

FOR IMMEDIATE RELEASE
 December 6, 2013

Dentsu Inc. Net Sales for November 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 November 2013 showed a year-on-year increase of 8.5%.

PR spokesperson Shusaku Kannan said, "By leveraging the upward momentum of the Japanese economy, the Company was able to register seven consecutive months of year-on-year increases. In November, adspend was up in 16 categories out of 20, with 8 of these registering double-digit growth. The Automobiles/Related Products category results were boosted by the Tokyo Motor Show while Information/Communications and Finance/Insurance also contributed to increased net sales."

November 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	128,913	108.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,964	119.3
Magazines	3,329	95.1
Radio	1,362	97.4
Television	62,385	109.3
Interactive Media	5,479	115.0
OOH Media	4,191	95.6
Creative	15,967	112.0
Marketing/Promotion	15,779	109.5
Others	9,453	96.0

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	107,762	113.6
Kansai Branch Office	18,318	86.5
Chubu Branch Office	2,833	103.2

- * 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