

FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for January 2015

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 January 2015 showed a year-on-year decrease of 2.3%.

PR spokesperson Shusaku Kannan said, "Adspend in January was up in 10 of the 20 industry categories, but was not able to reach the previous year's level which saw a 9.0% year-on-year increase as a result of the rush in demand prior to the consumption tax rate increase which came into effect in April 2014."

January 2015 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	109,189	97.7

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	10,149	90.4
Magazines	1,621	98.2
Radio	1,141	99.2
Television	49,065	98.9
Interactive Media	5,398	119.8
OOH Media	4,032	92.7
Creative	14,329	100.7
Marketing/Promotion	11,327	95.4
Others	12,124	92.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	92,850	99.5
Kansai Branch Office	13,804	87.6
Chubu Branch Office	2,534	95.2

- * 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.

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