

February 13, 2015

Non-consolidated Billings of ASATSU-DK Inc. (January 2015)

Billings for January 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	19,510	103.6%
Magazine	544	96.4%
Newspaper	1,553	91.4%
Television	10,834	111.3%
Radio	260	108.7%
Digital Media	902	115.6%
OOH Media	549	105.2%
Marketing and Promotion	2,642	98.2%
Creative	1,991	91.2%
Others	230	56.6%

- * 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.