

FOR IMMEDIATE RELEASE

December 17, 2014

Dentsu Announces Agreement to Acquire U.S. Digital Marketing Agency Rockett Interactive

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 digital marketing agency Rockett Interactive, Inc. (Head Office: Cary, North Carolina, USA; hereinafter "Rockett Interactive") to acquire the company.

Founded in 2004, Rockett Interactive handles digital advertising campaigns in general, including display advertising and search engine advertising, and has particular strengths in the areas of data analysis and attribution modeling. Specifically, the agency matches consumer data and purchase data to the advertising media, and by using its proprietary attribution modeling technology to track and analyze the time-series data of the digital advertisements that consumers came into contact with in the process leading up to their purchase of products and services, and thereby ascertain the degree of contribution made by the advertisements, it contributes to the efficient allocation of the client's advertising budget.

After the acquisition has been completed, Rockett Interactive will transition into operating as iProspect, Dentsu Aegis Network's global digital performance agency and one of the Dentsu Group's global network brands.

In its September 2014 worldwide advertising expenditure forecasts, the Dentsu Group's media communications agency Carat announced that digital advertising expenditures in the U.S. market showed a year-on-year growth rate of 14.0% in 2013, and are expected to grow further to 16.2% in 2014 and 17.0% in 2015, respectively.

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 Rockett Interactive is provided on the following page.

Profile of Rockett Interactive

Company Name: Rockett Interactive, Inc.
<http://rockettinteractive.com/>

Location: Cary, North Carolina, USA

Date of Establishment: February 2004

Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed

Gross Profit: USD 1,590,000 (year ended December 2013)

Representative: Mark Rockett (CEO)

Number of Employees: 20

Line of Business: Digital advertising utilizing data analytics and attribution modeling

#####

Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp