

## Digital Advertising Consortium Inc.

(URL <http://www.dac.co.jp/> )

Financial Highlights of 1st Quarter, Fiscal Year2009 (December 1, 2008 to February 28, 2009)

### (1) Consolidated operating results

	Net sales		Operating income		Ordinary income		Net income	
	Mil.¥	%	Mil.¥	%	Mil.¥	%	Mil.¥	%
1st Quarter of FY 2009	11,396	( 10.9)	176	( 49.5)	168	( 50.0)	40	( 72.6)
1st Quarter of FY 2008	10,279	( 18.9)	349	( 15.0)	337	( 4.7)	149	( 3.5)

	Net income per share	Diluted net income per share
	Yen	Yen
1st Quarter of FY 2009	84.36	84.11
1st Quarter of FY 2008	313.58	311.61

### (2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Equity per share
	Mil.¥	Mil.¥	%	Yen
1st Quarter of FY 2009	15,254	9,834	57.8	16,766.97
Fiscal Year 2008	14,307	8,462	53.6	15,936.17

### (3) Dividend per share

Record date	End of 1 <sup>st</sup> quarter	End of 2 <sup>nd</sup> quarter	End of 3 <sup>rd</sup> quarter	End of period	Annual dividend
	Yen	Yen	Yen	Yen	Yen
Fiscal Year 2008				320.00	320.00
Fiscal Year 2009					
Fiscal Year 2009 (expected)					-

## DAC Consolidated Financial Statements

### (1) DAC Consolidated Balance Sheet

(Unit : Thousand Yen)

Items of an account	Q1 FY2009 (As of Feb 28, 2009)		FY2008 (As of Nov 30, 2008)	
	Amount		Amount	
(Assets)				
C u r r e n t   A s s e t s				
1. Cash and deposits		5,415,870		5,344,279
2. Notes and accounts receivable-trade		4,911,500		4,981,095
3. short-term investment securities		98,582		96,571
4. O t h e r		713,388		383,907
Allowance for doubtful accounts		-5,129		-4,925
Total currents assets		11,134,213		10,800,928
N o n - c u r r e n t   A s s e t s				
1. Property, plant and equipment		371,754		381,174
2. I n t a n g i b l e   a s s e t s				
(1) G o o d w i l l	793,451		364,889	
(2) S o f t w a r e	521,585		370,620	
(3) S o f t w a r e   i n   p r o g r e s s	61,372		185,808	
(4) O t h e r	9,286	1,385,697	9,566	930,885
3. Investments and other assets				
(1) Investment securities	1,486,825		1,502,210	
(2) O t h e r	1,004,519		820,898	
Allowance for doubtful accounts	-128,748	2,362,597	-128,167	2,194,941
Total non-current assets		4,120,048		3,507,001
Total assets		15,254,261		14,307,930

(Unit : Thousand Yen)

Items of an account	Q1 FY2009 (As of Feb 28, 2009)		FY2008 (As of Nov 30, 2008)	
	Amount		Amount	
(Liabilities)				
Current liabilities				
1. Accounts payable -trade		3,726,669		4,351,213
2. Short-term loans payable		41,680		50,000
3. Current portion of Long-term Loans payable		173,330		173,328
4. Accounts payable -other		378,248		431,480
5. Income taxes payable		197,645		262,858
6. Provision for director's bonuses		8,751		35,000
7. Current portion of bonds		178,247		-
8. O t h e r		403,689		209,972
Total current liabilities		5,108,261		5,513,852
Non-current liabilities				
1. Long-term loans payable		93,334		122,234
2. Provision for retirement benefits		93,659		92,268
3. Provision for director's retirement benefits		-		94,397
4. Provision for point certificate		21,249		21,057
5. O t h e r		102,823		1,316
Total non-current liabilities		311,075		331,273
Total liabilities		5,419,337		5,845,125
(Net assets)				
Shareholder's equity				
1. Capital stock		4,031,837		3,387,977
2. Capital surplus		3,369,621		2,741,944
3. Retained earnings		1,938,340		2,051,448
4. Treasury stock		448,094		447,001
Total shareholder's equity		8,891,704		7,734,368
Valuation and translation adjustments				
1. Valuation difference on available-for-sale securities		-66,159		-61,131
2. Foreign currency translation adjustment		-8,815		-34
Total valuation and translation adjustment		-74,975		-61,165
Subscription rights to shares		93,718		79,501
Minority interests		924,477		710,100
Total net assets		9,834,924		8,462,804
Total liabilities and net assets		15,254,261		14,307,930

## (2) DAC Consolidated Statements of Income

(Unit : Thousand Yen)

Items of an account	Q1 FY2009 (Dec. 2008 thru Feb.2009)		Q1 FY2008 (Dec. 2007 thru Feb.2008)	
	Amount		Amount	
Net sales		11,396,453		10,279,305
Cost of sales		9,779,629		8,705,300
Gross profit		1,616,824		1,574,005
selling, general and administrative expenses		1,440,286		1,224,744
Operating income		176,537		349,260
Non-operating income				
1. Interest income	4,250		4,132	
2. Dividends income	29		35	
3. Foreign exchange gains	8,690		2,390	
4. O t h e r	3,555	16,526	637	7,194
Non-operating expenses				
1. Interest expenses	1,972		2,126	
2. Equity in losses of affiliates	11,153		3,975	
3. Loss on valuation of securities			10,072	
4. O t h e r	11,106	24,232	2,875	19,049
Ordinary income		168,832		337,405
Extraordinary income				
1. Gain on sales of non current assets	13	13		
Extraordinary loss				
1. Loss on valuation of investment securities	4,692		1,137	
2. Loss on retirement of non current assets	40,725		8,575	
3. Special retirement benefits	20,506			
4. O t h e r	16,031	81,956	219	9,931
Income before income taxes and minority interests		86,889		327,473
Income taxes -current	90,712		147,749	
Income taxes -deferred	33,439	124,151	31,909	179,658
Minority interests in loss		-78,232		-1,807
Net income		40,970		149,622

## (3) DAC Consolidated Statements of Cash Flows

(Unit : Thousand Yen)

Items of an account	Q1 FY2009	Q1 FY2008
	(Dec 2008 thru Feb 2009)	(Dec 2007 thru Feb 2008)
	Amount	Amount
Cash flows from Operating Activities:		
Net cash provided by Operating Activities	56,664	493,961
Cash flows from Investment Activities:		
Net cash used in Investment Activities	-1,048,418	-190,811
Cash flows from Financing Activities		
Net cash provided by(used in) Financing Activities	1,077,253	-137,714
Effect of exchange rate change on cash and cash equivalents	-13,706	-696
Net increase in cash and cash equivalents	71,593	164,739
Cash and cash equivalents at beginning of period	5,337,297	4,653,876
Cash and cash equivalents at end of period	5,408,890	4,818,615