

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for August 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 August 2015 showed a year-on-year increase of 15.2%.

PR spokesperson Shusaku Kannan said, "The robust year-on-year increase can be attributed to the business opportunities created by the IAAF World Championships and other sporting events which allowed us to leverage our unique strengths in the sports business arena. Ad spend was up in 19 of the 20 industry categories, with 10 categories registering double-digit growth. The industry sectors that contributed the most to the increase were Information/Communications, Government/Organizations, Food Services/Other Services, Hobbies/Sporting Goods and Precision Instruments/Office Supplies."

August 2015 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	121,395	115.2

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,338	81.3
Magazines	2,276	100.5
Radio	1,123	100.2
Television	52,575	106.4
Interactive Media	5,584	104.7
OOH Media	3,964	134.5
Creative	14,426	87.4
Marketing/Promotion	17,991	129.3
Others	18,114	247.1

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	105,946	117.7
Kansai Branch Office	13,271	98.1
Chubu Branch Office	2,177	119.4

- * 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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