

FOR IMMEDIATE RELEASE

April 7, 2014

Dentsu Inc. Net Sales for March 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 March 2014 showed a year-on-year increase of 6.7%.

PR spokesperson Shusaku Kannan said, "This marks the eleventh consecutive month of year-on-year increases. By business category, Interactive Media (31.9%) and OOH Media (22.4%) showed high growth, while Television, Creative and Marketing/Promotion, which contribute a significant portion of the total sales volume, also showed strong growth. Adspend was up in 15 industry categories out of 20, with 10 of these registering double-digit growth. Automobiles/Related Products, Transportation/Leisure and Publications contributed the most to the increase."

March 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	178,208	106.7

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	15,303	108.7
Magazines	4,540	108.0
Radio	1,457	97.8
Television	68,970	103.3
Interactive Media	10,004	131.9
OOH Media	6,950	122.4
Creative	31,260	111.2
Marketing/Promotion	25,177	116.4
Others	14,544	83.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	151,457	109.9
Kansai Branch Office	21,945	91.2
Chubu Branch Office	4,805	95.7

- * 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