

FOR IMMEDIATE RELEASE

June 3, 2015

Dentsu Announces Agreement to Acquire Majority Stake in Thai Digital Agency Flexmedia

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 agency Flexmedia Co., Ltd. (Head Office: Bangkok, Thailand; hereinafter "Flexmedia") to acquire a 51% stake in the company, with options in place that would allow future expansion to 100% shareholding.

Founded in 2005, Flexmedia started out by providing digital services with a focus on Internet advertising to global and local companies. Winning the trust and confidence of its clients, the company has grown rapidly into a full-service digital agency that provides a wide range of marketing services such as monitoring, data analysis, brand consulting, advertising creative, SEM, SEO, website production, and media planning and buying. In particular, Flexmedia has earned a high reputation for its innovative marketing techniques that utilize state-of-the-art digital technology and contribute to improved return on investment for clients.

Post-acquisition, Flexmedia will be integrated into iProspect, one of the Dentsu Group's global network brands, and will be renamed Flexmedia iProspect. The integration of the two businesses will enable the provision of a wider range of services in the digital domain and position the new company to become a market leader in the digital performance domain. Looking ahead, Flexmedia iProspect will work in collaboration with Group companies in Thailand to provide its clients with high value-added solutions.

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.

A profile of Flexmedia is provided on the following page.

Profile of Flexmedia

Company Name:	Flexmedia Co., Ltd.
Location:	Bangkok, Thailand
Date of Establishment:	August 2005
Shareholding Ratio*:	Dentsu Aegis Network 51% *Flexmedia management and others 49%
Revenue:	THB 44,700,000 (year ended December 2014)
Representative:	Nathamon Kongthananon (CEO)
Number of Employees:	33
Line of Business:	Digital services with a focus on Internet advertising

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