

May 13, 2014

**Non-consolidated Billings of ASATSU-DK Inc.**

## Billings for March 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	38,101	105.7%
Magazine	1,653	110.1%
Newspaper	2,612	118.4%
Television	13,931	100.9%
Radio	234	73.0%
Digital Media	1,584	124.6%
OOH Media	1,184	117.5%
Marketing and Promotion	10,102	115.2%
Creative	5,595	92.8%
Others	1,202	106.9%

## Billings for January to March

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	78,573	102.5%
Magazine	3,070	95.5%
Newspaper	5,902	105.8%
Television	34,818	102.0%
Radio	685	85.1%
Digital Media	3,372	131.7%
OOH Media	2,095	79.1%
Marketing and Promotion	16,065	105.7%
Creative	10,445	100.6%
Others	2,115	99.3%

- \* Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.
- \* "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.
- \* Figures above were compiled based on the Company's flash report and are unaudited. It may, therefore, lead to differences between such figures and actual results of account settlements.