

February 7, 2017

Non-consolidated Billings of ASATSU-DK Inc. (January 2017)

Billings for January 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	20,587	101.2%
Magazine	501	95.2%
Newspaper	1,690	106.1%
Television	11,754	109.1%
Radio	236	85.5%
Digital Media	1,459	120.0%
OOH Media	845	151.8%
Marketing and Promotion	2,418	80.5%
Creative	1,485	65.3%
Others	195	173.6%

- * 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 2017 is due to be released on March 7th, 2017.