

May 10, 2017

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

## Billings for April 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	27,082	109.3%
Magazine	1,000	102.9%
Newspaper	1,773	125.5%
Television	14,124	113.8%
Radio	235	97.4%
Digital Media	2,118	116.4%
OOH Media	911	94.9%
Marketing and Promotion	3,035	74.6%
Creative	3,696	136.1%
Others	186	106.9%

## Billings for January to April

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	106,065	98.4%
Magazine	3,687	95.9%
Newspaper	6,955	99.3%
Television	52,350	103.7%
Radio	1,008	81.5%
Digital Media	8,376	123.0%
OOH Media	4,041	111.6%
Marketing and Promotion	16,705	80.4%
Creative	12,131	91.9%
Others	807	100.9%

- \* 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 May 2017 is due to be released on June 7th, 2017.