

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Agreement to Acquire U.K. E-Commerce Specialist Agency eCommera**

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 eCommera Global Limited (Head Office: London, United Kingdom; hereinafter "eCommera") to acquire the company. The purpose of the acquisition is to strengthen the Dentsu Group's capabilities in the brand commerce space where content and brand experiences are integrated with the consumer experience.

eCommera started out in 2007 as a technical service provider of e-commerce solutions, and then functioned for a time as the technical services division of a company whose key product was order management software. In March 2015, the eCommera division became the independent entity eCommera Global Limited. eCommera has strengths in the brand commerce space, developing e-commerce solutions for major international retailers and consumer goods manufacturers as well as providing maintenance and consulting services. Headquartered in London, the agency's team of specialists is active across the world, providing site management support for more than 150 e-commerce sites in 30 markets. The agency has established development centers in Bulgaria and India.

Global business-to-consumer e-commerce sales reached USD 1.3 trillion in 2013, and are expected to grow to USD 2.5 trillion by 2018<sup>1</sup>. As the e-commerce market expands, e-commerce sites are increasingly becoming the first point of contact between the consumer and the brand. In addition, along with the expansion of digital devices that support e-commerce as well as links between e-commerce and bricks-and-mortar stores, e-commerce itself is also diversifying. In today's world where there is a variety of brand touch points, the challenge facing the marketing industry, including the e-commerce space, is how to maximize consumer engagement through a connected brand commerce experience.

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<sup>1</sup> According to U.S. research company Forrester Research

The acquisition of eCommera is intended to address this challenge. The deepening of the collaborative relationship between eCommera and full-service digital marketing agency Isobar, one of the Dentsu Group's global network brands, will, through the integration of their respective consumer data analysis and brand-building capabilities based on creative design, user experience and e-commerce solutions technology, contribute to maximizing the value of client brands. Moreover, by utilizing the Isobar network, the Group plans to further expand its service area.

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 eCommera

Company Name:	eCommera Global Limited
Location:	London, United Kingdom (The agency also has development centers in Bulgaria and India.)
Date of Establishment:	March 2015 (originally established in February 2007)
Shareholding Ratio*:	Dentsu Aegis Network 100% *After acquisition has been completed
Revenue:	GBP 17,600,000 (year ended March 2015; eCommera division revenue only)
Representative:	Mark Fagan (CEO)
Number of Employees:	275
Line of Business:	Development and provision of e-commerce solutions as well as maintenance and consulting services across 30 markets worldwide

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