

FOR IMMEDIATE RELEASE

August 3, 2015

Dentsu Announces Acquisition of Two Media Agencies in Ghana to Strengthen the Brand's Presence in West Africa

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 leading media agencies Adams Media Ghana Limited (Head Office: Accra, Ghana; hereinafter "Adams Media") and Premier Media Company GH Limited (Head Office: Accra, Ghana; hereinafter "Premier Media") to acquire the companies.

The acquisition, which will take the form of the purchase by Dentsu Aegis Network of a 59.62 percent shareholding in Adams Media, with Premier Media as a wholly owned subsidiary of Adams Media, will strengthen the Dentsu Group's presence in West Africa.

Adams Media was founded in 2009 and Premier Media in 1999, and both companies provide services to a large number of multinational clients. After acquisition of the shareholding by Dentsu Aegis Network, Adams Media will be rebranded Carat, and Premier Media rebranded Vizeum, collectively forming Dentsu Aegis Network Ghana. Carat and Vizeum are two of the Dentsu Group's eight global network brands, and both are renowned media communications agency networks. Both Adams Media and Premier Media have extensive mass media and digital media planning and buying capabilities, and these will be fully utilized in the provision of cutting-edge media solutions by the new entity. Looking forward, Dentsu Aegis Network Ghana is expected to develop into a top-class media agency and claim an increasingly larger share of the Ghana market.

In terms of economic scale, Ghana is second only to Nigeria in West Africa, and the International Monetary Fund has estimated that Ghana will achieve GDP growth of from 3.5 to 9.2 percent between 2015 and 2020. Together with Media Fuse, the Nigerian company with which Dentsu Aegis Network entered into a joint venture agreement in August 2014, Dentsu Aegis Network Ghana will function as the Group's hub in West Africa and Central Africa.

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 Adams Media

Company Name:	Adams Media Ghana Limited
	● An affiliate of Carat, the agency has functioned as Carat Ghana since 2013
Headquarters Location:	Accra, Ghana
Date of Establishment:	June 2009
Shareholding Ratio*:	Dentsu Aegis Network 59.62%
	Adams Media management 40.38%
	*After acquisition has been completed
Revenue:	GHS 5,265,000 (year ended December 2014)
Representative:	Andrew Ackah (CEO)
Number of Employees:	44 (Adams Media and Premier Media employees combined)
Line of Business:	Mass media and digital media planning and buying

#####

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