

FOR IMMEDIATE RELEASE

March 6, 2015

## Dentsu Inc. Net Sales for February 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 February 2015 showed a year-on-year decrease of 4.6%.

PR spokesperson Shusaku Kannan said, "Net sales in February last year were boosted by business related to the Sochi 2014 Olympic Games and by last-minute demand before the consumption tax rate increase in April. The absence of such factors in February this year resulted in the year-on-year drop in placements, mainly in the Television and Newspapers categories."

<b>February 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	112,118	95.4

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,565	76.8
Magazines	2,721	94.4
Radio	1,083	91.0
Television	47,948	83.4
Interactive Media	6,300	105.2
OOH Media	3,689	84.1
Creative	14,877	98.6
Marketing/Promotion	12,667	111.8
Others	15,264	162.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	96,475	95.8
Kansai Branch Office	13,356	90.8
Chubu Branch Office	2,286	105.2

- \* 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](mailto:s.kannan@dentsu.co.jp)**