

FOR IMMEDIATE RELEASE

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The Dentsu Group to Be on Stage with Renowned Music Group Perfume at “Happy Hacking” Seminar at Cannes Lions

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that the Company will be leading a seminar at the 2013 Cannes Lions International Festival of Creativity on Thursday, June 20. Entitled “Happy Hacking: Redefining the Co-creation Frontier,” the session will push the notion of “co-creation” further and explore the possibilities and implications of “hacking” in today’s world.

“Our model grew out of this mindset of understanding people not just as ‘target consumers,’ but as audiences,” explained Yuya Furukawa, chief creative officer of Dentsu. “Today, as it was during Dentsu’s earliest days, it is important to know the kinds of stories and content that people choose to consume, engage with or co-create through hacking.”

The event will include a panel discussion featuring six-time Lions winner Adam Kerj, chief creative officer, 360i and Naoko Katayama, executive planning director, Dentsu Holdings USA. The panelists will explore the concepts of “Happy Hacking” and share “hacking” examples on behalf of two major clients.

“Hacking different domains of collaboration in the world of creativity changes the dynamic of every relationship and the interaction among all the parties, including the brand, the agency, the consumers and the creators. As a result of hacking, unconventional and exciting work is created,” Furukawa said.

The forum will be moderated by the 2013 PR Week Agency PR Professional of the Year Elise Mitchell, CEO, Mitchell Communications Group; CEO, Dentsu Public Relations Network.

In addition to the panel discussion, world-recognized artist and Programmer Daito Manabe of Rhizomatiks (<http://www.daito.ws/en/work/>) and Creative Technologist Kaoru Sugano of Dentsu will also appear as guests. Additionally, Cannes Lions audience members will have an opportunity to witness an extraordinary performance by celebrated Japanese techno-pop singing sensation Perfume.

For those who want to enjoy the Cannes Lions learning programme but can't make it to the South of France, the session will be streamed live direct from the Cannes stage. Based on Internet voting, Dentsu's seminar was selected as the Thursday session to be streamed live. Watch the discussion, enjoy the performance and find new ways to creatively collaborate with your audiences. The session will be streamed live on YouTube (<http://www.youtube.com/watch?v=-eZ5cFJIIFQ>) at 16:00 CET (10:00 EDT), on Thursday, June 20.



Japanese techno-pop singing sensation Perfume

About the Dentsu Group

Led by Dentsu Inc. (TOKYO:4324) (ISIN:JP3551520004), the world's largest advertising agency brand with a history of 112 years, the Dentsu Group offers a comprehensive range of client-centric communications and media services in 110 countries across five continents. Its Japan-wide network and London-based global operating unit Dentsu Aegis Network Ltd., which oversees the operations of Aegis Media, a leading global media and digital communications specialist, as well as those of the Dentsu Network, which manages all of Dentsu's other global business operations outside Japan, together employ more than 37,000 dedicated professionals. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Inc.: www.dentsu.com

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