

FOR IMMEDIATE RELEASE  
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## Dentsu Inc. Net Sales for November 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 November 2014 showed a year-on-year increase of 1.2%.

PR spokesperson Shusaku Kannan said, "The industry categories that contributed the most to the increase were Information/Communications, Energy/Materials/Machinery, Finance/Insurance, Automobiles/Related Products and Foodstuffs, all of which recorded double-digit growth for the month."

<b>November 2014 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	130,423	101.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	9,726	88.7
Magazines	3,694	111.0
Radio	1,294	95.1
Television	61,149	98.0
Interactive Media	6,645	121.3
OOH Media	4,120	98.3
Creative	15,322	96.0
Marketing/Promotion	17,712	112.2
Others	10,757	113.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	110,439	102.5
Kansai Branch Office	17,513	95.6
Chubu Branch Office	2,470	87.2

- \* 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.

**Contact: Shusaku Kannan, Senior Manager, Corporate Communications Division**  
**Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp**