

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Agreement to Acquire U.K. Social Media Management Agency Tempero**

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 social media management agency Tempero Limited (Head Office: London, United Kingdom; hereinafter "Tempero") to acquire the company.

Founded at the end of 2002 and commencing operations in 2003, Tempero is an agency that specializes in company-oriented analysis of information generated by consumers on social media, corporate response and brand protection strategies, the creation of content and interactive communication to increase consumer engagement, and operations that leverage social media for a company's business. With regard to community management, Tempero has established a leading position in the industry through the services it has provided across 20 languages for more than eleven years.

To date the Dentsu Group has been providing social media management services, mainly in North America, through ICUC, a company with more than 400 employees based in Winnipeg, Canada. The acquisition of Tempero, which is active mainly in Europe, will make it possible to greatly expand this business field by combining the two companies. In the future, Tempero's business will transition into operating as the European arm of ICUC, enhancing the brand and further strengthening ICUC's position as a global leader in social media management.

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 Tempero is provided on the following page.

**Profile of Tempero Limited**

Company Name: Tempero Limited <http://tempero.co.uk/>  
Location: London, United Kingdom  
(Office also in New York, U.S.A.)  
Date of Establishment: December 2002 (Operations commenced in 2003.)  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed  
Gross Profit: GBP 4,200,000 (year ended December 2013)  
Representatives: Dominic Sparkes (CEO and Founder)  
Jasmine McGarr (Community Director and Founder)  
Number of Employees: 160  
Line of Business: Provision of solutions including community management for social media

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