

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for November Up 10.8% YoY

Dentsu Inc. (TSE: 4324) PR spokesperson Shusaku Kannan said, "Overall net sales for November showed a year-on-year double-digit growth, and adspend was up in 16 categories out of 20. The top six categories were Government/Organizations, Information/Communications, Home Electric Appliances/AV Equipment, Precision Instruments/Office Supplies, Beverages/Cigarettes and Cosmetics/Toiletries. Interactive media, which has maintained high growth since the start of the current fiscal year, posted a year-on-year increase of 38.2% in November. Television continued its strong performance amid the recovering economy, while print media—newspapers and magazines—also showed an increase over the previous year."

<b>November Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-Consolidated Net Sales	127,304	110.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,596	113.0
Magazines	3,911	101.1
Radio	1,598	94.3
Television	62,905	107.5
Interactive Media	4,368	138.2
OOH Media	3,938	132.9
Creative	14,644	118.0
Marketing/Promotion	18,503	111.4
Others	5,836	108.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	102,017	110.9
Kansai Branch Office	22,596	110.7
Chubu Branch Office	2,690	109.3

- \* The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- \* Television includes both program sponsorship and spot advertising.
- \* Interactive Media consists of Internet and mobile media advertising.
- \* OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, DM, etc.
- \* Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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