

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for December 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 December 2014 showed a year-on-year increase of 0.4%.

PR spokesperson Shusaku Kannan said, "The year ended on a high note with all three months in the third quarter (October—December) recording year-on-year increases. Government/Organizations, Finance/Insurance, Food Services/Other Services and Beverages/Cigarettes were the industry categories that contributed the most to the increase in December."

December 2014 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	142,936	100.4
<Breakdown of Net Sales by Business Category>		
	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,762	109.9
Magazines	2,989	124.6
Radio	1,259	96.0
Television	60,479	97.2
Interactive Media	9,373	122.3
OOH Media	5,317	98.3
Creative	16,211	94.8
Marketing/Promotion	18,813	87.3
Others	16,729	119.3
<Breakdown of Net Sales by Business Office>		
	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	123,564	101.0
Kansai Branch Office	16,500	97.5
Chubu Branch Office	2,870	93.7

- * 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