

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for November 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 November 2015 showed a year-on-year increase of 6.4%.

PR spokesperson Shusaku Kannan said, "Ad spend was up in 14 of the 20 industry categories, with 9 categories registering double-digit growth. The industry sectors that contributed the most to the increase were Automobiles/Related Products, Government/Organizations, Precision Instruments/Office Supplies, Beverages/Cigarettes and Transportation/Leisure. Broken down by medium, Television spot advertising was strong, with Interactive Media showing steady growth. Coupled with the impact of the Tokyo Motor Show, the Marketing/Promotion business category also recorded high growth."

| November 2015 Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|---------------------------------------|-------------------|------------------------------------|
| Non-consolidated Net Sales | 138,808 | 106.4 |

| <Breakdown of Net Sales by Business Category> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 8,187 | 84.2 |
| Magazines | 3,088 | 83.6 |
| Radio | 1,244 | 96.1 |
| Television | 62,707 | 102.5 |
| Interactive Media | 7,491 | 112.7 |
| OOH Media | 4,377 | 106.2 |
| Creative | 14,107 | 92.1 |
| Marketing/Promotion | 25,831 | 145.8 |
| Others | 11,772 | 109.4 |

| <Breakdown of Net Sales by Business Office> | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Tokyo Head Office | 117,812 | 106.7 |
| Kansai Branch Office | 18,680 | 106.7 |
| Chubu Branch Office | 2,315 | 93.7 |

- * 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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