

FOR IMMEDIATE RELEASE

January 20, 2014

## **Dentsu Announces Agreement to Acquire Social Media Agency Socializer in Poland**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global headquarters Dentsu Aegis Network Ltd. has reached an agreement with the principal shareholders of social media agency Socializer S.A. (Head Office: Warsaw, hereinafter "Socializer") to acquire the company.

Founded in 2011 as a venture company, Socializer has grown rapidly through its advertising business utilizing social media as well as through the provision of innovative social media services including the development of applications and the management of corporate fan pages. The company now holds a leading position among social media agencies in Poland.

Socializer will be integrated into the Isobar brand in Poland, an initiative aimed at further growth in the country's booming digital market. Post acquisition, the Isobar Poland team will include more than 350 specialists in advertising and communication, part of one of the most experienced full-service digital agencies in the region with social media services at its core. Łukasz Misiukanis will hold the position of Vice President of Isobar Poland and continue to lead his team as Media & Social Director at Isobar Poland.

The Dentsu Group's media communications agency Carat announced in its worldwide advertising expenditure forecasts in September last year that digital ad spending in Poland grew 9.1% in 2012, and predicted a growth rate of around 9% for both 2013 and 2014. The social media segment grew 40.4% in 2012, and high growth rates of 26.1% and 24.6% are forecast for 2013 and 2014 respectively.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal years ending March 31, 2014 and 2015 is expected to be minimal.

A profile of Socializer is provided on the following page.

**Profile of Socializer**

Company Name: Socializer S.A.  
<http://socializer.pl/en>

Location: Warsaw, Poland

Date of Establishment: March 2011

Capital: PLN 179,000

Shareholding Ratio\*: Aegis Media (Central Europe & Africa) GmbH 100%  
\*After acquisition has been completed

Gross Profit: GBP 1,721,000 (year ended December 2012)

Representative: Łukasz Misiukanis (CEO)

Number of Employees: 130

Line of Business: Advertising and communication services related to social media

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