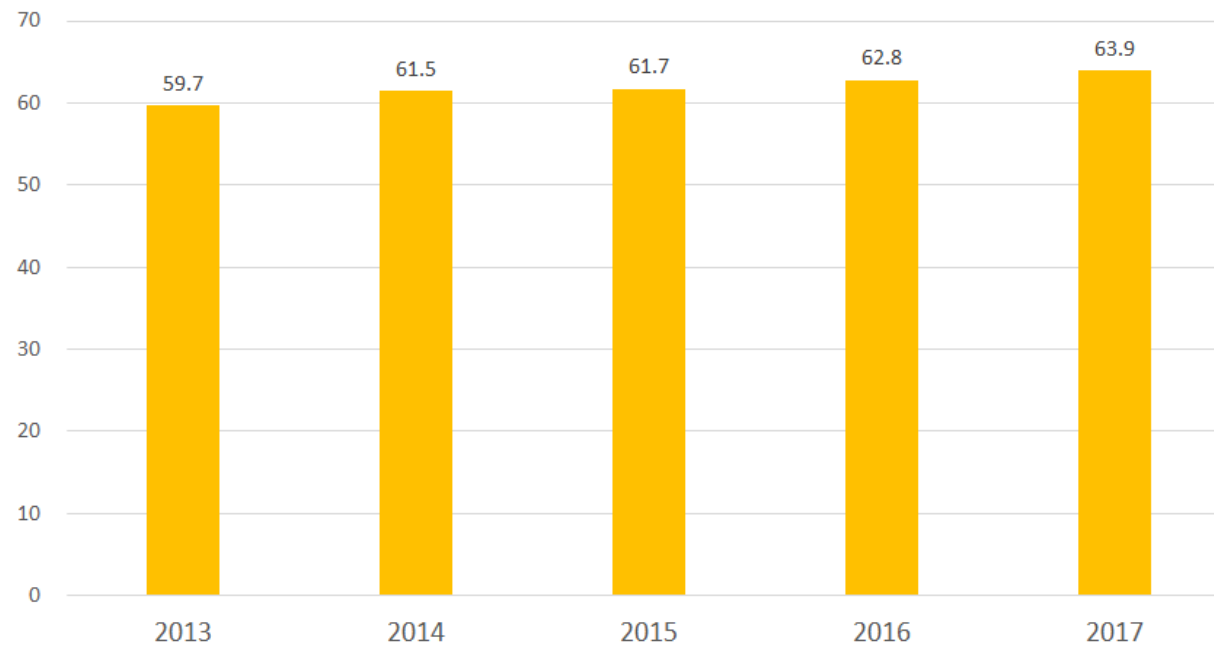


Japanese Market Potential

AD SPENDS SHOW THE CONTINUED GROWTH (1)

Total Ad Spends in 2017: USD63.9 billion



USD1 = JPY100

■ USD billion

Source: Dentsu, Inc. "Japan advertising expenditure 2017"
http://www.dentsu.com/knowledgeanddata/ad_expenditures/