

FOR IMMEDIATE RELEASE

June 25, 2010

## **Dentsu to Establish Dentsu Consulting Inc., a New Management Strategy Consulting Company**

***—Will provide integrated management strategy solutions and services—***

Dentsu Inc. (President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of a new management strategy consulting company, Dentsu Consulting Inc. (hereinafter "Dentsu Consulting"), to strengthen the Dentsu Group's ability to provide integrated solutions. The new company will begin operations on July 1, 2010.

Dentsu Consulting will be formed through the restructuring and expansion of Dentsu Netyear Abeam Inc., an affiliate company that provides e-consulting services within the Dentsu Group. The new name reflects the company's focus on providing specialized consulting services to clients throughout Japan.

In Japan, markets are maturing in diverse industry segments, and many companies are now finding it difficult to formulate a growth strategy that does not involve major reforms to an existing business framework. Accordingly, many companies are now facing the challenge of developing a new framework aimed at next-generation growth strategies such as the revitalization of existing businesses, the cultivation of new business domains, the construction of new marketing systems and the development of new business models. Not many companies, however, are capable of simultaneously devising and implementing such strategies.

In "Dentsu Innovation 2013," the Dentsu Group's Medium-term Management Plan that was announced in July of last year, the strengthening of the Group's capacity to address client issues and expansion of the scope of its services were given as the Services Innovation objectives. The Dentsu Group has to date provided integrated solutions and services to clients, mainly in the marketing communications domain. However, there has recently been an increase in the number of instances where it is difficult to solve a client's management and business issues through the provision of integrated solutions and services only within this

domain. The launch of this new company within the Dentsu Group will provide the Group with a framework for the development and provision of integrated solutions and services centered on management strategies.

Using the experience gained from the large number of strategic scenario planning projects cultivated by Dentsu Netyear Abeam Inc. as a base, Dentsu Consulting will employ Dentsu's proprietary methodology that combines strengths such as the creativity that gives birth to new ideas, logical problem-solving ability, insight into customer needs, situational analysis and specialized knowledge of the management domain to prepare an abundant menu of services that will meet the escalating growth strategy requirements of corporations.

### **Profile of Dentsu Consulting Inc.**

Company Name: Dentsu Consulting Inc.  
 Location: 11th Floor, Jiji Press Bldg., 5-15-8, Ginza, Chuo-ku,  
 Tokyo 104-8178  
 Principal Business: Management strategy consulting  
 Executives: President & CEO: Naohihiko Oikawa  
 Executive Director: Nobuhiko Komiya  
 Directors: Toshihiro Yamamoto  
 Yusaku Hokari  
 Hikaru Shikoku  
 Hidetoshi Mizuno  
 Auditor: Katsuyoshi Yamanouchi  
 Shareholding Ratio: Dentsu Inc. 100%  
 Capital: 60 million yen  
 Number of Employees: 20  
 URL: <http://www.dentsuconsulting.com/>  
 (The site will be accessible from July 1, 2010.)

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