

FOR IMMEDIATE RELEASE

May 14, 2015

**Dentsu Announces Increased Dividend for the Fiscal Year
Ended March 31, 2015
and Dividend Forecast for the Fiscal Year
Ending December 31, 2015**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) today convened a meeting of its Board of Directors at its Head Office in Tokyo at which it passed a resolution seeking shareholder approval for the distribution of a cash dividend with a record date of March 31, 2015. The resolution is expected to be brought to the General Meeting of Shareholders which will be held on June 26. In conjunction, the dividend forecast for the fiscal year ending December 31, 2015 was also determined. Starting from fiscal 2015, the Company will change its fiscal year-end from March to December.

1. Details of Year-End Dividend for the Fiscal Year Ended March 31, 2015

	Amounts determined for the fiscal year ended March 31, 2015	Most recent dividend forecast (announcement made on November 12, 2014)	Previous year-end dividend (Fiscal year ended March 31, 2014)
Record date	March 31, 2015	March 31, 2015	March 31, 2014
Cash dividend per share	35.00 yen	20.00 yen	17.00 yen
Total dividend amount	10,092 million yen	—	4,902 million yen
Effective date	June 29, 2015	—	June 30, 2014
Dividend resource	Retained earnings	—	Retained earnings

2. Dividend Forecast for the Fiscal Year Ending December 31, 2015

	Interim	Year-end	Annual
Cash dividend per share	35.00 yen	35.00 yen	70.00 yen

3. Reason for increase

Based on a comprehensive view of such factors as business results for the fiscal year ended

March 31, 2015, the performance outlook, changes in the competitive environment and medium-term financial plans, including growth strategies and investment plans, the Company has decided to distribute a year-end cash dividend of 35.00 yen per share of common stock. As a result, the annual dividend for the year ended March 31, 2015 will be 55.00 yen per share, an increase of 22.00 yen from the fiscal year ended March 31, 2014.

In addition, cash dividends per share of common stock applicable to the fiscal year ending December 31, 2015 are expected to be 70.00 yen, including an interim dividend of 35.00 yen and a year-end dividend of 35.00 yen, an increase of 15.00 yen from the fiscal year ended March 31, 2015.

For reference

Record date	Cash dividend per share		
	Interim	Year-end	Annual
Fiscal year ending December 31, 2015	35.00	35.00	70.00
Fiscal year ended March 31, 2015	20.00	35.00	55.00
Fiscal year ended March 31, 2014	16.00	17.00	33.00

Note: The interim dividend of 20.00 yen for the fiscal year ended March 31, 2015 has already been distributed.

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