

FOR IMMEDIATE RELEASE

July 7, 2015

## Dentsu Inc. Net Sales for June 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 June 2015 showed a year-on-year decrease of 3.3%.

PR spokesperson Shusaku Kannan said, "The decrease in Television and the three other mass media business categories can be attributed to the exceptional results last year when sales were boosted by business related to the 2014 FIFA World Cup Brazil™. Performance was strong in all the other categories, however, with Interactive Media, OOH Media and Marketing/Promotion registering double-digit growth. Ad spend was up in seven of the 20 industry categories, with five of these showing a double-digit percentage increase."

<b>June 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	127,699	96.7

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,171	87.0
Magazines	2,125	90.7
Radio	1,090	95.9
Television	55,060	84.1
Interactive Media	7,634	114.5
OOH Media	4,938	123.3
Creative	17,370	101.6
Marketing/Promotion	16,868	116.8
Others	15,439	121.3

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	110,549	98.5
Kansai Branch Office	14,636	84.6
Chubu Branch Office	2,514	96.4

- \* 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.

**Contact: Shusaku Kannan, Corporate Communications Director**

**Telephone: (813) 6216-8042; E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)**