

August 5, 2016

Non-consolidated Billings of ASATSU-DK Inc. (July 2016)**Billings for July 2016**

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	24,734	104.7%
Magazine	765	88.2%
Newspaper	1,115	75.0%
Television	12,666	106.1%
Radio	263	118.5%
Digital Media	1,560	137.0%
OOH Media	720	120.6%
Marketing and Promotion	4,952	110.6%
Creative	2,517	92.0%
Others	173	104.4%

Billings for January to July

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	181,010	102.1%
Magazine	6,518	90.7%
Newspaper	10,912	96.5%
Television	86,702	102.5%
Radio	2,023	117.7%
Digital Media	11,578	122.3%
OOH Media	6,169	129.4%
Marketing and Promotion	34,569	102.0%
Creative	21,164	98.9%
Others	1,371	47.1%

- * 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 August 2016 is due to be released on September 7, 2016.