

FOR IMMEDIATE RELEASE

November 4, 2014

Dentsu Becomes a Strategic Partner of the World Economic Forum

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today its participation in the World Economic Forum (Headquarters: Geneva, Switzerland) as a Strategic Partner, together with its London-based global business headquarters Dentsu Aegis Network Ltd. The agreement came into force on November 1, 2014.

Founded by economist Klaus Schwab in 1971, the World Economic Forum is an international non-profit organization committed to improving the state of the world through public-private cooperation in the spirit of global citizenship. It engages with business, political, academic and other leaders of society to shape global, regional and industry agendas. The Forum is independent, impartial and not tied to any interests. It cooperates closely with all leading international organizations. Its annual meeting that takes place in Davos in late January every year is well known throughout the world.

Strategic partners comprise around 100 companies, mainly global corporations, and they are responsible for providing support to resolve various issues discussed in the World Economic Forum. The Dentsu Group will contribute to improving the state of the world, the Forum's raison d'être, from the communication perspective. Several Japanese companies are already strategic partners, but Dentsu is the first from the information, communication, advertising and media industries.

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