

February 7, 2018

Non-consolidated Billings of ASATSU-DK Inc. (January 2018)

Billings for January 2018

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	20,755	100.8%
Magazine	368	73.4%
Newspaper	1,328	78.6%
Television	11,531	98.1%
Radio	242	102.7%
Digital Media	1,556	106.7%
OOH Media	1,143	135.2%
Marketing and Promotion	2,543	105.2%
Creative	1,889	127.2%
Others	151	77.6%

- * 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.