

December 7, 2015

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

Billings for November 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	25,617	101.2%
Magazine	1,444	103.3%
Newspaper	1,603	94.4%
Television	12,868	97.2%
Radio	276	90.6%
Digital Media	1,523	100.2%
OOH Media	467	96.8%
Marketing and Promotion	4,893	127.7%
Creative	2,318	94.1%
Others	221	58.1%

Billings for January to November

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	275,198	100.2%
Magazine	12,275	101.2%
Newspaper	17,146	98.3%
Television	132,542	103.2%
Radio	2,748	94.9%
Digital Media	15,077	106.5%
OOH Media	7,306	109.1%
Marketing and Promotion	53,018	95.0%
Creative	31,256	96.8%
Others	3,826	78.8%

- * 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 December 2015 is due to be released on Thursday, January 14th, 2016.