

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for April 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 April 2013 showed a slight year-on-year decrease of 0.5%.
 PR spokesperson Shusaku Kannan said, "They are almost on a par with last April's results which were up 15.2% year on year due to the rebound effect from the March 2011 earthquake. Adspend was up in 10 categories out of 20, with 7 of these registering double-digit growth. The top three industry sectors that saw an increase in year-on-year sales in April were Beverages/Cigarettes, Food Services/Other Services and Finance/Insurance."

April 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	112,810	99.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,036	85.7
Magazines	2,900	96.7
Radio	1,173	98.5
Television	57,755	95.7
Interactive Media	4,297	121.5
OOH Media	5,516	103.9
Creative	14,629	98.6
Marketing/Promotion	12,033	128.5
Others	7,466	99.0

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	92,012	98.1
Kansai Branch Office	17,869	112.2
Chubu Branch Office	2,927	81.5

- * 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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