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November 6, 2014

Dentsu Announces Agreement to Acquire a Majority Stake in U.K. Full-Service Mobile Agency Fetch

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 agency Fetch Media Limited (Head Office: London, United Kingdom; hereinafter "Fetch") to acquire an 80% stake in the company, with an option in place that would allow expansion in steps to 100% at a later date.

Founded in 2009, Fetch is a global full-service mobile agency specializing in mobile media planning and buying, and is highly rated for its expertise in advertising planning proposals that utilize mobile media and the buying of advertising space in particular. In addition to its headquarters in London, the agency currently has offices in the U.S., Germany and Hong Kong, and is planning to further expand its base.

The mobile market is growing rapidly worldwide, and Fetch has attracted attention as a high-growth company. It has won a number of industry awards, including "Best Marketing Agency" in the Mobile Entertainment Awards for three consecutive years. In addition, co-founder and CEO James Connelly has won acclaim in several industry magazines, including being named one of the most influential individuals in the mobile industry.

After the acquisition has been completed, Fetch will continue to work collaboratively with the Dentsu Group's global network brand companies that specialize in mass media, digital media, OOH, creative and other areas.

According to the U.S. research firm eMarketer, mobile advertising expenditures are expected to reach USD 32.71 billion in 2014, an increase of 84.7% over the previous year. Mobile advertising is key to the growth of digital advertising, and its share of digital ad spend is expected to increase from 23.3% in 2014 to 50.9% in 2018.

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

Profile of Fetch Media Limited

Company Name:	Fetch Media Limited
Location:	London, United Kingdom
Date of Establishment:	November 2009
Shareholding Ratio*:	Dentsu Aegis Network 80% Fetch management 20%
	*After acquisition has been completed
Gross Profit:	GBP 4,800,000 (year ended December 2013)
Representatives:	James Connelly (CEO), Greg Rimmer (COO)
Number of Employees:	96
Line of Business:	Advertising business utilizing mobile media

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