

November 11, 2014

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

### Billings for September 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	29,008	108.3%
Magazine	1,424	95.7%
Newspaper	1,390	91.8%
Television	11,755	107.3%
Radio	334	127.2%
Digital Media	1,541	125.0%
OOH Media	663	63.4%
Marketing and Promotion	7,807	126.0%
Creative	3,629	105.4%
Others	460	72.6%

### Billings for January to September

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	225,754	102.5%
Magazine	9,492	92.6%
Newspaper	14,029	91.0%
Television	103,859	104.4%
Radio	2,302	98.5%
Digital Media	11,037	136.1%
OOH Media	5,820	76.9%
Marketing and Promotion	48,256	109.9%
Creative	26,878	96.3%
Others	4,078	78.4%

- \* 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.