

May 12, 2015

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

Billings for April 2015

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 22,776 | 99.8% |
| Magazine | 1,118 | 99.4% |
| Newspaper | 1,407 | 107.3% |
| Television | 11,843 | 97.9% |
| Radio | 251 | 99.1% |
| Digital Media | 1,206 | 102.8% |
| OOH Media | 721 | 91.3% |
| Marketing and Promotion | 3,568 | 100.9% |
| Creative | 2,466 | 111.3% |
| Others | 192 | 60.4% |

Billings for January to April

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 103,950 | 102.5% |
| Magazine | 4,251 | 101.3% |
| Newspaper | 6,681 | 92.6% |
| Television | 49,520 | 105.5% |
| Radio | 1,019 | 108.6% |
| Digital Media | 5,442 | 119.7% |
| OOH Media | 2,779 | 96.3% |
| Marketing and Promotion | 19,723 | 100.6% |
| Creative | 12,488 | 98.6% |
| Others | 2,045 | 84.0% |

- * 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.