

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for December 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 December 2017 showed a YoY decline of 4.7%. As a result, the cumulative total for January to December FY2017 declined 2.4% over the previous year.

PR spokesperson Shusaku Kannan said "Ad spend was up in 5 industry categories with Cosmetics/Toiletries, Energy/Materials/Machineries and Information/Communications registering growth, while Government/Organizations, Publications and Finance/Insurance were among the 15 categories failing to meet last year's performance."

- As the Company announced on December 7, this statement concludes the monthly disclosure of Dentsu Inc.'s Net Sales. For Announcement of Discontinuation of Monthly Disclosure of Dentsu Inc. Net Sales, please see: <http://www.dentsu.com/news/release/pdf-cms/2017133-1207en.pdf>

December 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	151,051	95.3

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,532	100.5
Magazines	1,858	88.7
Radio	1,370	101.3
Television	61,395	95.2
Interactive Media	11,623	100.4
OOH Media	4,951	93.4
Creative	18,093	110.0
Marketing/Promotion	22,714	84.0
Others	21,509	94.5

- 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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