

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for June 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 June 2017 showed a year-on-year decline of 13.1%.

PR spokesperson Shusaku Kannan said, "Net sales in June were lower than the results for the same month last year, which had been boosted by large-scale projects in sports, the G7 Ise-Shima Summit and the House of Councillors elections. As a result, net sales for the first half (January-June) were flat at 99.4% compared with the same period last year."

June 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	122,970	86.9

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,704	85.3
Magazines	1,920	103.2
Radio	1,099	96.6
Television	51,820	91.3
Interactive Media	8,402	99.2
OOH Media	3,352	77.4
Creative	15,636	92.0
Marketing/Promotion	19,963	79.9
Others	15,070	74.1

- 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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