

September 8, 2014

Non-consolidated Billings of ASATSU-DK Inc. (August 2014)

Billings for August 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	21,894	108.7%
Magazine	1,020	103.9%
Newspaper	1,101	91.0%
Television	10,718	112.0%
Radio	282	107.8%
Digital Media	1,086	123.5%
OOH Media	601	112.6%
Marketing and Promotion	4,562	121.5%
Creative	2,288	91.5%
Others	232	52.7%

Billings for January to August

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	196,745	101.7%
Magazine	8,067	92.0%
Newspaper	12,638	90.9%
Television	92,103	104.1%
Radio	1,967	94.8%
Digital Media	9,496	138.1%
OOH Media	5,156	79.0%
Marketing and Promotion	40,448	107.2%
Creative	23,248	95.0%
Others	3,617	79.2%

- * 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.