

FOR IMMEDIATE RELEASE

June 27, 2013

Dentsu Appoints Jerry Buhlmann as an Executive Officer

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) today convened a meeting of its Board of Directors at its Head Office in Tokyo at which it appointed Jerry Buhlmann as an Executive Officer of Dentsu Inc. Mr. Buhlmann is the second non-Japanese Executive Officer in Dentsu's history.

Mr. Buhlmann will take up his new position on July 1, and his Executive Officer role is concurrent with his roles as CEO of the global operating unit Dentsu Aegis Network Ltd. established in March after Dentsu completed its acquisition of Aegis Group plc, and CEO of the Aegis Media entity under the Dentsu Aegis Network umbrella.

After the acquisition of Aegis Group, the overseas ratio of Dentsu's consolidated gross profit rose from 18% to 44%¹. As an Executive Officer, Mr. Buhlmann is expected to contribute to the Dentsu Group's overseas business strategy and help drive further growth in this arena. In this role, he continues to report to Tim Andree, Director and Executive Vice President of Dentsu Inc.

Commenting on the appointment, Tadashi Ishii, CEO of Dentsu Inc. said, "I am delighted to announce the appointment of Jerry Buhlmann as an Executive Officer of Dentsu Inc. His vision and strong leadership have been the backbone to delivering Aegis Media's growth and I am certain that he will contribute to the success of our business outside Japan. I have deep faith and respect for him and I am excited about the journey ahead together."

Jerry Buhlmann, CEO of the Dentsu Aegis Network and Aegis Media, said, "I am very pleased to be appointed as an Executive Officer at Dentsu Inc. Since the completion of the merger with Dentsu at the end of March 2013, the commonality of vision and strategy we share has enabled us to bring our companies closer together at speed and it is already enabling us to deliver truly global solutions for our clients. I look forward to working more closely with my colleagues at Dentsu Inc. to realize our global communications ambitions."

A short biography of Mr. Buhlmann is provided on the following page.

¹ Simple addition of Dentsu's FY2012 gross profit and the former Aegis Group's 2012 revenue (IFRS)

Short Biography

- 1959 Born November 26, 1959, London, England
- 1989-1999 In 1989 he started his own media agency called BBJ. Through the course of ten years, he successfully established BBJ as a leading top three media agency. In 1999, Aegis Group plc acquired BBJ, and BBJ rebranded as Vizeum in 2001.
- 2000–2003 CEO, Carat International, responsible for the network's international clients
- 2003–2008 CEO, Aegis Media EMEA
- 2008–2010 CEO, Aegis Media, the larger of the two divisions of Aegis Group plc
He was a member of the plc Board at the same time.
- 2010–2013 CEO, Aegis Group plc
- March 2013 CEO, Dentsu Aegis Network Ltd. and CEO, Aegis Media
- July 2013 Executive Officer, Dentsu Inc.

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