

FOR IMMEDIATE RELEASE
January 8, 2015

Dentsu Announces Early Retirement Incentive Program

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has decided to implement an early retirement incentive program. Details are provided below.

Purpose of the Early Retirement Incentive Program

Through the promotion of asset efficiency and other structural reforms, Dentsu is making significant progress with the strengthening of its operating base, one of the objectives stated in the "Dentsu 2017 and Beyond" medium-term management plan. The purpose of the early retirement incentive program is to provide support for employees as they transform their work styles and pursue diverse life plans.

Overview of the Early Retirement Incentive Program

Company implementing the program: Dentsu Inc.

Eligibility:	Dentsu Inc. employees who will have been in service for 10 years or more and who will be aged 50 years or older as of March 31, 2015
Number of applications sought:	300 employees
Application period:	January 8 to February 5, 2015
Date of retirement:	March 31, 2015
Additional retirement benefits:	Employees participating in the early retirement incentive program will receive standard retirement entitlements plus additional special retirement benefits.

Impact on financial results

An announcement of the impact on financial results will be made after the number of applicants and other factors have been determined.

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