

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for April 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 April 2015 showed a year-on-year increase of 14.1%.

PR spokesperson Shusaku Kannan said, "Fiscal 2015 got off to an auspicious start, but the high year-on-year increase can be attributed to the slight drop in demand last April, when the consumption tax rate was increased from 5% to 8%. There was an increase in placements in the Television, Magazine, Interactive Media and OOH Media business categories, and adspend was up in 16 of the 20 industry categories, with 8 categories registering double-digit growth. The industry sectors that contributed the most to the increase were Finance/Insurance, Automobiles/Related Products and Cosmetics/Toiletries."

<b>April 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	125,972	114.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,800	88.3
Magazines	2,635	104.7
Radio	1,018	94.1
Television	58,707	103.8
Interactive Media	5,951	129.6
OOH Media	6,542	124.4
Creative	16,618	113.2
Marketing/Promotion	11,944	112.5
Others	15,753	212.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	107,321	114.4
Kansai Branch Office	15,633	113.9
Chubu Branch Office	3,017	105.4

- \* 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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