

FOR IMMEDIATE RELEASE

August 5, 2016

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

PR spokesperson Shusaku Kannan said, "While Television and Interactive Media were robust, the decrease in the Marketing/Promotion and OOH Media business categories can be attributed to the tough comparator of the large-scale orders received in July 2015. Looking at the results by industry category, ad spend was up in 8 of the 20 categories. Cosmetics/Toiletries, Hobbies/Sporting Goods and Information/Communications were among those that showed strong performances."

July 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	117,006	99.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,633	88.3
Magazines	1,726	89.6
Radio	1,184	98.3
Television	58,506	102.1
Interactive Media	7,024	129.9
OOH Media	4,765	89.3
Creative	13,333	90.1
Marketing/Promotion	13,483	87.3
Others	10,349	111.5

- 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.

Contact: Shusaku Kannan, Corporate Communications Director

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