

March 6, 2018

Non-consolidated Billings of ASATSU-DK Inc. (February 2018)

Billings for February 2018

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	22,588	98.0%
Magazine	615	75.6%
Newspaper	1,412	94.7%
Television	12,425	105.3%
Radio	233	99.7%
Digital Media	2,175	109.7%
OOH Media	864	96.6%
Marketing and Promotion	2,828	90.8%
Creative	1,862	73.1%
Others	168	94.3%

Billings for January to February

	Billings (Millions of yen)	Year-on-Year Rate (%)
Total	43,343	99.3%
Magazine	984	74.8%
Newspaper	2,741	86.1%
Television	23,956	101.7%
Radio	475	101.2%
Digital Media	3,732	108.4%
OOH Media	2,008	115.3%
Marketing and Promotion	5,372	97.1%
Creative	3,752	93.1%
Others	320	85.6%

- * 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.