

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for October 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 October showed a year-on-year increase of 0.8%.
 PR spokesperson Shusaku Kannan said "Newspapers, Interactive Media and Creative recorded double-digit growth, with Marketing/Promotion also putting in a strong performance. Ad spend was up in 8 out of the 20 industry categories. Particularly, Information/Communications, Beverages/Cigarettes, Finance/Insurance and Cosmetic/Toiletries were foremost among the categories driving growth."

| October 2017 Earnings Results | (Millions of yen) | (Comparison with previous year, %) |
|--|-------------------|------------------------------------|
| Non-consolidated Net Sales (Parent Company Only) | 126,374 | 100.8 |

| Breakdown of Net Sales by Business Category | (Millions of yen) | (Comparison with previous year, %) |
|---|-------------------|------------------------------------|
| Newspapers | 7,786 | 110.4 |
| Magazines | 2,162 | 84.2 |
| Radio | 1,169 | 99.0 |
| Television | 57,347 | 97.6 |
| Interactive Media | 9,348 | 118.7 |
| OOH Media | 4,549 | 99.6 |
| Creative | 15,812 | 111.8 |
| Marketing/Promotion | 18,874 | 107.2 |
| Others | 9,322 | 79.9 |

- 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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