

October 13, 2016

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

## Billings for September 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	29,012	103.8%
Magazine	1,356	92.7%
Newspaper	1,275	96.4%
Television	12,088	100.4%
Radio	306	127.3%
Digital Media	1,851	123.1%
OOH Media	976	95.1%
Marketing and Promotion	7,362	108.3%
Creative	3,452	106.7%
Others	343	110.7%

## Billings for January to September

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	231,147	102.3%
Magazine	8,793	91.7%
Newspaper	13,254	96.5%
Television	109,961	102.2%
Radio	2,601	117.5%
Digital Media	14,948	123.8%
OOH Media	7,669	120.0%
Marketing and Promotion	45,312	102.1%
Creative	26,723	100.7%
Others	1,881	54.7%

- \* 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 October 2016 is due to be released on November 8th, 2016.