

November 8, 2017

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

Billings for October 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	23,547	96.3%
Magazine	965	88.0%
Newspaper	1,692	96.7%
Television	12,088	101.4%
Radio	271	111.5%
Digital Media	1,629	95.4%
OOH Media	461	65.8%
Marketing and Promotion	3,688	88.3%
Creative	2,528	94.0%
Others	222	128.3%

Billings for January to October

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	255,438	99.9%
Magazine	9,320	94.2%
Newspaper	14,915	99.4%
Television	129,003	105.8%
Radio	2,544	89.5%
Digital Media	19,893	119.4%
OOH Media	7,964	95.1%
Marketing and Promotion	42,016	84.9%
Creative	27,425	93.2%
Others	2,353	114.6%

- * 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 November 2017 is due to be released on December 7th, 2017.