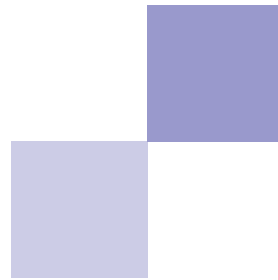




2nd Quarter Results for FY2011 (2011 Jan – Jun)

August 17, 2011
ASATSU-DK INC.
(Securities Code : 9747)



Consolidated Performance

■ Decrease in Gross Billings, but increase in Gross Profit

- Gross Billings : ¥165,638 million (-1.7% year-on-year)
 - Gross Profit : ¥22,101 million (+11.4% year-on-year)
 - Gross Margin : 13.3%(+1.5pts year-on-year)
- Domestic: Due to the Great East Japan Earthquake, gross billings significantly decreases in the 2Q but gross profit increases thanks to improved profit margins.
 - Overseas: Increase both in sales and profit, particularly in Asia
(In particular, China and Thailand significantly expanded)

■ Increase in Operating Income, Ordinary Income and Net Income

- Operating Income : ¥1,376 million (¥1,484 million loss for 2Q 2010)
 - Ordinary Income : ¥ 2,517million (¥ 131 million loss for 2Q 2010)
 - Net Income : ¥876 million (¥1,868 million loss for 2Q 2010)
- SG&A Expenses: Employing local staff at overseas subsidiaries, and making up for the staff cost increase caused by the merger of domestic subsidiaries by cutting back on other expenses.

Consolidated P/L

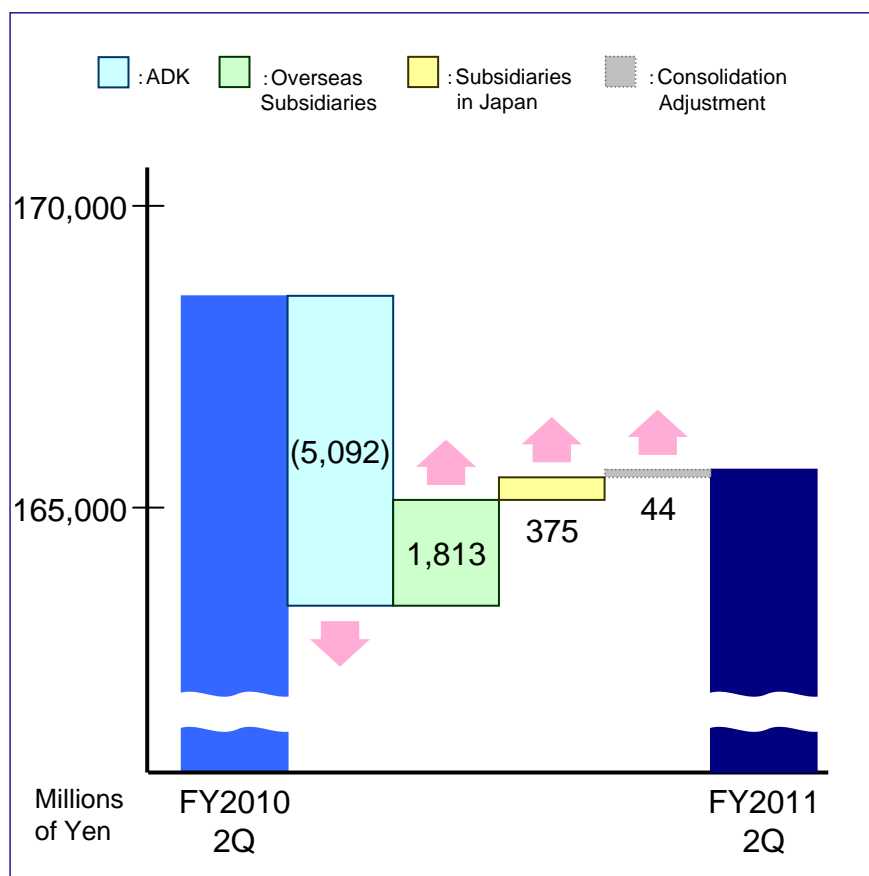
(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|--|-----------------|-----------------|------------------------|-----------------|
| Gross Billings | 168,496 | 165,638 | (2,858) | -1.7% |
| Gross Profit | 19,841 | 22,101 | 2,259 | 11.4% |
| <i>Gross Margin</i> | 11.8% | 13.3% | - | +1.5pts |
| SG&A Expenses | 21,326 | 20,725 | (600) | -2.8% |
| (Staff Cost) | 14,332 | 14,533 | 200 | 1.4% |
| Operating Income | (1,484) | 1,376 | 2,860 | - |
| Ordinary Income | (131) | 2,517 | 2,649 | - |
| Income before Income taxes and Minority Interests | (2,643) | 1,893 | 4,537 | - |
| Net Income | (1,868) | 876 | 2,744 | - |
| Operating Margin | -7.5% | 6.2% | | |
| Staff Cost / Gross Profit | 72.2% | 65.8% | | |

Gross billings

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|----------------|-----------------|-----------------|------------------------|-----------------|
| Gross Billings | 168,496 | 165,638 | (2,858) | -1.7% |



◆ ADK

- TV remains unchanged from the previous year
- Creative remains steady
- Due to the earthquake disaster, Marketing and Promotion are significantly decreasing
- Newspapers and Magazines continue on a downward trend

◆ Overseas Subsidiaries

- Significant expansion in China
- Southeast Asia market, mainly Thailand, is strong

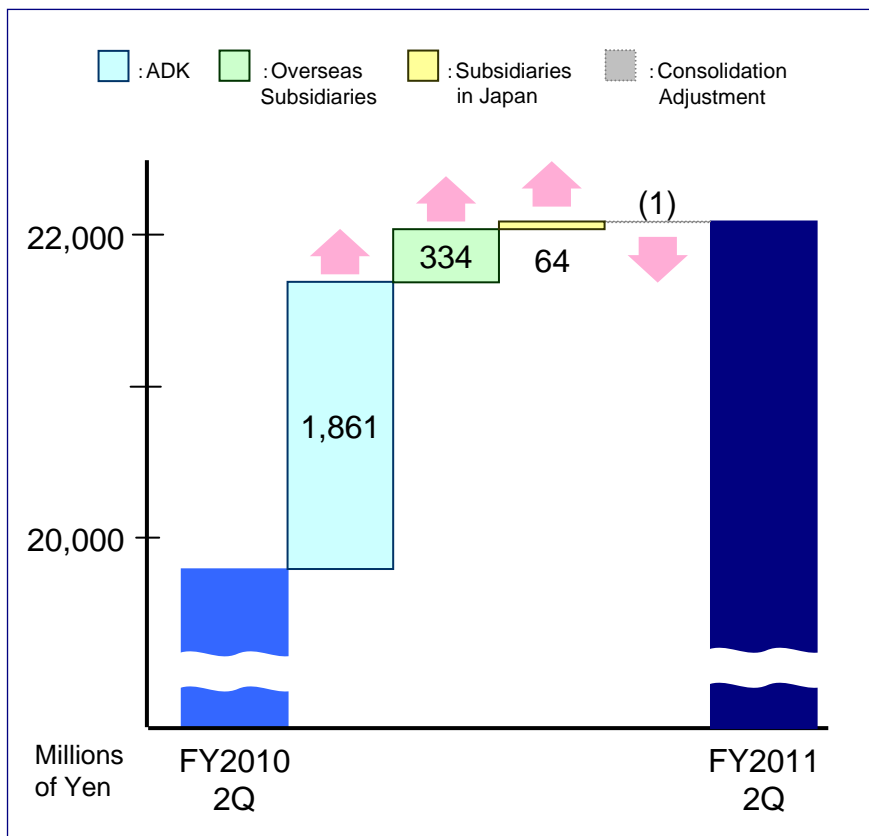
◆ Subsidiaries in Japan

- Earnings growth in Ad/Production
- Income loss in publishing

Gross Profit

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|---------------------|-----------------|-----------------|------------------------|-----------------|
| Gross Profit | 19,841 | 22,101 | 2,259 | 11.4% |
| <i>Gross Margin</i> | 11.8% | 13.3% | - | +1.5pts |



◆ ADK

- Improvement of profitability through rigorous cost management (2010:9.8% ⇒ 2011:11.4%)

◆ Overseas Subsidiaries

- Asia remains strong

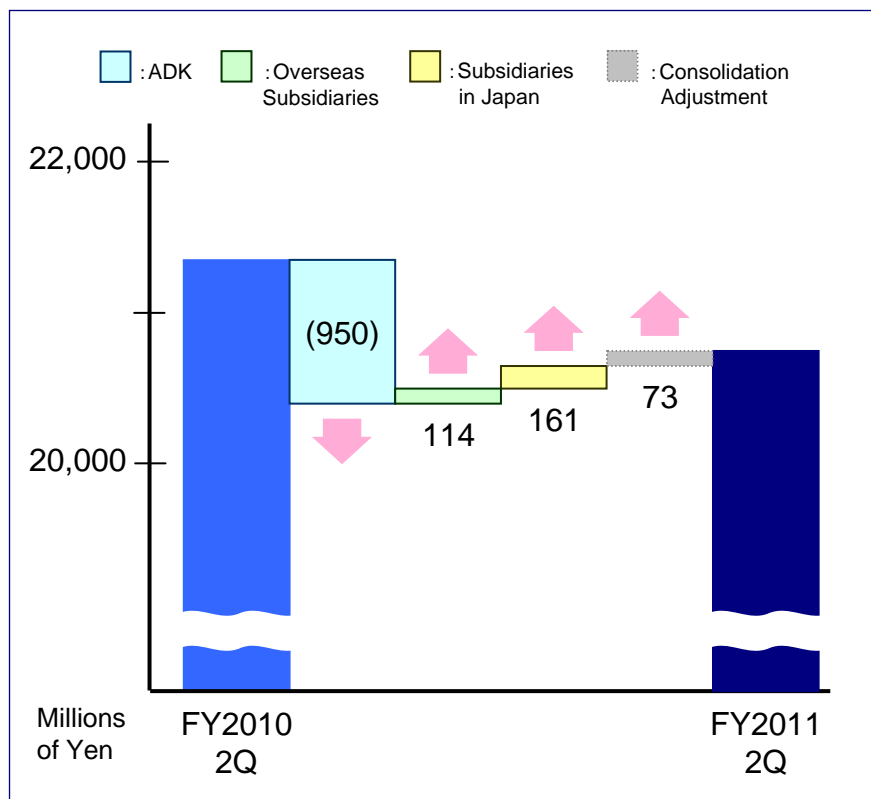
◆ Subsidiaries in Japan

- Compensating for the effect of a profit decline of subsidiaries engaged in publication by increasing the profit of subsidiaries engaged in ad/production

SG&A Expenses

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|---------------|-----------------|-----------------|------------------------|-----------------|
| SG&A Expenses | 21,326 | 20,725 | (600) | -2.8% |
| Staff Cost | 14,332 | 14,533 | 200 | 1.4% |
| Other | 6,993 | 6,191 | (801) | -11.5% |



◆ ADK

- Despite an increase in the provision for bonuses, total staff costs decreased
- Other costs also held down

◆ Overseas Subsidiaries

- Increase in staff costs due to the employment of local staff in China

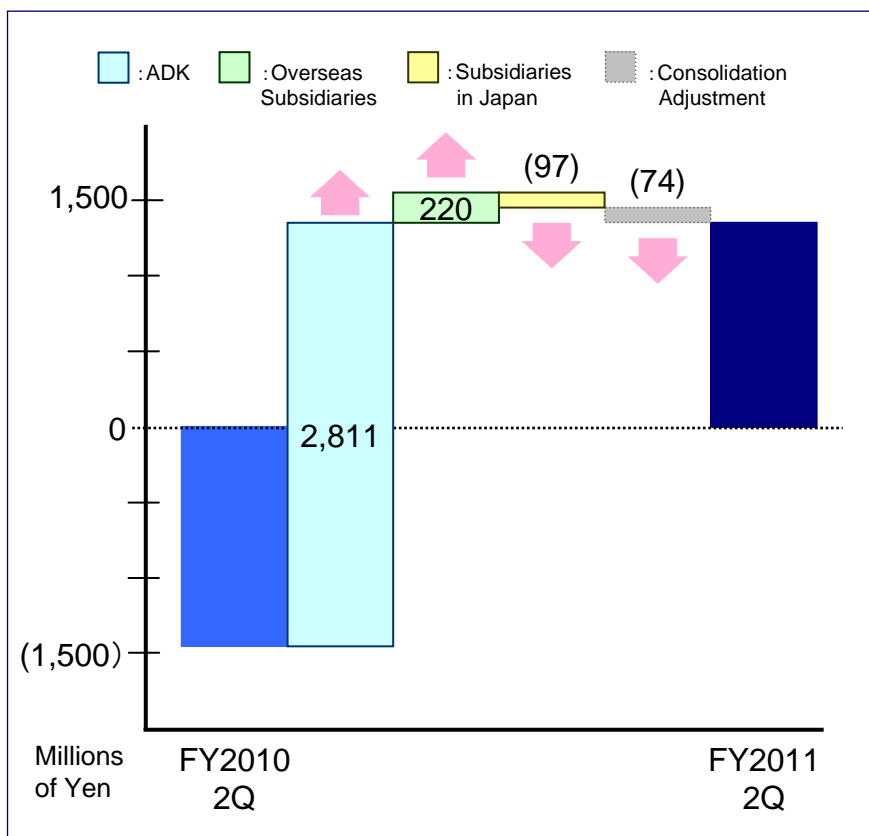
◆ Subsidiaries in Japan

- Significant impact of an increase in staff costs resulting from mergers

Operating Income

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|------------------|-----------------|-----------------|------------------------|-----------------|
| Operating Income | (1,484) | 1,376 | 2,860 | - |



Operating Margin

| | 2009 | 2010 | 2011 | FY2013 target |
|-----------------------|-------|-------|------|------------------|
| Jan-Jun | -0.2% | -7.5% | 6.2% | - |
| Reference: Jan-Dec | -1.8% | 0.05% | - | 10.0% |

Staff Cost / Gross Profit

| | 2009 | 2010 | 2011 | FY2013 target |
|-----------------------|-------|-------|-------|------------------|
| Jan-Jun | 65.4% | 72.2% | 65.8% | - |
| Reference: Jan-Dec | 67.0% | 67.3% | - | 60.0% |

Consolidated P/L

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|--|-----------------|-----------------|------------------------|-----------------|
| Operating Income | (1,484) | 1,376 | 2,860 | - |
| Non-Operating Income | 1,484 | 1,239 | (244) | -16.5% |
| Non-Operating Expenses | 131 | 97 | (33) | -25.4% |
| Ordinary Income | (131) | 2,517 | 2,649 | - |
| Extraordinary Income | 117 | ① 739 | 622 | 529.6% |
| Extraordinary Loss | 2,629 | ② 1,363 | (1,266) | -48.2% |
| Income before Income taxes and Minority Interests | (2,643) | 1,893 | 4,537 | - |
| Net Income | (1,868) | 876 | 2,744 | - |

【Note】

① Gain on valuation of investment securities : 589 million etc.

② Loss on valuation of investment securities : 817 million

Application of accounting standard for asset retirement obligations : 244 million etc.

Consolidated P/L

(Millions of Yen)

| | Gross Billings | | Gross Profit | | Operating Income | | Ordinary Income | |
|--|----------------|--------------|---------------|--------------|------------------|----------|-----------------|----------|
| ADK | 145,597 | -3.4% | 16,622 | 12.6% | 930 | - | 1,981 | - |
| 6 subsidiaries in Greater China | 7,267 | 29.7% | 1,165 | 19.6% | 347 | 51.5% | 435 | 62.5% |
| 10 overseas subsidiaries (excluding Greater China) | 5,954 | 2.6% | 1,107 | 14.9% | 260 | 64.7% | 356 | 49.4% |
| 8 subsidiaries in Japan | 18,270 | 2.1% | 3,438 | 1.9% | (138) | - | (109) | - |
| Consolidation Adjustment | (11,451) | | (232) | | (23) | | (145) | |
| Total | 165,638 | -1.7% | 22,101 | 11.4% | 1,376 | - | 2,517 | - |

*ADK group companies are on slide 31

Consolidated B/S



(Millions of Yen)

| Assets | 2009 | 2010 | 2011 |
|---|----------------|----------------|----------------|
| Current Assets | | | |
| Cash and Deposits | 23,858 | 22,031 | 21,276 |
| Notes and Accounts Receivable-trade | 82,993 | 83,571 | 76,440 |
| Short-term Investment Securities | 5,280 | 6,361 | 9,590 |
| Inventories | 9,047 | 8,811 | 9,281 |
| Other | 2,762 | 3,155 | 3,217 |
| Allowance for Doubtful Accounts | (634) | (329) | (272) |
| Total Current Assets | 123,307 | 123,601 | 119,533 |
| Noncurrent Assets | | | |
| Property, Plant and Equipment | 4,010 | 3,815 | 4,415 |
| Intangible Assets | 1,915 | 1,406 | 1,666 |
| Investments and Other Assets | | | |
| Investment Securities | 45,258 | 47,348 | 51,275 |
| Other | 12,091 | 10,926 | 10,454 |
| Allowance for Doubtful Accounts | (1,525) | (1,923) | (2,006) |
| Total Investments and Other Assets | 55,824 | 56,350 | 59,723 |
| Total Noncurrent Assets | 61,750 | 61,572 | 65,805 |

| Liabilities | 2009 | 2010 | 2011 |
|-------------------------------------|---------------|---------------|---------------|
| Current Liabilities | | | |
| Notes and Accounts Payable-trade | 70,434 | 68,898 | 65,094 |
| Short-term Loans Payable | 250 | 178 | 78 |
| Other | 8,041 | 8,642 | 9,422 |
| Total Current Liabilities | 78,725 | 77,719 | 74,595 |
| Noncurrent Liabilities | | | |
| Long-term Loans Payable | 312 | 1,089 | 625 |
| Provision | 2,089 | 2,336 | 1,733 |
| Other | 285 | 991 | 4,921 |
| Total Noncurrent Liabilities | 2,686 | 4,417 | 7,280 |
| Total Liabilities | 81,411 | 82,137 | 81,875 |

| Net Assets | 2009 | 2010 | 2011 |
|---|----------------|----------------|----------------|
| Shareholders' Equity | | | |
| Capital Stock | 37,581 | 37,581 | 37,581 |
| Capital Surplus | 20,024 | 20,024 | 20,023 |
| Retained Earnings | 52,117 | 49,141 | 46,356 |
| Treasury stock | (6,969) | (7,768) | (7,676) |
| Total Shareholder's Equity | 102,754 | 98,977 | 96,285 |
| Valuation and Translation Adjustments | | | |
| Valuation Difference on Available-for-sale Securities | 140 | 4,178 | 7,429 |
| Deferred Gains or Losses on Hedges | 13 | (25) | (79) |
| Foreign Currency Translation Adjustment | (297) | (1,074) | (1,132) |
| Total Valuation and Translation Adjustments | (142) | 3,078 | 6,217 |
| Minority Interests | 1,034 | 980 | 959 |
| Total Net Assets | 103,645 | 103,036 | 103,462 |

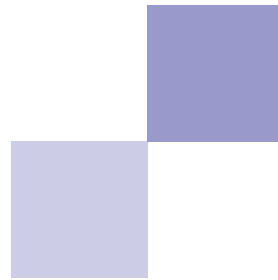
| | | | |
|---------------------|----------------|----------------|----------------|
| Total Assets | 185,057 | 185,173 | 185,338 |
|---------------------|----------------|----------------|----------------|

| | | | |
|---|----------------|----------------|----------------|
| Total Liabilities and Net Assets | 185,057 | 185,173 | 185,338 |
|---|----------------|----------------|----------------|

Consolidated C/F

(Millions of Yen)

| | 2009 | 2010 | 2011 |
|---|---------|---------|---------|
| Net cash provided by operating activities | 11,187 | 3,327 | 9,030 |
| Income before income taxes | 914 | (2,643) | 1,893 |
| Depreciation and amortization | 457 | 404 | 462 |
| Decrease (increase) in notes and accounts receivable | 18,638 | 4,564 | 17,106 |
| Increase (decrease) in notes and accounts payable | (7,799) | (420) | (9,174) |
| Other-net | (1,023) | 1,422 | (1,258) |
| Net cash provided by investing activities | (805) | 3,137 | 807 |
| Purchases of investment securities | (481) | (579) | (244) |
| Proceeds from sales of investment securities | 584 | 2,877 | 143 |
| Other-net | (908) | 838 | 908 |
| Net cash used in financing activities | (1,709) | (532) | (593) |
| Net decrease (increase) in treasury stock | (880) | (797) | 42 |
| Cash dividends paid | (430) | (425) | (425) |
| Other-net | (397) | 691 | (210) |
| Foreign currency translation adjustments on cash and cash equivalents | 403 | (524) | 69 |
| Net increase in cash and cash equivalents | 9,076 | 5,408 | 9,314 |
| Cash and cash equivalents, beginning of the period | 12,807 | 18,844 | 19,127 |
| Cash and cash equivalents of newly consolidated subsidiaries, beginning of the period | - | 217 | - |
| Increase in cash and cash equivalents resulting from merger of consolidated and unconsolidated subsidiaries | - | - | 48 |
| Cash and cash equivalents, end of the period | 21,883 | 24,471 | 28,490 |



To Achieve
Targets for FY2011

In the focal theme for Q2;

- Global and Cost Control achieved above a certain level.
- Digital, Solutions* and Content need improvement.

*=Marketing & Promotion

| Reference: Non-Consolidated Sales by media | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change | (Millions of Yen) |
|--|-----------------|-----------------|------------------------|-----------------|-------------------|
| Magazine | 7,627 | 6,503 | (1,123) | -14.7% | |
| Newspaper | 11,265 | 9,406 | (1,858) | -16.5% | |
| Television | 70,539 | 70,930 | 390 | 0.6% | |
| Time* | 26,806 | 26,713 | (92) | -0.3% | |
| Spot | 38,172 | 38,759 | 586 | 1.5% | |
| Content | 5,560 | 5,457 | (103) | -1.9% | |
| Radio | 1,352 | 1,568 | 215 | 15.9% | |
| 4 Mass Media | 90,785 | 88,409 | (2,376) | -2.6% | |
| Digital Media | 4,049 | 3,971 | (78) | -1.9% | |
| OOH Media | 4,619 | 4,177 | (442) | -9.6% | |
| Marketing & Promotion | 29,310 | 23,570 | (5,740) | -19.6% | |
| Creative | 18,303 | 21,178 | 2,874 | 15.7% | |
| Other | 3,619 | 4,289 | 669 | 18.5% | |
| Non-mass Media | 59,903 | 57,187 | (2,716) | -4.5% | |
| Total | 150,689 | 145,597 | (5,092) | -3.4% | |

1) Global business

- ◆ Strengthen support for Japanese clients expanding their overseas business
 - Good progress in the Automobiles, Information/Communications, Cosmetics/Toiletries sectors
 - ⇒ Enhance the digital business in the Chinese market
Infrastructure development for supporting clients expanding business into local city markets overseas.
- ◆ Also cultivate local clients in China/Asia
 - They are small-scale but ADK continues to develop local automotive, household appliance/AV, pharmaceutical, government/organization, food, distribution, etc. enterprises
 - ⇒ Promotion of adopting locally-hired employees (including executives) and cultivating human resources

2) Digital business

◆ Strengthen the organization in the digital domain

- In April, a digital business head office was set up in the Integrated Solutions Center
 - Promoting business development in the digital field as a control tower.
 - Aggregating all media solution functions
 - *ADK Digital Communications Inc.* was established
- ⇒ Leveraging internal and external resources related to the digital business, and promoting the sophistication and streamlining of operations

3) Solutions

- ◆ Strengthen the organization in growth areas
(e.g., global business, direct business, promotions)
 - Infrastructure development for developing a direct business overseas
 - Strengthen cooperation with companies specializing in in-store marketing
 - Setting up the E-CSR Project* ※Corporate Social Responsibility in Emergency
- ⇒ Ongoingly, launching a variety of projects aimed at expanding proposals and sales in growth areas

4) Content business

◆ Strengthen overseas business

- "IMMG-BEIJING CO., LTD." was established in February
(Operating since May)

⇒ Developing the Chinese market through cooperation with the China Animation Comic Game Group Co., Ltd. ("China ACG Group")

◆ Revitalize existing content

⇒ Proactively proposing campaigns centering on *One Piece* and other contents.

⇒ *Fujiko F Fujio Museum* (Open in September, 2011)

◆ New Initiatives

⇒ *TIGER and BUNNY*

- Working on a new method of advertisements through animation, such as character placement ads, simultaneous broadcasting of TV over the Internet, etc.

5) Cost controls

◆ Adopt rigorous cost controls

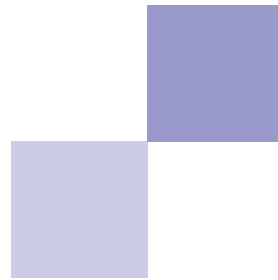
- Strengthening procurement and reviewing media buying is significantly contributing to an improvement in gross profit margins.

⇒ Continuing to promote strict cost control

◆ Reduce SG&A expenses

- Reducing SG&A expenses by managing rent and R&D expenses

⇒ Staff costs and investment in computer expenses are appropriately controlled by considering the business results.



FY 2011 Full-Year Forecast

FY2011 Consolidated Forecast

(Millions of Yen)

| | FY2011 ① | vs2010 | 1 st H ② | vs2010 | 2 nd H ①-② | vs2010 |
|---|----------|----------|---------------------|---------|-----------------------|---------|
| Gross Billings | 356,000 | 2.7% | 165,638 | -1.7% | 190,361 | 6.9% |
| Gross Profit | 44,950 | 7.0% | 21,101 | 11.4% | 22,848 | 3.0% |
| Gross Margin | 12.6% | +0.5pts | 13.3% | +1.6pts | 12.0% | -0.5pts |
| SG&A Expenses | 42,050 | 0.1% | 20,725 | -2.8% | 21,324 | 3.1% |
| Staff Cost | 28,000 | -1.0% | 14,533 | 1.4% | 13,466 | -3.4% |
| Other | 14,050 | 2.3% | 6,191 | -11.5% | 7,858 | 16.7% |
| Operating Income | 2,900 | 12767.2% | 1,376 | - | 1,523 | 1.1% |
| Non-operating Income/Loss | 1,800 | -3.4% | 1,141 | -15.6% | 658 | 29.1% |
| Recurring Profit | 4,700 | 149.2% | 2,517 | - | 2,182 | 8.2% |
| Extraordinary Profit/Loss | (300) | - | (623) | - | 323 | - |
| Income before Income Taxes and Minority Interests | 4,400 | - | 1,893 | - | 2,506 | - |
| Taxes | 1,800 | - | 1,017 | - | 782 | 14.6% |
| Net Income | 2,600 | - | 876 | - | 1,723 | - |
| Operating Margin | 6.5% | | 6.2% | | 6.7% | |
| Staff Cost / Gross Profit | 62.3% | | 65.8% | | 58.9% | |

Consolidated Performance



(Millions of Yen)

| | Gross Billings | | Gross Profit | | Operating Income | | Ordinary Income | |
|--|----------------|-------------|---------------|-------------|------------------|----------|-----------------|---------------|
| ADK | 314,000 | 2.7% | 33,500 | 9.1% | 1,500 | - | 3,000 | 50437.6% |
| 6 subsidiaries in Greater China | 15,182 | 10.6% | 2,294 | 8.0% | 543 | 0.7% | 626 | -2.6% |
| 10 overseas subsidiaries (excluding Greater China) | 11,566 | -8.6% | 1,979 | -10.1% | 367 | -25.3% | 496 | -33.4% |
| 8 subsidiaries in Japan | 39,659 | 4.0% | 7,732 | 5.3% | 430 | 8.3% | 496 | -3.4% |
| Consolidation Adjustment | (24,409) | | (556) | | (58) | | (79) | |
| Total | 356,000 | 2.7% | 44,950 | 7.4% | 2,900 | - | 4,700 | 176.5% |

*ADK group companies are on slide 31

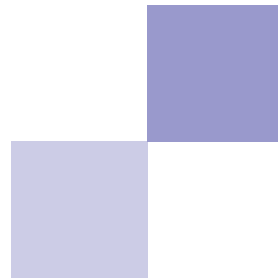
Perspectives on shareholder return

Dividends

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

Share buybacks

Consider buybacks
while monitoring financial stability
Aiming for an improvement of ROE and EPS



Appendix

Consolidated Investments as of June 30, 2011



(Millions of Yen)

| | | | |
|-------------|--|--------|----------------------------|
| Current | Bond investment trust / Money market fund | 9,161 | |
| | Bonds | 246 | 1 fund |
| | Mutual Funds in Equities and Bonds and Others | 182 | 9 funds |
| | Total | 9,590 | |
| Non Current | WPP plc | 31,680 | 2.47% or 31,295,646 shares |
| | Digital Advertising Consortium, Inc. | 2,512 | Equity method |
| | Other Publicly Traded Equities | 11,988 | 136 issues |
| | Total | 46,180 | |
| | Non Publicly Traded Equities in Affiliated Companies | 1,243 | 13 issues |
| | Non Publicly Traded Equities in Subsidiary Companies | 1,052 | 18 issues |
| | Other Non Publicly Traded Equities | 1,205 | 72 issues |
| | Total | 3,501 | |
| | Bonds | 1,257 | 9 issues |
| | Mutual Funds in Equities and Bonds | 336 | 6 issues |
| | Total | 51,275 | |
| | Investments in Affiliated companies (Non-Securities) | 272 | 7 funds |
| | Investments in Funds (Non-Securities) | 144 | 9 funds |
| | Total | 51,692 | |

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 | 16 | 41 | 57 | 44 | 41 | 85 |
| Building Improvements | - | - | - | - | 0 | 0 |
| Vehicles | 7 | - | 7 | 4 | 6 | 10 |
| Furniture, Fixtures & Equipment | 67 | 29 | 97 | 18 | 59 | 78 |
| Land | - | - | - | - | - | - |
| Licenses | - | - | - | - | - | - |
| Computer Software | 453 | 71 | 524 | 205 | 16 | 221 |
| Lease Assets | 6 | 1 | 7 | 48 | 10 | 59 |
| Others | 18 | - | 18 | 2 | 3 | 6 |
| Total | 570 | 143 | 713 | 325 | 137 | 462 |

Non-consolidated P/L

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|----------------------------|-----------------|-----------------|------------------------|-----------------|
| Gross Billings | 150,689 | 145,597 | (5,092) | -3.4% |
| Gross Profit | 14,760 | 16,622 | 1,861 | 12.6% |
| <i>Gross Margin</i> | 9.8% | 11.4% | - | +1.6pts. |
| SG&A Expenses | 16,642 | 15,691 | (950) | -5.7% |
| (Staff Cost) | 11,069 | 10,927 | (142) | -1.3% |
| Operating Income | (1,881) | 930 | 2,811 | - |
| Ordinary Income | (650) | 1,981 | 2,631 | - |
| Income before Income taxes | 601 | 1,511 | 910 | 151.3% |
| Net Income | 1,431 | 811 | (619) | -43.3% |
| Operating Margin | -12.7% | 5.6% | | |
| Staff Cost / Gross Profit | 75.0% | 65.7% | | |

Non-consolidated Gross Billings: Breakdown by Industry

(Millions of Yen)

| | Gross Billings | Share of Total | Increase (Decrease) | Y-o-Y Change |
|---|----------------|----------------|---------------------|--------------|
| Energy / Raw materials / Machinery | 2,237 | 1.5% | (248) | -10.0% |
| Food | 15,286 | 10.5% | (1,681) | -9.9% |
| Beverages / Tobacco products | 9,572 | 6.6% | 471 | 5.2% |
| Pharmaceuticals / Medical supplies | 7,341 | 5.0% | 1,111 | 17.8% |
| Cosmetics / Toiletry goods | 15,169 | 10.4% | (2,312) | -13.2% |
| Apparel / Jewelry | 4,308 | 3.0% | 489 | 12.8% |
| Precision instruments / Office equipment | 804 | 0.6% | (149) | -15.7% |
| Electric machines / AV equipment | 1,512 | 1.0% | (114) | -7.1% |
| Automobiles / Auto-related products | 7,775 | 5.3% | 654 | 9.2% |
| Household products | 1,547 | 1.1% | (118) | -7.1% |
| Hobbies / Sporting goods | 10,759 | 7.4% | 1,192 | 12.5% |
| Real estate / Housing | 4,156 | 2.9% | 1 | 0.0% |
| Publications | 1,291 | 0.9% | (237) | -15.5% |
| Information / Communications | 17,757 | 12.2% | 569 | 3.3% |
| Distribution / Retail | 10,346 | 7.1% | (2,799) | -21.3% |
| Finance / Insurance | 13,261 | 9.1% | 753 | 6.0% |
| Transportation / Leisure | 5,524 | 3.8% | (836) | -13.2% |
| Restaurants / Other services | 3,397 | 2.3% | 339 | 11.1% |
| Government / Organization | 5,190 | 3.6% | (435) | -7.7% |
| Education / Health care services / Religion | 3,113 | 2.1% | 803 | 34.7% |
| Classified ads / other | 5,242 | 3.6% | (2,544) | -32.7% |
| Total | 145,597 | 100.0% | (5,092) | -3.4% |

Non-consolidated Performance

(Millions of Yen)

| | 2010 Jan-Jun | 2011 Jan-Jun | Increase (Decrease) | Y-o-Y Change |
|-----------------------|-----------------|-----------------|------------------------|-----------------|
| Magazine | 7,627 | 6,503 | (1,123) | -14.7% |
| Newspaper | 11,265 | 9,406 | (1,858) | -16.5% |
| Television | 70,539 | 70,930 | 390 | 0.6% |
| Time* | 26,806 | 26,713 | (92) | -0.3% |
| Spot | 38,172 | 38,759 | 586 | 1.5% |
| Content | 5,560 | 5,457 | (103) | -1.9% |
| Radio | 1,352 | 1,568 | 215 | 15.9% |
| 4 Mass Media | 90,785 | 88,409 | (2,376) | -2.6% |
| Digital Media | 4,049 | 3,971 | (78) | -1.9% |
| OOH Media | 4,619 | 4,177 | (442) | -9.6% |
| Marketing & Promotion | 29,310 | 23,570 | (5,740) | -19.6% |
| Creative | 18,303 | 21,178 | 2,874 | 15.7% |
| Other | 3,619 | 4,289 | 669 | 18.5% |
| Non-mass Media | 59,903 | 57,187 | (2,716) | -4.5% |
| Total | 150,689 | 145,597 | (5,092) | -3.4% |

*Time : Program sponsored ads

Non-consolidated Gross Billings



(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 | 627 | -7.5% | 1,084 | 4.8% | 1,667 | -9.8% | 993 | -29.6% | 991 | -20.2% | 1,138 | -19.3% |
| Newspaper | 1,557 | 27.1% | 1,507 | 7.0% | 1,809 | -34.6% | 1,304 | -26.4% | 1,581 | -15.5% | 1,646 | -25.9% |
| Television | 10,750 | 3.9% | 10,839 | 10.9% | 13,933 | 7.8% | 12,271 | -8.4% | 11,040 | -4.4% | 12,096 | -3.7% |
| Radio | 251 | 27.0% | 245 | 1.8% | 299 | 4.3% | 205 | 9.3% | 275 | 34.1% | 291 | 25.0% |
| Digital Media | 580 | -4.6% | 557 | -22.8% | 1,051 | 18.8% | 568 | -4.4% | 534 | 9.4% | 677 | -9.5% |
| Out of Home Media | 628 | 50.7% | 476 | 8.0% | 993 | -9.7% | 879 | 24.2% | 449 | -18.3% | 750 | 2.0% |
| Marketing & Promotion | 2,848 | 5.0% | 2,774 | -14.9% | 7,368 | -20.3% | 2,705 | -13.0% | 2,965 | -23.5% | 4,908 | -30.9% |
| Creative | 2,166 | -3.8% | 2,825 | 47.6% | 6,509 | 27.7% | 3,077 | 1.2% | 2,824 | 21.1% | 3,775 | 2.9% |
| Others | 579 | 33.6% | 415 | -18.6% | 841 | -24.7% | 524 | 23.3% | 630 | 48.2% | 1,298 | 83.5% |
| Total | 19,991 | 5.9% | 20,725 | 7.4% | 34,473 | -2.3% | 22,530 | -10.2% | 21,293 | -5.5% | 26,583 | -10.2% |

ADK has changed its business discipline (business category) classification.

"Television" includes time, spot and content business.

"Digital Media" includes the 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.

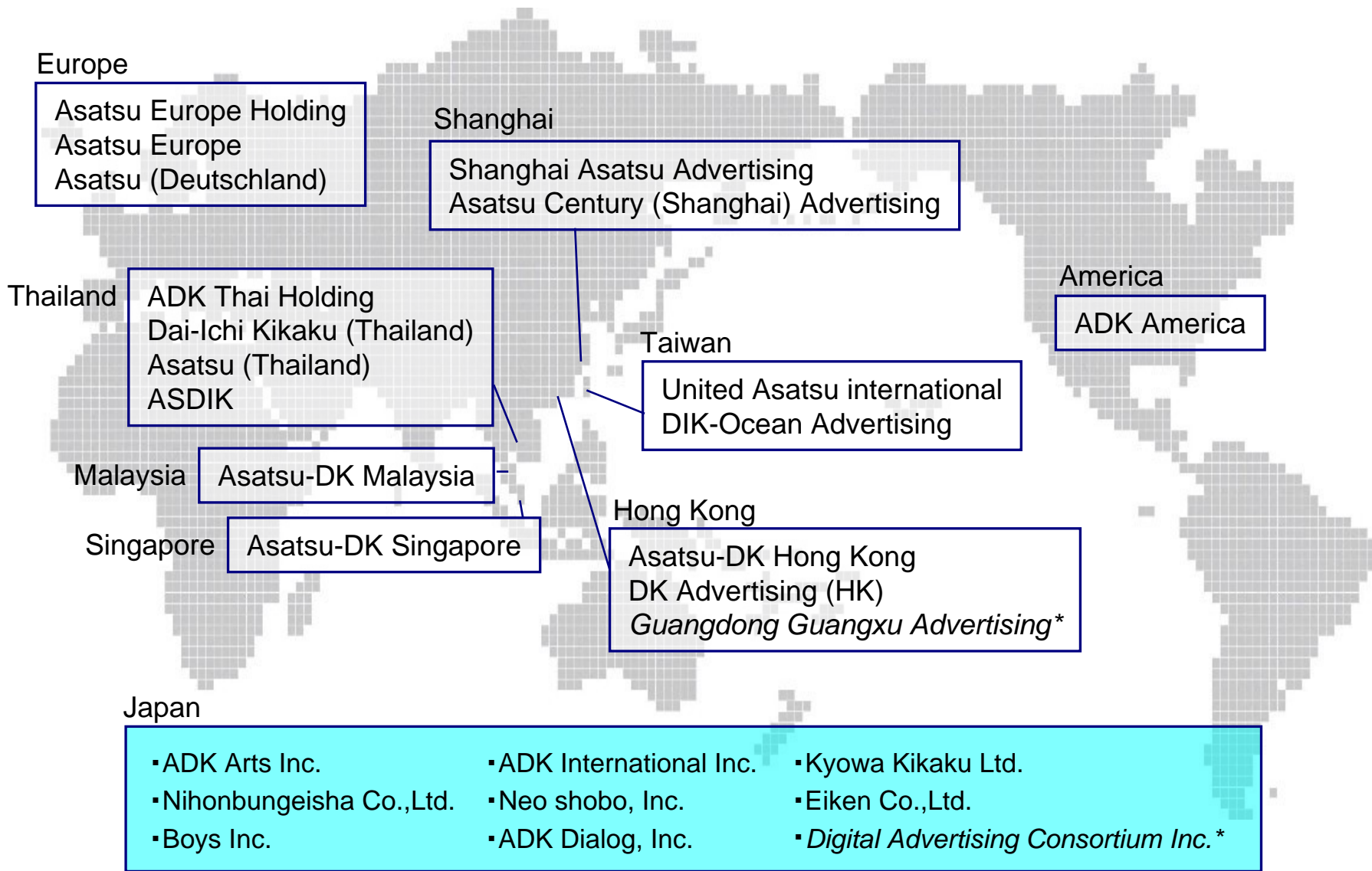
"Marketing and Promotion" includes marketing, communications planning, sales promotion, event, PR, EXPO related business, and digital solution business.

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

FY2011 Non-Consolidated Forecast

(Millions of Yen)

| | FY2011 ① | vs2010 | 1 st H ② | vs2010 | 2 nd H ①-② | vs2010 |
|---|----------|----------|---------------------|---------|-----------------------|---------|
| Gross Billings | 314,000 | 2.7% | 145,597 | -3.4% | 168,402 | 8.6% |
| Gross Profit | 33,500 | 9.1% | 16,622 | 12.6% | 16,877 | 5.8% |
| Gross Margin | 10.7% | +0.6pts | 11.4% | +1.6pts | 10.0% | -0.3pts |
| SG&A Expenses | 32,000 | -1.2% | 15,691 | -5.7% | 16,308 | 3.6% |
| Staff Cost | 20,800 | -3.0% | 10,927 | -1.3% | 9,872 | -4.9% |
| Other | 11,200 | 2.4% | 4,764 | -14.5% | 6,435 | 20.0% |
| Operating Income | 1,500 | - | 930 | - | 569 | 175.4% |
| Non-operating Income/Loss | 1,500 | -10.7% | 1,050 | -14.6% | 499 | -0.1% |
| Recurring Profit | 3,000 | 50437.6% | 1,981 | - | 1,018 | 55.2% |
| Extraordinary Profit/Loss | (300) | -89.5% | (469) | - | 169 | - |
| Income before Income Taxes and Minority Interests | 2,700 | - | 1,511 | 151.3% | 1,188 | - |
| Taxes | 1,200 | - | 700 | - | 500 | 406.6% |
| Net Income | 1,500 | - | 811 | -43.3% | 688 | - |
| Operating Margin | 4.5% | | 5.6% | | 3.4% | |
| Staff Cost / Gross Profit | 62.1% | | 65.7% | | 58.5% | |



*Affiliates accounted for by the equity method



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.