

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for December 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 December 2012 showed a year-on-year decrease of 2.5%. PR spokesperson Shusaku Kannan said, "The decrease can be attributed to the fact that there were no events in December last year on the scale of the Tokyo Motor Show held in 2011. The negative trend which began in September has subsequently steadily improved. Adspend was up in 9 categories and down in 11. The industry sectors that showed increases included Information/Communications, Government/Organizations and Distribution/Retailing, but Home Electric Appliances/AV Equipment, Automobiles/Related Products and Beverages/Cigarettes were among those that registered declines."

December 2012 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	133,624	97.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,108	104.0
Magazines	2,785	83.6
Radio	1,547	94.5
Television	61,587	100.6
Interactive Media	6,081	98.9
OOH Media	4,520	98.8
Creative	14,937	97.9
Marketing/Promotion	17,118	80.9
Others	13,937	106.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	112,462	96.9
Kansai Branch Office	17,360	96.9
Chubu Branch Office	3,801	123.6

- * 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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