

FOR IMMEDIATE RELEASE

December 7, 2015

## **Dentsu Announces Agreement to Acquire B-to-B Agencies Band Pte. Ltd in Singapore and Band Ltd in Hong Kong**

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 reached an agreement with the principal shareholders of B-to-B agencies Band Pte. Ltd (Head Office: Singapore) and Band Ltd (Head Office: Hong Kong), to acquire the two companies (hereinafter referred to as "Band").

Founded in September 2002 in Singapore and in October 2002 in Hong Kong, Band provides a wide range of B-to-B marketing solutions. In addition to the development of advertising strategies and the creation of advertisements in the digital domain, the agencies offer B-to-B solutions including demand generation, channel marketing and sales enablement to client companies, as well as to their dealers and distributors. Band's clients include multinational companies in the information technology and finance sectors in the Asia-Pacific region, as well as in the Middle East and Africa.

After the acquisition has been completed, Band will merge with Carat Enterprise, the agency handling the Dentsu Group's B-to-B activities in Singapore, and will work to create synergies with other Group agencies in the Asia-Pacific region in order to respond to the increasing demand for B-to-B marketing.

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

A profile of Band is provided on the following page.

**Profile of Band**

Company Name: Band Pte. Ltd (Singapore)  
Band Ltd (Hong Kong)

Headquarters Locations: Singapore and Hong Kong

Date of Establishment: September 2002 (Band Pte. Ltd)  
October 2002 (Band Ltd)

Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed

Revenue: SGD 3.7 million (year ended December 2014; combined revenue of both companies)

Representatives: Ian Bickerton (Founder & Creative Director)  
Kieran Vye (Group Managing Director)

Number of Employees: 50

Line of Business: Advertising and marketing solutions in the B-to-B domain

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