

FOR IMMEDIATE RELEASE

April 2, 2013

## **The Dentsu Group's Aegis Media to Acquire 100% of Chinese Digital Planning and Buying Agency Beijing Wonder Advertising Co.**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Aegis Media, one of the two entities under the umbrella of its global operating unit Dentsu Aegis Network Ltd., has reached an agreement with the shareholders of digital planning and buying agency Beijing Wonder Advertising Co., Ltd. (hereinafter "WonderAd") to acquire 100% of the company.

The purpose of the acquisition is to strengthen Aegis Media's integrated marketing services capabilities, including digital media buying, in China.

Founded in 2003, WonderAd is a leading full service digital media and marketing agency with eCRM and performance marketing capabilities. During the last nine years the company has built a fully comprehensive database of online media buying data, and provides integrated digital strategic planning and execution services to clients in the fast-growing online gaming industry as well as those in fields such as finance/insurance and distribution/retailing in China.

Over the last 18 months, Aegis Media has performed digital media buying in China through a number of brands including Carat, wwwinsisobar, Vizeum, Catchstone and OMP<sup>1</sup>. Going forward, WonderAd will be aligned to Carat, one of Aegis Media's global network brands, which will make Carat one of the leading digital media buyers in China.

A profile of WonderAd is provided on the following page.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending March 31, 2014 is expected to be minimal.

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<sup>1</sup> Carat and Vizeum provide media buying and planning services, while wwwinsisobar and OMP provide digital creative services. Catchstone is a full service digital and marketing agency.

**Profile of Beijing Wonder Advertising Co., Ltd.**

Company Name: Beijing Wonder Advertising Co., Ltd.  
Location: Beijing, People's Republic of China  
(Branches in Shanghai, Shenzhen and Guangzhou)  
Date of Establishment: July 2003  
Capital: CNY 1.15 million  
Shareholding Ratio: Dentsu Aegis Network Ltd. 100%  
Gross Profit: GBP 7.4 million (FY2011)  
Principal Management Personnel: Eric Liu (CEO, Founder)  
Laetitia Feng (COO)  
Number of Employees: 200  
Line of Business: Digital media buying and provision of other integrated  
marketing services in the digital domain  
Website: <http://www.wonderad.com/> (Chinese language)

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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)