

FOR IMMEDIATE RELEASE

April 7, 2015

## Dentsu Inc. Net Sales for March 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 March 2015 showed a year-on-year increase of 2.5%.

PR spokesperson Shusaku Kannan said, "Although there was a drop in mass media net sales, the Interactive Media and Others (Sports and Entertainment in particular) business categories recorded double-digit growth. Adspend was up in 10 industry categories out of 20, with 5 of these registering double-digit growth. The Finance/Insurance, Food Services/Other Services, Government/Organizations, Energy/Materials/Machinery and Beverages/Cigarettes industry categories led the increase."

<b>March 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	182,641	102.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	12,685	82.9
Magazines	3,978	87.6
Radio	1,269	87.1
Television	65,515	95.0
Interactive Media	11,044	110.4
OOH Media	6,727	96.8
Creative	29,418	94.1
Marketing/Promotion	26,853	106.7
Others	25,146	172.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	157,890	104.2
Kansai Branch Office	20,463	93.3
Chubu Branch Office	4,286	89.2

- \* 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**