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March 3, 2015

Dentsu Announces Agreement to Acquire a Stake in Full-Service Digital Marketing Agency Emerald in Vietnam

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 full-service digital marketing agency Emerald Consulting Company Limited (Head Office: Ho Chi Minh City; hereinafter "Emerald") to acquire a 40% stake in the company with options in place that would lead to a majority shareholding at a later date.

Founded in 2009, Emerald has grown rapidly to become one of the top full-service integrated digital agencies in Vietnam. The company's knowhow and technology enable it to provide the diverse range of digital marketing services that clients require, such as digital strategy planning for social media and other channels, digital creative production, display advertising and search advertising, website build and strategy, and online reputation management. Emerald has won high acclaim from clients for its creativity, and was named Campaign Asia-Pacific's Vietnam Digital Agency of the Year in 2013.

To date the Dentsu Group has provided digital services to clients in Vietnam through its media agency Dentsu media Vietnam as well as through Emerald, an affiliate of the Group's global digital marketing agency Isobar. The acquisition of a stake in Emerald, which will be renamed "Emerald - Linked by Isobar," will strengthen the Group's response in the country's fast-growing digital market. In collaboration with the other Group companies that are expanding their presence in Vietnam, Emerald will continue to provide increasingly innovative solutions.

In its September 2014 worldwide advertising expenditure forecasts, the Group's media communications agency Carat announced that digital ad spending in Vietnam grew 40% in 2013, and predicted a growth rate of 30% for 2014 and 22.3% for 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.

Profile of Emerald

Company Name:	Emerald Consulting Company Limited
Location:	Ho Chi Minh City, Vietnam
Date of Establishment:	May 2009
Shareholding Ratio*:	Dentsu Aegis Network 40% Emerald management 60% *After acquisition of shares
Gross Profit:	VND 34.8 billion (year ended December 2014)
Key Management Personnel:	Denise Thi (Managing Director)
Number of Employees:	80
Line of Business:	Integrated digital marketing services

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