

FOR IMMEDIATE RELEASE  
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## Dentsu Inc. Net Sales for November 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 November showed a year-on-year decrease of 2.7%.  
PR spokesperson Shusaku Kannan said "Although Interactive Media recorded double-digit growth, mass media, as well as other media, failed to achieve the previous year's levels. Ad spend was up in 5 of the 20 industry categories with Automobiles/Related Products, which received a boost from the Tokyo Motor Show, and Beverages/Cigarettes among those that showed increases. Meanwhile, Distribution/Retailing, Fashion/Accessories/Personal Items were among the other 15 categories logging year-on-year declines.

<b>November 2017 Earnings Results</b>	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	126,828	97.3
<b>Breakdown of Net Sales by Business Category</b>	(Millions of yen)	(Comparison with previous year, %)
Newspapers	6,884	85.7
Magazines	2,289	84.6
Radio	1,232	98.1
Television	58,296	94.2
Interactive Media	9,810	115.1
OOH Media	4,394	97.3
Creative	14,391	97.4
Marketing/Promotion	17,078	99.9
Others	12,449	107.8

• The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.

### Announcement of Discontinuation of Monthly Disclosure of Dentsu Inc. Net Sales

Until now, Dentsu Inc. has been issuing its non-consolidated net sales on a monthly basis. However, over the last few years the composition of the Company's business has undergone a significant change. Our international business now comprises close to a 60% share of the consolidated gross profit and the monthly non-consolidated net sales do not provide a full picture of the overall profile of the Dentsu Group. Although we will issue Dentsu Inc. non-consolidated net sales for December 2017 in January 2018, due to the aforementioned factors the Company has decided to discontinue its monthly disclosure of non-consolidated net sales going forward.

Looking ahead, we will disclose "Consolidated Net Sales in Japan by Business Category" from the first quarter of 2018, together with quarterly non-consolidated net sales figures as a breakdown of the consolidated net sales in Japan, which will be issued at the timing of quarterly earnings announcement. Hereafter, and in line with this decision, beginning January 2018 we will refrain from providing information regarding non-consolidated monthly net sales figures. We greatly appreciate your understanding in regard to this matter. Dentsu is committed to improving the quality of information we deliver and will enhance its communications through providing information on consolidated business results, medium-term growth strategies and non-financial information in our effort to promote as well as provide insight into the Company's corporate value.

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