

August 12, 2014

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

Billings for June 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	28,301	106.5%
Magazine	1,113	93.0%
Newspaper	1,542	78.4%
Television	12,088	124.8%
Radio	246	101.4%
Digital Media	1,431	159.9%
OOH Media	558	65.8%
Marketing and Promotion	7,401	99.9%
Creative	3,406	89.5%
Others	512	98.9%

Billings for January to June

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	152,205	100.2%
Magazine	6,280	91.3%
Newspaper	10,119	92.7%
Television	70,451	103.1%
Radio	1,430	90.6%
Digital Media	7,217	137.3%
OOH Media	3,887	72.5%
Marketing and Promotion	31,141	101.9%
Creative	18,578	95.6%
Others	3,097	85.7%

- * 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.