

1st Quarter Results for FY2013

2013 January to March

ASATSU-DK INC. (Securities Code : 9747)

May 13, 2013

The ADK logo is a dark blue square with the letters "ADK" in white, bold, sans-serif font. It is positioned in the bottom right corner of the slide.

ADK

Consolidated Performance

2013 Jan - Mar

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1Q Consolidated P/L - 1

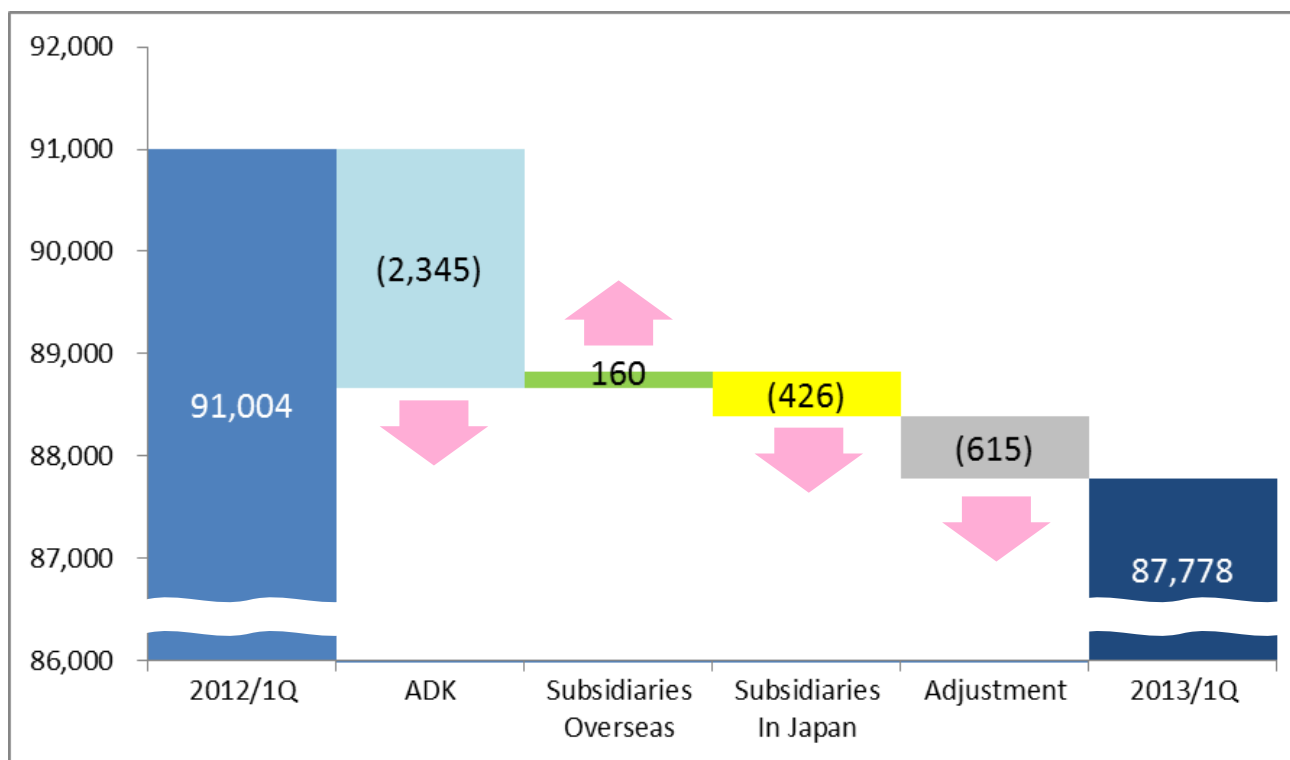


(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Gross Billings	91,004	87,778	(3,226)	-3.5%
Gross Profit	13,431	11,611	(1,820)	-13.6%
<i>Gross Margin</i>	<i>14.8%</i>	<i>13.2%</i>	-	<i>-1.6pts</i>
SG&A Expenses	11,172	10,939	(232)	-2.1%
(Staff Cost)	7,742	7,503	(239)	-3.1%
Operating Income	2,259	671	(1,587)	-70.3%
Ordinary Income	2,537	917	(1,619)	-63.8%
Income before Income taxes and Minority Interests	2,518	969	(1,549)	-61.5%
Net Income	1,458	509	(948)	-65.1%
Operating Margin	16.8%	5.8%		
Staff Cost / Gross Profit	57.6%	64.6%		

Gross Billings



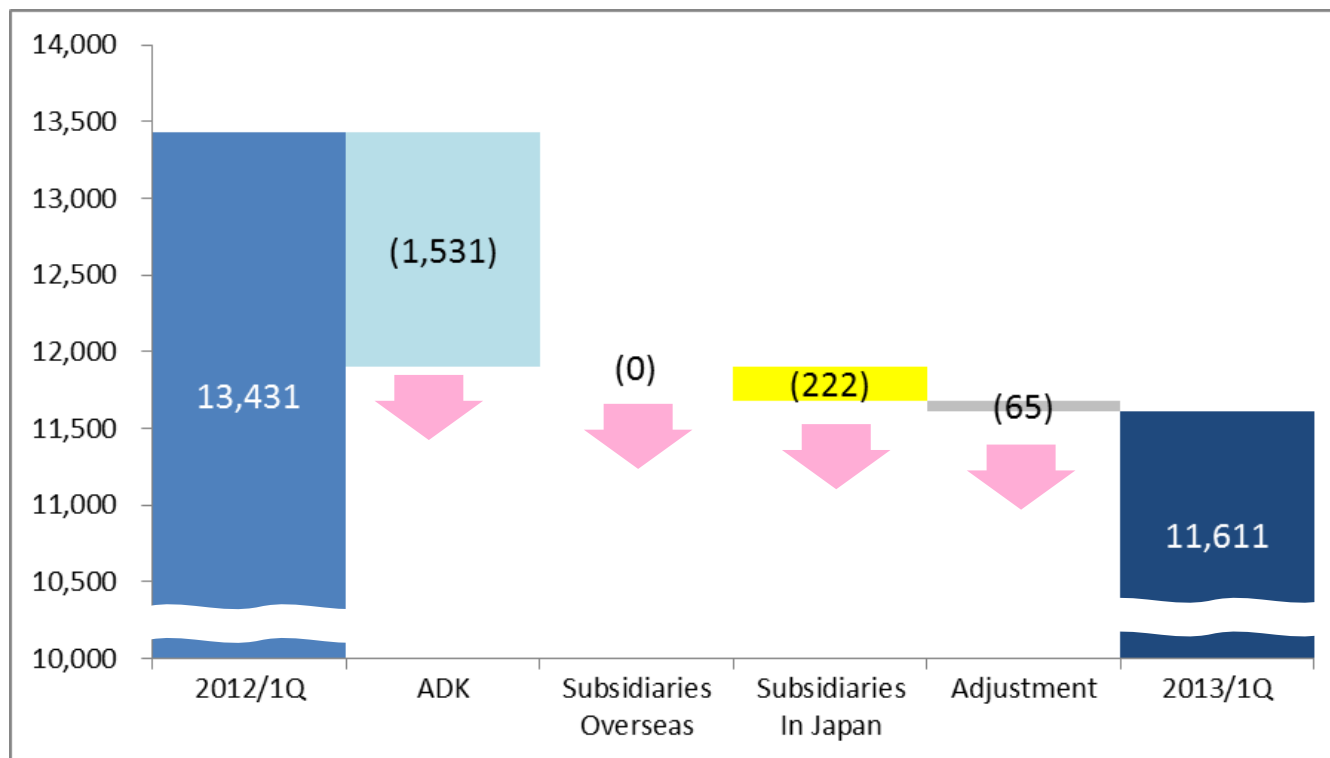
(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Gross Billings	91,004	87,778	(3,226)	-3.5%



Gross Profit

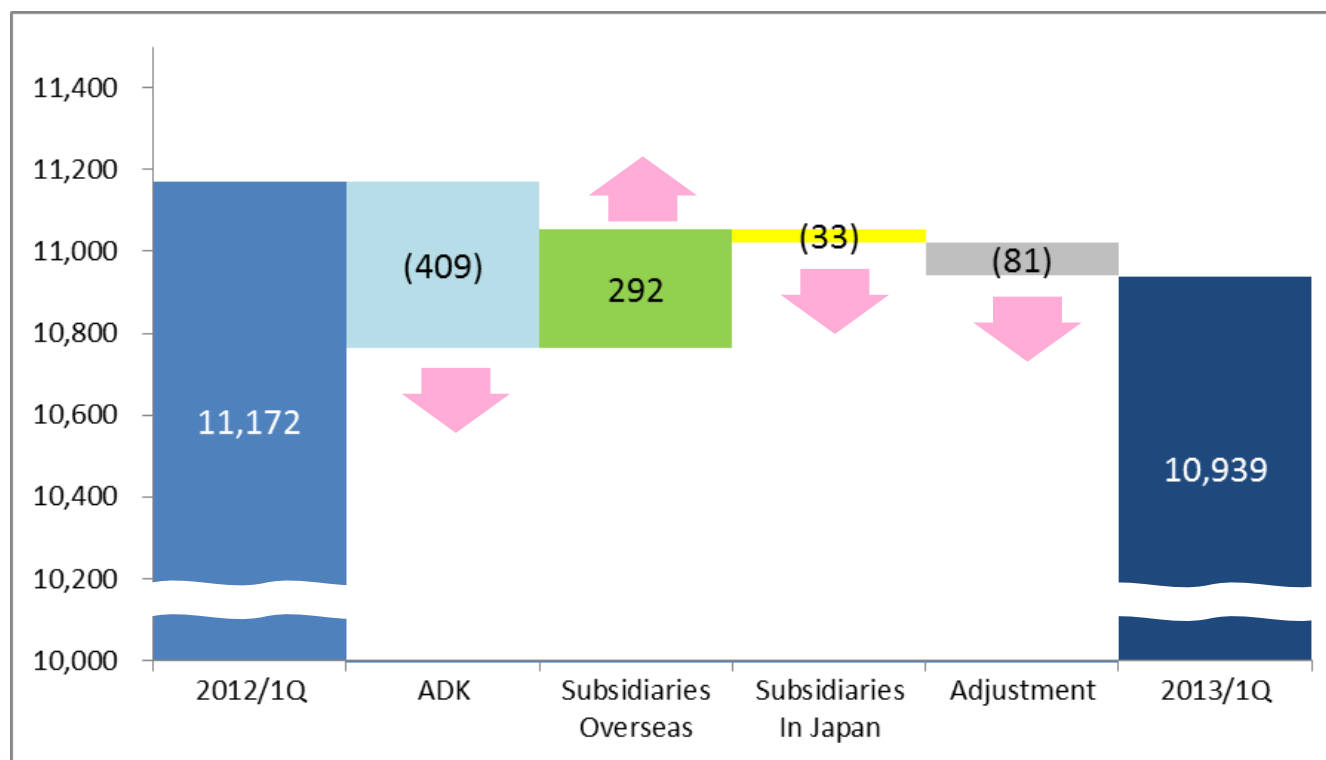


(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Gross Profit	13,431	11,611	(1,820)	-13.6%
<i>Gross Profit Ratio</i>	<i>14.8%</i>	<i>13.2%</i>	-	<i>-1.6pts</i>



SG&A Expenses

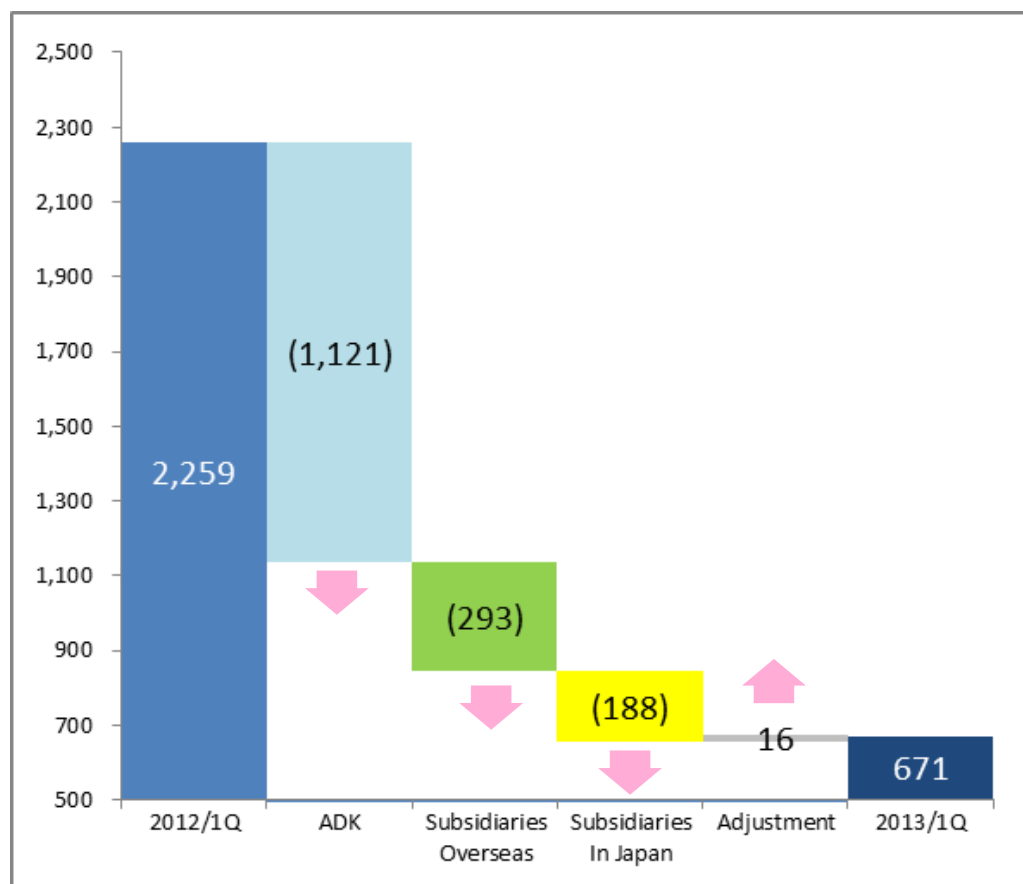
(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
SG&A Expenses	11,172	10,939	(232)	-2.1%
Staff Cost	7,742	7,503	(239)	-3.1%
Other Cost	3,429	3,435	6	0.2%



Operating Income



(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Operating Income	2,259	671	(1,587)	-70.3%



◆ Operating Margin

	2011	2012	2013
Jan-Mar	9.3%	16.8%	5.8%
(Reference) Jan-Dec	8.4%	6.9%	—

◆ Staff Cost/Gross Profit

	2011	2012	2013
Jan-Mar	65.0%	57.6%	64.6%
(Reference) Jan-Dec	61.8%	62.5%	—

1Q Consolidated P/L - 2

(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Operating Income	2,259	671	(1,587)	-70.3%
Non-Operating Income	318	270	(47)	-14.9%
Non-Operating Expenses	40	25	(15)	-37.6%
Ordinary Income	2,537	917	(1,619)	-63.8%
Extraordinary Income*	2	220	218	7641.6%
Extraordinary Loss*	21	168	147	693.7%
Income before Income taxes and Minority Interests	2,518	969	(1,549)	-61.5%
Tax and others	1,060	459	(600)	-56.6%
Net Income	1,458	509	(948)	-65.1%

1Q Consolidated P/L - 3

(Millions of Yen) (Year-on-Year Change)	Gross Billings	Gross Profit	Operating Income	Ordinary Income	Net Income
ADK	76,659 -3.0%	8,591 -15.1%	771 -59.3%	884 -57.3%	557 -53.9%
8 subsidiaries in Japan *1	11,451 -3.6%	1,740 -11.3%	(269) -	(211) -	(246) -
7 subsidiaries in Greater China *2	3,260 -34.2%	579 -38.4%	(22) -	(24) -	(27) -
13 subsidiaries In Asia, Europe and USA*3	5,030 58.4%	872 70.5%	227 194.6%	269 132.5%	228 164.5%
Consolidation Adjustment	(8,623)	(172)	(34)	0	(1)
Total	87,778 -3.5%	11,611 -13.6%	671 -70.3%	917 -63.8%	509 -65.1%

*1 For the details about consolidated subsidiaries, please refer to the last page of Appendix

*2 Subsidiaries in Greater China: 7 subsidiaries in Shanghai, Taiwan and Hong Kong

*3 Asia, Europe and USA subsidiaries: 13 subsidiaries in Thailand, Malaysia, Singapore, Vietnam, Europe and the North America

Consolidated B/S



(Millions of Yen)

Assets	2012/12	2013/3	Increase (Decrease)
Current Assets			
Cash and Deposits	24,489	25,354	865
Notes and Accounts Receivable-trade	84,128	84,046	(81)
Short-term Investment Securities	6,471	6,457	(14)
Inventories	7,032	9,090	2,057
Other	2,898	3,480	582
Allowance for Doubtful Accounts	(257)	(315)	(58)
Total Current Assets	124,762	128,113	3,351
Noncurrent Assets			
Property, Plant and Equipment	4,296	4,214	(81)
Intangible Assets	2,342	2,420	77
Investments and Other Assets			
Investment Securities	55,312	64,761	9,449
Other	9,876	9,504	(372)
Allowance for Doubtful Accounts	(1,426)	(1,423)	2
Total Investments and Other Assets	63,761	72,842	9,080
Total Noncurrent Assets	70,400	79,477	9,076

Total Assets	195,163	207,591	12,428
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Equity Ratio	55.6%	54.0%	-1.6pts
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Liabilities	2012/12	2013/3	Increase (Decrease)
Current Liabilities			
Notes and Accounts Payable-trade	67,130	69,792	2,662
Short-term Loans Payable	59	264	204
Other	8,358	10,641	2,283
Total Current Liabilities	75,548	80,698	5,150
Noncurrent Liabilities			
Long-term Loans Payable	246	246	-
Provision	1,771	1,671	(99)
Other	8,037	11,719	3,681
Total Noncurrent Liabilities	10,055	13,636	3,581
Total Liabilities	85,603	94,335	8,732

Net Assets	2012/12	2013/3	Increase (Decrease)
Shareholders' Equity			
Capital Stock	37,581	37,581	-
Capital Surplus	13,245	13,245	-
Retained Earnings	45,428	41,804	(3,623)
Treasury stock	(746)	(1,234)	(487)
Total Shareholder's Equity	95,508	91,397	(4,110)
Valuation and Translation Adjustments			
Valuation Difference on Available-for-sale Securities	13,553	20,407	6,853
Deferred Gains or Losses on Hedges	(2)	(0)	1
Foreign Currency Translation Adjustment	(539)	326	865
Total Valuation and Translation Adjustments	13,012	20,734	7,721
Subscription rights to shares	5	8	2
Minority Interests	1,032	1,115	82
Total Net Assets	109,559	113,255	3,696

Total Liabilities and Net Assets	195,163	207,591	12,428
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Non-consolidated P/L



(Millions of Yen)	2012 Jan-Mar	2013 Jan-Mar	Increase (Decrease)	Y-o-Y Change
Gross Billings	79,004	76,659	(2,344)	-3.0%
Gross Profit	10,122	8,591	(1,531)	-15.1%
<i>Gross Margin</i>	<i>12.8%</i>	<i>11.2%</i>	–	<i>-1.6pts</i>
SG&A Expenses	8,229	7,819	(409)	-5.0%
(Staff Cost)	5,664	5,170	(494)	-8.7%
Operating Income	1,893	771	(1,121)	-59.3%
Ordinary Income	2,072	884	(1,188)	-57.3%
Income before Income taxes	2,057	992	(1,065)	-51.8%
Net Income	1,207	557	(650)	-53.9%
Operating Margin	18.7%	9.0%		
Staff Cost / Gross Profit	56.0%	60.2%		

Non-consolidated Gross Billings: Breakdown by Industry



(Millions of Yen)	2012 Jan - Mar		2013 Jan - Mar		Increase (Decrease)	Y-o-Y Change
	Gross Billings	Composition	Gross Billings	Composition		
Energy / Raw materials / Machinery	1,046	1.3%	1,081	1.4%	34	3.3%
Food	7,037	8.9%	6,609	8.6%	(427)	-6.1%
Beverages / Tobacco products	7,010	8.9%	6,047	7.9%	(963)	-13.7%
Pharmaceuticals / Medical supplies	2,924	3.7%	3,738	4.9%	813	27.8%
Cosmetics / Toiletry goods	7,662	9.7%	6,766	8.8%	(896)	-11.7%
Apparel / Jewelry	2,419	3.1%	2,569	3.4%	150	6.2%
Precision instruments / Office equipment	584	0.7%	335	0.4%	(248)	-42.6%
Electric machines / AV equipment	736	0.9%	508	0.7%	(228)	-31.0%
Automobiles / Auto-related products	3,572	4.5%	3,820	5.0%	247	6.9%
Household products	863	1.1%	442	0.6%	(420)	-48.7%
Hobbies / Sporting goods	6,991	8.8%	5,642	7.4%	(1,348)	-19.3%
Real estate / Housing	2,630	3.3%	3,022	3.9%	391	14.9%
Publications	1,019	1.3%	867	1.1%	(152)	-14.9%
Information / Communications	8,470	10.7%	8,297	10.8%	(173)	-2.0%
Distribution / Retail	6,471	8.2%	6,531	8.5%	59	0.9%
Finance / Insurance	6,159	7.8%	6,427	8.4%	267	4.3%
Transportation / Leisure	3,079	3.9%	2,936	3.8%	(143)	-4.7%
Restaurants / Other services	1,380	1.7%	1,404	1.8%	24	1.8%
Government / Organization	3,790	4.8%	3,438	4.5%	(352)	-9.3%
Education / Health care services / Religion	1,776	2.2%	3,054	4.0%	1,277	71.9%
Classified ads / other	3,375	4.3%	3,117	4.1%	(257)	-7.6%
Total	79,004	100.0%	76,659	100.0%	(2,344)	-3.0%

Non-consolidated Gross Billings : Breakdown by Medium

(Millions of Yen)	2012 Jan-Mar		2013 Jan-Mar		Increase (Decrease)	Y-o-Y Change
	Gross Billings	Composition	Gross Billings	Composition		
News Paper	4,728	6.0%	5,581	7.3%	852	18.0%
Magazine	3,228	4.1%	3,213	4.2%	(15)	-0.5%
Television	37,094	47.0%	34,138	44.5%	(2,956)	-8.0%
Time*	14,455	18.3%	13,203	17.2%	(1,251)	-8.7%
Spot	19,124	24.2%	17,873	23.3%	(1,251)	-6.5%
Content	3,514	4.4%	3,061	4.0%	(453)	-12.9%
Radio	781	1.0%	805	1.1%	24	3.1%
4 Mass Media	45,833	58.0%	43,738	57.1%	(2,094)	-4.6%
Digital Media	2,608	3.3%	2,561	3.3%	(46)	-1.8%
OOH Media	2,559	3.2%	2,651	3.5%	91	3.6%
Marketing & Promotion	15,301	19.4%	15,198	19.8%	(102)	-0.7%
Creative	10,565	13.4%	10,378	13.5%	(187)	-1.8%
Other	2,134	2.7%	2,129	2.8%	(4)	-0.2%
Non-mass Media	33,170	42.0%	32,920	42.9%	(250)	-0.8%
Total	79,004	100.0%	76,659	100.0%	(2,344)	-3.0%

Non-consolidated Gross Billings : Breakdown by Medium

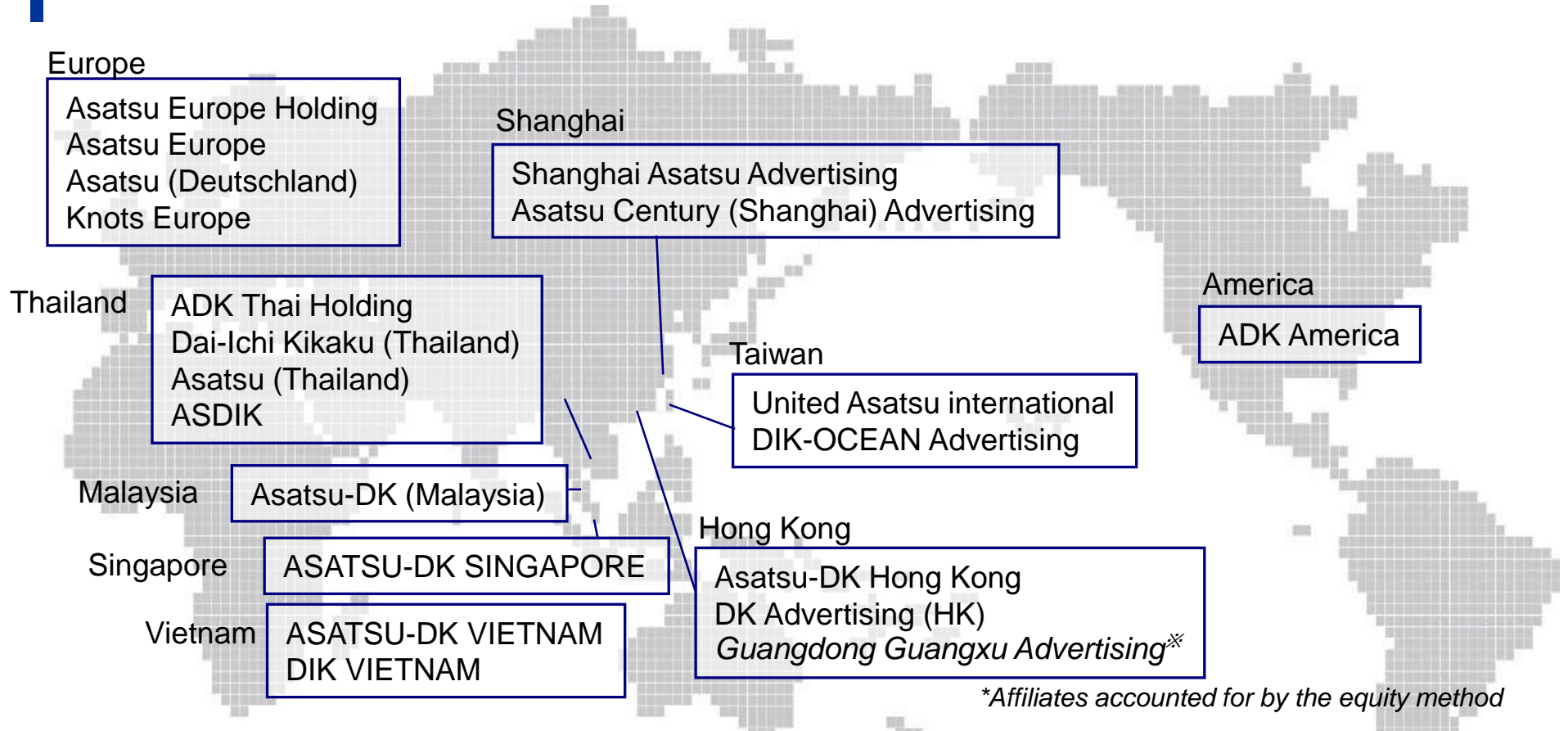


(Millions of Yen)	2013/1	2013/2	2013/3	2013/4	2013/5	2013/6	2013/7	2013/8	2013/9	2013/10	2013/11	2013/12	TOTAL
Gross Billings	18,283	22,327	36,048										76,659
Magazine	676	1,035	1,501										3,213
News Paper	1,633	1,740	2,206										5,581
Television	9,154	11,173	13,810										34,138
Radio	220	263	321										805
Digital Media	546	742	1,272										2,561
OOH Media	742	900	1,007										2,651
Marketing & Promotion	2,943	3,482	8,772										15,198
Creative	1,829	2,519	6,030										10,378
Other	534	469	1,125										2,129

	2012/1	2012/2	2012/3	2012/4	2012/5	2012/6	2012/7	2012/8	2012/9	2012/10	2012/11	2012/12	TOTAL
Gross Billings	20,786	22,198	36,019	25,532	24,246	27,876	22,708	19,502	27,651	21,968	24,802	30,128	303,422
Magazine	649	1,028	1,550	1,367	1,106	1,209	880	944	1,400	1,186	1,513	1,146	13,984
News Paper	1,400	1,359	1,968	1,657	1,852	1,702	1,513	1,301	1,672	1,858	2,544	2,175	21,006
Television	10,323	11,670	15,100	13,019	12,399	12,327	11,675	9,112	10,701	11,140	11,371	13,165	142,007
Radio	244	232	303	243	217	252	260	246	239	282	279	272	3,075
Digital Media	579	859	1,170	839	655	847	721	550	669	618	700	813	9,024
OOH Media	685	691	1,183	1,078	620	784	531	510	829	594	523	904	8,937
Marketing & Promotion	4,151	3,050	8,099	4,094	4,150	5,580	3,576	4,097	6,485	3,525	4,911	7,001	58,726
Creative	2,279	2,679	5,607	2,695	2,405	4,669	2,987	2,298	4,476	2,167	2,033	3,801	38,102
Other	473	625	1,034	537	839	502	562	440	1,176	595	922	847	8,558

	2011/1	2011/2	2011/3	2011/4	2011/5	2011/6	2011/7	2011/8	2011/9	2011/10	2011/11	2011/12	TOTAL
Gross Billings	19,991	20,725	34,473	22,530	21,293	26,583	23,992	21,060	28,462	24,824	26,561	31,379	301,878
Magazine	627	1,084	1,667	993	991	1,138	1,020	954	1,301	1,233	1,501	1,084	13,599
News Paper	1,557	1,507	1,809	1,304	1,581	1,646	1,453	1,356	2,005	2,089	2,252	1,807	20,371
Television	10,750	10,839	13,933	12,271	11,040	12,096	12,619	10,794	11,432	13,906	13,212	12,281	145,178
Radio	251	245	299	205	275	291	254	263	266	247	310	303	3,215
Digital Media	580	557	1,051	568	534	677	648	567	733	480	823	1,051	8,276
OOH Media	628	476	993	879	449	750	724	405	972	661	644	938	8,525
Marketing & Promotion	2,848	2,774	7,368	2,705	2,965	4,908	3,206	3,478	6,523	3,254	4,602	9,137	53,772
Creative	2,166	2,825	6,509	3,077	2,824	3,775	3,392	2,764	4,339	2,362	2,528	4,137	40,703
Other	579	415	841	524	630	1,298	670	476	887	587	685	638	8,235

ADK Group



Japan	Agency and Creative :	Kyowa kikaku	ADK International	ADK Dialog
	Agency :	ADK Digital Communications		
	Creative :	ADK Arts	Boys	
	Animation content :	Eiken		
	Publishing :	Nihonbungeisha		
	Affiliates:	Drill	ASP	DA search & link



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.