

December 8, 2014

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

### Billings for November 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	25,316	105.6%
Magazine	1,398	97.7%
Newspaper	1,699	93.8%
Television	13,232	111.9%
Radio	304	122.1%
Digital Media	1,520	160.5%
OOH Media	482	79.8%
Marketing and Promotion	3,832	91.1%
Creative	2,463	105.8%
Others	381	67.6%

### Billings for January to November

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	274,747	103.2%
Magazine	12,135	92.8%
Newspaper	17,437	93.0%
Television	128,489	104.7%
Radio	2,896	102.0%
Digital Media	14,163	142.7%
OOH Media	6,698	75.1%
Marketing and Promotion	55,796	109.7%
Creative	32,273	97.9%
Others	4,858	77.6%

- \* 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.