

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for May 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 May 2013 showed a year-on-year increase of 7.0%, with noticeable gains in the Television, OOH Media and Creative business categories.

PR spokesperson Shusaku Kannan said, "Adspend was up in 11 industry categories out of 20, with 6 of these registering double-digit growth. The top three industry sectors that led the growth were Information/Communications, Beverages/Cigarettes and Hobbies/Sporting Goods. Although the results for April were almost on a par with the same period of last year, there was a significant increase in May. As of today, business continues to be robust."

May 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	110,685	107.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,758	99.6
Magazines	2,428	101.1
Radio	1,277	95.2
Television	57,337	105.0
Interactive Media	3,903	106.7
OOH Media	3,857	114.6
Creative	14,080	119.9
Marketing/Promotion	12,491	106.8
Others	7,549	111.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	93,887	108.9
Kansai Branch Office	14,749	97.8
Chubu Branch Office	2,049	97.1

- * 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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