

FOR IMMEDIATE RELEASE
 November 8, 2013

Dentsu Inc. Net Sales for October 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 October 2013 showed a year-on-year increase of 8.6%.
 PR spokesperson Shusaku Kannan said, "The six consecutive months of growth indicate a steadily rising advertising demand in line with the economic recovery. Adspend in October was up in 15 industry categories out of 20, with 9 of these showing double-digit growth. Information/Communications, Finance/Insurance, Hobbies/Sporting Goods and Foodstuffs led the increase."

October 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	118,650	108.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,651	116.7
Magazines	3,315	82.5
Radio	1,202	93.3
Television	56,727	107.4
Interactive Media	4,816	134.3
OOH Media	4,000	108.7
Creative	15,224	115.1
Marketing/Promotion	13,615	102.0
Others	10,097	111.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	96,776	107.7
Kansai Branch Office	18,966	113.4
Chubu Branch Office	2,907	108.7

- * 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.

Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division
Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp