

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for September 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 September showed a year-on-year decline of 7.4%. PR spokesperson Shusaku Kannan said "Due to the absence of 2016 Rio Olympics-related business, net sales for September failed to meet last year's levels. Ad spend was up in 7 of the 20 industry categories, with Beverages/Cigarettes, Information/Communications and Real Estate/Housing Facilities performing well. Meanwhile, Government/Organizations, Food Services/Other Services and Transportation/Leisure were among the 13 categories that fell below the previous year.

September 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	130,506	92.6

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,587	82.8
Magazines	2,729	87.1
Radio	1,124	97.4
Television	53,970	97.3
Interactive Media	8,747	96.2
OOH Media	4,069	95.9
Creative	18,883	103.4
Marketing/Promotion	19,093	77.5
Others	16,300	89.3

- 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.

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