

November 9, 2015

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

Billings for October 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,574	99.6%
Magazine	1,237	99.3%
Newspaper	1,810	105.9%
Television	12,031	105.6%
Radio	259	89.7%
Digital Media	1,480	92.3%
OOH Media	450	113.8%
Marketing and Promotion	3,742	100.9%
Creative	2,399	81.9%
Others	163	41.0%

Billings for January to October

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	249,580	100.1%
Magazine	10,830	100.9%
Newspaper	15,542	98.8%
Television	119,673	103.8%
Radio	2,472	95.4%
Digital Media	13,553	107.2%
OOH Media	6,839	110.0%
Marketing and Promotion	48,125	92.6%
Creative	28,937	97.1%
Others	3,604	80.5%

- * 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, December 7th, 2015.**