

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for May 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 May 2015 showed a year-on-year decrease of 2.7%.

PR spokesperson Shusaku Kannan said, "Although ad spend was up in 12 of the 20 industry categories, with 6 of these registering double-digit growth, the lack of significant campaigns last month for new products or services in Information/Communications and Beverages/Cigarettes, the top two categories in terms of sales, resulted in the overall year-on-year drop."

May 2015 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	111,318	97.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,597	95.4
Magazines	2,189	99.9
Radio	1,139	97.3
Television	57,560	93.7
Interactive Media	6,232	117.3
OOH Media	4,460	115.0
Creative	12,366	85.4
Marketing/Promotion	13,299	116.6
Others	7,471	98.7

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	95,440	97.0
Kansai Branch Office	13,631	99.3
Chubu Branch Office	2,245	98.3

- * 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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