

June 5, 2015

Non-consolidated Billings of ASATSU-DK Inc. (May 2015)

Billings for May 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	21,739	96.6%
Magazine	945	97.4%
Newspaper	1,735	127.4%
Television	10,876	95.1%
Radio	238	97.2%
Digital Media	1,246	100.6%
OOH Media	531	120.1%
Marketing and Promotion	3,992	96.5%
Creative	1,879	74.9%
Others	292	193.5%

Billings for January to May

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	125,690	101.4%
Magazine	5,196	100.6%
Newspaper	8,416	98.1%
Television	60,397	103.5%
Radio	1,258	106.2%
Digital Media	6,689	115.6%
OOH Media	3,311	99.5%
Marketing and Promotion	23,715	99.9%
Creative	14,367	94.7%
Others	2,337	90.4%

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