

FOR IMMEDIATE RELEASE

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**Dentsu Inc. Net Sales for September 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 September 2015 showed a year-on-year increase of 2.0%.

PR spokesperson Shusaku Kannan said, "Ad spend was up in 12 of the 20 industry categories, with 8 categories registering double-digit growth. The industry sectors that contributed the most to the increase were Finance/Insurance, Foodstuffs, Food Services/Other Services, Hobbies/Sporting Goods and Automobiles/Related Products."

<b>September 2015 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	136,206	102.0
<b>&lt;Breakdown of Net Sales by Business Category&gt;</b>		
	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,050	82.5
Magazines	3,638	97.6
Radio	1,188	108.8
Television	52,920	95.0
Interactive Media	7,868	122.6
OOH Media	4,697	109.6
Creative	20,311	105.6
Marketing/Promotion	22,727	101.6
Others	15,803	130.5
<b>&lt;Breakdown of Net Sales by Business Office&gt;</b>		
	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	117,775	102.6
Kansai Branch Office	15,731	97.3
Chubu Branch Office	2,699	107.2

- \* 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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