

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for December 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 December 2015 showed a year-on-year increase of 7.3%.

PR spokesperson Shusaku Kannan said, "Thanks to brisk ad placements, the Television, Radio and OOH Media business categories recorded significant year-on-year gains. The Marketing/Promotion category also showed continued high momentum. Ad spend was up in 14 of the 20 industry categories, with 9 categories registering double-digit growth. Cosmetics/Toiletries, Foodstuffs, Transportation/Leisure, Hobbies/Sporting Goods and Pharmaceuticals/Medical Supplies were the categories that contributed the most to the increase."

December 2015 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	153,310	107.3

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,953	76.1
Magazines	2,626	87.9
Radio	1,396	110.9
Television	64,060	105.9
Interactive Media	9,716	103.7
OOH Media	5,798	109.0
Creative	17,607	108.6
Marketing/Promotion	23,201	123.3
Others	19,949	119.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	132,888	107.5
Kansai Branch Office	17,569	106.5
Chubu Branch Office	2,851	99.3

- * 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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