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Dentsu Announces Agreement to Acquire Sports Marketing Specialist Alesport Group in Spain

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd. has reached an agreement with the principal shareholders of sports marketing and brand activation specialist Alesport Group (Head Office: Barcelona) to acquire the operation.

Founded in 1975, Alesport Group has a strong reputation in the Spanish market as a leader in the sports and event marketing industry. The four companies under the Alesport umbrella are RMP Racing, which plans and organizes sports events such as two-wheel and four-wheel motor sports, cycling, car racing, mountain bike racing and marathons; RPM Events, which plans and operates B-to-B events; Alesport, a specialized sports publishing company; and Aventurismo, which is responsible for making travel and accommodation arrangements related to competitions and other events. As one of the major specialist sports marketing groups in Spain, Alesport is involved in the planning and operation of third-party events as well as its own sports events.

After the acquisition has been completed, Alesport Group will maintain its service structure and will work with other Dentsu Group companies in Spain and other countries to create synergies.

In its September 2015 worldwide advertising expenditure forecasts, the Dentsu Group's media communications agency Carat announced that advertising expenditures in Spain grew 6.2% in 2014, reflecting the recovery of the country's economy. The strong growth is expected to continue, with an increase of 6.9% forecast for both 2015 and 2016.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minimal.

A profile of Alesport Group is provided on the following page.

Profile of Alesport Group

Company Name:	Alesport Group
Location:	Barcelona, Spain
Date of Establishment:	November 1997 (Its predecessor was established in 1975)
Shareholding Ratio*:	Dentsu Aegis Network 100% *After acquisition has been completed
Revenue:	Approximately EUR 13.71 million (year ended December 2014)
Representatives:	Jaime Alguersuari (Founder and Executive President) Juan Porcar Garcia (CEO)
Number of Employees:	86
Line of Business:	Sports marketing services

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