

FOR IMMEDIATE RELEASE

November 12, 2014

Dentsu Announces Increased Interim Dividend and Year-End Dividend Forecast for the Fiscal Year Ending March 31, 2015

At the meeting of its Board of Directors convened today, Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) passed resolutions on the payment of the interim dividend, which has September 30, 2014 as its record date, and a change to the year-end dividend forecast.

1. Details of Increased Interim Dividend and Year-End Dividend Forecast

(Unit: yen)

	Cash dividend per share		
	Interim (End of 2nd quarter)	Year-end	Total annual
Previously announced dividend forecast (August 12, 2014)	17.00	17.00	34.00
Amended dividend forecast		20.00	40.00
Actual dividend	20.00		
(Reference) Actual dividends for prior year (Fiscal year ended March 31, 2014)	16.00	17.00	33.00

2. Reason

As announced in a separate press release today, Dentsu has decided to adopt the International Financial Reporting Standards (hereinafter "IFRS") in place of the Japanese GAAP used to date for its Consolidated Financial Report and Consolidated Financial Statements. The transition to IFRS from Japanese GAAP will take effect from the Company's consolidated financial results for the fiscal year ending March 2015 (fiscal 2014). Although there will be no substantial change in cash flow as a result of the transition to IFRS, taking into account such factors as the IFRS-based dividend payout ratio level, future performance outlook, and its medium-term financial planning including changes in the competitive environment, the Company's growth strategy and investment plans, Dentsu has decided to increase its interim dividend from 17.00 yen to 20.00 yen per share. The year-end dividend

forecast has also increased to 20.00 yen, making a total annual dividend forecast of 40.00 yen.

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