

FOR IMMEDIATE RELEASE

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The Dentsu Group Establishes a New Digital Agency in Singapore to Expand Its Digital Business 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 has established a new digital agency, Dentsu Mobius Pte. Ltd., in order to respond to growing client needs for Internet and other digital advertising as well as to increase the Group's digital presence in the Southeast Asian region. The new company has been established as a wholly owned subsidiary of Singapore-based Dentsu Inc. subsidiary Dentsu Asia Pte. Ltd., which oversees business operations in the region. Dentsu Mobius will begin operations in Singapore on June 1, 2012.

Against the backdrop of an accelerated growth rate in the digital markets of Southeast Asia and increasingly intense competition among advertising agencies in the region, Dentsu established Dentsu Mobius as a specialist digital agency to bolster the Group's presence in the digital domain and achieve dynamic growth that outperforms the market. The increasing demand by the market for a full service digital agency and recent high profile digital business wins for Dentsu in the region prompted the set up of Dentsu Mobius.

Through its Digital Media department which focuses on performance-based search and other related direct response digital services, and its Digital Solutions department which provides digital production, social, mobile and CRM solutions, Dentsu Mobius will leverage the unique strengths of the Dentsu Group to develop integrated, cohesive, end-to-end solutions for its clients. Looking forward, the new company will play a core role in the Group's digital business in Asia, and, through cooperation with the other agencies under the Dentsu Network umbrella, contribute to the overall expansion of the Group's digital business.

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

A profile of the new company is provided on the following page.

Profile of DENTSU MOBIUS PTE. LTD.

Company Name: DENTSU MOBIUS PTE. LTD.
Location: Singapore
Capital: 6.3 million Singapore dollars
Shareholding Ratio: Dentsu Asia Pte. Ltd. 100%
Date of Establishment: April 9, 2012
Start of Operations: June 1, 2012 (tentative)
Managing Directors: Angeli T. Beltran (currently Executive Regional Director at Dentsu Asia Pte. Ltd.)
James Hawkins (currently Executive Director, Performance Marketing at Dentsu Asia Pte. Ltd.)
Number of Employees: 30 (tentative)
Principal Business: Internet advertising and other digital business

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