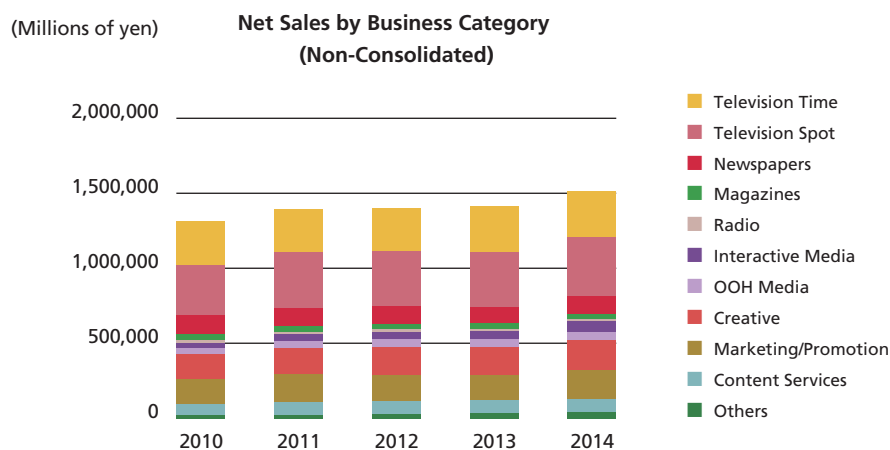


Sales (Non-Consolidated)

(Years ended March 31)



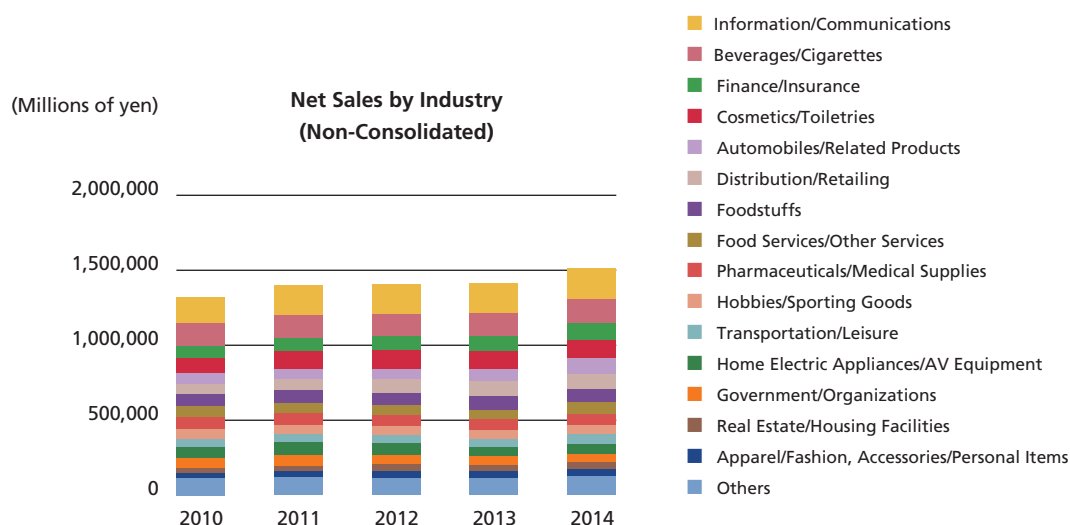
Net Sales by Business Category (Non-Consolidated)

Net Sales by Business Category (Non-Consolidated)												Millions of yen			
Years ended March 31	2010			2011			2012			2013			2014		
Television	¥	626,274	47.6%	¥	658,056	47.1%	¥	658,179	46.9%	¥	666,480	47.2%	¥	700,039	46.2%
Time		289,464	22.0		285,668	20.5		286,724	20.4		302,164	21.4		304,266	20.1
Spot		336,810	25.6		372,387	26.7		371,454	26.4		364,315	25.8		395,773	26.1
Newspapers		122,264	9.3		119,643	8.6		115,502	8.2		110,553	7.8		116,870	7.7
Magazines		43,392	3.3		39,159	2.8		36,500	2.6		35,896	2.5		34,669	2.3
Radio		19,434	1.5		18,580	1.3		17,420	1.2		16,027	1.1		15,055	1.0
Interactive Media ⁽¹⁾		34,606	2.6		45,392	3.2		48,984	3.5		54,808	3.9		67,865	4.5
OOH Media ⁽²⁾		39,233	3.0		43,911	3.1		48,396	3.4		49,780	3.5		54,597	3.6
Creative		164,973	12.5		178,959	12.8		187,981	13.4		187,804	13.3		203,845	13.5
Marketing/Promotion		167,209	12.7		181,381	13.0		179,120	12.8		166,068	11.8		190,668	12.6
Content Services ⁽³⁾		75,492	5.7		89,721	6.4		83,904	6.0		89,358	6.3		90,480	6.0
Others		22,191	1.7		21,992	1.6		28,672	2.0		35,598	2.5		40,970	2.7
Total	¥	1,315,072	100.0%	¥	1,396,798	100.0%	¥	1,404,663	100.0%	¥	1,412,376	100.0%	¥	1,515,062	100.0%

Notes: (1) Interactive Media refers to Internet and mobile-related media.

(2) OOH Media stands for out-of-home media and comprises transportation and outdoor billboard advertising.

(3) Content Services refers to rights sales, planning and production as well as other content-related services in the sports and entertainment fields.

**Net Sales by Industry (Non-Consolidated)**

Net Sales by Industry (Non-Consolidated)													Millions of yen		
Years ended March 31	2010			2011			2012			2013			2014		
Information/															
Communications	¥	165,615	12.6%	¥	193,950	13.9%	¥	189,528	13.5%	¥	194,775	13.8%	¥	200,334	13.2%
Beverages/Cigarettes		150,393	11.4		152,238	10.9		152,797	10.9		152,584	10.8		160,175	10.6
Finance/Insurance		83,532	6.4		95,724	6.9		95,123	6.8		99,624	7.1		119,865	7.9
Cosmetics/Toiletries		97,733	7.4		113,387	8.1		121,260	8.6		119,504	8.5		116,914	7.7
Automobiles/															
Related Products		75,010	5.7		69,257	5.0		73,203	5.2		86,549	6.1		108,867	7.2
Distribution/Retailing		64,913	4.9		72,402	5.2		90,014	6.4		98,063	6.9		97,827	6.5
Foodstuffs		84,546	6.4		80,475	5.8		82,329	5.9		86,933	6.2		90,291	6.0
Food Services/															
Other Services		73,006	5.6		72,132	5.2		69,507	4.9		70,826	5.0		80,476	5.3
Pharmaceuticals/															
Medical Supplies		73,849	5.6		77,060	5.5		70,414	5.0		68,349	4.8		69,304	4.6
Hobbies/															
Sporting Goods		69,179	5.3		60,659	4.3		56,987	4.1		55,559	3.9		65,234	4.3
Transportation/Leisure		55,657	4.2		56,775	4.1		58,064	4.1		60,178	4.3		65,110	4.3
Home Electric															
Appliances/															
AV Equipment		78,268	6.0		83,288	6.0		74,329	5.3		59,536	4.2		60,155	4.0
Government/															
Organizations		60,054	4.6		70,469	5.0		66,253	4.7		55,021	3.9		58,800	3.9
Real Estate/															
Housing Facilities		35,898	2.7		37,375	2.7		43,448	3.1		41,431	2.9		46,690	3.1
Apparel/Fashion,															
Accessories/															
Personal Items		31,304	2.4		38,289	2.7		42,583	3.0		44,574	3.2		43,098	2.8
Others		116,108	8.8		123,310	8.8		118,819	8.5		118,862	8.4		131,915	8.7
Total	¥	1,315,072	100.0%	¥	1,396,798	100.0%	¥	1,404,663	100.0%	¥	1,412,376	100.0%	¥	1,515,062	100.0%

Notes: (1) The above ranking is based on data for the fiscal year ended March 31, 2014.

(2) Dentsu reviews the criteria for each industry category frequently for the purposes of its own accounts. Accordingly, these categories may differ qualitatively from those used in *Advertising Expenditures in Japan* for the respective years. Figures for previous years have been recalculated to reflect the current industry breakdown as of March 31, 2014.