



# DENTSU NEWS

DENTSU INC. CORPORATE COMMUNICATIONS DIVISION

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## **FOR IMMEDIATE RELEASE**

**January 25, 2002**

## Dentsu to Issue Monthly Non-Consolidated Net Sales Figures

Dentsu Inc. (President: Yutaka Narita; Head Office: Tokyo; Capital: ¥58,967.1 million) announces non-consolidated net sales figures for September through December 2001 by business category and Head and branch offices.

Beginning next month, the data will be issued monthly. In addition, Dentsu plans to post non-consolidated net sales figures for the past few years on the IR page of its website.

January 25, 2002

## Dentsu Inc. Non-Consolidated Net Sales for September 2001

	(Millions of yen)	( Comparison ratio over previous year, % )
Non-Consolidated Net Sales	127,175	92.6

### < Breakdown of Net Sales by Business Category >

Newspapers	18,336	88.3
Magazines	7,212	96.9
Radio	2,443	90.3
Television	56,671	86.8
Sales Promotion	12,437	94.8
Others	30,074	107.2

### < Breakdown of Net Sales by Business Office >

Tokyo Head Office	105,353	94.7
Kansai Headquarters	16,979	80.7
Chubu Headquarters	4,476	93.8
Hong Kong Office	366	116.9

\* The total amount may not equal the sum of subtotals, because sales figures have had amounts of less than one million yen truncated.

\* "Others" includes mainly creative, marketing and sports.

January 25, 2002

## Dentsu Inc. Non-Consolidated Net Sales for October 2001

(Millions of yen)

( Comparison ratio over  
previous year, % )

Non-Consolidated Net Sales	120,832	94.6
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### < Breakdown of Net Sales by Business Category >

Newspapers	21,634	97.1
Magazines	6,419	94.2
Radio	2,078	86.9
Television	60,094	92.4
Sales Promotion	9,960	104.0
Others	20,645	95.6

### < Breakdown of Net Sales by Business Office >

Tokyo Head Office	97,457	93.1
Kansai Headquarters	19,316	105.4
Chubu Headquarters	4,055	88.0
Hong Kong Office	2	1.9

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\* "Others" includes mainly creative, marketing and sports.

January 25, 2002

## Dentsu Inc. Non-Consolidated Net Sales for November 2001

	(Millions of yen)	( Comparison ratio over previous year, % )
Non-Consolidated Net Sales	125,368	95.0

### < Breakdown of Net Sales by Business Category >

Newspapers	19,716	93.1
Magazines	6,977	81.5
Radio	2,054	85.2
Television	57,960	89.4
Sales Promotion	10,819	105.9
Others	27,840	112.3

### < Breakdown of Net Sales by Business Office >

Tokyo Head Office	102,402	97.1
Kansai Headquarters	18,136	82.8
Chubu Headquarters	4,830	109.5
Hong Kong Office	—	—

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\* "Others" includes mainly creative, marketing and sports.

\* The Hong Kong Office became an independent local agency in October, therefore its net sales are not included in these figures.



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January 25, 2002

## Dentsu Inc. Non-Consolidated Net Sales for December 2001

	(Millions of yen)	( Comparison ratio over previous year, % )
Non-Consolidated Net Sales	116,083	91.7

### < Breakdown of Net Sales by Business Category >

Newspapers	16,044	80.4
Magazines	5,969	81.9
Radio	2,303	92.8
Television	56,761	92.4
Sales Promotion	11,348	107.1
Others	23,654	95.2

### < Breakdown of Net Sales by Business Office >

Tokyo Head Office	94,516	92.7
Kansai Headquarters	17,256	87.8
Chubu Headquarters	4,310	91.3
Hong Kong Office	—	—

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