

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for August 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 August 2016 showed a year-on-year decrease of 2.0%.

PR spokesperson Shusaku Kannan said, "Although the impact of the Rio Olympic Games can be seen in newspaper and television advertising as well as the significant growth shown in the Interactive Media business category, overall results did not reach the high level of the previous year. Ad spend was up in 8 of the 20 industry categories, with Information/Communications and Finance/Insurance among those that performed well. Meanwhile, Precision Instruments/Office Supplies, Hobbies/Sporting Goods and Government /Organizations were among the categories that did not perform as well as expected."

August 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	118,993	98.0

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,751	107.7
Magazines	1,886	82.9
Radio	1,120	99.8
Television	53,900	102.5
Interactive Media	6,791	121.6
OOH Media	3,826	96.5
Creative	13,594	94.2
Marketing/Promotion	16,732	93.0
Others	15,389	85.0

- 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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