

FOR IMMEDIATE RELEASE

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**Dentsu Inc. Net Sales for April 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 April 2016 showed a year-on-year decrease of 4.4%.

PR spokesperson Shusaku Kannan said, "Although the company's advertising business results were on a par with those of the same month last year, the one-off sponsorship sales associated with the 2020 Tokyo Olympic and Paralympic Games that were recorded for April 2015 factored in the year-on-year decline. Ad spend was up in 10 of the 20 industry categories, with Transportation/Leisure and Cosmetics/Toiletries showing strong performances. Automobiles/Related Products and Finance/Insurance, however, were among the categories that fell below the previous year's levels."

<b>April 2016 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	120,463	95.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,588	96.9
Magazines	2,550	96.8
Radio	1,056	103.7
Television	58,608	99.8
Interactive Media	6,568	110.4
OOH Media	6,612	101.1
Creative	15,591	93.8
Marketing/Promotion	11,640	97.5
Others	11,244	71.4

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	99,949	93.1
Kansai Branch Office	16,759	107.2
Chubu Branch Office	3,754	124.4

- \* 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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