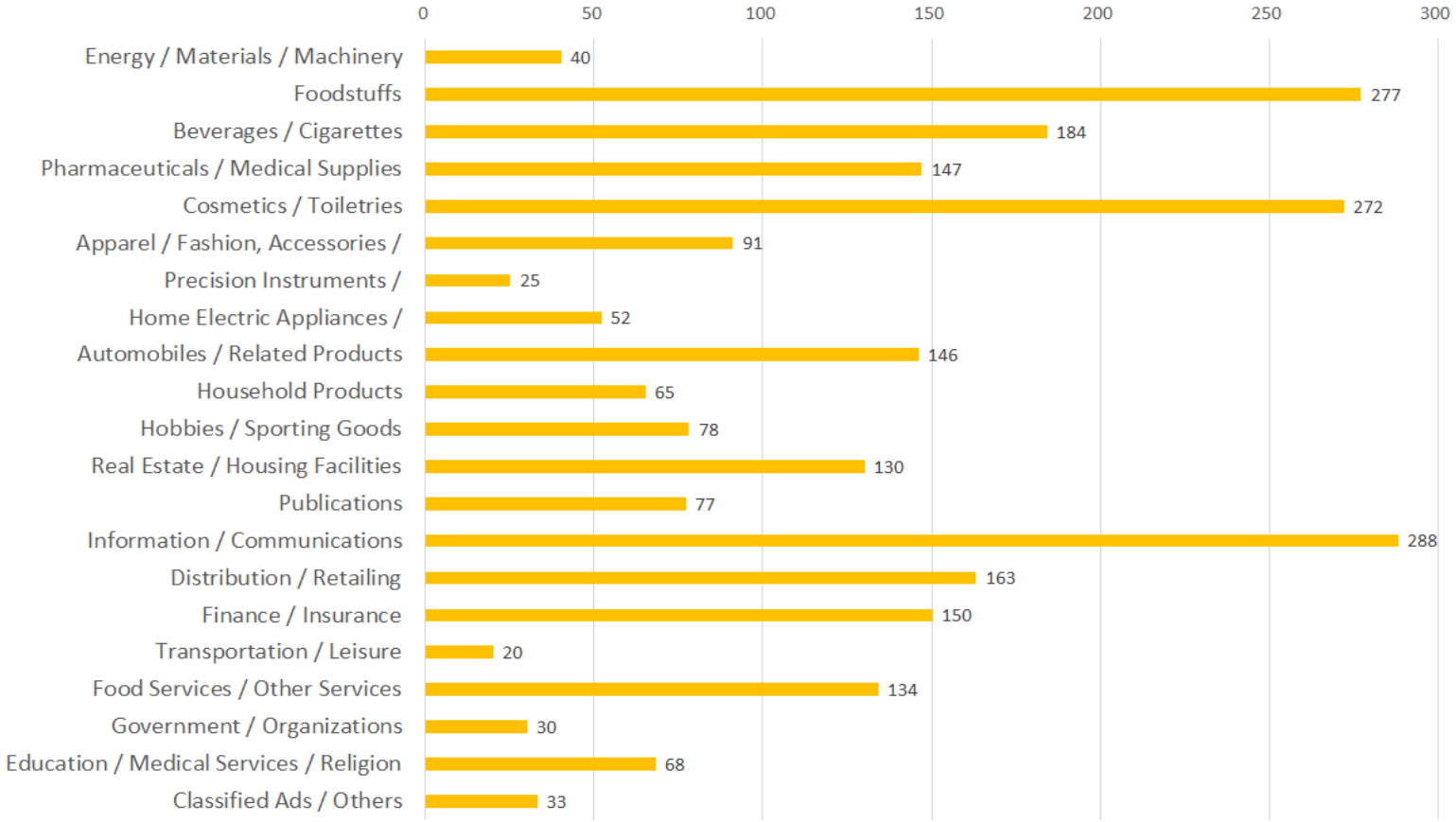
Japanese Market Potential

AD SPENDS SHOW THE CONTINUED GROWTH (3)

Ad Spends classified by Industries

(JPY billion)



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