Revised as of August 10,2011

Overview of 2nd Quarter Results for the Year Ending December 31, 2011 [Japanese GAAP]

August 10, 2011

Company Name : **ASATSU-DK INC.** Exchange : Tokyo Stock Exchange First Section
Securities Code : 9747 URL : http://www.adk.jp/english/index.html
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Interim Dividend Payable Date : Sep. 12, 2011

(Unit: millions of yen, Rounded down under 1 million yen)

1. The First Six Months Consolidated Results (January 1, 2011 to June 30, 2011)

(1) Consolidated Operating Results

	Gross Billings		Operating Income		Ordinary Income		Net Income	
6 months ended ;	millions of yen	%	millions of yen	%	millions of yen	%	millions of yen	%
Jun. 30, 2011	165,638	(1.7)	1,376	−	2,517	−	876	−
Jun. 30, 2010	168,496	(5.1)	(1,484)	−	(131)	−	(1,868)	−

	Net Income per Share	Fully Diluted Net Income per Share
6 months ended ;	yen	yen
Jun. 30, 2011	20.77	20.76
Jun. 30, 2010	(44.17)	—

(Notes) Percentages shown for Gross Bilings, Operating Income, Ordinary Income and Net Income represent increase/decrease from those in the corresponding period of the previous year.

(2) Consolidated Financial Position

	Total Assets	Net Assets	Shareholder's Equity Ratio	Net Assets per share
	millions of yen	millions of yen	%	yen
Jun. 30, 2011	185,338	103,462	55.3	2,429.62
Dec. 31, 2010	194,510	103,168	52.5	2,423.06

(Reference) Shareholders' equity Jun. 30, 2011 102,503million yen Dec. 31, 2010 102,169million yen

2. Dividend Information

	Dividend per Share		
	interim	year-end	Full-year
	yen	yen	yen
Fiscal 2010 (Actual)	10.00	10.00	20.00
Fiscal 2011 (Actual)	10.00	—	22.00
Fiscal 2011 (Forecast)	—	12.00	

(Notes) We do not revise the forecast for the fiscal 2011 consolidated results as announced on February 10, 2011.

3. Forecast of Consolidated Fiscal 2011 (January 1, 2011 to December 31, 2011)

	Gross Billings		Operating Income		Ordinary Income		Net Income		Net Income per share
	millions of yen	%	millions of yen	%	millions of yen	%	millions of yen	%	yen
Full-year	356,000	2.7	2,900	−	4,700	149.2	2,600	−	61.64

(Notes) 1.Percentages shown for Gross Billings, Operating Income, Ordinary Income and Net Income represent increase/decrease from those in the corresponding period of the previous year.

2.We do not revise the forecast for the fiscal 2011 consolidated results as announced on February 10, 2011.

4.Others

(1) Changes in the Scope of Consolidation and Application of the Equity Method by the significant subsidiaries ? : No.

(2) Is any simplified accounting treatment adopted ? : Yes.
For details, see the Supplementary Information “2.Other Information (2)” on the page 6.

(3) Is there any accounting treatment particular to the quarterly financial statements ? : Yes.
For details, see the Supplementary Information “2.Other Information (2)” on the page 6.

(4) Is there any change in accounting standards for quarterly financial reporting ? : Yes.
For details, see the Supplementary Information “2.Other Information (3)” on the page 6-7.

(5) 1. Number of outstanding stocks (including treasury stock) issued, end of term :

at June 30, 2011 :	45,155,400	shares,	at December 31, 2010 :	45,155,400	shares,

2. Number of treasury stock, end of term :

at June 30, 2011 :	2,966,170	shares,	at December 31, 2010 :	2,990,104	shares,

3. Avg. number of shares (consolidated) outstanding during the terms ended :

at June 30, 2011 :	42,175,165	shares,	at June 30, 2010 :	42,294,452	shares,

A Cautionary 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 such statements. The foregoing statements are inherently subject to risks and uncertainties that could lead to material differences between such statements and actual outcomes.

Therefore, ASATSU-DK does not warrant any certainty and accuracy thereto. ASATSU-DK also expressly disclaims any obligation to update or revise its forward-looking statements.

Please visit the web site for the announcements.

[Supplementary Information]

1. Consolidated Results for the Second Quarter of Fiscal 2011

(1) Overview of Operating Results

During the first six months of 2011, the Japanese economy was slowly recovering from the beginning of the current fiscal year. However, the Great East Japan Earthquake stopped this recovery and placed our country in severe circumstances. In the latter half of the term, the Japanese economy showed signs of recovery because the recovery of the supply chain caused an increase in production activities and because there was an improvement in consumer attitudes. Still, the economy will remain unstable in the current third quarter and later, due to many causes for concern such as power shortages, slowdown of the overseas economy, a strong yen, and worsening of the employment conditions.

Also, in the domestic advertising market, the forecast of growth of advertising expenditure in fiscal 2011 (from April 2011 to March 2012) was changed from an increase of 0.6% to a decrease of 4.1%. (Per Nikkei Advertising Research Institute) This decrease was due to concern regarding effects of the recent disaster, such as decreased consumer confidence due to power saving and the growing atmosphere for self-restraint. This caused the fierce management environment to continue.

Amid these circumstances, the ADK Group provided communication programs with priority to the return on investment (ROI) of advertisers in communications. The Group also worked proactively to develop its business in newly emerging nations and China, which are growing rapidly, and in the animation content business. Consequently, the Group experienced difficulties in sales but achieved a certain extent of recovery in income from the previous year by strictly managing the cost of sales and reducing our selling, general and administrative expenses.

The ADK Group reported gross billings of ¥ 165,638 million, declined 1.7% compared with the previous corresponding period. Gross profit increased 11.4% year-on-year, to ¥22,101 million. Operating income was ¥1,376 million (compared with ¥1,484 million loss for Q2 2010). Ordinary income totaled ¥2,517 million (compared with ¥131 million loss for Q2 2010) as a result of totaling the dividends income of ¥736 million and the equity in earnings of affiliates of ¥137 million.

Although the Group posted extraordinary income of ¥739 million, it recorded total extraordinary losses of ¥1,363 million due to a loss on valuation of investment securities and a loss on adjustment for changes in the accounting standard for asset retirement obligations. As a result, income before income taxes totaled ¥1,893 million (compared with ¥2,643 million loss for Q2 2010). The Group reported net income of ¥876 million (compared with ¥1,868 million loss for Q2 2010).

Performance by Business Segment

Advertising Business

In the advertising business segment, gross billings to outside customers in the consolidated cumulative period of the current second quarter amounted to ¥162,717 million, and segment income totaled ¥1,711 million.

Gross billings of this segment recorded a decrease in total, because the Parent company, ADK, recorded a decrease in gross billings, although both domestic subsidiaries and overseas subsidiaries increased their gross billings. In terms of profitability, ADK, domestic subsidiaries and overseas subsidiaries all recorded an increase in profit. As a results, the segment income increased from the previous year.

The Parent company, ADK, which is the core of the group, reported gross billings of ¥145,597 million, down 3.4% from the previous corresponding period. ADK continued to be devoted itself to improve profitability. As a result, the gross profit amounted to ¥16,622 million, up 12.6% year-on-year. Due to the continuous effort to control selling, general and administrative expenses, the operating income amounted to ¥930 million (compared with ¥1,881 million operating loss for Q2 2010).

ADK recorded an increase in gross billings from clients in Hobbies/Sporting Goods and Pharmaceuticals & Medical Supplies sectors. However, gross billings from clients in Distribution/Retail and Cosmetics/Toiletry sectors decreased.

Broken down by business discipline, Creative and Other and Radio advertising grew but TV advertising remained almost unchanged from the previous fiscal year. In other segments, the income was down from the same term last fiscal year.

Non-consolidated gross billings, composition, and Year-on-Year change by discipline are as follows:

Break down by Discipline		Gross Billings (Millions of yen)	Composition (%)	Y-o-Y Change (%)
Media	Magazine	6,503	4.5	(14.7)
	Newspaper	9,406	6.4	(16.5)
	TV (Program, Spot, and Content)	70,930	48.7	0.6
	Radio	1,568	1.1	15.9
	Digital Media	3,971	2.7	(1.9)
	OOH Media	4,177	2.9	(9.6)
Sub-total		96,558	66.3	(2.9)
Non-Media	Marketing and Promotion	23,570	16.2	(19.6)
	Creative and Other	25,467	17.5	16.2
Sub-total		49,038	33.7	(4.3)
Total		145,597	100.0	(3.4)

Notes:
1. Due to maturation of the advertising market and diversification of media environments,
ADK offers advertisers cross-media communications programs, which can make it difficult to separate billings strictly according to medium. Consequently, the gross billings reported above may not reflect actual gross billings for each medium.
2. From the 3rd quarter of fiscal 2010, we have adopted a new method for classifying grossing billings by medium. Year-on-year changes were derived by applying these recently adopted criteria and reclassifying gross billings for the corresponding period of the previous fiscal year.
(1) Marketing and Promotion covers the former category of Sales Promotion, as well as Marketing, Digital Solutions, Digital Creative, Exposition Events, Public Relations, and Consulting.
(2) Digital Solutions (previously included in Digital Media) and Digital Creative (previously included in Creative and Other) have been separated from their former categories and reclassified under Marketing and Promotion.
3. Gross billings by discipline are rounded down. Therefore, their sums may not equal the total or subtotals.

Non-Advertising Business
In the publications industry, the publication market is generally diminishing and it is becoming difficult to secure profit. In this severe environment, the gross billings to outside customers in the segment amounted to ¥2,921 million, and the segment loss in the segment amounted to ¥337 million.

Overseas Sales
The ADK Group obtained 7.5% of its gross billings from abroad during the first six months, from 6.1% in the previous corresponding period. All overseas sales are generated from the advertising business.

(2) Financial Position

As of June 30, 2011, total assets amounted to ¥185,338 million, down ¥9,171 million from December 31, 2010. This decline was due to several factors, including a decrease in accounts receivable. Total liabilities were down ¥9,466 million, to ¥81,875 million, mainly because of a fall in accounts payable. Total net assets amounted to ¥103,462 million, and the net assets ratio was 55.8%.

(3) Analysis of Cash Flows

Cash and cash equivalents at the end of second quarter of fiscal 2011 stood at ¥28,490 million, up ¥7,351 million from the end of first quarter of fiscal 2011, and up ¥9,362 million from the end of fiscal 2010. This was because cash inflows from operating activities surpassed cash outflows from investing and financing activities.

(Cash Flows from Operating Activities)
Net cash provided by operating activities amounted to ¥7,682 million, compared with ¥3,521 million used such activities in the previous corresponding period. This was due to income before income taxes of ¥1,600 million, a decrease in both notes and accounts receivable and notes and accounts payable of ¥11,747 million and ¥3,284 million, respectively, and an increase in inventory assets to ¥1,054 million.
Net cash provided by operating activities during the first three months of 2011 amounted to ¥1,347 million. As a result, net cash provided by operating activities during the first six months of 2011 amounted to ¥9,030 million, compared with ¥3,327 million used such activities in the previous corresponding period.

(Cash Flows from Investing Activities)
Net cash provided by investing activities totaled ¥7 million, compared with ¥807 million in the previous corresponding period. Factors included a ¥282 million decrease in time deposits and 226 million payments for purchases of investment securities.
Net cash provided by investing activities during the first three months of 2011 totaled ¥815 million. As a result, net cash provided by investing activities during the first six months of 2011 totaled ¥807 million, compared with ¥3,137 million in the previous corresponding period.

(Cash Flows from Financing Activities)
Net cash used in financing activities was ¥162 million, compared with ¥238 million in the previous corresponding period. Factors in this result included expenses from long-term loans payable of ¥110 million.
Net cash used in financing activities during the first three months of 2011 was ¥431 million. As a result, net cash used in financing activities during the first six months of 2011 was ¥593 million, compared with ¥532 million in the previous corresponding period.

(4) Forecasts for Fiscal 2011

The forecasts throughout fiscal 2011 are not changed from previous forecasts because the future of economy is very unforeseeable and uncertain due to factors such as the nationwide power shortage and an unexpectedly strong yen. It is therefore difficult to rationally forecast their influences on the Company's business in the latter half of this fiscal year.

2. Other Information

(1) Changes to Major Subsidiaries (due to change in scope of consolidation)
Not applicable.

(2) Application of Simplified or Special Accounting Methods

[Simplified accounting methods]
(a) Depreciation of fixed assets
For property, plant and equipment that are depreciated using the declining-balance method, quarterly depreciation expense is simply a proportion of the annual depreciation expense allocated over time.

(b) Deferred tax assets and deferred tax liabilities
In determining the recoverability of deferred tax assets, the operating performance forecasts and tax planning methods used in the previous fiscal year were applied to the period under review, as no significant changes in the operating environment or sudden and significant changes in conditions were recognized.

[Specified accounting treatments]
Tax expenses for the period are calculated by using the effective tax rate, which is estimated rationally based on the estimated annual consolidated income before tax after applying deferred tax accounting, and applying that effective tax rate to income before income taxes for the quarter. Any amounts relating to the adjustment of such estimated income taxes are presented within income taxes.

(3) Changes in Accounting Principles, Processes, Presentation Methods, etc.

[Changes in items related to accounting standards]
(a) Application of "Accounting Standard for Equity Method of Accounting for Investment" and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method"
From the first quarter of the current fiscal year, the Company applies "Accounting Standard for Equity Method of Accounting for Investment" (ASBJ Statement No. 16, March 10, 2008) and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method" (ASBJ PITF No. 24, March 10, 2008). This change had no effect on income/loss in the period under review.

(b) Application of "Accounting Standard for Asset Retirement Obligations"
From the first quarter of the current fiscal year, the Company applies "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No. 18, March 31, 2008) and "Guidance on Accounting Standard for Asset Retirement Obligations" (ASBJ Guidance No. 21, March 31, 2008).
As a result of this change, operating income and ordinary income both declined ¥19 million, and income before income taxes fell ¥263 million.

[Changes in disclosure methods]
(Consolidated Quarterly Statements of Income)

(a) “Equity in earnings of affiliates,” amounting to ¥108 million in the second quarter of the previous fiscal year and included within “Other” under “Non-operating income” in that period, is stated as a separate item in the period under review because importance increased.

(b) “Rent expenses on real estates,” amounting to ¥23 million in the second quarter of the previous fiscal year and included within “Other” under “Non-operating expenses” in that period, is stated as a separate item in the period under review because it exceeded 20% of non-operating expenses.

(c) “Loss on investments in partnership,” which was stated as a separate item under “Non-operating expenses” in the previous fiscal year, amounted to ¥8 million in the period under review and is included within “Other” under “Non-operating expenses” because it was less than 20% of non-operating expenses.

(d) “Gain on sales of investment securities,” amounting to ¥11 million in the second quarter of the previous fiscal year and included within “Other” under “Extraordinary income” in that period, is stated as a separate item in the period under review because it exceeded 20% of extraordinary income.

(e) Accompanying the application of revisions in certain rules for the presentation of financial statements, as contained in a cabinet order (Cabinet Office Ordinance No. 5, issued March 24, 2009), which are based on “Accounting Standard for Consolidated Financial Statements (ASBJ Statement No. 22, December 26, 2008), the Company has included the item “Income before minority interests” in the consolidated financial statements, effective the first quarter.

[Supplementary information]
- Abolition of directors’ retirement bonus system
To prepare for payments of retirement bonuses to directors, in the past the Company has set aside a “Provision for retirement benefits to directors,” the amount of which to be paid at the end of each term is based on internal regulations. At the 56th Ordinary General Meeting of Shareholders held on March 30, 2011, a resolution was passed to abolish the directors’ retirement bonus system. In accordance with this, the Company shall in the future pay each director a retirement bonus reflecting the period of time between his/her appointment as director and the close of the relevant Ordinary General Meeting of Shareholders, according to standards specified by the Company. Payment of such bonuses shall be made when the relevant director retires.

As a result of the above, the Company undertook a complete reversal of the “Provision for retirement benefits to directors,” which is now included in “Other” under “Noncurrent liabilities.”

- Change in accounting period end for equity method affiliate
The accounting period end for the equity method affiliate Digital Advertising Consortium Inc. was changed from November 30th to March 31st. In conjunction with this change, the operating results of Digital Advertising Consortium for the seven months from December 1st, 2010 to June 30th, 2011 were reflected in the consolidated cumulative period of the current second quarter by using the equity method.

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ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Financial Highlights

Six Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2011	Six Months Ended June 30, 2010	Year Ended December 31, 2010
GROSS BILLINGS	165,638	168,496	346,565
YEAR-ON-YEAR GROWTH RATE (%)	(1.7)	(5.1)	(1.0)
GROSS PROFIT	22,101	19,841	42,028
OPERATING INCOME	1,376	(1,484)	22
YEAR-ON-YEAR GROWTH RATE (%)	-	-	-
ORDINARY INCOME	2,517	(131)	1,885
YEAR-ON-YEAR GROWTH RATE (%)	-	-	72.3
INCOME BEFORE INCOME TAXES	1,893	(2,643)	(4,748)
NET INCOME	876	(1,868)	(4,656)
INTERIM (FULL-YEAR) DIVIDEND PER SHARE (Yen)	10.00	10.00	20.00
TOTAL ASSETS	185,338	185,173	194,510
SHAREHOLDERS' EQUITY (Shareholders' equity plus valuation and translation adjustments)	102,503	102,056	102,169
MINORITY INTERESTS	959	980	999
TOTAL NET ASSETS (Total of shareholders' equity plus minority interests)	103,462	103,036	103,168
SHAREHOLDERS' EQUITY PER SHARE (Yen)	2,429.62	2,422.02	2,423.06
NET INCOME PER SHARE (Yen)	20.77	(44.17)	(110.28)
CASH FLOW FROM OPERATING ACTIVITIES	9,030	3,327	(221)
CASH FLOW FROM INVESTING ACTIVITIES	807	3,137	2,298
CASH FLOW FROM FINANCING ACTIVITIES	(593)	(532)	(1,266)
CASH AND CASH EQUIVALENTS, END OF THE PERIOD (YEAR)	28,490	24,471	19,127

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Balance Sheets

June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	June 30, 2011	December 31, 2010
Assets		
Ⅰ Current assets		
1. Cash and deposits	21,276	21,520
2. Notes and accounts receivable-trade	76,440	92,774
3. Short-term investment securities	9,590	1,436
4. Inventories	9,281	8,274
5. Other	3,217	3,842
6. Allowance for doubtful accounts	(272)	(286)
Total current assets	119,533	127,562
Ⅱ Noncurrent assets		
1. Property, plant and equipment	4,415	4,093
2. Intangible assets	1,666	1,576
3. Investments and other assets		
(1) Investment securities	51,275	52,790
(2) Other	10,454	10,509
(3) Allowance for doubtful accounts	(2,006)	(2,022)
Total investments and other assets	59,723	61,277
Total noncurrent assets	65,805	66,947
Total assets	185,338	194,510

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Balance Sheets

June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	June 30, 2011	December 31, 2010
Liabilities		
Ⅰ Current liabilities		
1. Notes and accounts payable-trade	65,094	74,358
2. Short-term loans payable	78	84
3. Current portion of long-term loans payable	277	278
4. Income taxes payable	256	358
5. Provision	1,546	892
6. Other	7,342	7,902
Total current liabilities	74,595	83,874
Ⅱ Noncurrent liabilities		
1. Long-term loans payable	625	765
2. Provision	1,733	2,551
3. Other	4,921	4,150
Total noncurrent liabilities	7,280	7,466
Total liabilities	81,875	91,341
Net assets		
Ⅰ Shareholders' equity		
1. Capital stock	37,581	37,581
2. Capital surplus	20,023	20,024
3. Retained earnings	46,356	45,906
4. Treasury stock	(7,676)	(7,718)
Total shareholders' equity	96,285	95,793
Ⅱ Valuation and translation adjustments		
1. Valuation difference on available-for-sale securities	7,429	7,727
2. Deferred gains or losses on hedges	(79)	(94)
3. Foreign currency translation adjustment	(1,132)	(1,256)
Total valuation and translation adjustments	6,217	6,375
Ⅲ Minority interests	959	999
Total net assets	103,462	103,168
Total liabilities and net assets	185,338	194,510

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Income Statements

Six Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2011 (From January 1 to June 30, 2011)	Six Months Ended June 30, 2010 (From January 1 to June 30, 2010)
Ⅰ Gross billings	165,638	168,496
Ⅱ Cost of sales	143,536	148,655
Gross profit	22,101	19,841
Ⅲ Selling, general and administrative expenses		
1. Salaries and allowances	10,535	11,310
2. Provision for bonuses	1,122	166
3. Provision for directors' retirement benefits	36	49
4. Provision of allowance for doubtful accounts	16	75
5. Other	9,013	9,723
Total selling, general and administrative expenses	20,725	21,326
Operating income (loss)	1,376	(1,484)
Ⅳ Non-operating income		
1. Dividends income	736	907
2. Equity in earnings of affiliates	137	—
3. Other	365	577
Total non-operating income	1,239	1,484
Ⅴ Non-operating expenses		
1. Rent expenses on real estates	22	—
2. Loss on investments in partnership	—	13
3. Other	75	117
Total non-operating expenses	97	131
Ordinary income (loss)	2,517	(131)

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Income Statements

Six Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2011 (From January 1 to June 30, 2011)	Six Months Ended June 30, 2010 (From January 1 to June 30, 2010)
Ⅵ Extraordinary income		
1. Gain on sales of investment securities	589	—
2. Reversal of allowance for doubtful accounts	19	47
3. Reversal of provision for directors' retirement benefits	79	—
4. Reversal of provision for loss on guarantees	—	45
5. Other	51	24
Total extraordinary income	739	117
Ⅶ Extraordinary loss		
1. Loss on sales of investment securities	—	1,011
2. Loss on valuation of investment securities	817	1,351
3. Loss on adjustment for changes of accounting standard for asset retirement obligations	244	—
4. Other	302	265
Total extraordinary losses	1,363	2,629
Income (loss) before income taxes	1,893	(2,643)
Income taxes	1,036	(778)
Income before minority interests	857	—
Minority interests in income (loss)	(18)	2
Net income (loss)	876	(1,868)

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Income Statements

Three Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended June 30, 2011 (From April 1 to June 30, 2011)	Three Months Ended June 30, 2010 (From April 1 to June 30, 2010)
Ⅰ Gross billings	80,256	85,738
Ⅱ Cost of sales	70,045	77,081
Gross profit	10,210	8,657
Ⅲ Selling, general and administrative expenses		
1. Salaries and allowances	5,241	5,913
2. Provision for bonuses	159	—
3. Provision for directors' retirement benefits	11	25
4. Provision of allowance for doubtful accounts	7	13
5. Other	4,520	5,259
Total selling, general and administrative expenses	9,941	11,211
Operating income (loss)	269	(2,554)
Ⅳ Non-operating income		
1. Dividends income	709	229
2. Equity in earnings of affiliates	51	—
3. Other	181	271
Total non-operating income	943	501
Ⅴ Non-operating expenses		
1. Rent expenses on real estates	17	17
2. Loss on valuation of compound financial instruments	—	34
3. Foreign exchange losses	20	41
4. Other	28	23
Total non-operating expenses	66	116
Ordinary income (loss)	1,146	(2,170)

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Income Statements

Three Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Three Months Ended June 30, 2011 (From April 1 to June 30, 2011)	Three Months Ended June 30, 2010 (From April 1 to June 30, 2010)
Ⅵ Extraordinary income		
1. Gain on sales of investment securities	587	—
2. Reversal of allowance for doubtful accounts	11	22
3. Reversal of provision for loss on guarantees	—	47
4. Other	111	17
Total extraordinary income	710	87
Ⅶ Extraordinary loss		
1. Loss on valuation of investment securities	174	1,349
2. Other	83	254
Total extraordinary losses	257	1,603
Income (loss) before income taxes	1,600	(3,686)
Income taxes	902	(1,584)
Income before minority interests	697	—
Minority interests in income (loss)	(8)	9
Net income (loss)	705	(2,112)

ASATSU-DK INC. and Consolidated Subsidiaries

Segment Information

(Unaudited and before reclassifications and rearrangements)

Six Months Ended June 30, 2011

Millions of Yen

	Reportable segments			Adjustment	Amount on Consolidated Income Statements
	Advertising	Non-advertising	Total		
GROSS BILLINGS					
1. Billings to customers	162,717	2,921	165,638	-	165,638
2. Inter-segment billings	-	24	24	(24)	-
Total billings	162,717	2,946	165,663	(24)	165,638
Segment income (loss)	1,711	(337)	1,373	2	1,376

Note: Segment income (loss) has been adjusted to equal the operating income on the consolidated income statements.

Six Months Ended June 30, 2010

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	165,018	3,478	168,496	-	168,496
2. Inter-segment billings	8	152	160	(160)	-
Total billings	165,026	3,631	168,657	(160)	168,496
Operating income (loss)	(1,463)	(17)	(1,480)	(4)	(1,484)

ASATSU-DK INC. and Consolidated Subsidiaries

Segment Information

(Unaudited and before reclassifications and rearrangements)

Three Months Ended June 30, 2011

Millions of Yen

	Reportable segments			Adjustment	Amount on Consolidated Income Statements
	Advertising	Non-advertising	Total		
GROSS BILLINGS					
1. Billings to customers	78,746	1,510	80,256	-	80,256
2. Inter-segment billings	-	-	-	-	-
Total billings	78,746	1,510	80,256	-	80,256
Segment income (loss)	465	(196)	269	0	269

Note: Segment income (loss) has been adjusted to equal the operating income on the consolidated income statements.

Three Months Ended June 30, 2010

Millions of Yen

	Advertising	Non-advertising	Total	Eliminations or Corporate	Consolidated
GROSS BILLINGS					
1. Billings to customers	83,880	1,857	85,738	-	85,738
2. Inter-segment billings	4	72	77	(77)	-
Total billings	83,885	1,930	85,815	(77)	85,738
Operating income (loss)	(2,575)	19	(2,556)	1	(2,554)

ASATSU-DK INC. and Consolidated Subsidiaries

Consolidated Statements of Cash Flows

Six Months Ended June 30, 2011

(Unaudited and before reclassifications and rearrangements)

Millions of Yen

	Six Months Ended June 30, 2011 (From January 1 to June 30, 2011)	Six Months Ended June 30, 2010 (From January 1 to June 30, 2010)
Ⅰ OPERATING ACTIVITIES		
Income before income taxes	1,893	(2,643)
Depreciation and amortization	462	404
Decrease (increase) in notes and accounts receivable	17,106	4,564
Increase (decrease) in notes and accounts payable	(9,174)	(420)
Others-net	(1,258)	1,422
Net cash provided by operating activities	9,030	3,327
Ⅱ INVESTING ACTIVITIES		
Net decrease (increase) in time deposits	1,676	33
Purchases of investment securities	(244)	(579)
Proceeds from sales of investment securities	143	2,877
Others-net	(767)	804
Net cash provided by investing activities	807	3,137
Ⅲ FINANCING ACTIVITIES		
Proceeds from long-term loans payable	-	930
Net decrease (increase) in treasury stock	42	(797)
Cash dividends paid	(425)	(425)
Others-net	(210)	(238)
Net cash used in financing activities	(593)	(532)
Ⅳ FOREIGN CURRENCY TRANSLATION ADJUSTMENTS ON CASH AND CASH EQUIVALENTS	69	(524)
Ⅴ NET INCREASE IN CASH AND CASH EQUIVALENTS	9,314	5,408
Ⅵ CASH AND CASH EQUIVALENTS, BEGINNING OF THE PERIOD	19,127	18,844
Ⅶ CASH AND CASH EQUIVALENTS OF NEWLY CONSOLIDATED SUBSIDIARIES, BEGINNING OF THE PERIOD	-	217
Ⅷ INCREASE IN CASH AND CASH EQUIVALENTS RESULTING FROM MERGER OF CONSOLIDATED AND UNCONSOLIDATED SUBSIDIARIES	48	-
Ⅸ CASH AND CASH EQUIVALENTS, END OF THE PERIOD	28,490	24,471