

FOR IMMEDIATE RELEASE

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Dentsu Announces Agreement to Acquire Creative Agency Achtung in the Netherlands

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 creative agency Achtung BV (Head Office: Amsterdam; hereinafter “Achtung”) to acquire the company.

Founded in 2005, Achtung provides quality services in both the traditional mass media and digital advertising domains to a variety of companies in the information/communication, automotive and consumer electronics industries, among others. One of the leading digital creative agencies in the Netherlands, Achtung has been named “Interactive Agency of the Year” three times and won a number of Cannes Lions and other high-profile international advertising awards.

Post-acquisition, Achtung will become part of creative agency mcgarrybowen, one of the Dentsu Group's nine global network brands¹. This move will further strengthen and expand the mcgarrybowen network in Europe, making it the third creative hub after London and Paris, and enhance the brand's presence in the region.

In its September 2015 worldwide advertising expenditure forecasts, the Dentsu Group's media communications agency Carat announced that advertising expenditures in the Netherlands grew 2.2% in 2014. Further growth of 1.2% is expected for both 2015 and 2016.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minimal.

¹ Dentsu Aegis Network Ltd., the Dentsu Group's global business headquarters based in London, is expanding the Group's business worldwide through nine global network brands—Carat, Dentsu (Dentsu Branded Agencies), Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of Achtung

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| Company Name: | Achtung BV |
| Location: | Amsterdam, Netherlands |
| Date of Establishment: | June 2005 |
| Shareholding Ratio*: | Dentsu Aegis Network 100% |
| | *After acquisition has been completed |
| Revenue: | EUR 3,363,398 (year ended December 2014) |
| Representatives: | Dick Buschman (Founder / Managing Director) Mervyn ten Dam (Founder / Executive Creative Director) |
| Number of Employees: | 40 |
| Line of Business: | Development of advertising strategies and creative production in the digital and other domains |

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