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The Dentsu Group to Establish New Promo Tec Subsidiaries in India and Indonesia 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 the establishment of two new Dentsu Group companies, Promo Tec India Private Limited and PT. Promo Tec Indonesia. Both companies are subsidiaries of Promo Tec Pte. Ltd., a company established in Singapore last October as a subsidiary of Dentsu Tec Inc. (President & CEO: Hiroaki Hori; Head Office: Tokyo; wholly owned subsidiary of Dentsu Inc.) to accelerate the Dentsu Group's growth strategy in Asia and meet increasing client needs in the region's sales promotion domain.

Attention is being focused on Asia as a growth market, with particular emphasis on the countries of India¹ and Indonesia, and there has recently 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 and corporate identity (CI).

Promo Tec India and Promo Tec Indonesia have been established to strengthen the Group's activities in the sales promotion domain, and both companies will start operations in June.

¹ According to the March 2012 edition of *Advertising Expenditure Forecasts* published by ZenithOptimedia, the advertising markets in India and Indonesia are expected to grow as follows:

- The size of India's advertising market in 2011 was US\$5,876 million, an increase of 9.8% from the 2010 figure. The market is further expected to grow to US\$6,277 million in 2012, US\$6,832 million in 2013, and US\$7,447 million in 2014.
- The size of Indonesia's advertising market in 2011 was US\$5,111 million, an increase of 18.9% from the 2010 figure. The market is further expected to grow to US\$6,113 million in 2012, US\$7,284 million in 2013, and US\$8,931 million in 2014.

Working in cooperation with Singapore-based Dentsu Asia Pte. Ltd., which oversees operations in the Asian region, the two new companies will provide clients in their own as well as neighboring countries with fast and effective solutions to the growing range of sales promotion needs.

The impact of these transactions on Dentsu's consolidated and non-consolidated financial results for the fiscal year ending March 31, 2013 is expected to be minimal.

Profile of PROMO TEC INDIA PRIVATE LIMITED

Company Name: PROMO TEC INDIA PRIVATE LIMITED
 Location: Gurgaon, India
 Capital: 82 million Indian rupees
 Shareholding Ratio: PROMO TEC PTE. LTD. 95%, Dentsu Tec Inc. 5%
 Date of Establishment: March 22, 2012
 Start of Operations: June 2012 (tentative)
 President & CEO: Choku Matsukawa
 (currently a Director and Executive Officer of Dentsu Tec Inc. and President & CEO of PROMO TEC PTE. LTD.)
 Number of Employees: 10 (tentative)
 Principal Business: Sales promotions-related services

Profile of PT. PROMO TEC INDONESIA

Company Name: PT. PROMO TEC INDONESIA
 Location: Jakarta, Indonesia
 Capital: 350,000 USD (3,162,250,000 Indonesian rupiah)
 Shareholding Ratio: PROMO TEC PTE. LTD. 95%, Dentsu Tec Inc. 5%
 Date of Establishment: March 28, 2012
 Start of Operations: June 2012 (tentative)
 President & CEO: Choku Matsukawa
 (currently a Director and Executive Officer of Dentsu Tec Inc. and President & CEO of PROMO TEC PTE. LTD.)
 Number of Employees: 6 (tentative)
 Principal Business: Consulting services related to sales promotions

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