

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Acquisition of Healthcare Communications Agency Synergy Medical Communications**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has reached an agreement with the principal shareholders of APO PLUS STATION Co., Ltd.<sup>1</sup> (Representative Director and CEO: Ryuzo Takada; Head Office: Tokyo), the parent company of Synergy Medical Communications, Inc. (Head Office: Tokyo; hereinafter "Synergy MC"), a healthcare communications agency specializing in marketing communications for prescription drugs, to acquire Synergy MC.

Against the backdrop of Japan's recent declining birthrate and aging population, the marketing of prescription drugs by pharmaceutical companies and other healthcare-related entities has reached a major turning point due to healthcare reforms and changing drug development trends. Under these circumstances, there has been a pressing need for the Dentsu Group to establish a system that will comprehensively meet increasing client needs for solutions such as the development of and support for new healthcare services, marketing techniques that maximize client value, and the provision of insights from healthcare professionals, patients and society.

The Dentsu Group is currently providing healthcare marketing communication services in Japan through its subsidiary Dentsu Sudler & Hennessey Inc. (Head Office: Tokyo). The acquisition of Synergy MC will boost the Group's capacity to respond to a wider range of healthcare communication needs. Looking ahead, the Group will continue to implement further service innovations through the fusion of its expertise in the healthcare domain with its distinctive experience and knowhow in the B-to-C market.

A profile of Synergy MC is provided on the following page.

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<sup>1</sup> APO PLUS STATION's main business is its CSO business, but it also offers job-placement services for healthcare and medical professionals.

**Profile of Synergy MC**

Company Name:	Synergy Medical Communications, Inc.
Location:	Front Place Nihonbashi, 2-14-1, Nihonbashi, Chuo-ku, Tokyo
Telephone Number:	+81-3-4533-1100
Representative:	Kyuichi Kobayashi, President & CEO (from August 1; currently Senior Manager, Business Creation Center, Dentsu Inc.)
Date of Establishment:	March 2011 (the company's predecessor was established in September 1992)
Shareholding Ratio:	Dentsu Inc. 100%
Capital:	JPY 100,000,000
Revenue:	JPY 817,000,000 (2014 fiscal year; year ended March 2015) (Amount excluding the revenue of the publishing business division that was spun off as a separate company in May 2015)
Number of Employees:	23
Line of Business:	<ul style="list-style-type: none"><li>• Development and implementation of marketing and communication strategies for prescription drugs</li><li>• Planning and production of healthcare communications for patients</li><li>• Planning and production of a variety of tools and materials</li><li>• Planning and management of events, seminars, symposiums and study groups</li></ul>

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