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May 28, 2013

The Dentsu Group Establishes New Promo Tec Subsidiary to Strengthen Sales Promotion Operations in Vietnam

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today the establishment of Promo Tec Vietnam Limited to meet increasing client needs in the sales promotion domain in Vietnam. The new company will commence operations on June 1.

In Vietnam, the consumer market is expanding rapidly, and as many Japanese companies have already established operations there, high-quality Japanese-style communication services are in demand. Recently there has been a rapid increase in enquiries about store development, in-store promotions and events, and Promo Tec Vietnam was established to provide one-stop specialty services from planning through to implementation.

In October 2011, Promo Tec Pte. Ltd. was established in Singapore to spearhead the Dentsu Group's sales promotion business in Asia. The addition in March 2012 of Promo Tec subsidiaries in Indonesia and India strengthened the Group's activities in this domain, and the establishment of Promo Tec Vietnam will further increase awareness of the brand name in the Asia region.

Going forward, Promo Tec Vietnam will seek to position itself as a leading sales promotions specialist in the same way as the other three companies that are already open for business. It will work in close cooperation with Dentsu Asia, the Dentsu subsidiary which oversees operations in the ASEAN and Oceania region under the umbrella of the Group's global operating unit Dentsu Aegis Network Ltd., as well as with Aegis Media's network in Asia. The new company will provide clients in Vietnam as well as in neighboring countries with fast and effective solutions to the growing range of sales promotion needs.

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 Promo Tec Vietnam is provided on the following page.

Profile of Promo Tec Vietnam

Company Name: PROMO TEC VIETNAM LIMITED
Location: Ho Chi Minh City, Vietnam
Capital: USD 1,250,000
Shareholding Ratio: PROMO TEC PTE. LTD. 90%, IDI* 10%
*IDI = Investment, Development and Information Service Co., Ltd.
Date of Establishment: April 16, 2013
Start of Operations: June 1, 2013
Representatives: Chairman: Choku Matsukawa
General Director: Takefumi Umino
Number of Employees: 8 (tentative)
Principal Business: Full range of promotional services

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