

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for April 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 April 2014 showed a year-on-year decrease of 2.1%.

PR spokesperson Shusaku Kannan said, "Adspend was up in 13 of the 20 industry categories, with Automobiles/Related Products and Energy/Materials/Machinery registering double-digit growth. Meanwhile, spending in sectors including Cosmetics/Toiletries and Apparel/Fashion, Accessories/Personal Items fell below the previous year's levels. Advertising demand remains strong, and the FIFA World Cup™ in June is expected to lead to an increase in business."

<b>April 2014 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	110,415	97.9

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,697	109.4
Magazines	2,516	86.8
Radio	1,083	92.3
Television	56,566	97.9
Interactive Media	4,591	106.8
OOH Media	5,258	95.3
Creative	14,681	100.4
Marketing/Promotion	10,613	88.2
Others	7,406	99.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	93,824	102.0
Kansai Branch Office	13,727	76.8
Chubu Branch Office	2,863	97.8

- \* 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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