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January 11, 2017

Dentsu Inc. Net Sales for December 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 December 2016 showed a year-on-year increase of 3.4%.

PR spokesperson Shusaku Kannan said, "Interactive Media advertising and Marketing/Promotion were the driving forces behind the growth. Ad spend was up in 13 of the 20 industry categories, with 7 of these showing double-digit growth. Information/Communications, Cosmetics/Toiletries and Finance/Insurance were the main categories contributing to the increase."

December 2016 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	158,543	103.4

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,497	83.7
Magazines	2,094	79.7
Radio	1,353	96.9
Television	64,465	100.6
Interactive Media	11,574	119.1
OOH Media	5,300	91.4
Creative	16,444	93.4
Marketing/Promotion	27,041	116.6
Others	22,770	114.1

- 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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