

FOR IMMEDIATE RELEASE

March 11, 2016

## **Dentsu Announces Agreement to Acquire North American Data Analytics Firm Cardinal Path**

*—Will enhance capabilities to analyze both internal and external Big Data and provide clients with consulting services and solutions—*

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 leading North American data analytics firm Cardinal Path Holding Company (Head Office: Vancouver, Canada; hereinafter "Cardinal Path") to acquire the company.

In today's advertising and communications business, the importance of sophisticated, effective planning and implementation of strategies based on the analysis of Big Data is growing exponentially, and this trend was one of the factors leading to the acquisition of Cardinal Path.

Founded in 2011, Cardinal Path has core strengths in the analysis of Big Data, data and analytics consulting, and the provision of solutions based on the analysis of this data. In 2015, Cardinal Path was named "Most Influential Agency/Vendor of the Year" by the Digital Analytics Association, and is held in high regard by a number of global companies. Incorporated in Vancouver, Canada and Phoenix, Arizona, and with 77 employees on its payroll, Cardinal Path also has offices in Chicago and Toronto.

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

A profile of Cardinal Path is provided on the following page.

**Profile of Cardinal Path**

Company Name: Cardinal Path Holding Company  
Headquarters Location: Vancouver, Canada  
Offices also in Toronto, Chicago and Phoenix  
Date of Establishment: June 2011  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed  
Revenue: USD 11,500,000 (year ended December 2015)  
Representative: John Hossack (CEO/President)  
Number of Employees: 77  
Line of Business: Digital data analytics and consulting services

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