

October 13, 2015

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

Billings for September 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	27,939	96.3%
Magazine	1,462	102.7%
Newspaper	1,323	95.2%
Television	12,037	102.4%
Radio	240	71.9%
Digital Media	1,503	97.5%
OOH Media	1,026	154.6%
Marketing and Promotion	6,798	87.1%
Creative	3,236	89.2%
Others	309	67.3%

Billings for January to September

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	226,005	100.1%
Magazine	9,593	101.1%
Newspaper	13,732	97.9%
Television	107,642	103.6%
Radio	2,213	96.1%
Digital Media	12,072	109.4%
OOH Media	6,388	109.8%
Marketing and Promotion	44,383	92.0%
Creative	26,538	98.7%
Others	3,441	84.4%

- * 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.

ADK-Parent's billings for October 2015 is due to be released on **Monday, November 9th, 2015.**