

FOR IMMEDIATE RELEASE

July 7, 2014

Dentsu Inc. Net Sales for June 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 June 2014 showed a year-on-year increase of 4.2%.

PR spokesperson Shusaku Kannan said, "FIFA World Cup™-related business was one of the factors in the increase. Ad spend was up in 15 of the 20 industry categories, with eight categories registering double-digit growth. The industry sectors that contributed the most to the increase were Foodstuffs, Hobbies/Sporting Goods, Automobiles/Related Products and Cosmetics/Toiletries."

June 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	132,114	104.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,238	84.4
Magazines	2,343	93.3
Radio	1,137	91.6
Television	65,456	106.8
Interactive Media	6,669	117.3
OOH Media	4,005	95.0
Creative	17,094	100.5
Marketing/Promotion	14,446	110.5
Others	12,723	106.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	112,211	103.5
Kansai Branch Office	17,295	108.3
Chubu Branch Office	2,607	110.3

- * 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