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March 7, 2016

Dentsu Inc. Net Sales for February 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 February 2016 showed a year-on-year decrease of 2.0%.

PR spokesperson Shusaku Kannan said, "Although there was a slight decline due to the tough comparator of sponsorship sales associated with the 2020 Tokyo Olympic and Paralympic Games recorded for February last year, results exceeded expectations. Tokyo 2020-related sponsorship sales also contributed to the increase recorded for January this year. When the January and February 2016 figures are combined, the 15.4% year-on-year increase remains at a level above expectations."

February 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	109,931	98.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,866	90.8
Magazines	2,230	82.0
Radio	1,075	99.2
Television	49,136	102.5
Interactive Media	6,689	106.2
OOH Media	4,487	121.6
Creative	14,208	95.5
Marketing/Promotion	14,776	116.7
Others	10,461	68.5

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	94,609	98.1
Kansai Branch Office	12,958	97.0
Chubu Branch Office	2,364	103.4

- * 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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