

FOR IMMEDIATE RELEASE

October 20, 2011

## **The Dentsu Group to Establish New Company in Singapore to Strengthen Sales Promotion Operations in Asia**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will establish a new company, Promo Tec Pte. Ltd., as a subsidiary of Dentsu Tec Inc. (President & CEO: Hiroaki Horii; Head Office: Tokyo; wholly owned subsidiary of Dentsu Inc.). Charged with accelerating the Dentsu Group's growth strategy in Asia and meeting increasing client needs in the region's sales promotion domain, Promo Tec will begin operations in Singapore in January 2012.

Asia's GDP is expected to grow 4%–8% over the next five years, and the region's value as a consumer market is rising. Attention is being focused on Asia as a growth market, and client needs in the sales promotion domain in this region are escalating. More specifically, there has been a rapid increase in enquiries about the production of premium goods as well as out-of-home (OOH) advertising areas such as store development, in-store promotions, events, corporate identity (CI) and visual identity (VI).

As part of the Group's growth strategy to date, Dentsu has established a network of agencies to support the advertising activities of clients in China, Hong Kong, Taiwan and Korea. Singapore-based Dentsu Asia Pte. Ltd., established as a regional administration company, oversees operations in the Southeast Asian countries of Thailand, Malaysia, Indonesia, the Philippines, Singapore and Vietnam, while several other Group companies operate in India and the Middle East.

In the booming Chinese market, the Dentsu Group has already implemented a fully integrated communication services framework that encompasses the sales promotion domain. As the next step in the Group's ongoing evolution, Promo Tec will play a pivotal role in the sales promotion domain in the rest of Asia. Working in collaboration with Dentsu Asia, Promo Tec will establish subsidiary companies throughout Asia, creating an Asia-wide network that will provide fully integrated services across the region.

**Profile of PROMO TEC PTE. LTD.**

Company Name: PROMO TEC PTE. LTD.  
Location: Singapore  
Capital: 7.4 million Singapore dollars  
Shareholding Ratio: Dentsu Tec Inc. 100%  
Date of Establishment: November 2011 (tentative)  
Start of Operations: January 2012 (tentative)  
President & CEO: Choku Matsukawa (currently a Director  
and Executive Officer of Dentsu Tec Inc.)  
Number of Employees: 8 (tentative)  
Principal Business: Sales promotions-related services

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