

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for July 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 July 2015 showed a year-on-year decrease of 15%. PR spokesperson Shusaku Kannan said, "Although there was a year-on-year decrease against a tough comparator from broadcast rights and business related to the 2014 FIFA World Cup Brazil™, which we expected and took into consideration in our annual forecast, results slightly exceeded expectations. Ad spend was up in 10 of the 20 industry categories, with seven of these showing double-digit growth. Categories that contributed to the growth included Government/Organizations, Foodstuffs and Transportation/Leisure, but Finance/Insurance, Hobbies/Sporting Goods and Beverages/Cigarettes posted negative growth."

<b>July 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	118,230	85.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,514	84.5
Magazines	1,926	91.2
Radio	1,204	94.3
Television	57,314	95.6
Interactive Media	5,406	95.6
OOH Media	5,337	125.8
Creative	14,800	98.2
Marketing/Promotion	15,440	130.3
Others	9,284	30.9

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	102,261	84.0
Kansai Branch Office	13,804	95.1
Chubu Branch Office	2,165	78.8

- \* 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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