

FOR IMMEDIATE RELEASE

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## **The Dentsu Group's Aegis Media Acquires Leading Belgian Brand Activation and Event Company NewWorld**

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 acquired the NewWorld Group, one of the leading brand activation and events specialists in the Benelux region.

The acquisition of the NewWorld Group, which specializes in experiential marketing, live communication and field marketing in the three Benelux countries of Belgium, the Netherlands and Luxembourg, is consistent with Aegis Media's strategy of acquiring businesses which enhance the breadth of products and services within its networks, and will provide its clients with a greater range of opportunities for consumers to interact with clients' brands.

The business will retain the NewWorld name and it will become part of Aegis Media's psLIVE network with immediate effect. psLIVE is an international partnerships and experiential agency with offices in London, Milan, Madrid, Paris, Copenhagen and Helsinki. A Brussels office is opening shortly. Wim Voss, founder of the NewWorld Group, will remain as Managing Director of the business and will become part of the management team at Aegis Media Belgium.

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 the NewWorld Group is provided on the following page.

**Profile of the NewWorld Group**

Company Name: NewWorld Group  
Location: Mechelen, Belgium  
Date of Establishment: August 1998  
Capital: EUR 40,000  
Gross Profit: EUR 13,300,000 (FY2012)  
Principal Management Personnel: Wim Voss (Managing Director and Founder)  
Number of Employees: 50  
Line of Business: Brand activation, live communication and experiential marketing

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