

March 9, 2015

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

Billings for February 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	22,471	103.8%
Magazine	1,034	121.5%
Newspaper	1,534	96.4%
Television	11,299	101.3%
Radio	253	120.2%
Digital Media	1,164	115.6%
OOH Media	523	134.5%
Marketing and Promotion	3,939	120.3%
Creative	2,269	85.1%
Others	451	89.4%

Billings for January to February

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	41,981	103.7%
Magazine	1,578	111.5%
Newspaper	3,088	93.8%
Television	22,134	106.0%
Radio	514	114.1%
Digital Media	2,066	115.6%
OOH Media	1,073	117.7%
Marketing and Promotion	6,582	110.4%
Creative	4,261	87.9%
Others	682	74.7%

- * 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.