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NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Dentsu Inc. Net Sales for August 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 August 2017 showed a year-on-year decline of 6.3%.
PR spokesperson Shusaku Kannan said "Due to the lack of such large events as the 2016 Summer Olympics and Paralympic Games in Rio de Janeiro, net sales for August failed to meet last year's levels. Ad spend was up in 9 out of 20 industry categories, with Beverages/Cigarettes, Cosmetics/Toiletries and Energy/Materials/Machinery holding steady, while Information/Communications, Transportation/Leisure and Distribution/Retailing fell below the previous year.

August 2017 Earnings Results	(Millions of yen)	(Comparison with previous year, %)
Non-consolidated Net Sales (Parent Company Only)	111,555	93.7

Breakdown of Net Sales by Business Category	(Millions of yen)	(Comparison with previous year, %)
Newspapers	4,380	76.2
Magazines	1,600	84.8
Radio	1,105	98.7
Television	50,460	93.6
Interactive Media	7,416	109.2
OOH Media	3,568	93.3
Creative	15,692	115.4
Marketing/Promotion	13,861	82.8
Others	13,469	87.5

- 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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