

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for July 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 July 2014 showed a year-on-year increase of 17.3%.

PR spokesperson Shusaku Kannan said, "The record high net sales figure for July was boosted by FIFA World Cup™-related demand in an economy that is continuing on a gradual recovery trajectory. The Information/Communications and Automobiles/Related Products industry categories in particular made a significant contribution to the increase. In addition, Real Estate/Housing Facilities, Education/Medical Services/Religion, Beverages/Cigarettes, Publications and Household Products were also robust."

July 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	139,038	117.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,889	106.0
Magazines	2,112	88.3
Radio	1,278	96.8
Television	59,942	102.6
Interactive Media	5,656	113.9
OOH Media	4,243	96.8
Creative	15,066	99.0
Marketing/Promotion	11,846	79.2
Others	30,002	352.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	121,781	122.3
Kansai Branch Office	14,508	90.9
Chubu Branch Office	2,749	91.5

- * 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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