

FOR IMMEDIATE RELEASE

October 1, 2010

Dentsu and Dentsu Digital Holdings to Establish the Dentsu Digital Fund for Investments in the Digital Business Domain

Dentsu Inc. (TSE: 4324; President & CEO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and Dentsu Digital Holdings Inc. (President & CEO: Akira Sugimoto; hereinafter "DDH") announced today that the two companies have decided to jointly contribute up to a total of 10 billion yen to set up the Dentsu Digital Investment Business Limited Partnership (hereinafter "Dentsu Digital Fund"). The objectives of the fund are to accelerate the growth of the Dentsu Group's digital businesses and to contribute to the healthy development of the digital communications market not only in Japan but also in countries such as the United States and China.

The newly established fund will be operated by DDH, and headed by Akihisa Fujita, a pioneer in the development and creation of the mobile advertising market in Japan (and currently a Director and Executive Vice President of DDH). DDH will make proactive investments while forging close links with Dentsu and the Dentsu Group's digital-related companies.

In order to provide clients with effective one-stop digital marketing solutions and services, in January of this year Dentsu established the business management company DDH to integrate the Dentsu Group's digital-related businesses. An internal Digital Business Division (hereinafter "DB Division") was also established at the same time to integrate Dentsu Inc.'s digital-related departments.

Going forward, Dentsu will effectively use the newly established fund to accelerate the expansion of the Dentsu Group's digital domain through the further strengthening and expansion of its digital services framework. In addition to using the accumulated professional investment knowhow of the DDH and DB Division staff to seek out and select businesses in which to invest, Dentsu and DDH will draw on the expert knowledge and wide-ranging industry network of the Dentsu Group's digital-business related companies to enhance the value of the companies in which the Fund has invested, and will also aim at making a

contribution to the global digital business market.

Outline of the Dentsu Digital Fund

- ◆ Date of Establishment: October 1, 2010
- ◆ Total Capital: 10 billion yen
- ◆ Fund Operator: Dentsu Digital Holdings Inc.
- ◆ Fund Representative: Akihisa Fujita (currently a Director and Executive Vice President of DDH; former president of D2 Communications Inc.)

- ◆ Main areas of investment:
 - (1) Digital marketing platforms and digital media
 - (2) Digital technology
 - (3) Social marketing
 - (4) Development of digital devices
 - (5) Development of new business models that utilize digital technology

- ◆ Target regions:
 - Asia (mainly Japan and China), The Americas and Europe

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