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February 5, 2016

Dentsu Inc. Net Sales for January 2016

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 January 2016 showed a year-on-year increase of 33.1%.

PR spokesperson Shusaku Kannan said, "These were the first January results since we changed our fiscal year-end from March to December. In addition to the mainstay Television, the Interactive Media and OOH Media business categories showed steady growth. Sponsorship sales associated with the Tokyo 2020 Olympic and Paralympic Games also contributed to the increase. Ad spend was up in 12 of the 20 industry categories, with 10 categories registering double-digit growth."

January 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	145,374	133.1

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,554	84.3
Magazines	1,257	77.5
Radio	1,080	94.6
Television	50,725	103.4
Interactive Media	5,505	102.0
OOH Media	4,136	102.6
Creative	12,351	86.2
Marketing/Promotion	10,984	97.0
Others	50,778	418.8

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	126,856	136.6
Kansai Branch Office	16,007	116.0
Chubu Branch Office	2,510	99.1

- * 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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