

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for May 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 May 2017 showed a year-on-year decline of 6.8%.

PR spokesperson Shusaku Kannan said, "Ad spend was down in 16 out of the 20 industry categories with 4 registering growth. Real Estate/Housing Facilities and Information/Communications performed well, while Finance/Insurance, Beverages/Cigarettes, Pharmaceuticals/Medical Supplies and Foodstuffs failed to meet the previous year's levels. Broken down by Medium, spending in Marketing/Promotion was up, however Traditional Media along with Interactive Media recorded year-on-year declines."

May 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	103,399	93.2

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	4,894	79.6
Magazines	1,346	83.8
Radio	1,129	93.2
Television	52,009	91.6
Interactive Media	7,085	98.2
OOH Media	3,543	97.9
Creative	10,517	87.0
Marketing/Promotion	14,171	105.1
Others	8,702	99.4

- 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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