

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for November 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 November 2016 showed a year-on-year decline of 6.1%.

PR spokesperson Shusaku Kannan said, "Factors contributing to the decline in Marketing/Promotion can be attributed to the absence of large projects such as Tokyo Motor Show 2015, however the figure still remained above the company's planned budget."

November 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	130,343	93.9

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,036	98.2
Magazines	2,705	87.6
Radio	1,256	101.0
Television	61,890	98.7
Interactive Media	8,520	113.7
OOH Media	4,517	103.2
Creative	14,776	104.7
Marketing/Promotion	17,093	66.2
Others	11,545	98.1

- 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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