

FOR IMMEDIATE RELEASE

April 16, 2015

**Dentsu Announces Agreement to Acquire
Forbes Consulting Group,
a U.S. Full-Service Consumer Insight Firm
with Strengths in the Neuroscience Domain**

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 consumer insight firm Forbes Consulting Group LLC (Head Office: Lexington, Massachusetts) to acquire the company, which also has strengths in the neuroscience domain.

Founded in 1985, Forbes Consulting Group specializes in both quantitative and qualitative research and analysis, providing consulting services based on its own research methods, data analysis, and consumer insights. The company has an established reputation for providing insights into what emotional motivations drive the purchasing behavior of consumers. The MindSight[®] analytic tool that CEO David Forbes introduced in academic journals in 2011 has earned high praise from many leading companies.

The MindSight tool uses groundbreaking non-cognitive techniques to identify the underlying and often unconscious motivations that govern consumer behavior and to measure the extent to which a brand's communications and customer experience are activating these motivations.

The Dentsu Group has to date provided market research services to clients in the U.S. through its marketing strategy consultancy Copernicus. Post-acquisition, Forbes Consulting Group will become part of Copernicus and David Forbes will be appointed to the position of its Chief Innovation Officer. The addition of new services and capabilities to Copernicus will enable the provision of enhanced value-added solutions to Dentsu Group clients.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2015 (tentative) is expected to be minimal.

Profile of Forbes Consulting

Company Name:	Forbes Consulting Group LLC
Location:	Lexington, Massachusetts, U.S.A.
Date of Establishment:	December 2005 (Founded in 1985, the company merged with Qualitative Insights Consortium and registered December 2005 as the date of its establishment)
Shareholding Ratio*:	Dentsu Aegis Network 100% *After acquisition has been completed
Revenue:	USD 7,692,000 (year ended December 2014)
Representative:	David Forbes (Founder and CEO)
Number of Employees:	25
Line of Business:	Market research and consulting services

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