

December 7, 2017

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

## Billings for November 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	26,119	99.6%
Magazine	1,161	94.7%
Newspaper	1,747	84.9%
Television	12,491	95.8%
Radio	279	94.4%
Digital Media	2,482	137.8%
OOH Media	582	112.9%
Marketing and Promotion	4,685	109.5%
Creative	2,473	88.3%
Others	215	110.3%

## Billings for January to November

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	281,557	99.9%
Magazine	10,482	94.3%
Newspaper	16,662	97.7%
Television	141,494	104.9%
Radio	2,824	89.9%
Digital Media	22,375	121.2%
OOH Media	8,547	96.2%
Marketing and Promotion	46,702	86.9%
Creative	29,899	92.8%
Others	2,569	114.2%

- \* 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.