

August 7, 2017

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

Billings for July 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	24,783	100.2%
Magazine	661	86.4%
Newspaper	1,236	110.9%
Television	13,682	108.0%
Radio	242	91.9%
Digital Media	1,742	111.6%
OOH Media	819	113.8%
Marketing and Promotion	3,544	71.6%
Creative	2,625	104.3%
Others	228	131.9%

Billings for January to July

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	179,398	99.1%
Magazine	6,146	94.3%
Newspaper	10,853	99.5%
Television	90,999	105.0%
Radio	1,721	85.1%
Digital Media	14,192	122.6%
OOH Media	6,311	102.3%
Marketing and Promotion	27,889	80.7%
Creative	19,861	93.8%
Others	1,422	103.8%

- * 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 August 2017 is due to be released on September 7th, 2017.