

FOR IMMEDIATE RELEASE

February 7, 2013

Dentsu Opens Dentsu Asia Branch Office in Myanmar

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the Dentsu Asia Pte. Ltd. Myanmar Branch Office which was established on February 6, 2013 in Yangon, Republic of the Union of Myanmar (hereinafter "Myanmar"), a country of 62 million people and one of the new growth markets in Asia, began operations today. The new office falls under the jurisdiction of Dentsu Asia Pte. Ltd., the wholly owned subsidiary of Dentsu Inc. that oversees operations in the ASEAN and Oceania region.

As Myanmar makes the transition to civilian rule and democracy, countries around the world have started to ease their economic sanctions. Now in the formative years of its market economy, the country has abundant, high-quality manpower and resources, and Myanmar's government is proactively working on infrastructures for the introduction of foreign capital. A new foreign investment law was enacted in November 2012, and the eagerness of foreign companies to enter the Myanmar market is growing rapidly. Several Japanese companies have already started to develop a market presence in Myanmar, and Western and local companies are also showing an increase in activities there. Moreover, since the 27th South East Asian Games (SEA Games) will be held in Myanmar this year, demand for advertising activities linked to sports events is also expected.

The establishment of the Dentsu Asia Myanmar Branch Office will enable Dentsu Asia to promptly respond to the market potential in Myanmar and offer services that are unique to Dentsu. Working in collaboration with Dentsu Group companies in Japan and the ASEAN region as well as with local companies, Dentsu Asia Myanmar will offer its clients, mainly Japanese companies, a wide range of advertising and communications services.

Profile of the Dentsu Asia Myanmar Branch Office

Company Name:	Dentsu Asia Pte. Ltd. Myanmar Branch Office
Location:	Yangon, Republic of the Union of Myanmar
Date of Establishment:	February 6, 2013
Representative:	Hardy Yang, Branch Manager (currently Director, Dentsu Asia)
Principal Business:	Full-service advertising

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