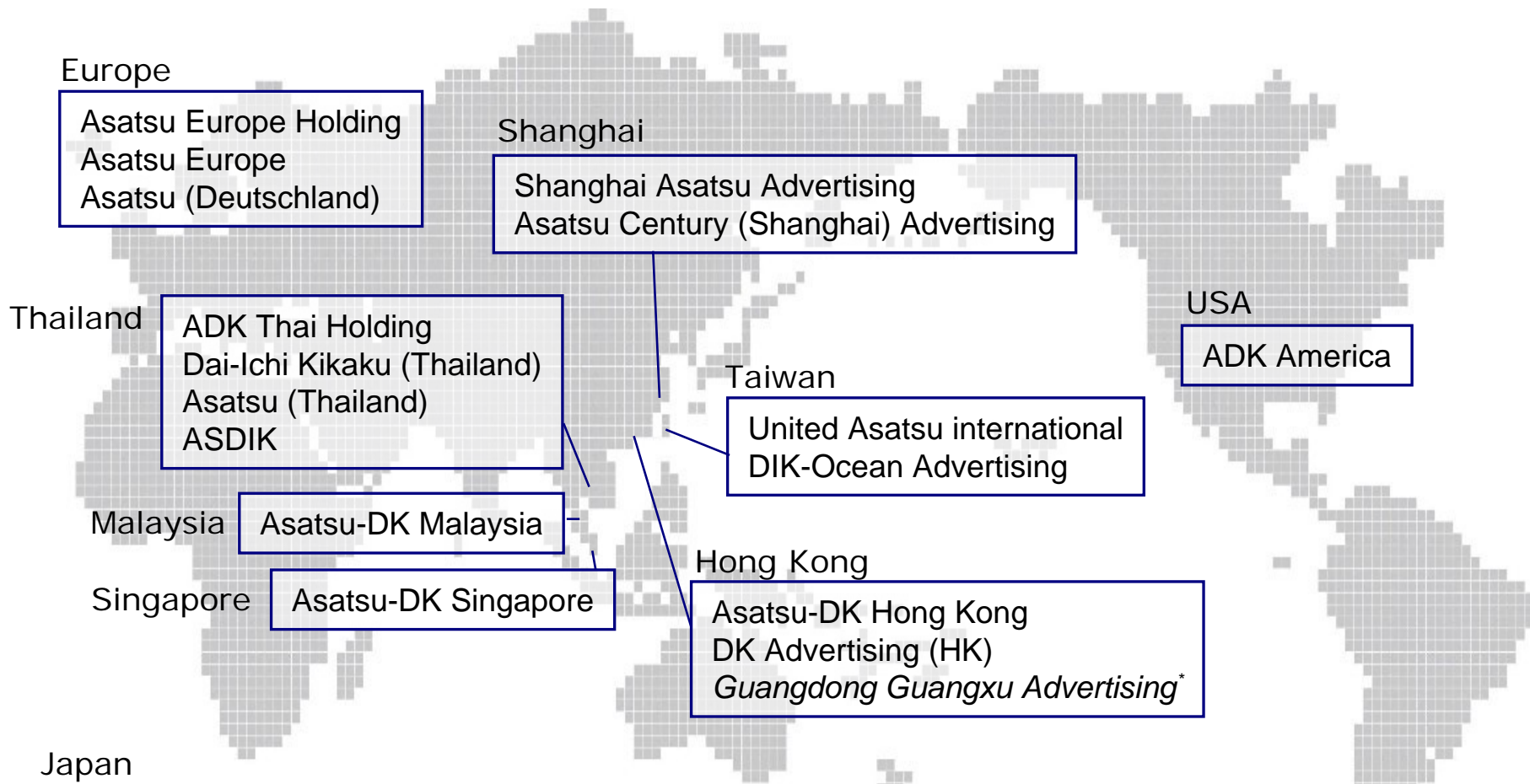
(Millions of Yen)

Current	Fixed-income Investment Trust Funds	861	
	Bonds	234	1 issue
	Equities and Other Investment Trust Funds	339	9 issues
	Total	1,436	
Non Current	WPP plc	31,250	31,295,646 shares or 2.47%
	Digital Advertising Consortium Inc.	2,454	Equity method
	Other Publicly Traded Equities	12,780	132 issues
	Total	46,485	
	Non Publicly Traded Equities in Affiliated Companies	1,260	17issues
	Non Publicly Traded Equities in Subsidiary Companies	1,703	20issues
	Other Non Publicly Traded Equities	1,823	70issues
	Total	4,787	
	Corporate Bonds	1,358	10issues
	Mutual Funds in Equities and Bonds	158	6issues
	Total	52,790	
	Investments in Affiliated companies (Non-Securities)	325	7issues
	Investments in Funds (Non-Securities)	92	8issues
	Total	53,208	

Capital Expenditures/Depreciation & Amortization Expenses

(Millions of Yen)

Accounting Items	Capital Expenditures			Depreciation & Amortization Expenses		
	Non-consolidated ADK	Consolidated subsidiaries	Consolidated	Non-consolidated ADK	Consolidated subsidiaries	Consolidated
Buildings	13	36	49	69	55	125
Buildings Improvements	-	-	-	1	0	1
Vehicles	3	24	27	9	18	28
Furniture, Fixtures & Equipment	49	58	107	32	116	148
Lands	-	-	-	-	-	-
Licenses	-	-	-	-	-	-
Computer Soft wares	489	12	501	433	26	459
Lease Assets	413	14	427	25	15	41
Others	-	-	-	5	7	12
Total	968	145	1,113	577	240	818



Japan

- **ADK Arts Inc.**
- **ADK International Inc.**
- **Kyowa Kikaku Ltd.**
- **Nihonbungeisha Co., Ltd.**
- **Neo Shobo Inc.**
- **Eiken Co., Ltd.**
- **Boys Inc.**
- **ADK Dialog Inc.**
- **Digital Advertising Consortium Inc.***

*Affiliates accounted for by the equity method

FY2010 Non-consolidated P/L

	FY2009	FY2010	Increase (Decrease)	Y-o-Y Change
Gross Billings	310,970	305,759	-5,210	-1.7%
Gross Profit	31,603	30,713	-889	-2.8%
Gross Margin	10.2%	10.0%		-0.2pt
SG&A Expenses	32,870	32,387	-482	-1.5%
Staff Cost	21,580	21,452	-128	-0.6%
Other	11,289	10,935	-354	-3.1%
Operating Income	(1,267)	(1,674)	-407	-
Non-operating Income/Loss	1,840	1,811	-29	-1.6%
Recurring Profit	124	130	6	5.6%
Extraordinary Profit/Loss	449	5	-443	-98.7
Income before Income Taxes	48	2,659	2,611	5,378.6%
Taxes	1,024	5,509	4484	437.7%
Net Income	(526)	(2,843)	-2,316	-
Gross Billings	(28)	(731)	-702	-
Gross Profit	(498)	(2,112)	-1,614	-

FY2010 Non-consolidated B/S

(Millions of Yen)

Assets	2008	2009	2010
Current Assets			
Cash and Time deposit	5,483	8,848	10,001
Notes Receivable-trade	4,810	3,537	4,217
Accounts Receivable -trade	85,455	74,505	77,169
Marketable Securities	2,087	1,828	1,062
Inventories	5,397	5,456	4,256
Other Current Assets	3,392	2,023	3,250
Allowance for Doubtful Accounts	(639)	(584)	(186)
Total Current Assets	105,986	95,616	99,772
Fixed Assets			
Tangible Fixed Assets	1,648	1,609	1,870
Intangible Fixed Assets	1,837	1,429	1,488
Investments and Other Assets			
Investments and Other Assets	17,109	16,204	14,906
Other assets	36,643	46,043	50,383
Allowance for Doubtful Accounts	(675)	(1,070)	(1,550)
Total Investments and Other assets	53,077	61,176	63,739
Total Fixed Assets	56,562	64,216	67,098

Total Assets	162,549	159,832	166,870
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Liabilities	2008	2009	2010
Current Liabilities			
Notes Payable-trade	16,225	11,337	10,728
Accounts Payable-trade	56,000	51,810	56,681
Other Current Liabilities	3,356	2,460	3,464
Total Current Liabilities	75,582	65,608	70,875
Long-term Liabilities			
Accrued retirement benefits	84	195	512
Other Long-term Liabilities	879	2,880	5,241
Total Long-term Liabilities	963	3,075	5,753
Total Liabilities	76,546	68,684	76,628

Net Assets	2008	2009	2010
Shareholders' Equity			
Common Stock	37,581	37,581	37,581
Capital Surplus	20,024	20,024	20,024
Retained Earnings	37,272	35,917	32,953
Treasury stock-at cost	(6,088)	(6,970)	(7,718)
Total shareholders' Equity	88,789	86,551	82,840
Valuation and Translation Adjustment	(2,786)	4,596	7,401
Total Net Assets	86,002	91,147	90,241

Total Liabilities and Net Assets	162,549	159,832	166,870
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Shareholders' equity ratio:54.1%

Non-consolidated Gross Billings: Breakdown by Industry

	Gross Billings	Share of Total	Increase (Decrease)	(Millions of Yen) Y-o-Y Change
Energy / Raw materials / Machinery	4,976	1.6%	555	12.6%
Food	33,602	11.0%	952	2.9%
Beverages / Tobacco products	17,653	5.8%	(4,305)	-19.6%
Pharmaceuticals / Medical supplies	12,728	4.2%	(846)	-6.2%
Cosmetics / Toiletry goods	34,746	11.4%	(1,747)	-4.8%
Apparel / Jewelry	8,670	2.8%	458	5.6%
Precision instruments / Office equipment	2,265	0.7%	(264)	-10.5%
Electric machines / AV equipment	3,270	1.1%	(320)	-8.9%
Automobiles / Auto-related products	15,857	5.2%	2,650	20.1%
Household products	3,464	1.1%	429	14.2%
Hobbies / Sporting goods	19,969	6.5%	741	3.9%
Real estate / Housing	7,772	2.5%	(1,298)	-14.3%
Publications	3,563	1.2%	309	9.5%
Information / Communications	38,557	12.6%	65	0.2%
Distribution / Retail	24,846	8.1%	(248)	-1.0%
Finance / Insurance	24,393	8.0%	(563)	-2.3%
Transportation / Leisure	11,957	3.9%	(3,004)	-20.1%
Restaurants / Other services	6,464	2.1%	817	14.5%
Government / Organization	12,120	4.0%	2,533	26.4%
Education / Health care services/Religion	4,931	1.6%	375	8.2%
Classified ads / other	13,946	4.6%	(2,499)	-15.2%
Total	305,759	100.0%	-5,210	-1.7%

Non-consolidated Gross Billings – New business category classification

(Millions of Yen)

	Jan		Feb		Mar		Apr		May		Jun	
	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y
Magazine	678	-23.1%	1,034	-29.2%	1,847	-16.8%	1,411	-10.0%	1,242	-10.1%	1,411	-1.0%
News Paper	1,225	-15.6%	1,408	-15.0%	2,767	16.8%	1,771	15.2%	1,870	3.9%	2,222	-4.8%
Television	10,343	-7.1%	9,773	-15.0%	12,919	-13.7%	13,389	-3.6%	11,547	-7.6%	12,566	-5.1%
Radio	197	-10.0%	241	8.6%	287	-6.8%	187	-16.9%	205	-14.6%	233	-8.6%
Digital Media	608	-12.8%	722	15.2%	885	-7.3%	595	-8.0%	488	-1.8%	748	-0.7%
Out of Home Media	417	-34.3%	440	-10.9%	1,099	16.8%	1,160	5.6%	549	-15.0%	951	74.8%
Marketing & Promotion	2,713	-20.1%	3,260	-20.2%	9,249	-9.7%	3,109	-16.1%	3,876	2.8%	7,102	16.6%
Creative	2,251	9.9%	1,914	-33.6%	5,097	2.8%	3,040	2.2%	2,332	8.8%	3,668	26.9%
Others	433	-16.6%	509	-11.3%	1,117	26.8%	425	-25.7%	425	-14.3%	707	97.5%
Total	18,869	-10.1%	19,306	-17.9%	35,272	-6.8%	25,090	-4.3%	22,539	-4.0%	29,611	6.1%

	Jul		Aug		Sep		Oct		Nov		Dec	
	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y	Gross Billings	Y-o-Y
Magazine	1,029	-8.9%	1,088	3.9%	1,637	2.1%	1,440	-7.6%	1,489	10.5%	1,264	2.1%
News Paper	1,426	-26.2%	1,154	-22.8%	1,649	11.0%	1,670	-7.7%	2,404	28.6%	1,631	-14.0%
Television	11,923	-2.5%	10,875	10.7%	10,506	-1.2%	12,910	-3.3%	14,708	9.4%	13,418	2.8%
Radio	230	-4.2%	225	-11.1%	226	-23.6%	216	-17.6%	345	61.2%	268	17.5%
Digital Media	650	22.4%	842	57.4%	883	34.0%	689	12.8%	877	59.7%	920	32.6%
Out of Home Media	569	-16.8%	434	-5.7%	1,084	41.5%	639	-13.3%	650	10.5%	713	11.6%
Marketing & Promotion	3,761	-9.5%	3,825	-7.2%	5,790	-21.9%	3,693	-5.8%	6,142	56.4%	6,191	-3.5%
Creative	2,192	8.5%	2,315	-17.0%	3,604	-20.6%	3,635	19.0%	2,877	40.1%	3,833	25.7%
Others	480	-26.0%	744	37.8%	1,106	39.1%	331	-35.0%	971	48.9%	875	72.2%
Total	22,263	-5.6%	21,505	2.1%	26,488	-6.1%	25,228	-2.3%	30,467	23.6%	29,117	5.0%

ADK changed business discipline (business category) classification.

"Television" includes time, spot and content business.

"Digital Media" includes internet and mobile media. Digital Solution business such as web creation is included in "Marketing and Promotion".

"OOH (Out of Home) Media includes transit advertising, out door advertising and newspaper inserts etc.

"Marketing and Promotion" includes marketing, communications planning, sales promotion, event, PR, EXPO related business, and digital solution business.

*Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.



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.