

FOR IMMEDIATE RELEASE

February 14, 2017

Dentsu Announces Increased Dividend for the Fiscal Year Ended December 31, 2016 and Dividend Forecast for the Fiscal Year Ending December 31, 2017

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President and CEO Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) today convened a meeting of its Board of Directors at its Head Office in Tokyo at which it passed a resolution approving the distribution of a cash dividend with a record date of December 31, 2016. In conjunction, the dividend forecast for the fiscal year ending December 31, 2017 was also determined.

1. Details of Year-End Dividend for the Fiscal Year Ended March 31, 2016

	Amounts determined for the fiscal year ended December 31, 2016	Most recent dividend forecast (announcement made on November 14, 2016)	Previous year-end dividend (Fiscal year ended December 31, 2015)
Record date	December 31, 2016	December 31, 2016	December 31, 2015
Cash dividend per share	45.00 yen	40.00 yen	40.00 yen
Total dividend amount	12,831 million yen	—	11,405 million yen
Effective date	March 9, 2017	—	March 31, 2016
Dividend resource	Retained earnings	—	Retained earnings

2. Dividend Forecast for the Fiscal Year Ending December 31, 2017

	Interim	Year-end	Annual
Cash dividend per share	45.00 yen	45.00 yen	90.00 yen

3. Reason for increase

Based on a comprehensive view of such factors as business results for the fiscal year ended December 31, 2016, the performance outlook, changes in the competitive environment and medium-term financial plans, including growth strategies and investment plans, the

Company has decided to distribute a year-end cash dividend of 45.00 yen per share of common stock. As a result, the annual dividend for the year ended December 31, 2016 will be 85.00 yen per share, an increase of 10.00 yen from the fiscal year ended December 31, 2015.

In addition, cash dividends per share of common stock applicable to the fiscal year ending December 31, 2017 are expected to be 90.00 yen, including an interim dividend of 45.00 yen and a year-end dividend of 45.00 yen, an increase of 5.00 yen from the fiscal year ended December 31 2016.

For reference

Record date	Cash dividend per share		
	Interim	Year-end	Annual
Fiscal year ending December 31, 2017	45.00	45.00	90.00
Fiscal year ended December 31, 2016	40.00	45.00	85.00
Fiscal year ended December 31, 2015	35.00	40.00	75.00

Note 1: The FY2016 interim dividend of 40.00 yen has already been distributed.

Note 2: FY 2015 was a transitional one-time only nine-month period from April 1 to December 31, due to the fiscal year change.

#####

Contact: Shusaku Kannan

Corporate Communications Director

Telephone: (813) 6216-8042

E-mail: s.kannan@dentsu.co.jp