

June 7, 2017

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

## Billings for May 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,707	101.9%
Magazine	896	94.6%
Newspaper	1,255	85.2%
Television	13,075	108.2%
Radio	228	90.5%
Digital Media	2,068	141.2%
OOH Media	634	92.2%
Marketing and Promotion	3,203	76.0%
Creative	2,180	110.2%
Others	165	97.4%

## Billings for January to May

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	129,772	99.0%
Magazine	4,583	95.7%
Newspaper	8,210	96.8%
Television	65,426	104.5%
Radio	1,237	83.0%
Digital Media	10,445	126.2%
OOH Media	4,676	108.5%
Marketing and Promotion	19,908	79.6%
Creative	14,312	94.3%
Others	972	100.3%

- \* 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 June 2017 is due to be released on July 12th, 2017.