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July 1, 2015

Dentsu Announces Launch of Dentsu Mitchell Media Australia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the launch of a new media communication agency, Dentsu Mitchell Media Australia Pty Ltd (Head Office: Melbourne, Australia; hereinafter "Dentsu Mitchell"), in order to expand and enhance the range of services provided by the Dentsu Group in the media communication domain in Australia.

The new company is the rebranding of Dentsu Group media business subsidiary Mitchell and Partners (hereinafter "Mitchells") as Dentsu Mitchell Media Australia, making it the sixteenth hub in the Dentsu media network. Dentsu media, one the Group's eight global network brands, operates mainly in the Asia-Pacific region.

Mitchells was founded in 1976, and in the 1990s established itself as one of Australia's leading media agencies. In 2010 it was acquired by Aegis Group, which was subsequently purchased by Dentsu in 2013 and renamed Dentsu Aegis Network Ltd.

Australia is the third-largest market in the Asia-Pacific region, after China and Japan, and the Dentsu Group holds the second-largest share of the country's media agency business. The launch of Dentsu Mitchell will allow the Group to provide clients in Australia with the highly integrated solutions and innovative services leveraging content and technology that are Dentsu's strengths, as well as accelerate its growth strategy in this market..

Profile of Dentsu Mitchell Media Australia

Company Name:	Dentsu Mitchell Media Australia Pty Ltd
Headquarters Location:	Melbourne, Australia
Branch Offices:	Sydney, Canberra and Perth
Date of Establishment:	July 2015
Shareholding Ratio:	Dentsu Aegis Network 100%
Representative:	Kenny Stuart (CEO)
Number of Employees:	110

Line of Business: Communications planning, media planning, media buying, development of solutions that leverage content and technology, strategy consulting based on research and data analysis

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