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June 2, 2015

Dentsu Announces Agreement to Acquire Polish Performance Marketing Agency Marketing Wizards

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 performance marketing agency Marketing Wizards Sp. z o.o. (Head Office: Warsaw, Poland; hereinafter "Marketing Wizards") to acquire the company.

Founded in 2010, Marketing Wizards is a full-service digital agency that provides marketing services such as strategic planning, SEM, SEO, digital advertising in the social domain, e-mail marketing & CRM, and creative production in the digital arena. The agency's strengths in the digital performance domain include measurement of the causal relationship between digital advertising and consumer purchasing behavior that is linked to actual purchases, and its clients include many e-commerce companies who are focused on their businesses' return on investment (ROI).

The Dentsu Group has to date provided its clients with services in the digital performance domain in Poland through iProspect, one of the Group's global network brands. Post-acquisition, Marketing Wizards will be integrated with iProspect, further strengthening its capabilities in the digital performance domain and providing even more innovative solutions through collaboration with other Group companies.

In its March 2015 worldwide advertising expenditure forecasts, the Group's media communications agency Carat announced that digital advertising expenditures, which are second in scale only to television advertising expenditures in Poland, rose 7.5% in 2014 (2.1% increase in the advertising market overall), and are expected to rise further to 9.0% in 2015 and 11.0% in 2016.

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

Profile of Marketing Wizards

Company Name:	Marketing Wizards Sp. z o.o.
Location:	Warsaw, Poland
Date of Establishment:	February 2010
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	PLN 8,750,000 (year ended December 2014)
Representative:	Marcin Pogroszewski (Managing Director)
Number of Employees:	60
Line of Business:	Comprehensive digital marketing services

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