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Dentsu Announces Agreement to Acquire a Majority Stake in Australian Creative Agency BWM Group

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 Australian creative agency Belgiovane Williams Mackay Pty Ltd (Head Office: Sydney; hereinafter "BWM Group") to acquire a 51% stake in the company, with options in place that would allow expansion to 100% shareholding as early as the end of 2019.

Founded in 1996, BWM Group was named using the first initials of the surnames of the three founding partners. One of the largest independent creative agencies in Australia, it is highly regarded by its clients and has won a number of advertising awards for its creativity. In addition to being a full-service creative agency with strengths in direct marketing among its wide range of in-house capabilities, BWM Group also provides public relations, social marketing and digital communications services through four specialist companies under the BWM umbrella.

The Dentsu Group has to date provided clients in Australia, the third-largest advertising market after China and Japan in the Asia-Pacific region, with an extensive range of services through its full-service advertising agencies OddFellows Dentsu and Dentsu Australia, media companies Carat (one of the largest media agencies in Australia), Vizeum and Mitchells, digital agencies iProspect and Isobar, and OOH specialist agency Posterscope. Post-acquisition, BWM Group will be renamed BWM Dentsu and will be the Dentsu Group's flagship creative agency in Australia, working in cooperation with other Group companies to provide clients with sophisticated, seamless advertising and communication services that will contribute to their branding and sales promotions strategies. Dentsu Aegis Network is currently the second largest media group in Australia.

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 BWM Group

Company Name:	Belgiovane Williams Mackay Pty Ltd (BWM Group)
Location:	Sydney, Australia
Date of Establishment:	April 1996
Shareholding Ratio*:	Dentsu Aegis Network 51% BWM Group management 49% *After acquisition has been completed
Gross Profit:	AUD 26,725,000 (year ended December 2014)
Key Management Personnel:	Paul Williams (CEO) Rob Belgiovane (Executive Creative Director) Jamie Mackay (Executive Planning Director)
Number of Employees:	140
Line of Business:	Advertising and communication services with a focus on creativity
Other Services:	The following four specialist companies are part of BWM Group (1) Digital communications agency Sputnik (2) Social public relations agency The POP Agency (3) Agribusiness communication specialists Cox Inall Communications (4) Indigenous communication specialists Cox Inall Ridgeway

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