

March 7, 2016

**Non-consolidated Billings of ASATSU-DK Inc. (February 2016)**

## Billings for February 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	24,400	108.6%
Magazine	910	88.0%
Newspaper	1,811	118.0%
Television	12,909	114.2%
Radio	242	95.7%
Digital Media	1,699	146.0%
OOH Media	536	102.5%
Marketing and Promotion	3,918	99.5%
Creative	2,181	96.1%
Others	189	42.0%

## Billings for January to February

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	44,735	106.6%
Magazine	1,437	91.1%
Newspaper	3,405	110.3%
Television	23,679	107.0%
Radio	518	100.8%
Digital Media	2,916	141.1%
OOH Media	1,093	101.9%
Marketing and Promotion	6,923	105.2%
Creative	4,457	104.6%
Others	302	44.4%

- \* 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 March 2016 is due to be released on Tuesday, April 12, 2016.