

FOR IMMEDIATE RELEASE
August 23, 2013

Dentsu Announces Determination of Number of New Shares to be Issued by Way of Third-Party Allotment

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 71,204.7 million yen, hereinafter "Dentsu") announced today that, in connection with the issuance of new shares by way of third-party allotment, which was resolved by the Board of Directors at a meeting held on July 3, 2013 together with resolutions for the issuance of new shares, the disposal of treasury shares and the secondary offering of shares of Dentsu, Dentsu has been notified by the allottee that it will subscribe in part for the shares planned to be issued. The details are as set forth below.

(1) Number of New Shares to be Issued	2,226,000 shares (Number of Shares Planned to be Issued: 3,000,000 shares)
(2) Total Amount to be Paid	JPY 6,810,224,400 (JPY 3,059.40 per share)
(3) Amount of Stated Capital to be Increased	JPY 3,405,112,200 (JPY 1,529.70 per share)
(4) Amount of Additional Paid-in Capital to be Increased	JPY 3,405,112,200 (JPY 1,529.70 per share)
(5) Subscription Period (Subscription Date)	Monday, August 26, 2013
(6) Payment Date	Tuesday, August 27, 2013

<Reference>

1. The third-party allotment described above was resolved by the Board of Directors at a meeting held on July 3, 2013 together with resolutions for the issuance of new shares, the disposal of treasury shares and the secondary offering of shares of Dentsu.

For detailed information on the third-party allotment, please refer to the press releases entitled "Dentsu Announces Issuance of New Shares, Disposal of Treasury Shares and Secondary Offering of Shares" dated July 3, 2013 and "Dentsu Announces Determination

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.

of Issue Price, Disposal Price, Selling Price and Other Matters” dated July 22, 2013.

2. Total number of issued shares before and after the issuance of new shares by way of third-party allotment:

Current total number of issued shares:	286,184,000 shares
Number of shares to be newly issued pursuant to the issuance of new shares by way of third-party allotment:	2,226,000 shares
Total number of issued shares after the issuance of new shares by way of third-party allotment:	288,410,000 shares

3. Use of proceeds

The aggregate net proceeds of JPY 6,770,224,400 from the third-party allotment, together with the net proceeds of JPY 112,757,800,000 from the Japanese Public Offering and the International Offering, which were resolved on the same date as the third-party allotment (the total net proceeds estimated to be JPY 119,528,024,400), will be used by the end of September 2013 to repay a portion of JPY 200 billion 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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