

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for July 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 July 2017 showed a year-on-year decline of 5.1%.
 PR spokesperson Shusaku Kannan said "Ad spend was up in 5 of the 20 industry categories with Foodstuffs, Transportation/Leisure and Energy/Materials/Machinery recording growth. Meanwhile, Hobbies/Sporting Goods, Automobiles/Related Products, and Government/Organizations were among the 15 categories that failed to perform as well as expected. By medium, Interactive Media and Marketing/Promotion showed double-digit growth, while the 4 mass media fell below the previous year."

July 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	111,041	94.9

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,454	82.2
Magazines	1,257	72.8
Radio	1,132	95.6
Television	53,220	91.0
Interactive Media	7,735	110.1
OOH Media	4,854	101.9
Creative	12,717	95.4
Marketing/Promotion	15,252	113.1
Others	9,416	91.0

- 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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