

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for May 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 May 2016 were virtually on a par with the same month last year.

PR spokesperson Shusaku Kannan said, "Although both Television and Newspapers dropped slightly, Interactive Media showed double-digit growth for the second consecutive month. Looking at the results by industry category, Information/Communications and Automobiles/Related Products fell below the previous year's levels, but Cosmetics/Toiletries and Finance/Insurance showed strong performances. From the year-to-date perspective, net sales for the January—May period showed a year-on-year increase of 4.1%."

May 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	110,901	99.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,149	93.2
Magazines	1,606	73.4
Radio	1,212	106.4
Television	56,761	98.6
Interactive Media	7,218	115.8
OOH Media	3,618	81.1
Creative	12,087	97.7
Marketing/Promotion	13,489	101.4
Others	8,758	117.2

<Breakdown of Net Sales by Business Office>	(Millions of yen)	(Comparison with previous year, %)
Tokyo Head Office	95,153	99.7
Kansai Branch Office	13,508	99.1
Chubu Branch Office	2,240	99.8

- * 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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