

April 10, 2015

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

Billings for March 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	39,192	102.9%
Magazine	1,553	93.9%
Newspaper	2,184	83.7%
Television	15,543	111.6%
Radio	253	108.2%
Digital Media	2,169	136.9%
OOH Media	984	83.2%
Marketing and Promotion	9,572	94.8%
Creative	5,760	103.0%
Others	1,170	97.3%

Billings for January to March

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	81,174	103.3%
Magazine	3,132	102.0%
Newspaper	5,273	89.3%
Television	37,677	108.2%
Radio	768	112.1%
Digital Media	4,236	125.6%
OOH Media	2,057	98.2%
Marketing and Promotion	16,155	100.6%
Creative	10,021	95.9%
Others	1,852	87.6%

- * 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.