

March 7, 2017

Non-consolidated Billings of ASATSU-DK Inc. (February 2017)

Billings for February 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,058	94.5%
Magazine	814	89.4%
Newspaper	1,491	82.4%
Television	11,796	91.4%
Radio	234	96.7%
Digital Media	1,982	116.7%
OOH Media	895	166.9%
Marketing and Promotion	3,117	79.6%
Creative	2,547	116.7%
Others	179	94.3%

Billings for January to February

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	43,645	97.6%
Magazine	1,316	91.6%
Newspaper	3,182	93.5%
Television	23,550	99.5%
Radio	470	90.7%
Digital Media	3,441	118.0%
OOH Media	1,741	159.2%
Marketing and Promotion	5,535	79.9%
Creative	4,032	90.5%
Others	374	123.8%

- * 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 March 2017 is due to be released on April 12th, 2017.