

February 13, 2015

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

Billings for December 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	31,970	107.5%
Magazine	1,070	98.7%
Newspaper	1,711	95.7%
Television	14,477	107.5%
Radio	276	121.1%
Digital Media	1,894	147.0%
OOH Media	810	126.2%
Marketing and Promotion	7,406	116.0%
Creative	3,778	98.3%
Others	545	53.5%

Billings for January to December

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	306,718	103.6%
Magazine	13,205	93.2%
Newspaper	19,148	93.2%
Television	142,966	105.0%
Radio	3,172	103.4%
Digital Media	16,058	143.2%
OOH Media	7,509	78.5%
Marketing and Promotion	63,202	110.4%
Creative	36,051	98.0%
Others	5,403	74.2%

- * 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.