

**Financial Summary
for the Nine Months
Ended December 31, 2008
(From April 1 to December 31, 2008)**

**February 13, 2009
Dentsu Inc.**

Cautionary Statement

This document contains forward-looking statements regarding the intent, belief or current expectations of Dentsu Inc. or its management with respect to the results of operations and financial condition of the Dentsu Group. Such forward-looking statements, based on information known to the management as of February 13, 2009, are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in the forward-looking statements as a result of various factors. Unless otherwise stated, the following discussion is based on the Dentsu Group's consolidated financial statements prepared in accordance with Generally Accepted Accounting Principles in Japan.

Consolidated Results

Consolidated Financial Results

(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Net sales	1,512,540	1,430,226	-5.4%
Gross profit	249,138	233,510	-6.3%
Gross profit margin	16.5%	16.3%	-0.2 pts
SG&A	212,708	204,643	-3.8%
Operating income	36,430	28,866	-20.8%
Operating margin *	14.6%	12.4%	-2.2 pts
Ordinary income	44,072	33,028	-25.1%
Income before income taxes	40,337	16,002	-60.3%
Net income	21,026	4,142	-80.3%

Note: With regard to the equity in earnings of Publicis Groupe, results for nine months ended December 31, 2008 reflect only the amount posted during 1H (6 months).

*Operating margin = Operating income ÷ Gross profit × 100

Consolidated Net Sales < 1 >

Breakdown by Business Segment

	(Millions of yen)	
	Nine months ended December 31, 2008	Change
Advertising	1,364,860	-5.6%
(94.1% of total)		
Information Services	52,808	—
(3.6% of total)		
Other Businesses	32,858	—
(2.3% of total)		
Total	1,450,526	-5.4%
Eliminations	(20,299)	—
Consolidated Net Sales	1,430,226	-5.4%

Key Subsidiaries

	(Millions of yen)	
	Nine months ended December 31, 2008	Change
Advertising		
5 Regional Dentsu	81,216	-8.6%
Dentsu Tec (non-consolidated)	111,548	-10.7%
cci (consolidated)	50,562	+32.2%
Dentsu Holdings USA	33,693	+0.7%
Beijing Dentsu	41,684	+12.3%
Information Services		
ISID (consolidated)	52,793	+4.8%

Notes: (1) From FY2008, "Other Businesses" has been separated into "Information Services" and "Other Businesses".

(2) Sales of subsidiaries include internal transactions.

(3) 5 Regional Dentsu includes Dentsu East Japan, Dentsu West Japan, Dentsu Kyushu, Dentsu Hokkaido and Dentsu Okinawa.

Consolidated Net Sales < 2 >

Breakdown by Geographic Segment

(Millions of yen)

	Nine months ended December 31, 2008	Change	% of Total
Americas	43,089	+6.7%	3.0%
Europe	7,019	-3.2%	0.5%
China	47,611	+17.2%	3.3%
Asia (excl. China)	39,123	-5.9%	2.7%
Eliminations	(82)	—	—
Overseas Total	136,761	+5.4%	9.5%
Japan	1,303,943	-6.3%	90.5%
Total	1,440,705	—	100.0%
Eliminations	(10,478)	—	—
Consolidated Net Sales	1,430,226	-5.4%	—

Consolidated Operating Income <1>

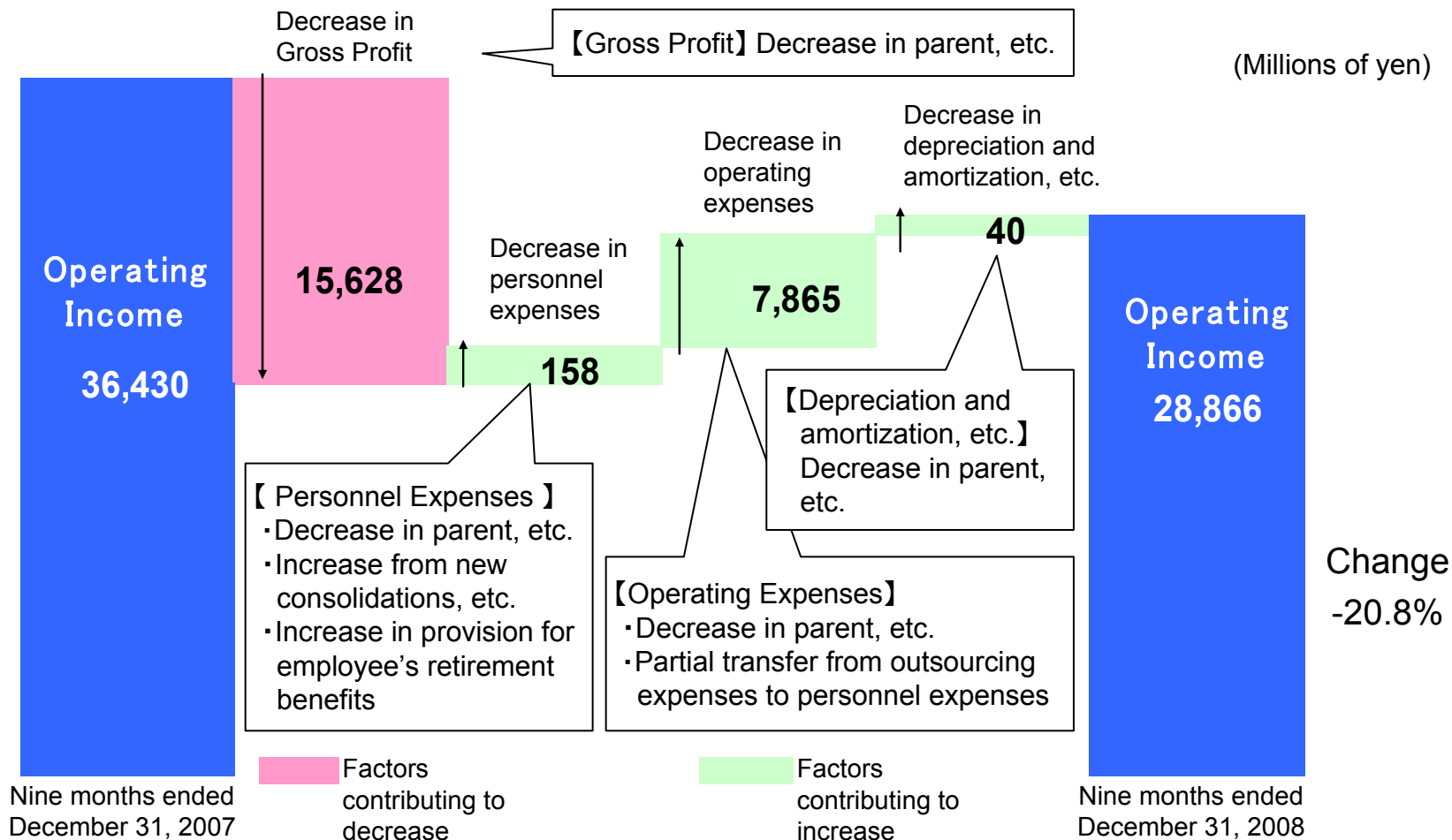
(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Gross profit	249,138	233,510	-6.3%
Personnel expenses	122,808	122,649	-0.1%
Salaries	104,232	102,052	-2.1%
Others	18,575	20,596	+10.9%
Operating expenses	78,004	70,139	-10.1%
Depreciation and amortization	11,895	11,854	-0.3%
SG&A	212,708	204,643	-3.8%
Operating income	36,430	28,866	-20.8%
Operating margin	14.6%	12.4%	-2.2 pts

Consolidated Operating Income <2>

Significant Decrease in Gross Profit, SG&A Control Resulted in 20.8% Decline in Operating Income (y/y)

(Millions of yen)



Consolidated Ordinary Income and Net Income

(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Operating income	36,430	28,866	-20.8%
Non-operating income	9,761	6,917	-29.1%
Non-operating expense	2,120	2,755	+30.0%
Net non-operating income	7,641	4,161	-45.5%
Ordinary income	44,072	33,028	-25.1%
Extraordinary income	9,355	1,422	-84.8%
Extraordinary loss	13,090	18,448	+40.9%
Net extraordinary loss	(3,734)	(17,026)	-
Income before income taxes	40,337	16,002	-60.3%
Income taxes	18,702	11,741	-37.2%
Minority interests	608	118	-80.6%
Net income	21,026	4,142	-80.3%

Note: With regard to the equity in earnings of Publicis Groupe, results for nine months ended December 31, 2008 reflect only the amount posted during 1H (6 months).

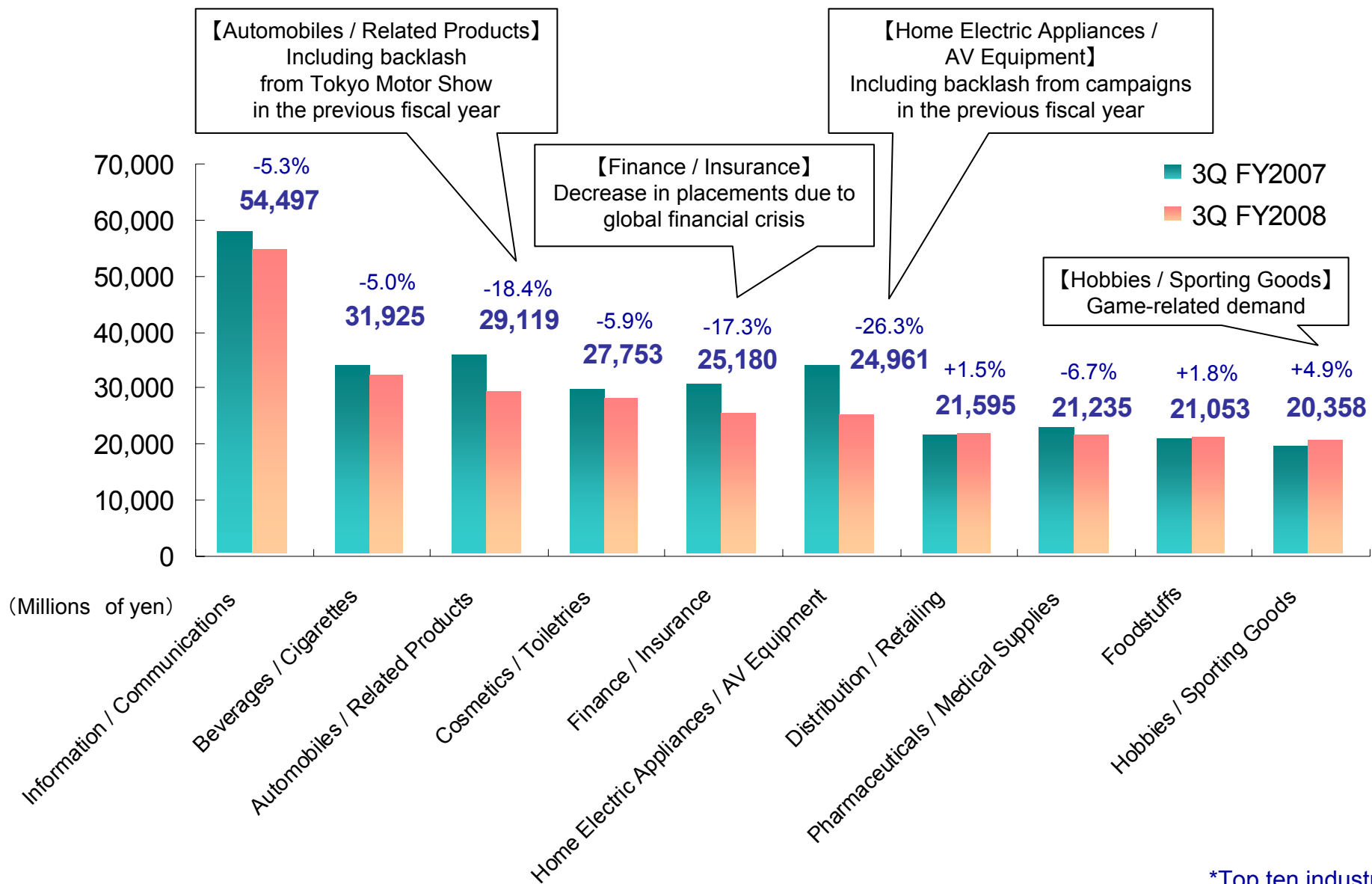
Non-Consolidated Results

Non-Consolidated Financial Results

(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Net sales	1,185,937	1,099,110	-7.3%
Gross profit	159,023	145,694	-8.4%
Gross profit margin	13.4%	13.3%	-0.1 ppts
SG&A	133,159	127,606	-4.2%
Operating income	25,864	18,087	-30.1%
Operating margin	16.3%	12.4%	-3.9 ppts
Ordinary income	37,299	28,463	-23.7%
Income before income taxes	31,389	12,939	-58.8%
Net income	19,034	5,183	-72.8%

Non-Consolidated Net Sales by Industry



*Top ten industries

Non-Consolidated Net Sales by Business Category

(Millions of yen)

Business Category	1Q FY2008		2Q FY2008		3Q FY2008		Total	
	Net sales	Change (y/y)	Net sales	Change (y/y)	Net sales	Change (y/y)	Net sales	Change (y/y)
Newspapers	36,740	-15.2%	35,915	-13.5%	37,614	-19.6%	110,270	-16.2%
Magazines	15,247	-5.4%	15,521	-11.5%	16,494	-13.3%	47,263	-10.3%
Radio	5,487	-7.1%	5,734	-7.1%	5,492	-8.8%	16,715	-7.6%
Television	182,312	-1.7%	170,816	-4.5%	178,544	-5.5%	531,674	-3.9%
Time	83,673	+2.7%	94,633	+3.3%	84,621	-4.7%	262,928	+0.4%
Spot	98,638	-5.2%	76,183	-12.6%	93,923	-6.3%	268,745	-7.8%
Interactive Media	6,103	+15.8%	6,860	+14.5%	6,550	+2.5%	19,514	+10.5%
OOH Media	12,739	+1.2%	10,307	-4.9%	10,102	-17.2%	33,149	-7.0%
Creative	44,887	-7.3%	46,204	-7.2%	40,554	-12.7%	131,646	-9.0%
Marketing/ Promotion	38,277	+3.5%	42,292	-2.9%	47,923	-5.5%	128,493	-2.1%
Content Services	17,690	-12.8%	20,008	-45.0%	20,796	-13.3%	58,495	-27.4%
Others	6,399	+31.6%	7,611	+11.7%	7,877	-9.5%	21,888	+7.4%
Total	365,886	-3.5%	361,273	-9.1%	371,950	-9.1%	1,099,110	-7.3%

Non-Consolidated Operating Income

(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Gross profit	159,023	145,694	-8.4%
Personnel expenses	79,296	76,860	-3.1%
Salaries	66,878	63,048	-5.7%
Others	12,418	13,811	+11.2%
Operating expenses	44,232	41,531	-6.1%
Depreciation and amortization	9,630	9,214	-4.3%
SG&A	133,159	127,606	-4.2%
Operating income	25,864	18,087	-30.1%
Operating margin	16.3%	12.4%	-3.9 ppts

Non-Consolidated Ordinary Income and Net Income

(Millions of yen)

	Nine months ended December 31, 2007	Nine months ended December 31, 2008	Change
Operating income	25,864	18,087	-30.1%
Non-operating income	13,455	12,822	-4.7%
Non-operating expense	2,020	2,446	+21.1%
Net non-operating income	11,435	10,376	-9.3%
Ordinary income	37,299	28,463	-23.7%
Extraordinary income	8,856	1,328	-85.0%
Extraordinary loss	14,766	16,852	+14.1%
Net extraordinary loss	(5,909)	(15,523)	-
Income before income taxes	31,389	12,939	-58.8%
Income taxes	12,354	7,756	-37.2%
Net income	19,034	5,183	-72.8%

Outlook for Full-Term FY2008

FY2008 Consolidated Results Outlook

(Millions of yen)

	FY2007 Actual	FY2008 Forecast	Change
Net sales	2,057,554	1,866,500	-9.3%
Gross profit	345,222	308,100	-10.8%
Gross profit margin	16.8%	16.5%	-0.3 pts
Operating income	56,126	35,800	-36.2%
Operating margin	16.3%	11.6%	-4.7 pts
Ordinary income	67,993	44,200	-35.0%
Income before income taxes	63,610	26,600	-58.2%
Net income	36,246	11,000	-69.7%

Note: Outlook for FY2008

- Includes the equity in earnings of Publicis Groupe of approximately ¥6,495 million, which excludes ¥4,452 million for the amortization of goodwill. (Results for 1H plus amount based on the previous year's actual results for 2H.)
The exchange rate used here is 1euro = ¥152.5, the approximate average rate of exchange from January to December, 2008.
- The loss owing to revaluation of investment securities recorded for the nine months ended December 31, 2008 is included in the forecast for financial results, but depending on market prices as of the last day of the fiscal year ending March 31, 2009, the amount of revaluation loss booked may change, or no revaluation may be necessary.

FY2008 Non-Consolidated Results Outlook

(Millions of yen)

	FY2007 Actual	FY2008 Forecast	Change
Net sales	1,585,982	1,427,200	-10.0%
Gross profit	216,692	189,000	-12.8%
Gross profit margin	13.7%	13.2%	-0.5 pts
Operating income	36,281	19,600	-46.0%
Operating margin	16.7%	10.4%	-6.3 pts
Ordinary income	47,341	30,900	-34.7%
Income before income taxes	38,865	15,300	-60.6%
Net income	24,533	6,500	-73.5%