

January 16, 2018

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

Billings for December 2017

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	31,116	95.5%
Magazine	741	74.8%
Newspaper	2,036	104.0%
Television	14,449	87.1%
Radio	270	72.6%
Digital Media	3,165	153.0%
OOH Media	1,057	118.2%
Marketing and Promotion	5,711	93.0%
Creative	3,608	108.3%
Others	75	33.2%

Billings for January to December

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	312,673	99.5%
Magazine	11,223	92.7%
Newspaper	18,699	98.3%
Television	155,944	102.9%
Radio	3,094	88.1%
Digital Media	25,540	124.4%
OOH Media	9,604	98.2%
Marketing and Promotion	52,414	87.5%
Creative	33,508	94.3%
Others	2,644	106.8%

- * 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.