

July 12, 2016

Non-consolidated Billings of ASATSU-DK Inc. (June 2016)

Billings for June 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	25,212	90.1%
Magazine	962	85.9%
Newspaper	1,319	93.7%
Television	11,457	93.3%
Radio	268	113.2%
Digital Media	1,744	106.4%
OOH Media	1,137	132.3%
Marketing and Promotion	4,621	81.0%
Creative	3,473	80.6%
Others	228	56.2%

Billings for January to June

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	156,275	101.7%
Magazine	5,753	91.1%
Newspaper	9,797	99.7%
Television	74,036	101.9%
Radio	1,759	117.6%
Digital Media	10,017	120.3%
OOH Media	5,448	130.6%
Marketing and Promotion	29,617	100.7%
Creative	18,647	99.9%
Others	1,198	43.7%

- * Billings smaller than one million yen have been rounded down, creating a difference between monthly billings and cumulative billings.
- * "Television" includes time, spot and content 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.

ADK-Parent's billings for July 2016 is due to be released on Friday, August 5, 2016.