

FOR IMMEDIATE RELEASE

May 23, 2013

## **The Dentsu Group's Aegis Media Acquires Social Embassy, the Leading Social Media Agency in the Netherlands**

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 Social Embassy B.V. (hereinafter "Social Embassy"), the leading social media agency in the Netherlands.

The acquisition of Social Embassy will expand the breadth of the services that the Dentsu Group provides to its clients and enhance the prospects of its business in the Dutch market. Social Embassy, based in Amsterdam, is a specialist social media agency whose focus is on social media consulting, community management and SNS advertising. Established in 2008, Social Embassy has built a fast-growing business with a diverse global client base.

Social Embassy will work closely together with the social team within Isobar Netherlands. Social Embassy's expertise and client base strengthens Aegis Media's market position and is expected to generate the benefits of greater scale in the Netherlands.

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 Social Embassy is provided on the following page.

**Profile of Social Embassy**

Company Name: Social Embassy B.V.  
Location: Amsterdam, the Netherlands  
Year of Establishment: 2008  
Capital: EUR 40,000  
Gross Profit: EUR 2,515,000 (FY2012)  
Principal Management Personnel: Founder: Steven Jongeneel  
Managing Director: Vivian Opsteegh  
Co-founder: Niels van der Velden  
Number of Employees: 30  
Line of Business: Social media consulting, community management,  
SNS advertising

#####

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)