

June 9, 2014

Non-consolidated Billings of ASATSU-DK Inc.

Billings for May 2014

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	22,500	96.4%
Magazine	970	85.0%
Newspaper	1,362	77.8%
Television	11,442	105.3%
Radio	245	97.6%
Digital Media	1,238	137.8%
OOH Media	442	51.3%
Marketing and Promotion	4,136	87.1%
Creative	2,510	105.3%
Others	151	35.2%

Billings for January to May

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	123,903	98.8%
Magazine	5,166	90.9%
Newspaper	8,576	95.8%
Television	58,363	99.5%
Radio	1,184	88.6%
Digital Media	5,785	132.7%
OOH Media	3,329	73.7%
Marketing and Promotion	23,739	102.6%
Creative	15,172	97.1%
Others	2,585	83.4%

- * 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.