

FOR IMMEDIATE RELEASE

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The Dentsu Group's Aegis Media Acquires Leading Digital Creative Agency TRIO Digital Integrated in China

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 acquired TRIO Digital Integrated (hereinafter "TRIO"), one of the most successful full-service digital agencies in China.

TRIO is well known across China for its creativity in the digital space, having been named *Campaign Asia-Pacific's* Greater China Digital Agency of the Year and Independent Agency of the Year in 2012. The acquisition will see TRIO rebranded to Trio Isobar to become part of the Isobar¹ China group, which already includes wwwwins Isobar and OMP. With the addition of the new company, Isobar will become one of the largest digital marketing agency networks, with over 700 digital specialists in China.

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

Profile of TRIO Digital Integrated

Company Name:	TRIO Digital Integrated
Location:	Shanghai, China
Date of Establishment:	March 1999
Capital:	USD 180,000
Shareholding Ratio:	Aegis Media China 100%
Gross Profit:	GBP 3,500,000 (year ended December 2012)
Representative:	Chris Chen (CEO)
Number of Employees:	120
Line of Business:	Digital creative

¹ Isobar is the world's first global digital network, and connects brands with their fans and customers by creating irresistible ideas combining creative, planning, technology and data. Isobar is present in 37 countries.

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