

FOR IMMEDIATE RELEASE  
 December 7, 2012

## Dentsu Inc. Net Sales for November 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 November 2012 showed a year-on-year decrease of 4.9%.  
 PR spokesperson Shusaku Kannan said, "Although adspend in November was up in Distribution/Retailing, Government/Organizations and four other categories, the remaining 14 industry sectors including Information/Communications, Home Electric Appliances/AV Equipment and Beverages/Cigarettes all registered declines."

<b>November 2012 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	118,804	95.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,188	91.6
Magazines	3,502	98.4
Radio	1,397	93.5
Television	57,054	90.3
Interactive Media	4,766	114.1
OOH Media	4,382	106.5
Creative	14,260	88.3
Marketing/Promotion	14,405	101.1
Others	9,846	122.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	94,875	93.1
Kansai Branch Office	21,183	102.9
Chubu Branch Office	2,745	110.2

- \* 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.

**Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division**  
**Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp**