

FOR IMMEDIATE RELEASE
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Dentsu Announces Agreement to Acquire Leading Performance and Search Agency explido in Germany

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 headquarters Dentsu Aegis Network Ltd. has reached an agreement with the principal shareholders of explido GmbH & Co. KG (Head Office: Augsburg), a top tier performance agency in Germany, to acquire the company.

Founded in 2002, explido has grown significantly since then to become a leading performance and search agency in Germany. With offices in Augsburg, Hamburg and Frankfurt, explido provides a full range of outstanding capabilities in search marketing, affiliate marketing, display advertising, web development and conversion optimization as well as social media services.

The Dentsu Group has been providing digital communications services to a large number of clients in Germany mainly through its global network brands Isobar and iProspect. On completion of the acquisition, explido will be integrated into the existing iProspect business and iProspect brand, making iProspect the market leader in performance and search marketing in Germany.

The Group's media communications agency Carat announced in its worldwide advertising expenditure forecasts in September last year that digital advertising expenditures in Germany rose 9.0% in 2012, and predicted growth rates of 5.9% for 2013 and 5.5% for 2014, both exceeding the overall market growth rate.

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 explido is provided on the following page.

Profile of explido

Company Name: explido GmbH & Co. KG
Location: Augsburg, Germany
(Offices also in Hamburg and Frankfurt)
Date of Establishment: October 2002
Capital: EUR 1,000
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Gross Profit: EUR 11,682,000
Representatives: Management team comprising:
Matthias Riedle
Dirk von Burgsdorff
Andreas Rüttinger
Tobias Bartl
Oliver Jüttner
Number of Employees: 135
Line of Business: Digital marketing services

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