

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for May 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 May 2014 showed a year-on-year increase of 3.3%.

PR spokesperson Shusaku Kannan said, "There was a concern that the consumption tax increase would affect advertising revenues, but the current demand for placements indicates an upward trend. Ad spend was up in 14 of the 20 industry categories, with five categories registering double-digit growth.

The industry sectors that contributed the most to the increase were Cosmetics/Toiletries, Information/Communications and Beverages/Cigarettes."

<b>May 2014 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	114,366	103.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,918	89.2
Magazines	2,191	90.2
Radio	1,171	91.7
Television	61,435	107.1
Interactive Media	5,312	136.1
OOH Media	3,878	100.5
Creative	14,485	102.9
Marketing/Promotion	11,403	91.3
Others	7,568	100.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	98,354	104.8
Kansai Branch Office	13,727	93.1
Chubu Branch Office	2,284	111.5

- \* 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.

**Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division**

**Telephone: (813) 6216-8042; E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)**