

May 13, 2014

Non-consolidated Billings of ASATSU-DK Inc.

Billings for April 2014

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 22,829 | 90.0% |
| Magazine | 1,125 | 84.8% |
| Newspaper | 1,311 | 80.9% |
| Television | 12,101 | 88.7% |
| Radio | 253 | 90.6% |
| Digital Media | 1,173 | 130.5% |
| OOH Media | 790 | 79.0% |
| Marketing and Promotion | 3,537 | 111.0% |
| Creative | 2,217 | 77.4% |
| Others | 318 | 59.1% |

Billings for January to April

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 101,402 | 99.4% |
| Magazine | 4,195 | 92.4% |
| Newspaper | 7,214 | 100.2% |
| Television | 46,920 | 98.2% |
| Radio | 939 | 86.5% |
| Digital Media | 4,546 | 131.4% |
| OOH Media | 2,886 | 79.0% |
| Marketing and Promotion | 19,603 | 106.6% |
| Creative | 12,662 | 95.6% |
| Others | 2,433 | 91.2% |

- * 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.