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Dentsu Inc. Net Sales for March 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 for March 2017 showed a year-on-year increase of 6.6%. This was 5.5 % above the cumulative figure for the January through March quarter.

PR spokesperson Shusaku Kannan said, "Television, Interactive Media, OOH Media and Marketing/Promotion all recorded solid gains. By industry category, Information/Communications, Automobiles/Related Products and Real Estate/Housing Facilities were the driving forces behind the increase."

March 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales	192,675	106.6

<Breakdown of Net Sales by Business Category>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	11,936	94.7
Magazines	3,212	87.1
Radio	1,236	95.6
Television	70,393	104.0
Interactive Media	13,142	122.1
OOH Media	7,124	104.0
Creative	29,501	100.3
Marketing/Promotion	32,375	120.5
Others	23,751	110.3

- * The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- * Television includes both program sponsorship and spot advertising.
- * Interactive Media consists of Internet and mobile media advertising.
- * OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, DM, etc.
- * Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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