

FOR IMMEDIATE RELEASE  
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## Dentsu Inc. Net Sales for October 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 October 2014 showed a year-on-year increase of 3.7%.

PR spokesperson Shusaku Kannan said, "Adspend was up in 11 industry categories out of 20, with 6 of these registering double-digit growth. Of the top ten sectors which accounted for a significant proportion of the total sales volume in October, Information/Communications, Automobiles/Related Products and Government/Organizations contributed the most to the increase."

<b>October 2014 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	122,987	103.7
<b>&lt;Breakdown of Net Sales by Business Category&gt;</b>		
	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,169	95.0
Magazines	3,477	104.9
Radio	1,179	98.1
Television	58,029	102.3
Interactive Media	5,293	109.9
OOH Media	4,042	101.0
Creative	14,589	95.8
Marketing/Promotion	14,267	104.8
Others	12,939	128.1
<b>&lt;Breakdown of Net Sales by Business Office&gt;</b>		
	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	104,255	107.7
Kansai Branch Office	16,029	84.5
Chubu Branch Office	2,702	92.9

- \* 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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