

FOR IMMEDIATE RELEASE

May 22, 2014

Dentsu Announces Business Alliance with Pinterest Japan

–As Pinterest Japan’s strategic partner, Dentsu will support the expansion of Pinterest in the Japanese market–

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has entered into a business alliance agreement with Pinterest Japan K.K. (Head Office: Tokyo; Japan Country Manager: Naoki Sadakuni; hereinafter “Pinterest Japan”), the Japan office of U.S. company Pinterest Inc., whereby Dentsu will act as Pinterest Japan’s strategic partner in the Japanese market.

The interest graph service Pinterest is a tool that enables users to create a collection of images, videos and other content found on the Internet, as well as their own original content, by pinning them to a board in a scrapbook-like format. Through the sharing of these boards, people can become inspired and make new discoveries. Pinterest was launched in the United States in 2010, and quickly spread around the world, mainly through smartphone users. The Japan office was established in 2013, and services are now provided in Japanese.

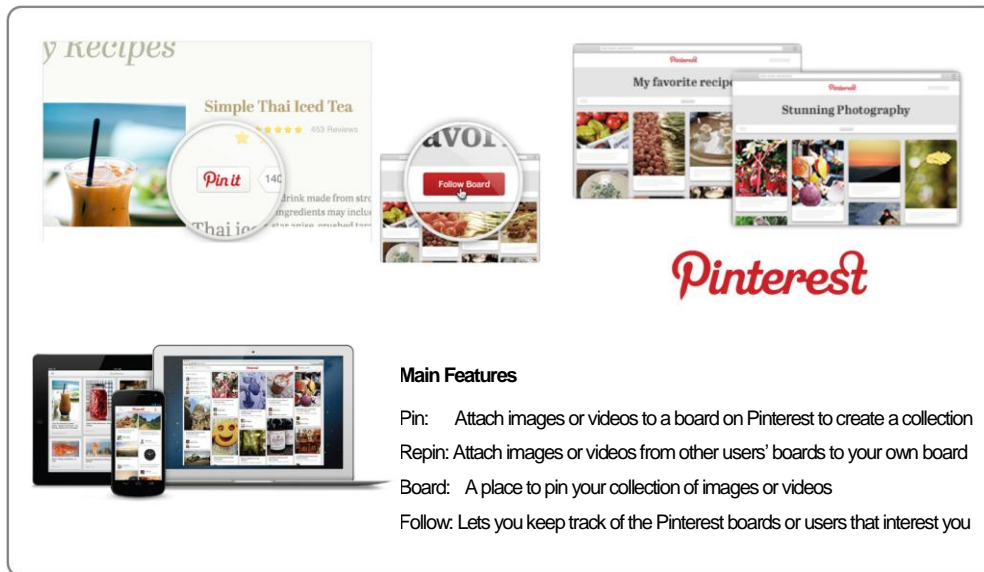
Under the terms of the agreement Dentsu will, as Pinterest Japan’s strategic partner, provide consulting services aimed at business development. In addition to providing fresh insights into the Japanese market and effective marketing strategies, Dentsu will assist Pinterest Japan in its PR and other activities to raise awareness of and promote the spread of Pinterest countrywide. Dentsu will also propose strategic marketing activities that utilize Pinterest to advertisers and media companies, and will create new opportunities for communication and new value for Pinterest users.

Outline of Pinterest

Pinterest is an interest graph service that helps people to make discoveries about things that interest them and find inspiration in their daily lives. Users can create collections by pinning images or videos found on the Internet, as well as their own original content, to boards on the

Pinterest website. The service also enables people to follow other boards and users, and, using their interests as a focal point, promotes communication. The number of monthly Pinterest users is estimated at 60 million people globally (January 2014 comScore report), and companies are increasingly making use of the service.

Conceptual Diagram



Profile of Pinterest Japan

Company Name: Pinterest Japan K.K.
 Location: Tokyo, Japan
 Representative: Naoki Sadakuni (Japan Country Manager)
 Date of Establishment: October 2013
 Website: <http://www.pinterest.com/>

Profile of Pinterest Inc.

Company Name: Pinterest Inc.
 Location: San Francisco, California, USA
 Representative: Ben Silbermann (CEO)
 Date of Establishment: March 2010

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