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March 30, 2012

## **Dentsu Announces Continuation of Agreement to Support Advertisers with Facebook® in Japan**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") and Facebook, Inc. (Founder, Chairman, and CEO: Mark Zuckerberg; Headquarters: Menlo Park, California, USA; hereinafter "Facebook") announced today the continuation of the February 2011 agreement under which Dentsu serves as the official representative of Facebook's sales and marketing support to advertisers in Japan.

Under the renewed agreement, Dentsu, as Facebook's official ad sales representative in the Japanese market, will provide consultation on and support for effective Facebook Page development, and propose marketing campaigns that leverage the Facebook Premium Ad platform to which Dentsu has the exclusive marketing rights in Japan.

The number of Facebook users is continuing to grow exponentially. As announced by Facebook at their fMC (Facebook's marketing conference) Tokyo event on March 16, the number of monthly active users<sup>1</sup> in Japan has reached more than 10 million. Furthermore, the number of companies with Facebook Pages as well as companies who use the "Like" button and other social plugins is also increasing steadily.

Sponsored Stories on mobile, Ads on log out, and New Facebook Pages with features like cover photo and the Page timeline, which were announced on February 29 at fMC New York, are expected to further increase the effectiveness of communication by companies.

Based on the expertise gained through working together with Facebook in 2011, Dentsu will continue to encourage the adoption of Facebook Pages to marketers and media companies. With regard to Facebook Premium Ads, Dentsu will collaborate with both Facebook and cyber communications inc., a Dentsu subsidiary in Japan, to enable more advertising agencies in Japan to market the new Premium Ad formats.

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<sup>1</sup> monthly active user is defined as someone who connects to Facebook at least once every month

Looking forward, the Dentsu Group will encourage business innovation practices that provide optimal solutions for the new marketing activities required by companies in this age of social communication.

- Facebook® is a registered trademark of Facebook, Inc.

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Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)