

FOR IMMEDIATE RELEASE

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Dentsu Inc. Net Sales for April 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 April 2017 showed a year-on-year decline of 2.1%.

PR spokesperson Shusaku Kannan said, "Although double digit growth can be seen in Foodstuffs, Beverages/Cigarettes, Pharmaceuticals/Medical Supplies and Real Estate/Housing Facilities, spending was down in Information/Communications, Food Services/Other Services and Transportation/Leisure, and as whole April registered a decrease. As a result net sales from January through April were up 3.8% compared to the same period last year. "

April 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	117,933	97.9

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	5,452	82.8
Magazines	2,125	83.3
Radio	991	93.9
Television	56,005	95.6
Interactive Media	7,619	116.0
OOH Media	5,635	85.2
Creative	14,916	95.7
Marketing/Promotion	15,277	131.2
Others	9,908	88.1

- 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.

Contact: Shusaku Kannan, Managing Director, Corporate Communications Division
Telephone: (813) 6216-8042; E-mail: s.kannan@dentsu.co.jp