

September 7, 2016

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

Billings for August 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	21,124	101.7%
Magazine	918	97.2%
Newspaper	1,066	97.2%
Television	11,170	101.7%
Radio	271	106.8%
Digital Media	1,518	138.0%
OOH Media	523	88.3%
Marketing and Promotion	3,380	91.7%
Creative	2,106	111.4%
Others	166	75.3%

Billings for January to August

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	202,134	102.1%
Magazine	7,437	91.5%
Newspaper	11,979	96.5%
Television	97,873	102.4%
Radio	2,294	116.3%
Digital Media	13,097	123.9%
OOH Media	6,692	124.8%
Marketing and Promotion	37,950	101.0%
Creative	23,270	99.9%
Others	1,538	49.1%

- * 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 September 2016 is due to be released on Thursday, October 13th, 2016.