

FOR IMMEDIATE RELEASE

July 25, 2013

Dentsu Announces Determination of Number of New Shares to be Issued

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen, hereinafter "Dentsu") announced today that, in connection with the resolution at a meeting of Dentsu's Board of Directors held on July 3, 2013 to issue new shares of common stock, the number of new shares has been determined as a result of the exercise of the option to purchase additional shares of common stock granted to the international managers in the International Offering. The details are as set forth below.

Number of shares to be issued as a result of the exercise of the option granted to the international managers:

2,000,000 shares

<Reference>

1. Class and Number of shares to be offered through the issuance of new shares pursuant to a public offering in Japan, etc.:

8,000,000 shares of common stock of Dentsu, which is the sum of (i) and (ii) below.

- (i) 6,000,000 new shares to be underwritten and purchased by the Japanese underwriters in the Japanese Public Offering.
- (ii) 2,000,000 new shares to be issued as a result of the exercise of the option granted to the international managers in the International Offering for the purchase of additional shares.

2. Total number of issued shares before and after the issuance of new shares pursuant to the public offering in Japan, etc.:

Current total number of issued shares:	278,184,000 shares
Number of shares to be newly issued pursuant to the public offering in Japan, etc.:	8,000,000 shares
Total number of issued shares after the issuance of new shares pursuant to the public offering in Japan, etc.:	286,184,000 shares

Note: This press release does not constitute an offer of any securities for sale. This press release has been prepared for the sole purpose of publicly announcing that Dentsu Inc. has resolved matters relating to an issuance of new shares and it is not for the purpose of soliciting investment, etc. inside or outside Japan. In addition, this press release is not an offer to sell, or solicitation of an offer to buy, securities in the United States. The securities referred to in this press release have not been and will not be registered under the United States Securities Act of 1933, as amended, and may not be sold or offered in the United States absent registration or an applicable exemption from such registration requirement. The securities referred to in this press release will not be publicly offered or sold in the United States.

In addition to the above, up to 3,000,000 shares of common stock of Dentsu may be issued on Tuesday, August 27, 2013 by way of third-party allotment to the lead manager in the Japanese Public Offering in connection with the secondary offering to cover over-allotments.

3. Use of proceeds

The net proceeds from the Japanese Public Offering and the International Offering, which are JPY 112,757,800,000, together with the net proceeds from the Third-Party Allotment, which are estimated to be a maximum of JPY 9,128,200,000, will be used by the end of September 2013 to repay a portion of JPY 200 billion yen of short-term debt borrowed in connection with Dentsu's acquisition of Aegis Group plc.

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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.

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