dentsu

NEWS RELEASE

DENTSU INC.
1-8-1, Higashi-shimbashi, Minato-ku,
Tokyo 105-7001, Japan
http://www.dentsu.com

FOR IMMEDIATE RELEASE
November 11, 2013

Dentsu Announces Amendment to Forecast of Financial Results

In light of the recent performance of Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen), the forecast of financial results announced on May 14, 2013 is hereby amended as follows:

Amendment to Forecast of Consolidated Semi-Annual Financial Results for the First Half Ending September 30, 2013 (April 1, 2013 to September 30, 2013)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	1,081,400	13,800	12,700	(2,300)	(8.78)
Amended forecast (B)	1,082,360	19,284	24,049	10,134	38.61
Amount of increase or decrease (B-A)	960	5,484	11,349	12,434	
Rate of increase or decrease (%)	0.1	39.7	89.4	—	
(Reference) Actual results for prior year (First half ended Sept. 30, 2012)	921,036	22,110	19,784	9,349	37.52

Amendment to Forecast of Consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2014 (April 1, 2013 to March 31, 2014)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	2,283,400	58,500	58,700	19,100	69.69
Amended forecast (B)	2,292,000	65,600	72,400	33,100	120.19
Amount of increase or decrease (B-A)	8,600	7,100	13,700	14,000	
Rate of increase or decrease (%)	0.4	12.1	23.3	73.3	
(Reference) Actual results for prior year (Fiscal year ended March 31, 2013)	1,941,223	58,466	59,027	36,336	145.84

dentsu

Amendment to Forecast of Non-consolidated Semi-Annual Financial Results for the First Half Ending September 30, 2013 (April 1, 2013 to September 30, 2013)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	705,900	15,500	20,000	10,600	42.54
Amended forecast (B)	717,583	18,390	29,727	23,137	88.14
Amount of increase or decrease (B-A)	11,683	2,890	9,727	12,537	
Rate of increase or decrease (%)	1.7	18.6	48.6	118.3	
(Reference) Actual results for prior year (First half ended Sept. 30, 2012)	676,126	14,080	14,731	8,109	32.55

Amendment to Forecast of Non-consolidated Annual Financial Results for the Fiscal Year Ending March 31, 2014 (April 1, 2013 to March 31, 2014)

(Millions of yen)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (Yen)
Previously announced forecast (A)	1,485,600	41,100	46,800	24,400	97.93
Amended forecast (B)	1,500,000	45,400	57,900	37,400	135.80
Amount of increase or decrease (B-A)	14,400	4,300	11,100	13,000	
Rate of increase or decrease (%)	1.0	10.5	23.7	53.3	
(Reference) Actual results for prior year (Fiscal year ended March 31, 2013)	1,412,376	35,766	39,091	28,189	113.14

For Reference

- Consolidated gross profit forecast for the first half (cumulative) after amendment: 269.1 billion yen
  Consolidated gross profit forecast for the first half (cumulative) before amendment: 266.0 billion yen
  Consolidated gross profit forecast for the full year after amendment: 578.5 billion yen
  Consolidated gross profit forecast for the full year before amendment: 571.8 billion yen
- Consolidated operating profit forecast before amortization of goodwill and other intangible assets for the first half (cumulative) after amendment: 40.1 billion yen
  Consolidated operating profit forecast before amortization of goodwill and other intangible assets for the first half (cumulative) before amendment: 34.5 billion yen
  Consolidated operating profit forecast before amortization of goodwill and other intangible assets for the full year after amendment: 107.8 billion yen
  Consolidated operating profit forecast before amortization of goodwill and other intangible assets for the full year before amendment: 100.1 billion yen

Reason for Amendment

Since the Dentsu Group's, particularly Dentsu Inc.'s financial results for the first six months (from April 1 to September 30, 2013) were strong, the consolidated and non-consolidated results for both the first half and the full year are expected to exceed the initial forecast. The advertising market in Japan is expected to remain strong, and, as shown in the above charts, Dentsu has therefore amended its forecast of consolidated and non-consolidated financial results for the fiscal year ending March 31, 2014 which was announced on May 14, 2013.

#####

Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp