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Dentsu Inc. Net Sales for September 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 September 2014 were on a par with the results for the same month last year.

PR spokesperson Shusaku Kannan said, "Although several industry categories showed a flat $\pm 5\%$ growth rate, Precision Instruments/Office Supplies, Real Estate/Housing Facilities and Household Products registered double-digit growth. Information/Communications, Beverages/Cigarettes and Foodstuffs, all sectors which account for a significant proportion of the total sales volume, also showed strong growth."

September 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	133,481	100.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,545	94.9
Magazines	3,729	100.7
Radio	1,091	91.6
Television	55,701	99.7
Interactive Media	6,417	103.4
OOH Media	4,287	103.3
Creative	19,226	98.0
Marketing/Promotion	22,370	101.8
Others	12,111	102.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	114,791	101.8
Kansai Branch Office	16,173	90.5
Chubu Branch Office	2,516	88.4

- * 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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