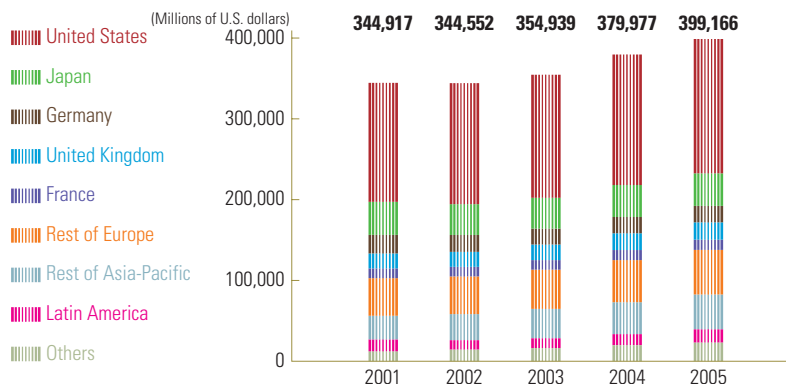


Market Data

(Calendar years)

Size of Major Advertising Markets



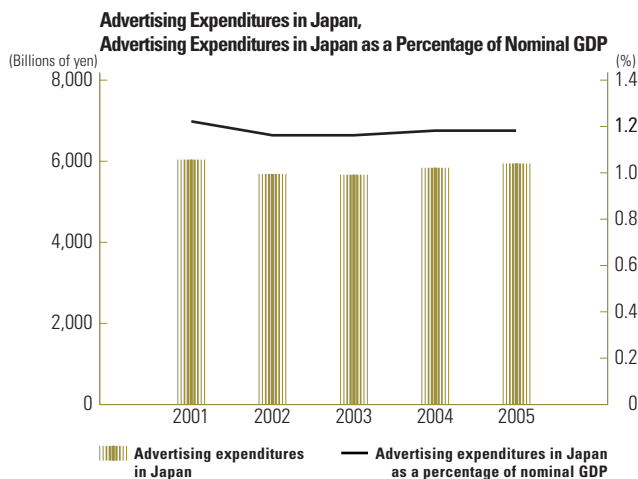
Millions of U.S. dollars at current prices

	2001		2002		2003		2004		2005	
United States	\$147,246	42.7%	\$149,756	43.4%	\$152,282	42.9%	\$161,487	42.5%	\$166,235	41.6%
Japan	40,912	11.9	38,129	11.1	38,098	10.7	39,580	10.4	40,280	10.1
Germany	22,969	6.6	20,904	6.1	19,875	5.6	20,129	5.3	20,369	5.1
United Kingdom	18,478	5.3	18,515	5.4	19,118	5.4	20,760	5.5	21,419	5.4
France	12,109	3.5	11,876	3.4	11,907	3.4	12,448	3.3	12,670	3.2
Rest of Europe	46,518	13.5	46,604	13.5	48,449	13.6	52,144	13.7	55,171	13.8
Rest of Asia-Pacific	29,221	8.5	32,326	9.4	36,403	10.3	39,480	10.4	43,139	10.8
Latin America	14,745	4.3	11,696	3.4	12,079	3.4	13,667	3.6	16,467	4.1
Others	12,719	3.7	14,746	4.3	16,728	4.7	20,282	5.3	23,416	5.9
Total	\$344,917	100.0%	\$344,552	100.0%	\$354,939	100.0%	\$379,977	100.0%	\$399,166	100.0%

Note: These totals are for major mass media, including television, newspapers, magazines, radio, cinema, outdoor and Internet advertising.

Source: Zenith Optimedia, *Advertising Expenditure Forecasts*, June 2006

Advertising Expenditures in Japan and Advertising Expenditures in Japan as a Percentage of Nominal GDP



	Billions of yen				
	2001	2002	2003	2004	2005
Advertising expenditures in Japan	¥ 6,058.0	¥ 5,703.2	¥ 5,684.1	¥ 5,857.1	¥ 5,962.5
Nominal GDP	496,776.8	489,618.4	490,543.5	496,050.3	503,183.9
Advertising expenditures in Japan as a percentage of nominal GDP	1.22%	1.16%	1.16%	1.18%	1.18%

Note: Advertising expenditures include expenditures on television, newspapers, magazines and radio advertising, expenditures on marketing flyers inserted in newspapers, exhibitions and screen displays, direct mailings, outdoor advertisements, transit advertisements, advertisements in telephone directories, point-of-purchase (POP) advertisements, satellite media-related and Internet advertisements.

Source: Dentsu, *2005 Advertising Expenditures in Japan*

Advertising Expenditures in Japan by Medium

	Billions of yen									
	2001		2002		2003		2004		2005	
Television ⁽¹⁾	¥2,068.1	34.1%	¥1,935.1	33.9%	¥1,948.0	34.3%	¥2,043.6	34.9%	¥2,041.1	34.2%
Newspapers ⁽¹⁾	1,202.7	19.9	1,070.7	18.8	1,050.0	18.5	1,055.9	18.0	1,037.7	17.4
Magazines ⁽¹⁾	418.0	6.9	405.1	7.1	403.5	7.1	397.0	6.8	394.5	6.6
Radio ⁽¹⁾	199.8	3.3	183.7	3.2	180.7	3.2	179.5	3.1	177.8	3.0
Sales promotion	2,048.8	33.8	1,981.6	34.8	1,941.7	34.1	1,956.1	33.4	1,981.9	33.3
Satellite and cable television ⁽¹⁾	47.1	0.8	42.5	0.7	41.9	0.7	43.6	0.7	48.7	0.8
Internet ⁽²⁾	73.5	1.2	84.5	1.5	118.3	2.1	181.4	3.1	280.8	4.7
Total	¥6,058.0	100.0%	¥5,703.2	100.0%	¥5,684.1	100.0%	¥5,857.1	100.0%	¥5,962.5	100.0%

Notes: (1) Includes related creative production costs.

(2) Includes production costs for Internet banner advertisements and mobile advertising. Does not include site set-up costs.

Source: Dentsu, 2005 Advertising Expenditures in Japan

Advertising Expenditures in the Four Major Media in Japan by Industry

	Billions of yen									
	2001		2002		2003		2004		2005	
Cosmetics/Toiletries	¥ 342.8	8.8%	¥ 347.0	9.6%	¥ 357.5	10.0%	¥ 379.1	10.3%	¥ 362.3	9.9%
Finance/Insurance	275.1	7.1	254.4	7.1	255.7	7.1	291.2	7.9	308.0	8.4
Foodstuffs	363.1	9.3	334.3	9.3	318.7	8.9	301.7	8.2	297.2	8.1
Transportation/Leisure	287.5	7.4	275.6	7.7	268.4	7.5	284.5	7.7	283.3	7.8
Beverages/Cigarettes	322.2	8.3	277.7	7.7	265.6	7.4	287.6	7.8	277.4	7.6
Information/Communications	293.6	7.6	237.4	6.6	274.6	7.7	266.4	7.3	264.3	7.2
Distribution/Retailing	273.7	7.0	257.4	7.2	247.3	6.9	254.8	6.9	248.3	6.8
Automobiles/Related Products	269.2	6.9	256.0	7.1	248.8	6.9	254.9	6.9	242.5	6.6
Pharmaceuticals/Medical Supplies	206.9	5.3	191.1	5.3	181.2	5.1	176.9	4.8	181.9	5.0
Real Estate/Housing Facilities	161.2	4.2	147.0	4.1	148.2	4.1	155.9	4.2	160.2	4.4
Publications	172.2	4.4	156.2	4.3	150.8	4.2	151.3	4.1	147.1	4.0
Hobbies/Sporting Goods	157.3	4.0	157.0	4.4	150.7	4.2	142.3	3.9	142.2	3.9
Education/Medical Services/Religion	122.5	3.2	119.6	3.3	127.7	3.6	130.9	3.6	130.4	3.6
Food Services/Other Services	130.9	3.4	122.4	3.4	122.1	3.4	124.0	3.4	126.8	3.5
Apparel/Fashion Accessories/Personal Items	97.1	2.5	93.3	2.6	96.0	2.7	96.5	2.6	97.4	2.7
Classified Ads/Others	105.6	2.7	90.4	2.5	83.4	2.3	86.3	2.4	86.4	2.4
Home Electric Appliances/AV Equipment	82.0	2.1	73.9	2.1	75.9	2.1	82.4	2.3	88.2	2.4
Household Products	74.0	1.9	70.4	2.0	63.0	1.8	66.9	1.8	67.2	1.9
Government/Organizations	60.5	1.6	49.2	1.4	52.3	1.5	46.8	1.3	51.3	1.4
Energy/Materials/Machinery	51.6	1.3	43.3	1.2	46.1	1.3	47.2	1.3	48.9	1.3
Precision Instruments/Office Supplies	38.8	1.0	40.4	1.1	47.4	1.3	47.4	1.3	38.7	1.1
Total	¥3,888.6	100.0%	¥3,594.6	100.0%	¥3,582.2	100.0%	¥3,676.0	100.0%	¥3,651.1	100.0%

Note: Expenditures include expenditures on terrestrial television, newspapers, magazines and radio advertising, including related creative production costs.

Source: Dentsu, 2005 Advertising Expenditures in Japan

Subsidiaries and Affiliates

(As of March 31, 2006)

Dentsu conducts its business together with its subsidiaries and affiliates.

As of March 31, 2006, the Dentsu Group included 144 subsidiaries and 72 affiliates.

Consolidated Subsidiaries

Name	Geographic Area	Equity Held by Dentsu (Equity Held Indirectly)		Name	Geographic Area	Equity Held by Dentsu (Equity Held Indirectly)	
		(%)				(%)	
Dentsu East Japan Inc.	Japan	100.0		cayenne Werbeagentur GmbH	Germany	60.0	(60.0)
Dentsu West Japan Inc.	Japan	100.0		Dentsu Brussels Group	Belgium	100.0	(100.0)
Dentsu Kyushu Inc.	Japan	100.0		Beijing Dentsu Advertising Co., Ltd.	China	70.0	
Dentsu Hokkaido Inc.	Japan	100.0		Dentsu China Ltd.	China	100.0	
Ad Dentsu Osaka Inc.	Japan	100.0		Dentsu (Thailand) Ltd.	Thailand	100.0	(98.4)
Meitetsu Agency Inc. ^{(1), (3)}	Japan	50.0		Dentsu Media Palette (Thailand) Ltd.	Thailand	100.0	(51.0)
Dentsu Young & Rubicam Inc.	Japan	51.0		Dentsu Asia Pte. Ltd.	Singapore	100.0	
Dentsu Sudler & Hennessey Inc.	Japan	100.0	(100.0)	Dentsu Singapore Pte. Ltd.	Singapore	100.0	
Wunderman Dentsu Inc.	Japan	51.0		Dentsu (Taiwan) Inc.	Taiwan	52.0	
Cyber Communications Inc. ⁽¹⁾	Japan	47.6		KuoHua Inc.	Taiwan	79.6	(19.1)
Dentsu Tec Inc.	Japan	71.0	(0.3)	Media Palette (Taiwan) Inc.	Taiwan	100.0	(30.0)
Dentsu Public Relations Inc.	Japan	100.0		and 74 other companies			
Dentsu Research Inc.	Japan	100.0					
Dentsu Casting and Entertainment Inc.	Japan	100.0					
Dentsu Table Media Communications Inc.	Japan	95.0	(44.0)				
Creative Associates Ltd. ⁽¹⁾	Japan	41.4					
Information Services International-Dentsu, Ltd.	Japan	61.9	(0.0)				
Brainyworks, Ltd.	Japan	100.0	(100.0)				
Geneon Entertainment Inc.	Japan	100.0					
Dentsu Facility Management Inc.	Japan	100.0					
Dentsu Human Resources Inc.	Japan	100.0					
Dentsu Holdings USA, Inc.	U.S.A.	100.0					
DCA Advertising, Inc. ⁽⁴⁾	U.S.A.	100.0	(100.0)				
Colby & Partners Inc.	U.S.A.	100.0	(100.0)				
Dentsu Canada Inc.	Canada	100.0	(100.0)				
Dentsu Holdings Europe Ltd.	United Kingdom	100.0					

Affiliated Companies Accounted for under the Equity Method

Ad Gear Ltd. ⁽²⁾	Japan	15.0	
Frontage Inc.	Japan	40.0	
NTT Mediascope Inc. ⁽²⁾	Japan	16.0	
Beacon Communications K.K.	Japan	34.0	
Video Research Ltd.	Japan	34.0	
Publicis Groupe S.A. ⁽²⁾	France	15.0	
Phoenix Communications Inc.	Republic of Korea	31.1	(0.3)
DCTP Entwicklungsgesellschaft für TV-Programm mbH	Germany	37.5	
World Sport Group Holdings Ltd.	British Virgin Islands	30.0	
and 12 other companies			

Notes: (1) Although Dentsu's ownership is 50% or less, the company is considered a subsidiary because Dentsu exerts effective control.

(2) Although Dentsu's ownership is less than 20%, the company is considered an affiliate because Dentsu has an effective impact on its operations.

(3) Dentsu acquired a 50.0% stake in Meitetsu Agency Inc. on March 31, 2006.

(4) The company name of DCA Advertising, Inc., changed to Dentsu America, Inc., on May 24, 2006.



Board of Directors, Corporate Auditors and Executive Officers

Dentsu Inc.
(As of June 29, 2006)



President & CEO

Tateo Mataki *

Executive Vice Presidents

Tetsu Nakamura

Ko Matsumoto

Tatsuyoshi Takashima

Senior Managing Directors

Isao Maruyama

Hiromori Hayashi

Managing Directors

Kimiharu Matsuda

Haruyuki Takahashi

Ryuichi Mori

Itsuma Wakasugi

Setsuo Kamai

Kunihiko Tainaka

Toichi Ogitani

Tadashi Ishii

Executive Directors

Toyohiko Yamanouchi

Seizo Wakabayashi

Senior Corporate Auditors

Michio Niiyama

Kojiro Takahashi

*Representative Director

Corporate Auditors

Haruo Shimada

Yasuchika Negoro

Yoshiharu Mani

Senior Executive Officers

Norichika Koyama

Takehiko Joju

Tadahiko Nawa

Tatsuya Tanaka

Masuo Tachibana

Kazuyoshi Nobuhara

Executive Officers

Shinzo Okamoto

Osamu Fujiwara

Tetsuo Machida

Yasushi Matsushita

Kotaro Sugiyama

Fumio Higuchi

Yoshihide Nakamoto

Tomoharu Tsuruda

Shoichi Kishida

Haruo Kurami

Hiroshi Nishimura

Mitsuro Shibata

Shozo Nishikawa

Shoichi Nakamoto

Naotoshi Ogisu

Takeshi Mori

Kazuo Arai

Information for Shareholders

Dentsu Inc.

(As of March 31, 2006)

Corporate Headquarters

1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo 105-7001, Japan

Phone: +81-3-6216-5111

Corporate Communications Division, Investor Relations Office

1-8-1, Higashi-Shimbashi, Minato-ku, Tokyo 105-7001, Japan

Phone: +81-3-6216-8015

E-mail: irmail@dentsu.co.jp

Stock Exchange Listing

Tokyo Stock Exchange, First Section

Total Number of Shares Issued

2,781,840

General Meeting of Shareholders

The ordinary general meeting of shareholders is held in Tokyo in June each year.

Transfer Agent

The Mitsubishi Trust and Banking Corporation

1-4-5, Marunouchi, Chiyoda-ku, Tokyo 100-8212, Japan

Internet Address

<http://www.dentsu.com>

Breakdown of Shareholders by Type

	Number of Shareholders	Number of Shares Held	Percentage of Total Number of Shares Issued
Japanese financial institutions	136	672,211	24.16
Japanese securities firms	37	32,536	1.17
Other Japanese corporations	560	904,183	32.50
Treasury stock	1	81,041	2.91
Japanese individuals and others	37,418	624,223	22.44
Foreign institutions and individuals	358	467,645	16.81
Total	38,510	2,781,840	100.00

Major Shareholders

	Number of Shares Held	Percentage of Total Number of Shares Issued
Jiji Press, Ltd.	336,272	12.09
Kyodo News	204,888	7.37
The Master Trust Bank of Japan, Ltd. (Trust accounts)	132,713	4.77
Japan Trustee Services Bank, Ltd. (Trust accounts)	113,280	4.07
Dentsu Inc.	81,041	2.91
Group Employees' Stockholding Association	68,019	2.45
Trust & Custody Services Bank, Ltd. (Mizuho Corporate Bank, Ltd. Retirement Benefit Trust Account re-entrusted by Mizuho Trust and Banking Co., Ltd.)	63,700	2.29
Yoshida Hideo Memorial Foundation	49,848	1.79
Mizuho Corporate Bank, Ltd.	46,500	1.67
Tokyo Broadcasting System, Incorporated	40,000	1.44

