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Dentsu Announces Agreement to Acquire Majority Stake in U.K. Branded Content Agency John Brown Media

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 content marketing agency John Brown Media Group Limited (Head Office: London, United Kingdom; hereinafter "John Brown Media") to acquire an 85% stake in the company with options in place that would allow expansion to 100% shareholding after 2018.

Founded in 1987, John Brown Media started out as a publisher of consumer magazines and newsletters, and then evolved into a company that provides its portfolio of high-profile, multinational clients with a range of services such as print and digital publishing, content management, website strategy and film production.

In addition to the U.K., John Brown Media has offices in South Africa, Hong Kong and Dubai, facilitating the expansion of innovative content marketing services on a global scale.

The Dentsu Group has to date provided its clients with services in the digital performance domain through iProspect, one of the Group's global network brands. The acquisition of John Brown Media, one of the world's leading branded content agencies, will strengthen the cooperative relationship that the company already has with iProspect and other Group companies, and contribute to the maximization of client ROI through highly differentiated value-added solutions.

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.

A profile of John Brown Media is provided on the following page.

Profile of John Brown Media

Company Name: John Brown Media Group Limited
Location: London, United Kingdom
(Offices also in South Africa, Hong Kong and Dubai)
Date of Establishment: April 1987
Shareholding Ratio*: Dentsu Aegis Network 85%
John Brown Media management 15%
*After acquisition has been completed
Revenue: GBP 16,700,000 (year ended March 2014)
Representative: Andrew Hirsch (CEO)
Number of Employees: 225
Line of Business: Print and digital publishing, website strategy and film
production, content creation and management, and other
content marketing services

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