

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for August 2013

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its non-consolidated net sales for August 2013 showed a significant year-on-year increase of 16.8%, the biggest year-on-year increase for the month of August to date. This was the fourth consecutive month of growth. PR spokesperson Shusaku Kannan said, "Adspend was up in 13 industry categories out of 20, with 9 categories showing double-digit growth. Automobiles/Related Products, Hobbies/Sporting Goods, Precision Instruments/Office Supplies and Finance/Insurance contributed the most to the increase."

August 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	115,286	116.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,239	109.5
Magazines	2,612	99.6
Radio	1,174	91.8
Television	51,979	106.7
Interactive Media	4,345	119.9
OOH Media	3,185	109.0
Creative	14,407	105.5
Marketing/Promotion	16,813	149.7
Others	13,529	168.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	99,028	121.6
Kansai Branch Office	13,943	93.3
Chubu Branch Office	2,314	99.9

- * 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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