

FOR IMMEDIATE RELEASE

July 8, 2015

Dentsu Announces Acquisition of a 20% Share in Creative Agency Mangham Gaxiola in Singapore

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 acquired a 20% share in Mangham Gaxiola Pte Ltd (Head Office: Singapore), a leading creative agency, in order to expand the mcgarrybowen brand (Head Office: New York City) into Singapore. The principal shareholders have also agreed to options that would make the agency a wholly owned Dentsu Aegis Network subsidiary in the future.

Founded in 2012, Mangham Gaxiola was last year voted Singapore's most desirable independent creative agency in Marketing Magazine's annual survey of over 1,000 marketers. The agency is known for premium quality creative work that spans the financial, automotive, fashion, electronics, beauty and FMCG sectors. The wide range of services provided include creative advertising campaigns in mass media, digital media and social media; creative content applications to increase consumer engagement with websites, which are marketing tools in themselves; and designs for the building of brand identities for stores.

Reasons behind the acquisition of a share in the agency include the growing importance of Southeast Asia as a market, and the increasing tendency of Dentsu Group clients to position Singapore as a regional hub. mcgarrybowen, one of the Group's eight network brands, has already established a presence as a leading creative agency in South America, Europe and China, and the new hub in Singapore will further develop its network across Southeast Asia.

Mangham Gaxiola will become part of the mcgarrybowen network and will operate under the name manghamgaxiola mcgarrybowen – A Dentsu Aegis Network Company. Leveraging the global human resources and services of the Dentsu Group, the agency will continue to provide innovative, high-quality services to its clients.

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

Profile of manghamgaxiola

Company Name: Mangham Gaxiola Pte Ltd
(Rebranded to "manghamgaxiola mcgarrybowen – A Dentsu Aegis Network Company" after acquisition of 20% share)

Headquarters Location: Singapore

Date of Establishment: February 2012

Shareholding Ratio: Dentsu Aegis Network 20%
manghamgaxiola mcgarrybowen 80%

Revenue: SGD 2,190,000 (year ended December 2014)

Representatives: Stephen Mangham (CEO)
Robert Gaxiola (Executive Creative Director)

Number of Employees: 15

Line of Business: Creative work that spans various services such as brand-building, mass media advertising, website development and store design

#####

Contact: Shusaku Kannan
Corporate Communications Director
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp