

January 14, 2016

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

Billings for December 2015

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	31,603	98.9%
Magazine	986	92.2%
Newspaper	1,930	112.8%
Television	14,881	102.8%
Radio	310	112.5%
Digital Media	2,118	111.8%
OOH Media	1,026	126.6%
Marketing and Promotion	6,604	89.2%
Creative	3,536	93.6%
Others	208	38.2%

Billings for January to December

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	306,801	100.0%
Magazine	13,261	100.4%
Newspaper	19,076	99.6%
Television	147,424	103.1%
Radio	3,059	96.4%
Digital Media	17,195	107.1%
OOH Media	8,333	111.0%
Marketing and Promotion	59,623	94.3%
Creative	34,792	96.5%
Others	4,034	74.7%

- * 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 January 2016 is due to be released on Friday, February 5th, 2016.