

FOR IMMEDIATE RELEASE

December 16, 2015

Dentsu Announces Agreement to Acquire French Global Creative Agency SAME SAME Agency SAS

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 global creative agency SAME SAME Agency SAS (Head Office: Paris; trading name: SAME SAME but different; hereinafter "SAME SAME"), to acquire the company.

Founded in 2009, SAME SAME has established a reputation for its creative production and consulting services, including the formulation of advertising strategies and the digital domain. Headquartered in Paris, the agency provides services to client companies who are developing global luxury and premium brands. SAME SAME's 150 employees work in offices in Paris, New York, Shanghai and Hong Kong.

Post-acquisition, SAME SAME will become part of mcgarrybowen, one of the Dentsu Group's nine global network brands. The integration of SAME SAME will strengthen and expand the mcgarrybowen network which already spans Europe, the Americas and Asia, and enhance the brand's presence in strategic markets. In the French market in particular, the company will carve out a position as a creative advertising agency and work with other Group companies to provide clients with a full range of services.

In its September 2015 worldwide advertising expenditure forecasts, the Group's media communications agency Carat announced that advertising expenditures in France decreased 0.9% in 2014, but forecast increases of 0.1% and 0.7% for 2015 and 2016 respectively. France is the world's seventh largest advertising market.

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 SAME SAME is provided on the following page.

Profile of SAME SAME

Company Name: SAME SAME Agency SAS (Trading name: SAME SAME but different)

Headquarters Location: Paris, France
Offices also in New York, Shanghai and Hong Kong

Date of Establishment: September 2009

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

Revenue: EUR 5,019,000 (year ended December 2014)

Representative: Michael Campan (President)

Number of Employees: 150

Line of Business: Creative production and consulting, including the formulation of advertising strategies and the digital domain

#####

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