

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for February 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 February 2014 showed a year-on-year increase of 11.8%.

PR spokesperson Shusaku Kannan said, "February's results marked the tenth consecutive month of year-on-year increases with Television, Interactive Media and Newspapers showing high growth in terms of sales volume. Adspend was up in 18 industry categories out of 20, with 11 of these registering double-digit growth. Automobiles/Related Products, Government/Organizations and Transportation/Leisure contributed the most to the increase."

February 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	117,577	111.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,844	114.8
Magazines	2,883	102.7
Radio	1,190	92.9
Television	57,472	111.8
Interactive Media	5,988	135.8
OOH Media	4,389	102.2
Creative	15,096	104.6
Marketing/Promotion	11,326	108.7
Others	9,386	124.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	100,696	113.1
Kansai Branch Office	14,707	105.1
Chubu Branch Office	2,173	102.5

- * 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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