

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for September 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 September 2013 showed a year-on-year increase of 4.9%, led by a robust demand for television spots. This was the fifth consecutive month of growth.

PR spokesperson Shusaku Kannan said, "Adspend was up in 11 industry categories out of 20. Automobiles/Related Products, Finance/Insurance, Information/Communications and Government/Organizations contributed the most to the increase."

| September 2013 Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|--|-------------------|------------------------------------|
| Non-consolidated Net Sales | 133,499 | 104.9 |

| <Breakdown of Net Sales by Business Category> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 9,004 | 111.7 |
| Magazines | 3,703 | 93.1 |
| Radio | 1,191 | 92.9 |
| Television | 55,848 | 107.9 |
| Interactive Media | 6,208 | 132.6 |
| OOH Media | 4,148 | 108.9 |
| Creative | 19,618 | 98.5 |
| Marketing/Promotion | 21,966 | 108.2 |
| Others | 11,809 | 87.5 |

| <Breakdown of Net Sales by Business Office> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Tokyo Head Office | 112,772 | 107.7 |
| Kansai Branch Office | 17,878 | 91.2 |
| Chubu Branch Office | 2,848 | 96.6 |

- * 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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