

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for September 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 September 2016 showed a year-on-year increase of 3.5%.

PR spokesperson Shusaku Kannan said, "The increase was led by strong performances in the Television, Interactive Media and Marketing/Promotion business categories. Ad spend was up in 10 of the 20 industry categories, with 7 of these showing double-digit growth. Government/Organizations, Information/Communications, Cosmetics/Toiletries and Foodstuffs were the main categories driving the increase."

September 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	140,954	103.5

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,745	95.7
Magazines	3,131	86.1
Radio	1,154	97.1
Television	55,457	104.8
Interactive Media	9,091	115.5
OOH Media	4,242	90.3
Creative	18,255	89.9
Marketing/Promotion	24,624	108.3
Others	18,251	115.5

- 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.

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