

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for July 2013

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 71,204.7 million yen) announced today that its non-consolidated net sales for July 2013 showed a year-on-year increase of 3.4%. This was the third consecutive month of growth.

PR spokesperson Shusaku Kannan said, "Adspend was up in 13 industry categories out of 20, with Finance/Insurance, Beverages/Cigarettes, Hobbies/Sporting Goods, Food Services/Other Services and Government/Organizations driving growth."

July 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	118,550	103.4

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,385	96.3
Magazines	2,391	101.4
Radio	1,320	89.6
Television	58,421	97.6
Interactive Media	4,965	127.3
OOH Media	4,385	102.9
Creative	15,223	114.3
Marketing/Promotion	14,952	112.2
Others	8,503	114.4

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	99,579	104.2
Kansai Branch Office	15,967	97.2
Chubu Branch Office	3,003	115.0

- * 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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