

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for February 2017

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its non-consolidated net sales (parent company only) for February 2017 showed a year-on-year decline of 2.0%.

PR spokesperson Shusaku Kannan said, "Although growth can be seen in Television, Newspapers, Radio and OOH as well as double digit growth in Interactive Media, this was not enough to counter the drop in Marketing/Promotion. Ad spend was up in 8 of the 20 industry categories with 12 showing declines. Foodstuffs and Hobbies/Sporting Goods performed well. Meanwhile, Home Electronics/AV Equipment and Food Services/Other Services were among the categories that did not perform as well as expected"

February 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	107,761	98.0

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	7,125	103.8
Magazines	1,875	84.1
Radio	1,117	103.9
Television	49,358	100.5
Interactive Media	7,647	114.3
OOH Media	4,595	102.4
Creative	13,785	97.0
Marketing/Promotion	13,485	91.3
Others	8,771	83.8

- The total amount may not equal the sum of subtotals, as sales figures have had amounts of less than one million yen truncated.
- The above net sales figures comprise just the amounts accrued at the parent company and do not include those of the Dentsu Group subsidiaries in Japan. They therefore do not represent the total size of the business in Japan. In the Interactive Media (digital-related business) category in particular, there is a significant gap between Dentsu Inc. and the Group as a whole. For further details on the scale of digital domain operations in Japan, please refer to the "Regional Information –Gross Profit–" slide in the respective quarterly results presentations provided in the Investor Center section of the Dentsu Inc. website.
- OOH (Out Of Home) Media consists of transit advertising, outdoor advertising, advertising inserts, flyers, direct mail, etc.
- Others includes satellite and other media, media planning, sports marketing, entertainment business and other content.

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