

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for March 2013

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 March 2013 showed a slight year-on-year decrease of 1.0%.  
 PR spokesperson Shusaku Kannan said, "Adspend was up in 10 categories but also down in 10. Finance/Insurance, Automobiles/Related Products, Hobbies/Sporting Goods and three other industry sectors registered double-digit growth, but declines in categories such as Home Electric Appliances/AV Equipment, Beverages/Cigarettes and Government/Organizations were a major factor in driving the overall results down."

<b>March 2013 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	166,943	99.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	14,083	99.0
Magazines	4,203	83.9
Radio	1,489	92.3
Television	66,791	99.5
Interactive Media	7,586	111.0
OOH Media	5,679	93.1
Creative	28,123	93.8
Marketing/Promotion	21,634	87.3
Others	17,352	133.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	137,867	98.4
Kansai Branch Office	24,051	104.8
Chubu Branch Office	5,023	90.1

- \* 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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