

February 5, 2016

## Non-consolidated Billings of ASATSU-DK Inc. (January 2016)

### Billings for January 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	20,334	104.2%
Magazine	526	96.9%
Newspaper	1,593	102.6%
Television	10,770	99.4%
Radio	276	105.9%
Digital Media	1,216	134.8%
OOH Media	557	101.3%
Marketing and Promotion	3,005	113.7%
Creative	2,275	114.2%
Others	112	49.0%

- \* 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 February 2016 is due to be released on Monday, March 7th, 2016.