

September 7, 2015

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

### Billings for August 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	20,771	94.9%
Magazine	945	92.6%
Newspaper	1,096	99.6%
Television	10,980	102.4%
Radio	254	90.1%
Digital Media	1,100	101.3%
OOH Media	593	98.6%
Marketing and Promotion	3,687	80.8%
Creative	1,891	82.7%
Others	221	95.1%

### Billings for January to August

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	198,066	100.7%
Magazine	8,130	100.8%
Newspaper	12,409	98.2%
Television	95,605	103.8%
Radio	1,972	100.3%
Digital Media	10,568	111.3%
OOH Media	5,361	104.0%
Marketing and Promotion	37,585	92.9%
Creative	23,301	100.2%
Others	3,131	86.6%

- \* 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 2015 is due to be released on **Tuesday, October 13th, 2015.**