

FOR IMMEDIATE RELEASE

November 13, 2015

Dentsu Announces Acquisition of Remaining Shares of OOH Communications Specialist PML Group in Ireland

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Posterscope, one of the Dentsu Group's nine global network brands, has reached an agreement with the principal shareholders of PML Group (Head Office: Dublin), an out-of-home (OOH) communications specialist servicing both the Republic of Ireland and Northern Ireland, to acquire 95% of its shares. Dentsu Aegis Network Ltd., the Group's global business headquarters, already owns 5% of PML Group's shares.

Founded in 1982, PML Group consists of the following trading entities: PML, the largest OOH specialist in Ireland; Source out of home Ireland, a second OOH specialist established in 2008; and the Poster Audit Bureau, which provides a monitoring and site auditing service. PML Group's proprietary database tool which integrates data from past campaigns and its effective measurement techniques enable it to provide clients with a "one-stop" solution that meets all their OOH needs, from planning through to execution.

The Dentsu Group currently provides clients in Ireland with a wide range of services through its global network brands: Carat and Vizeum in the media domain; iProspect and Isobar in the digital domain; and Posterscope in the OOH domain. The acquisition of PML Group will significantly strengthen the Group's OOH offering in this market.

The Group's media communications agency Carat announced in its worldwide advertising expenditure forecasts in September this year that overall ad spending in Ireland grew 9.9% year on year in 2014, and that OOH advertising expenditures showed a high growth rate of 29.6% due to the expansion and adoption of digital signage. OOH ad spend is expected to increase steadily, with predicted growth rates of 8.6% in 2015 and 5.3% 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 PML Group

Company Name: PML Group
Headquarters Location: Dublin, Republic of Ireland
● Branch office in Belfast, Northern Ireland
Date of Establishment: January 1982
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: EUR 6,400,000 (year ended December 2014)
Representative: Christopher James Cashen (CEO)
Number of Employees: 41
Line of Business: Advertising and communication services mainly in the out-of-home (OOH) domain

#####

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