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Dentsu Inc. Net Sales for January 2017

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its non-consolidated net sales (parent company only) for January 2017 showed a year-on-year increase of 9.7%.

PR spokesperson Shusaku Kannan said, "Interactive Media, OOH Media and Marketing/Promotion were the driving forces behind the growth. Ad spend was up in 13 of the 20 industry categories, with 9 of these showing double-digit growth. Transportation/Leisure, Real Estate/Housing Facilities and Foodstuffs were the main categories contributing to the increase."

January 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	159,431	109.7

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	8,289	96.9
Magazines	987	78.5
Radio	1,124	104.2
Television	48,916	96.4
Interactive Media	6,679	121.3
OOH Media	4,574	110.6
Creative	11,629	94.2
Marketing/Promotion	12,074	109.9
Others	65,154	128.3

- 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.

Contact: Shusaku Kannan, Corporate Communications Director

Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp