

FOR IMMEDIATE RELEASE

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## Dentsu Inc. Net Sales for October 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 (parent company only) for October 2016 showed a year-on-year increase of 1.8%.

PR spokesperson Shusaku Kannan said, "Television and Interactive Media advertising were the driving forces behind the growth. Ad spend was up in 11 of the 20 industry categories, with 6 of these showing double-digit growth. Cosmetics/Toiletries, Beverages/Cigarettes and Hobbies/Sporting Goods were the main categories contributing to the increase."

<b>October 2016 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	125,417	101.8

<b>Breakdown of Net Sales by Business Category</b>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,054	88.0
Magazines	2,567	79.6
Radio	1,181	103.1
Television	58,743	103.5
Interactive Media	7,874	122.9
OOH Media	4,566	93.2
Creative	14,142	99.4
Marketing/Promotion	17,613	98.9
Others	11,674	108.6

- 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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