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## **Dentsu Announces Agreement to Acquire French Mobile Marketing Agency Lesmobilizers**

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 mobile creative and marketing agency Lesmobilizers SAS (Head Office: Paris) to acquire the company.

Founded in 2010, Lesmobilizers designs mobile experiences as well as comprehensive digital strategies centered on mobile technology. The company also has strong expertise in video streaming as well as in mobile commerce, and has experienced rapid growth. After the acquisition has been completed, Lesmobilizers will be fully integrated as a new department within the Dentsu Group's full-service digital creative agency Isobar France, leading further development in the mobile business sector and enhancing the range of services provided.

In its September 2013 worldwide advertising expenditure forecasts, the Dentsu Group's media communications agency Carat announced that although ad spending in France dropped 3.3% overall in 2012 when compared with the previous year, digital ad spend grew 6.6%, of which mobile accounted for a 16.2% increase. Mobile advertising expenditures are forecast to grow by around 25% in both 2013 and 2014.

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 Lesmobilizers is provided on the following page.

**Profile of Lesmobilizers**

Company Name:	Lesmobilizers SAS
Location:	Paris, France
Date of Establishment:	March 2010
Capital:	EUR 1,250
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Gross Profit:	EUR 785,000 (year ended December 2012)
Representative:	Loïc Le Moaligou (CEO)
Number of Employees:	9 (as of December 2013)
Line of Business:	Mobile advertising communication services

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