

January 16, 2017

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

Billings for December 2016

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	32,568	103.1%
Magazine	991	100.6%
Newspaper	1,956	101.4%
Television	16,581	111.4%
Radio	372	119.8%
Digital Media	2,068	97.6%
OOH Media	894	87.1%
Marketing and Promotion	6,143	93.0%
Creative	3,332	94.3%
Others	226	109.0%

Billings for January to December

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	314,389	102.5%
Magazine	12,108	91.3%
Newspaper	19,020	99.7%
Television	151,508	102.8%
Radio	3,512	114.8%
Digital Media	20,525	119.4%
OOH Media	9,781	117.4%
Marketing and Promotion	59,910	100.5%
Creative	35,545	102.2%
Others	2,476	61.4%

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