

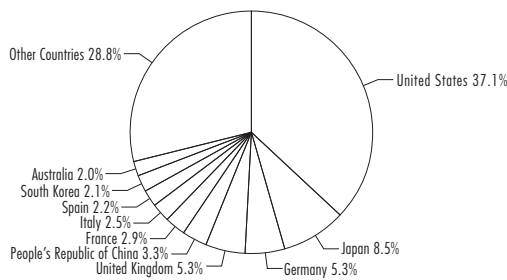
Dentsu in Brief

► Dentsu's Advertising Market Position

Leader in Japan, the World's Second-Largest Advertising Market

Dentsu holds the top share of the Japanese advertising market, which constitutes 8.5% of the world total. The May 2008 edition of *Advertising Age* ranked the Dentsu Group the world's fifth largest entity in the advertising communications industry in terms of 2007 gross profit. On a non-consolidated advertising agency basis, Dentsu ranked top in the world.

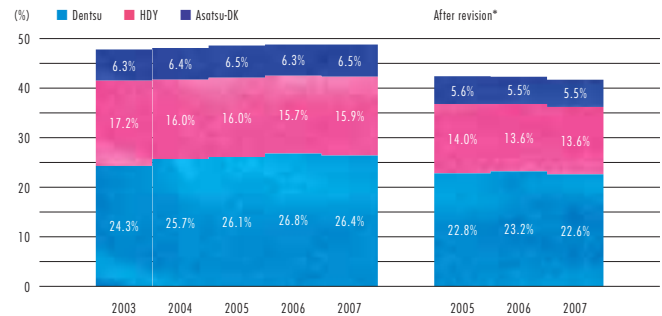
Relative Scale of Advertising Markets, by Principal Media (2007)



Note: Advertising media includes television, newspapers, magazines, movies, outdoor and Internet.
Source: Prepared by Dentsu, based on ZenithOptimedia's *World Advertising Expenditure Forecasts*, June 2008 edition

Japanese Advertising Expenditure, by Percentage of Sales (2007)

(Percentage of sales: non-consolidated advertising sales for each company ÷ total Japanese advertising expenditure)

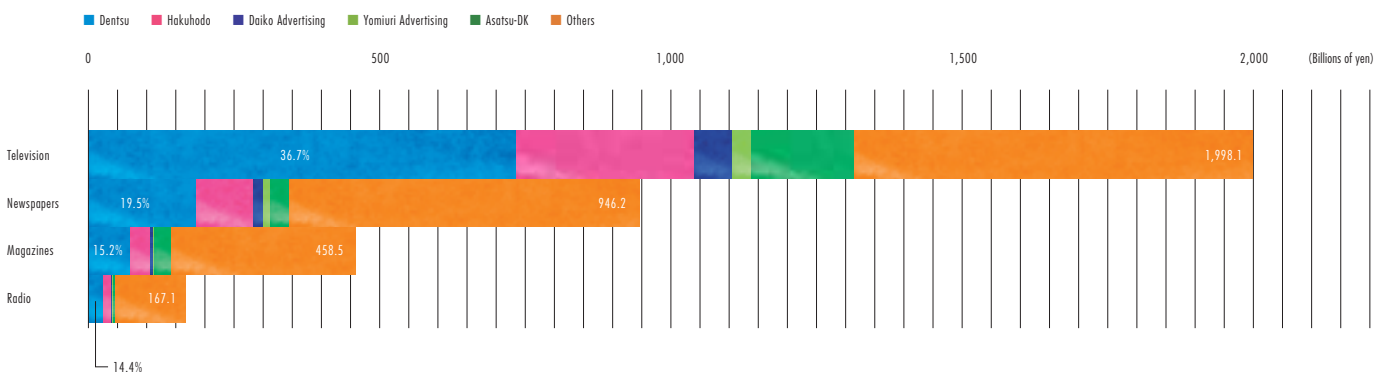


Notes: (1) HDY refers to the simple total of non-consolidated net sales of Hakuho, Daiko Advertising and Yomiuri Advertising.
(2) In some instances, the scope used in calculating net sales figures for individual companies differs from that used in *Advertising Expenditures in Japan*. Percentage figures refer to comparisons given in *Advertising Expenditures in Japan*.
(3) In April 2003 and April 2005, Hakuho split off operations and established regional subsidiaries, as did Daiko Advertising in April 2003. No retroactive adjustments have been made for the resulting reductions in non-consolidated net sales.
(4) In December 2003, Hakuho, Daiko Advertising and Yomiuri Advertising integrated their business operations involving media content. No retroactive adjustments have been made for the resulting reductions.

Sources: *Current Situation of Japanese Advertising Agencies, Advertising and Economy, Advertising Expenditures in Japan*
* The scope of spending included in *Advertising Expenditures in Japan* has been revised in 2007, retroactive to 2005. The graph bars to the right represent the figures based on the revised data.

Share of Principal Mass Media (2007)

Dentsu holds a leading share of all mass media. This media strength creates a robust platform that underpins Dentsu's leading position in the Japanese advertising market.

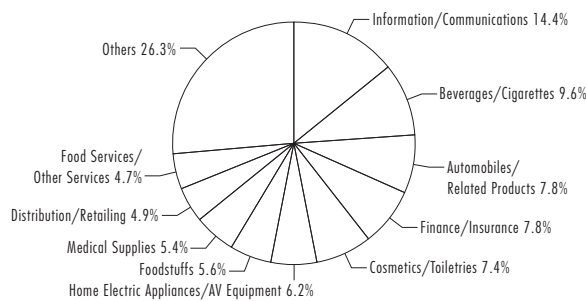


Notes: (1) Non-consolidated figures for calendar year 2007 (2) In some instances, the scope used in calculating net sales figures for individual companies differs from that used in *Advertising Expenditures in Japan*. Percentage figures refer to comparisons given in *Advertising Expenditures in Japan*.
Sources: Individual net sales figures are from *Advertising and Economy*. The denominator for this calculation is from the 2007 edition of *Advertising Expenditures in Japan*.

► Dentsu's Composition of Sales

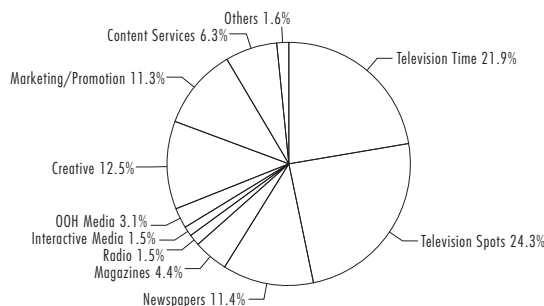
By industry, the information/communications, beverages/cigarettes and finance/insurance sectors constitute a high percentage of net sales. Dentsu's diverse client portfolio ensures a stable profit base.

Net Sales by Industry (Fiscal Year Ended March 31, 2008)



Starting with the mass media business, Dentsu offers a diverse range of services, spanning marketing promotion, creative, sports and other content businesses.

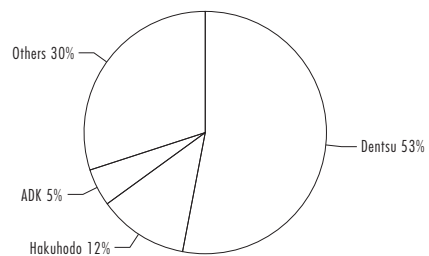
Net Sales by Business Category (Fiscal Year Ended March 31, 2008)



► Highly Regarded Creative Skills

Dentsu's abundant creativity and carefully constructed organizational strengths, as well as its powers of expression and persuasion, are widely regarded in Japan and overseas.

Ratings in Japan
Comparison of awards received at the 2006 ACC CM Festival*



* Sponsored by the All Japan Radio & Television Commercial Confederation (ACC), established in 1961. This festival is regarded as the most authoritative contest in Japan for commercials.

Overseas Ratings

Gunn Report's Most Awarded Agency Rankings (2007)

Ranking	Advertising Agency
1	TBWA \ Chiat \ Day
2	Saatchi & Saatchi (New York, Los Angeles)
3	DDB London
4	Dentsu (Tokyo, Osaka, Fukuoka)
4	Fallon (London)
6	Ogilvy & Mather (Singapore)
6	TBWA Paris (Boulogne-Billancourt)
8	BBDO (New York)
8	Wieden + Kennedy (Amsterdam)
10	Santo (Buenos Aires)
10	VegaOlmosPonce (Buenos Aires)
10	Wieden + Kennedy (London)

► Robust Financial Base

Dentsu has a strong financial base, currently holding the highest Standard & Poor's ranking of any advertising agency in the world.

	Long-Term	Short-Term
Standard & Poor's (S&P)	AA-	A-1+
Rating & Investment Information (R&I)	AA	a-1+

(As of May 31, 2008)