

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for June 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 June 2016 showed a year-on-year increase of 10.8%.

PR spokesperson Shusaku Kannan said, "There was an increase in corporate advertising as well as in advertisements for products and services in several industry categories. Ad spend was up in 14 of the 20 categories, with 12 categories registering double-digit growth. Information/Communications, Government/Organizations, Cosmetics/Toiletries, Beverages/Cigarettes and Finance/Insurance were among those that contributed to the increase."

June 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	141,551	110.8

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,685	93.2
Magazines	1,861	87.6
Radio	1,137	104.3
Television	56,764	103.1
Interactive Media	8,467	110.9
OOH Media	4,331	87.7
Creative	16,996	97.8
Marketing/Promotion	24,975	148.1
Others	20,331	131.7

- The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- The above net sales figures comprise just the amounts accrued at the parent company and do not include those of the Dentsu Group subsidiaries in Japan. They therefore do not represent the total size of the business in Japan. In the Interactive Media (digital-related business) category in particular, there is a significant gap between Dentsu Inc. and the Group as a whole. For further details on the scale of digital domain operations in Japan, please refer to the "Regional Information –Gross Profit–" slide in the respective quarterly results presentations provided in the Investor Center section of the Dentsu Inc. website.
- OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, direct mail, etc.
- Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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