

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for August 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 August 2014 showed a year-on-year decrease of 8.6%. PR spokesperson Shusaku Kannan said, "The year-on-year decrease can be attributed to special factors such as the lack of events corresponding to the IAAF World Championships in Athletics that were held in the same month of the previous year. However, the results were generally in line with expectations, and slightly above our business plan forecast. Ad spend was up in several industry categories, with Home Electric Appliances/AV Equipment and Apparel/Fashion, Accessories/Personal Items registering double-digit growth. The Beverages/Cigarettes, Distribution/Retailing and Information/Communications sectors were also relatively strong."

August 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	105,392	91.4

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,567	90.7
Magazines	2,265	86.7
Radio	1,121	95.5
Television	49,410	95.1
Interactive Media	5,332	122.7
OOH Media	2,948	92.6
Creative	16,497	114.5
Marketing/Promotion	13,917	82.8
Others	7,331	54.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	90,039	90.9
Kansai Branch Office	13,529	97.0
Chubu Branch Office	1,823	78.8

- * 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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