

April 12, 2016

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

Billings for March 2016

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 38,277 | 97.7% |
| Magazine | 1,433 | 92.3% |
| Newspaper | 2,186 | 100.1% |
| Television | 14,400 | 92.7% |
| Radio | 477 | 188.2% |
| Digital Media | 2,072 | 95.5% |
| OOH Media | 1,569 | 159.3% |
| Marketing and Promotion | 9,790 | 102.3% |
| Creative | 6,023 | 104.6% |
| Others | 323 | 27.7% |

Billings for January to March

| | Billings (Millions of yen) | Year-on-Year Rate (%) |
|-------------------------|----------------------------|-----------------------|
| Total | 83,012 | 102.3% |
| Magazine | 2,871 | 91.7% |
| Newspaper | 5,591 | 106.0% |
| Television | 38,080 | 101.1% |
| Radio | 996 | 129.7% |
| Digital Media | 4,988 | 117.8% |
| OOH Media | 2,662 | 129.4% |
| Marketing and Promotion | 16,713 | 103.5% |
| Creative | 10,480 | 104.6% |
| Others | 626 | 33.8% |

- * 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 April 2016 is due to be released on Wednesday, May 11, 2016.