

FOR IMMEDIATE RELEASE

May 14, 2012

Dentsu Announces Increased Dividend

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) today convened a meeting of its Board of Directors at its Head Office in Tokyo at which it passed a resolution concerning its year-end (March 31, 2012) dividend. The resolution is expected to be brought to the General Meeting of Shareholders which will be held on June 28.

1. Dividend details

	Amounts determined for the fiscal year ended March 31, 2012	Most recent dividend forecast (announcement made on February 14, 2012)	Amounts applicable to the fiscal year ended March 31, 2011
Record date	March 31, 2012	March 31, 2012	March 31, 2011
Cash dividend per share	16.00 yen	15.00 yen	15.00 yen
Total dividend amount	3,986 million yen	—	3,737 million yen
Effective date	June 29, 2012	—	June 30, 2011
Dividend resource	Retained earnings	—	Retained earnings

2. Reason for increase

Dentsu considers the return of profits to shareholders to be one of its key policies. In response to changes in the business environment, Dentsu strives to improve its capital efficiency in combination with maximizing its corporate value through the long-term expansion of its operations, continued stable dividends and expeditious acquisition of treasury stock. The goal of these measures is to facilitate a comprehensive return of profits to shareholders.

The dividend for each fiscal year is determined by taking a comprehensive view of such factors as the internal reserves necessary for sustainable investment in order to achieve business growth, consolidated business results for each fiscal year, and the financial situation, with emphasis placed on stability. While bearing in mind the importance of the internal reserves for sound and stable management, Dentsu also recognizes the need to use investments effectively to respond appropriately to rapid changes in the business

environment, including the globalization of corporate activities and technological advances. For these reasons, Dentsu is working steadily to build a business foundation for the future, enhance the Group's competitiveness, and increase profitability.

In recognition of the circumstances outlined above, Dentsu has decided to increase its year-end dividend for the fiscal year ended March 31, 2012 from the earlier forecast of 15.00 yen per share to 16.00 yen per share.

For reference

Record date	2nd quarter dividend	Year-end dividend	Total
Fiscal year ended March 31, 2012	15.00	16.00	31.00
Fiscal year ended March 31, 2011	14.50	15.00	29.50

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