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Dentsu Announces Acquisition of Digital Agency Redirect Digital Marketing in Brazil

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. (hereinafter "Dentsu Aegis Network") has reached an agreement with the principal shareholders of Brazilian digital agency Redirect Digital Marketing Ltda. (Head Office: Curitiba; hereinafter "Redirect Digital Marketing") to acquire the company. The purpose of the acquisition is to strengthen and expand the range of digital services provided by the Dentsu Group in the largest advertising market in Latin America and enhance its presence in the region.

Founded in 2007, Redirect Digital Marketing offers a wide range of services including the production of creative and content utilizing digital technology, the implementation of research and campaigns that leverage digital media and social media, performance marketing and search engine optimization (SEO). The Dentsu Group has to date provided services to its clients in Brazil through full-service advertising agencies NBS (acquired in 2014) and Dentsu Brazil, creative agency mcgarrybowen, full-service digital agency LOV Interactive Communications, and global digital brands Isobar and iProspect. The acquisition of Redirect Digital Marketing will enable the Group to further hone its competitive edge and accelerate its growth strategy through increased business from its expansion into Curitiba and enhancement of the digital services it provides in the Brazilian market. Post-acquisition, Redirect Digital Marketing will transition toward operating as part of digital performance marketing agency iProspect, one of the Group's eight global network brands, in the coming months.

In its March 2015 worldwide advertising expenditure forecasts, the Dentsu Group's media communications agency Carat announced that digital advertising expenditures in Brazil grew 20% in 2014 and are expected to continue to rise 10% in 2015 and 9% in 2016.

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 Redirect Digital Marketing

Company Name:	Redirect Digital Marketing Ltda.
Headquarters Location:	Curitiba, Brazil
Date of Establishment:	July 2007
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	BRL 4,000,000 (year ended December 2014)
Representative:	Rodrigo Turra (CEO)
Number of Employees:	39
Line of Business:	Provision of services in the digital marketing domain

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