

November 8, 2016

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

Billings for October 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	24,460	103.8%
Magazine	1,097	88.7%
Newspaper	1,750	96.7%
Television	11,922	99.1%
Radio	243	94.0%
Digital Media	1,707	115.3%
OOH Media	701	155.5%
Marketing and Promotion	4,175	111.6%
Creative	2,689	112.1%
Others	173	106.2%

Billings for January to October

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	255,607	102.4%
Magazine	9,891	91.3%
Newspaper	15,005	96.5%
Television	121,883	101.8%
Radio	2,845	115.1%
Digital Media	16,655	122.9%
OOH Media	8,370	122.4%
Marketing and Promotion	49,488	102.8%
Creative	29,413	101.6%
Others	2,054	57.0%

- * 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 November 2016 is due to be released on December 7th, 2016.