

FOR IMMEDIATE RELEASE

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Dentsu Appoints Dick van Motman as Chairman & CEO of Dentsu Asia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the appointment, effective October 15, 2012, of Dick van Motman as CEO of Dentsu Asia Pte. Ltd., a wholly owned subsidiary of Dentsu Inc. Dentsu Asia, a regional management company under the umbrella of the Dentsu Network organization of operations outside of Japan, oversees operations in the ASEAN and Oceania region.

Dick van Motman joins Dentsu from DDB Worldwide, where he had held the position of President & CEO, DDB Group, Greater China since 2005. After obtaining a Bachelor of Arts in Marketing and Economics from Inholland University of Applied Sciences in 1989 and then studying organizational management at the University of Amsterdam, he held executive positions at Ogilvy & Mather, D'Arcy Masius Benton & Bowles, Leo Burnett Worldwide and other leading advertising agencies in Europe and Asia during the course of his more than 20-year career to date.

In his new role, van Motman is expected to leverage his extensive experience in building businesses to further enhance management operations in the ASEAN and Oceania region, strengthen relationships with strategic clients, and lead business development activities related to new regional and global clients. He will also be tasked with raising the reputation and quality of the services provided by each of the companies under his jurisdiction by employing and educating skilled professionals, imbuing them with Dentsu's DNA, and strengthening compliance activities. Under his direction, Dentsu Asia is expected to increase earnings in the ASEAN and Oceania region and thereby contribute to the goals set out in Dentsu's medium-term management plan.

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