

December 7, 2016

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

Billings for November 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	26,213	102.3%
Magazine	1,225	84.8%
Newspaper	2,057	128.3%
Television	13,043	101.4%
Radio	295	107.0%
Digital Media	1,801	118.2%
OOH Media	515	110.5%
Marketing and Promotion	4,278	87.4%
Creative	2,799	120.8%
Others	195	88.0%

Billings for January to November

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	281,821	102.4%
Magazine	11,117	90.6%
Newspaper	17,063	99.5%
Television	134,926	101.8%
Radio	3,140	114.2%
Digital Media	18,456	122.4%
OOH Media	8,886	121.6%
Marketing and Promotion	53,766	101.4%
Creative	32,213	103.1%
Others	2,249	58.8%

- * 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 December 2016 is due to be released on January 16th, 2017.