

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for December 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 December 2013 showed a year-on-year increase of 6.6%.
 PR spokesperson Shusaku Kannan said, "The year ended on a high note with eight consecutive months of year-on-year increases. Adspend in December was up in 14 industry categories out of 20, with 7 of these registering double-digit growth. Automobiles/Related Products, Real Estate/Housing Facilities and Beverages/Cigarettes contributed the most to the increase."

December 2013 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	142,388	106.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,699	96.3
Magazines	2,398	86.1
Radio	1,312	84.8
Television	62,229	101.0
Interactive Media	7,661	126.0
OOH Media	5,407	119.6
Creative	17,097	114.5
Marketing/Promotion	21,556	125.9
Others	14,025	100.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	122,392	108.8
Kansai Branch Office	16,932	97.5
Chubu Branch Office	3,064	80.6

- * 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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