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Dentsu Announces Agreement to Acquire a Majority Stake in Fifty Four Media, a Media Buying and Planning Group in Kazakhstan

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 advertising agency group Fifty Four Media LLP (Head Office: Almaty, Republic of Kazakhstan) to acquire a 51% stake in the company, with an option in place that would allow expansion in steps to 100% at a later date. It is estimated that it will take around two to three months to obtain competition law approval from the relevant authorities in Kazakhstan.

Founded in 2011 as a holding company for the three agencies Ex-TV Media Central Asia LLP (media buying agency), TFF-Central Asia LLP (media planning and client servicing agency, hereinafter "TFF") and Quattro Media Advertising LLP (media planning and client servicing agency, hereinafter "Quattro"), Fifty Four Media currently holds around a 13% share of the media market, including digital media and OOH, and has rapidly grown to become the largest independent agency in the country.

The Dentsu Group has to date been providing media services to client companies in Kazakhstan through TFF in affiliation with its media communications agency Carat as well as through Quattro in affiliation with its media buying agency Vizeum. The acquisition of Fifty Four Media will accelerate the Group's growth strategy in rapidly growing Kazakhstan and other countries in the CIS region.

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

A profile of Fifty Four Media is provided on the following page.

Profile of Fifty Four Media

Company Name: Fifty Four Media LLP
Location: Almaty, Republic of Kazakhstan
Date of Establishment: November 2011
Shareholding Ratio*: Dentsu Aegis Network 51%
Fifty Four Media management 49%
*After acquisition has been completed
Gross Profit: GBP 5,243,000 (year ended December 2013)
Representative: Alexander Varenitsin (Managing Director)
Number of Employees: 47
Line of Business: Holding company for three media buying and planning agencies

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