

FOR IMMEDIATE RELEASE

May 2, 2013

The Dentsu Group's Aegis Media Acquires Performance Marketing Agency nvi and Expands iProspect Brand in Canada

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today (May 1 in Canada) that Aegis Media, one of the two entities under the umbrella of its global operating unit Dentsu Aegis Network Ltd., has acquired NVI Solutions (hereinafter "nvi"), a market leader in performance marketing strategies in Canada.

The purpose of the acquisition is to enhance Aegis Media's digital capabilities in Canada, the world's ninth-largest advertising market. The Canadian performance market is evolving at a rapid pace and the acquisition of nvi, a market leader in search and digital in Canada, will accelerate the Dentsu Group's growth strategies in this market.

nvi, with offices in Montreal and Toronto, is a specialist performance marketing agency whose focus is on search marketing and digital performance media. Established in 2005, the company has built a fast-growing business with a diverse client base across many different industries.

Aegis Media Canada currently comprises Carat, Vizeum and Isobar. nvi will join Aegis Media's iProspect network, expanding the brand throughout Canada. iProspect is the global leader in search and digital performance marketing.

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

A profile of nvi is provided on the following page.

Profile of nvi

Company Name: NVI Solutions
Location: Montreal, Canada
Year of Establishment: 2005
Capital: CAD 221
Shareholding Ratio*: Dentsu Aegis Network Ltd. 100%
*After acquisition has been completed
Gross Profit: CAD 4,933,935 (year ended Jan 31, 2013)
Principal Management Personnel: Guillaume Bouchard (President and CEO)
Nicolas Hamel (COO)
Number of Employees: 50
Line of Business: Performance marketing

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