

May 11, 2016

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

Billings for April 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	24,778	108.8%
Magazine	972	86.9%
Newspaper	1,413	100.4%
Television	12,412	104.8%
Radio	241	96.1%
Digital Media	1,820	150.9%
OOH Media	960	133.1%
Marketing and Promotion	4,068	114.0%
Creative	2,715	110.1%
Others	174	90.5%

Billings for January to April

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	107,790	103.7%
Magazine	3,843	90.4%
Newspaper	7,005	104.9%
Television	50,492	102.0%
Radio	1,238	121.4%
Digital Media	6,808	125.1%
OOH Media	3,623	130.4%
Marketing and Promotion	20,782	105.4%
Creative	13,196	105.7%
Others	800	39.1%

- * 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 May 2016 is due to be released on Tuesday, June 7, 2016.