

FOR IMMEDIATE RELEASE

April 20, 2015

## **Dentsu Announces Agreement to Acquire Digital Performance Agency abaGada in Israel**

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 performance marketing agency abaGada Internet Ltd (Head Office: Tel Aviv, Israel; hereinafter "abaGada") to acquire the company with the aim of strengthening the Dentsu's Group presence in Israel and neighboring countries, and enhancing the range of digital services provided.

Founded in 2010, abaGada does not just stop at search engine optimization (SEO) when it comes to search engine marketing practices; the company's grasp of various internal and external factors such as the analysis of customer and user behavior and other strengths in the digital performance marketing domain leads to results. Moreover, abaGada offers a variety of services including search engine marketing (SEM) to increase the number of visitors from the search engine to owned media such as a corporate website, and the creation and dissemination of owned media content coupled with social media. Although many of its clients are companies operating in Israel, abaGada also provides services targeting the customers of multinationals in 40 countries across Europe, the Middle East and Africa.

There are a number of excellent venture companies in Israel, and the country's reputation for its innovative strengths has resulted in its being referred to as the second Silicon Valley. With its advanced technological strengths and development capabilities, abaGada is expected to function as the Group's digital technology hub in Israel and neighboring countries in the region.

The Dentsu Group has to date provided services to clients in Israel through its media communications agency Carat, one of the Group's global network brands. Post-acquisition, abaGada will transition toward operating as iProspect, another of the Group's global network brands which has strengths in the digital performance domain, and provide impetus for the development of a collaborative framework with Carat in the media and digital domains.

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 abaGada**

Company Name:	abaGada Internet Ltd
Location:	Tel Aviv, Israel
Date of Establishment:	May 2010
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	GBP 3,500,000 (year ended December 2014)
Representative:	Eyal Chen (CEO)
Number of Employees:	22
Line of Business:	Digital performance marketing and other services in the digital domain

#####

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