

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for January 2014

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 January 2014 showed a year-on-year increase of 9.0%.

PR spokesperson Shusaku Kannan said, "The year began on a promising note with January's results marking nine consecutive months of year-on-year increases. Adspend was up in 17 industry categories out of 20, with 9 of these registering double-digit growth. Home Electric Appliances/AV Equipment, Real Estate/Housing Facilities and Government/Organizations contributed the most to the increase. The relatively high earnings results for January can be taken as a reflection of the improved performance of Japanese corporations as well as the gradual recovery of Japan's economy."

January 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	111,740	109.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,225	105.9
Magazines	1,651	106.2
Radio	1,150	95.3
Television	49,613	105.2
Interactive Media	4,507	120.9
OOH Media	4,348	112.8
Creative	14,223	117.2
Marketing/Promotion	11,879	111.7
Others	13,139	113.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	93,309	107.6
Kansai Branch Office	15,767	118.9
Chubu Branch Office	2,663	104.7

- * 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.

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