

June 7, 2016

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

Billings for May 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,272	107.1%
Magazine	947	100.2%
Newspaper	1,473	84.9%
Television	12,086	111.1%
Radio	252	105.9%
Digital Media	1,464	117.5%
OOH Media	687	129.3%
Marketing and Promotion	4,213	105.5%
Creative	1,977	105.3%
Others	169	57.9%

Billings for January to May

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	131,063	104.3%
Magazine	4,791	92.2%
Newspaper	8,478	100.7%
Television	62,578	103.6%
Radio	1,490	118.5%
Digital Media	8,273	123.7%
OOH Media	4,311	130.2%
Marketing and Promotion	24,995	105.4%
Creative	15,174	105.6%
Others	969	41.5%

- * 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 June 2016 is due to be released on Tuesday, July 12, 2016.