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May 14, 2013

The Dentsu Group's Aegis Media Acquires Romanian Digital Agency Kinecto

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 Kinecto International SRL (hereinafter "Kinecto"), one of the top-tier digital agencies in Romania.

The purpose of the acquisition is to enhance Aegis Media's digital service capabilities in Romania, an emerging market in Southeast Europe. Kinecto will play a key role in accelerating the Dentsu Group's growth strategies for the region.

Established in 2003, Kinecto was one of the first digital agencies in the Romanian market to pioneer the development of digital devices, services and skills. It became part of Tempo Creative Group in 2008, and for the last decade has been driving the market by establishing many firsts. Today Kinecto is a successful digital creative full-service agency focused on integrated digitally-driven advertising campaigns.

Upon completion of the acquisition, Kinecto will be integrated into the Isobar¹ network, one of Aegis Media's five global network brands, and rebranded as Kinecto Isobar.

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 Kinecto is provided on the following page.

¹ Headquartered in London, Isobar is a modern communications network of over 3,000 people in 36 markets. Bringing together the world's finest digital pioneers and the smartest traditional marketing talent, Isobar provides its clients with irresistible ideas that combine creative, planning, technology and data.

Profile of Kinecto

Company Name: Kinecto International SRL
Location: Bucharest, Romania
Date of Establishment: January 2003
Capital: RON 1,000
Shareholding Ratio*: Dentsu Aegis Network Ltd. 100%
*After acquisition has been completed
Principal Management Personnel: Radu Ionescu (CEO and Co-founder)
Number of Employees: 10
Line of Business: Online and social media campaigns, CRM programs, creative and production services for websites and micro sites, email marketing and search engine marketing

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