

The logo for ADK, consisting of the letters 'ADK' in a white, bold, sans-serif font, enclosed within a dark blue square.

3rd Quarter Results for FY2010

November 10, 2010
ASATSU-DK INC.

Consolidated Performance

	2010	2009	Increase	
	Jan-Sep	Jan-Sep	(Decrease)	Change
Gross Billings	249,086	260,702	(11,615)	-4.5%
Gross Profit	29,835	30,910	(1,075)	-3.5%
Gross Profit Ratio	12.0%	11.9%		0.1pt
SG&A Expenses	31,364	31,526	(162)	-0.5%
Staff Cost	21,231	20,793	437	2.1%
Other	10,132	10,732	(599)	-5.6%
Operating Income	(1,528)	(615)	(913)	-
(Millions of Yen)				
Operating Margin	-5.1%	-2.0%		
Staff Cost / Gross Profit	71.2%	67.3%		

Consolidated Performance

	2010	2009	Increase	
	Jan-Sep	Jan-Sep	(Decrease)	Change
Operating Income	1,723	1,523	199	13.1%
Non-Operating Income	237	176	60	34.6%
Recurring Profit	(42)	732	(774)	-
Extraordinary Profit	121	317	(195)	-61.6%
Extraordinary Loss	3,044	623	2,420	388.1%
Income before Income Taxes and Minority Interest	(2,965)	425	(3,390)	-
Net Income	(2,019)	263	(2,282)	-

(Millions of Yen)

Consolidated Performance

Millions of Yen Y-o-Y Change (%)	Gross Billings	Gross Profit	Operating Income	Recurring Profit
ADK	220,946 -5.1%	22,139 -8.2%	(2,258) -	(915) -
8 Subsidiaries in Japan	27,028 -5.3%	5,042 0.9%	(69) -	(8) -
6 Subsidiaries in Greater China	9,463 12.5%	1,524 18.8%	412 78.7%	496 56.9%
10 Subsidiaries Overseas (excluding Greater China)	8,825 39.6%	1,488 39.0%	322 3761.2%	426 130.3%
Consolidation Adjustment	(17,176)	(359)	63	(42)
Total	249,086 -4.5%	29,835 -3.5%	(1,528) -	(42) -

Japan: ADK Arts, ADK International, Kyowa Kikaku, Nihon Bungeisha Publishing, Neo Shogo, Eiken, Boys, ADK Dialog

Greater China: ASATSU-DK HONG KONG Ltd., DK Advertising (HK) Ltd., UNITED-ASATSU INTERNATIONAL Ltd., DK-OCEAN Advertising Co. Ltd., Shanghai Asatsu Advertising Co., Ltd., Asatsu Century (Shanghai) Advertising Co., Ltd.

Overseas: ADK America Inc., Asatsu Europe Holding BV, Asatsu Europe BV, Asatsu (Deutschland) GmbH, ASATSU-DK SINGAPORE Pte. Ltd., ADK Thai Holding Ltd., DAI-ICHI KIKAKU (THAILAND) Co., Ltd., ASATSU (Thailand) Co., Ltd, ASDIK Ltd., ASATSU-DK Malaysia Sdn. Bhd.

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Non-Consolidated Performance

Non-consolidated Performance

	2010 Jan-Sep	2009 Jan-Sep	Increase (Decrease)	Change
Gross Billings	220,946	232,776	(11,829)	-5.1%
Gross Profit	22,139	24,110	(1,970)	-8.2%
Gross Profit Ratio	10.0%	10.4%		-0.3pt.
SG&A Expenses	24,398	24,522	(124)	-0.5%
Staff Cost	16,346	16,213	133	0.8%
Other	8,051	8,309	(257)	-3.1%
Operating Income	(2,258)	(412)	(1,846)	-
(Millions of Yen)				
Operating Margin	-10.2%	-1.7%		
Staff Cost / Gross Profit	73.8%	67.2%		

Non-consolidated Performance

	2010	2009	Increase	
	Jan-Sep	Jan-Sep	(Decrease)	Change
Operating Income	1,411	1,393	18	1.3%
Non-Operating Income	68	95	(27)	-28.4%
Recurring Profit	(915)	885	(1,800)	-
Extraordinary Profit	2,652	25	2,626	10123.5%
Extraordinary Loss	1,791	581	1,210	208.3%
Income before Income Taxes and Minority Interest	(54)	329	(384)	-
Net Income	(1,110)	170	(1,280)	-
Operating Income	1,055	159	895	561.5%

(Millions of Yen)

Non-consolidated Gross Billings break down by business Category



	Gross Billings	Y-o-Y	Total of Top 9 Agencies**	Y-o-Y
Magazine	11,382	-10.5%	61,824	-14.8%
Newspaper	15,495	-3.5%	177,052	-7.6%
Television	103,845	-5.5%	878,440	1.0%
Time	39,782	-6.8%		
Spot	56,663	-3.9%		
Content	7,398	-10.6%		
Radio	2,035	-10.0%	29,163	-6.9%
4 Mass Media Total	132,758	-5.8%	1,146,479	-1.6%
Digital Media	6,425	8.8%	853,137	1.7%
Out of Home Media	6,708	7.0%		
Marketing & Promotion	42,687	-9.1%		
Creative	26,415	-3.1%		
Others	5,950	10.4%		
Non-mass Media Total	88,188	-3.9%		
Total	220,946	-5.1%	1,999,623	-0.2%

*ADK Changed Business discipline (business category) Classification from August 2010. further details on slide 13.

**Total of Dentsu, Hakuhodo, ADK, Daiko, Tokyu Agency, East Japan M&C, Yomiko, Asahi Koukokusha, and Delphys

Non-consolidated Gross Billings: Breakdown by Industry



(Millions of Yen)

	2010 Jan-Sep	2009 Jan-Sep	Increase (Decrease)	Y-o-Y
Energy / Raw materials / Machinery	3,180	2,969	211	7.1%
Food	24,968	22,963	2,004	8.7%
Beverages / Tobacco products	12,827	17,043	(4,216)	-24.7%
Pharmaceuticals / Medical supplies	9,611	10,228	(617)	-6.0%
Cosmetics / Toiletry goods	25,222	27,031	(1,809)	-6.7%
Apparel / Jewelry	5,840	6,098	(257)	-4.2%
Precision instruments / Office equipment	1,421	1,868	(447)	-23.9%
Electric machines / AV equipment	2,135	2,470	(335)	-13.6%
Automobiles / Auto-related products	9,885	10,273	(388)	-3.8%
Household products	2,430	2,267	162	7.1%
Hobbies / Sporting goods	14,470	14,025	444	3.2%
Real estate / Housing	5,658	6,722	(1,064)	-15.8%
Publications	2,710	2,601	109	4.2%
Information / Communications	27,072	28,118	(1,045)	-3.7%
Distribution / Retail	19,254	20,345	(1,090)	-5.4%
Finance / Insurance	18,146	19,281	(1,134)	-5.9%
Transportation / Leisure	9,327	11,791	(2,464)	-20.9%
Restaurants / Other services	4,690	3,932	758	19.3%
Government / Organization	7,734	6,803	930	13.7%
Education / Health care services/Religion	3,909	3,827	81	2.1%
Classified ads / other	10,448	12,109	(1,660)	-13.7%
Total	220,946	232,776	(11,829)	-5.1%

Consolidated Performance & Forecast

(Millions of Yen)

	2010 Jan-Sep (a)	Y-o-Y	2010 Oct-Dec Forecast (b)-(a)	Y-o-Y	FY2010 Forecast (b)	Y-o-Y
Gross Billings	249,086	-4.5%	104,913	17.2%	354,000	1.1%
Gross Profit	29,835	-3.5%	12,464	19.2%	42,300	2.3%
Gross Profit Ratio	12.0%	+0.1pt.	11.9%	+0.2pt	11.9%	+0.1pt.
SG&A Expenses	31,364	-0.5%	10,935	3.2%	42,300	0.4%
Staff Cost	21,231	2.1%	7,068	1.9%	28,300	2.1%
Other	10,132	-5.6%	3,867	5.6%	14,000	-2.7%
Operating Income	-1,528	-	1,528	-	0	
Non-Operating Income	1,486	10.3%	413	-17.8%	1,900	2.6%
Recurring Profit	(42)	-	1,942	436.8%	1,900	73.6%
Extraordinary Profit	(2,922)	-	(2,127)	-	(5,050)	-
Income before Income Taxes and Minority Interest	(2,965)	-	(184)	-	(3,150)	-
Net Income	(2,019)	-	(480)	-	(2,500)	-
Operating Margin	-5.1%		12.3%		-	
Staff cost / Gross Profit	71.2%		56.7%		66.9%	

Non-consolidated Performance & Forecast



(Millions of Yen)

	2010 Jan-Sep (a)	Y-o-Y Change	2010 Oct-Dec Forecast (b)-(a)	Y-o-Y	FY2010 Forecast (b)	Y-o-Y
Gross Billings	220,946	-5.1%	93,053	19.0%	314,000	1.0%
Gross Profit	22,139	-8.2%	9,810	30.9%	31,950	-1.1%
Gross Profit Ratio	10.0%	-0.3pt.	10.5%	+0.9pt	10.2%	+0.0pt.
SG&A Expenses	24,398	-0.5%	8,451	1.2%	32,850	-0.1%
Staff Cost	16,346	0.8%	5,330	-0.7%	21,677	0.4%
Other	8,051	-3.1%	3,121	4.7%	11,173	-1.0%
Operating Income	(2,258)	-	1,358	-	(900)	-
Non-Operating Income	1,343	3.5%	256	-38.7%	1,600	-6.8%
Recurring Profit	(915)	-	1,615	-	700	55.9%
Extraordinary Profit	860	-	(2,010)	-	(1,150)	-
Income before Income Taxes	(54)	-	(395)	-	(450)	-
Net Income	1,055	561.5%	(355)	-	700	-
Operating Margin	-10.2%		13.8%			-2.8%
Staff cost / Gross Profit	73.8%		54.3%			67.8%

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ADK

Supplementary Data

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	-16.6%	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	74.9%
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	
	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%
News Paper	1,426	-26.2%	1,154	-22.8%	1,649	11.0%
Television	11,923	-2.5%	10,875	10.7%	10,506	-1.2%
Radio	230	-4.0%	225	-11.1%	226	-23.4%
Digital Media	650	22.4%	842	57.4%	883	33.9%
Out of Home Media	569	-16.8%	434	-5.7%	1,084	41.5%
Marketing & Promotion	3,761	-9.5%	3,825	-7.2%	5,790	-21.9%
Creative	2,192	8.5%	2,315	-17.0%	3,604	-20.6%
Others	480	-26.0%	744	37.8%	1,106	39.1%
Total	22,263	-5.6%	21,505	2.1%	26,488	-6.1%

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

ADK changed business discipline (business category) classification.

"Television" includes time, spot and contents 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.



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.