

August 13, 2015

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

Billings for July 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,635	104.4%
Magazine	867	113.2%
Newspaper	1,487	105.0%
Television	11,940	109.2%
Radio	222	87.4%
Digital Media	1,139	95.5%
OOH Media	597	89.6%
Marketing and Promotion	4,477	94.4%
Creative	2,736	114.9%
Others	165	57.8%

Billings for January to July

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	177,294	101.4%
Magazine	7,185	102.0%
Newspaper	11,312	98.1%
Television	84,624	104.0%
Radio	1,718	102.0%
Digital Media	9,468	112.6%
OOH Media	4,768	104.7%
Marketing and Promotion	33,897	94.5%
Creative	21,410	102.1%
Others	2,909	86.0%

- * 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.