

FOR IMMEDIATE RELEASE

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## **Dentsu Acquires Majority Stake in Australian Advertising Company Group Oddfellows Holdings**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business unit, the Dentsu Aegis Network, has reached an agreement with the principal shareholders of Australian advertising company group Oddfellows Holdings Pty Ltd (Head Office: Sydney) to acquire a 51% stake in the company. Under the terms of the agreement, Oddfellows Holdings will become a wholly owned subsidiary by the end of 2017.

Oddfellows Holdings owns three companies: advertising agency Oddfellows Pty Ltd, digital communications specialist @odds Pty Ltd, and art and design studio @tack Pty Ltd which provide integrated advertising communication services including media, digital, strategy, production, CRM and promotions. @odds Pty Ltd and @tack Pty Ltd are both 100% owned by Oddfellows Pty Ltd, which also has strategic alliances with film and animation studios as well as an audio & music studio.

To date, Dentsu has been providing services to its clients in Australia through both its brand and media agencies. The addition of the Oddfellows group of companies to the Dentsu Group will lead to further expansion of the Group's business in the Australian market and an enhanced range of services, particularly in the creative field. Oddfellows Holdings Pty Ltd will be renamed Oddfellows/Dentsu Holdings Pty Ltd, and Oddfellows Pty Ltd will be renamed Oddfellows/Dentsu Pty Ltd. Andrew Black will be the CEO of all the Oddfellows/Dentsu companies.

"Dentsu and Oddfellows have had a long and very fruitful working relationship and we are delighted to finally formalize this," said Dick van Motman, CEO of Dentsu Asia. "Oddfellows has been running a very tight ship and we have several shared clients. It made great sense for us to strengthen the relationship with all these parties by welcoming Oddfellows to the Dentsu family."

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 Oddfellows Holdings**

Company Name:	Oddfellows Holdings Pty Ltd <a href="http://oddfellows.com.au">http://oddfellows.com.au</a> (Oddfellows Pty Ltd)
Location:	Sydney, New South Wales, Australia
Year of Establishment:	Established in 1983 as "Sleeman Whitaker"
Capital:	Not disclosed
Shareholding Ratio*:	Aegis Media Australia Pty Ltd 51% Oddfellows/Dentsu management and others: 49% *After acquisition has been completed
Gross Profit:	AUD 10,500,000 (year ended December 2012)
Representatives:	Raymond Heckendorf (Agency Principal) Andrew Black (Managing Director)
Number of Employees:	42 (as of August 2013)
Line of Business:	Holding company that oversees a group of three companies providing integrated advertising communication services

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