

FOR IMMEDIATE RELEASE

April 7, 2016

Dentsu Inc. Net Sales for March 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 March 2016 showed a year-on-year decrease of 1.1%.

PR spokesperson Shusaku Kannan said, "Advertising market conditions were firm last month, with a 2.2% increase in the four mass media. Although there was a slight year-on-year decline due to the tough comparator of one-off sponsorship sales associated with the 2020 Tokyo Olympic and Paralympic Games recorded for March 2015, results exceeded expectations. From the quarterly perspective, net sales for the January—March period showed a year-on-year increase of 7.9%."

March 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	180,713	98.9

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	12,608	99.4
Magazines	3,689	92.7
Radio	1,293	101.9
Television	67,661	103.3
Interactive Media	10,766	97.5
OOH Media	6,853	101.9
Creative	29,427	100.0
Marketing/Promotion	26,877	100.1
Others	21,534	85.6

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	154,275	97.7
Kansai Branch Office	21,907	107.1
Chubu Branch Office	4,529	105.7

- * 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.

Contact: Shusaku Kannan, Corporate Communications Director

Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp