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ASATSU-DK INC.  
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Securities code: 9747

**Notice on the revision of the forecast for the first half of the fiscal year ending  
December 2014**

ASATSU-DK would like to announce as below that we have revised the forecast for the first six months (from January 1, 2014, to June 30, 2014) of the period ending December 2014, released on February 14, 2014, reflecting the recent business improvements.

(1) Revision of the forecast

Revised Consolidated Forecast (January 1, 2014 to June 30, 2014)

	Gross Billings	Operating Income	Ordinary Income	Net Income	Net Income per Share (¥)
Previously accounted forecast (A)	169,700	1,310	2,500	750	17.93
Currently revised forecast (B)	174,489	2,128	3,966	1,255	30.01
Differences (B-A)	4,789	818	1,466	505	—
Differences (%)	2.8	62.5	58.7	67.4	—
Reference: Previous year's results (the fiscal year ended June 30, 2013)	174,469	1,807	3,381	2,114	50.27

(Unit: Million JPY, except for per share data)

## Revised Non-Consolidated Forecast (January 1, 2014 to June 30, 2014)

	Gross Billings	Ordinary Income	Net Income	Net Income per Share (¥)
Previously accounted forecast (A)	147,500	2,450	750	17.93
Currently revised forecast (B)	152,205	3,864	1,541	36.86
Differences (B-A)	4,705	1,414	791	—
Differences (%)	3.2	57.7	105.6	—
Reference: Previous year's results (the fiscal year ended June 30, 2013)	151,934	3,199	2,132	50.69

(Unit: Million JPY, except for per share data)

## (2) Reasons for differences

Gross billings grew more than we had initially expected mainly at the stand-alone business, especially in the TV advertising sector, driven by the last-minute demand prior to the consumption tax hike. Furthermore, the measures we have taken since the beginning of the period to improve gross profit margin are now working effectively, leading operating income, ordinary income and net income to exceed the guidance we originally announced.

※ Aforementioned forecast were made based on data and information available to it as of the date when this announcement was prepared. Actual outcomes, therefore, may differ from the projected figures due to various factors that the Company may face in the future.

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