

FOR IMMEDIATE RELEASE  
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## Dentsu Inc. Net Sales for October 2012

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its non-consolidated net sales for October 2012 showed a year-on-year decrease of 7.0%.

PR spokesperson Shusaku Kannan said, "Although adspend in October was up in 7 categories out of 20, including the Automobiles/Related Products, Apparel/Fashion, Accessories/Personal Items and Food Services/Other Services categories, industry sectors such as Information/Communications, Beverages/Cigarettes and Cosmetics/Toiletries, which account for a large percentage of total net sales, registered declines.

<b>October 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	109,233	93.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,270	86.9
Magazines	4,019	101.7
Radio	1,289	99.6
Television	52,798	89.5
Interactive Media	3,586	94.6
OOH Media	3,680	93.7
Creative	13,222	90.7
Marketing/Promotion	13,345	117.5
Others	9,020	89.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	89,831	95.4
Kansai Branch Office	16,727	83.3
Chubu Branch Office	2,675	83.0

- \* 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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