

April 12, 2017

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

Billings for March 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	35,337	92.3%
Magazine	1,370	95.6%
Newspaper	1,999	91.4%
Television	14,675	101.9%
Radio	302	63.4%
Digital Media	2,816	135.9%
OOH Media	1,388	88.5%
Marketing and Promotion	8,134	83.1%
Creative	4,403	73.1%
Others	246	76.1%

Billings for January to March

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	78,982	95.1%
Magazine	2,686	93.6%
Newspaper	5,181	92.7%
Television	38,226	100.4%
Radio	773	77.6%
Digital Media	6,258	125.4%
OOH Media	3,130	117.5%
Marketing and Promotion	13,669	81.8%
Creative	8,435	80.5%
Others	621	99.2%

- * 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 April 2017 is due to be released on May 10th, 2017.