

August 12, 2014

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

### Billings for July 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	22,644	106.1%
Magazine	766	85.0%
Newspaper	1,417	79.9%
Television	10,933	103.4%
Radio	254	109.2%
Digital Media	1,192	161.1%
OOH Media	666	106.4%
Marketing and Promotion	4,745	138.4%
Creative	2,381	93.6%
Others	286	56.7%

### Billings for January to July

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	174,850	100.9%
Magazine	7,047	90.5%
Newspaper	11,536	90.9%
Television	81,385	103.1%
Radio	1,685	93.0%
Digital Media	8,409	140.3%
OOH Media	4,554	76.0%
Marketing and Promotion	35,886	105.6%
Creative	20,960	95.4%
Others	3,384	82.1%

- \* 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.