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September 20, 2013

The Dentsu Group's Aegis Media Integrates Full-Service Communication Agency Ymedia into Aegis Media Iberia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Aegis Media, one of the two entities under the umbrella of its global operating unit Dentsu Aegis Network Ltd., has integrated Spanish full-service communication agency Ymedia S.L. together with Wink TTD S.L., a digital independent agency in which Ymedia has a minority holding, into Aegis Media Iberia.

Founded in 2006, Ymedia provides research, strategy, planning & buying offline and online, brand content creation, direct response and modeling services. Ymedia will continue to operate independently and will maintain its management team, identity, and business philosophy, all of which have led to this agency's notable success story in the Spanish advertising industry. As part of the agreement, the Spanish operation of Vizeum¹, one of Aegis Media's network brands, will be integrated into the Ymedia operation.

The impact of these transactions on Dentsu's consolidated financial results for the fiscal year ending March 31, 2014 is expected to be minimal.

Profiles of Ymedia and Wink TTD are provided on the following page.

¹ Vizeum is the most strategic agency in media underpinned by the buying power of Aegis Media. Vizeum was created for the new era of media: A convergent world where consumers and content come together, in real time, on platforms and devices; a global world massively impacted by digital technology which is totally reshaping the environment that brands and people live in. Vizeum embraces every dimension, linking social, mobile, offline and online, generating emotions and trust, and building powerful connections between brands and people at speed and scale. Vizeum operates in 39 countries around the world.

Profile of Ymedia

Company Name:	Ymedia S.L.
Location:	Madrid, Spain
Date of Establishment:	December 2006
Capital:	EUR 600,000
Shareholding Ratio:	Aegis Media Iberia 51% (after completion of transaction)* *expected to become a wholly owned subsidiary by 2019
Gross Profit:	GBP 8,822,000 (year ended December 2012)
Principal Management Personnel:	José María Casero (Chairman) Jaime López-Francos (CEO) Sergio Martinez (CFO)
Number of Employees:	50
Line of Business:	Advertising (full-service media agency)

Profile of Wink

Company Name:	Wink TTD S.L.
Location:	Madrid, Spain
Date of Establishment:	November 2011
Capital:	EUR 5,500
Shareholding Ratio:	Aegis Media Iberia 31.8% (after completion of transaction)* *expected to become a wholly owned subsidiary by 2019
Gross Profit:	EUR 5,100,000 (year ended December 2012)
Principal Management Personnel:	Gabriel Saenz de Buruaga (Co-founder and CEO) Alejandro Estevez (Co-founder and CEO)
Number of Employees:	41
Line of Business:	Digital marketing

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