

October 12, 2017

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

Billings for September 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	29,308	101.0%
Magazine	1,361	100.4%
Newspaper	1,293	101.4%
Television	13,109	108.4%
Radio	269	87.9%
Digital Media	2,251	121.6%
OOH Media	865	88.6%
Marketing and Promotion	6,595	89.6%
Creative	3,120	90.4%
Others	441	128.6%

Billings for January to September

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	231,890	100.3%
Magazine	8,355	95.0%
Newspaper	13,222	99.8%
Television	116,914	106.3%
Radio	2,273	87.4%
Digital Media	18,263	122.2%
OOH Media	7,503	97.8%
Marketing and Promotion	38,328	84.6%
Creative	24,897	93.2%
Others	2,131	113.3%

- * 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 October 2017 is due to be released on November 8th, 2017.