

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of U.K. Digital OOH Specialist Liveposter

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. (hereinafter "Dentsu Aegis Network") has acquired an additional 77.2% stake in digital OOH specialist Liveposter (Head Office: London; hereinafter "Liveposter"). Since Dentsu Aegis Network already holds 22.8% of Liveposter's shares, the transaction will make Liveposter a wholly owned subsidiary of the company.

Founded in 2012, Liveposter specializes in digital out-of-home (OOH) advertising, and has to date worked in affiliation with OOH agency Posterscope¹, one of the Dentsu Group's nine global network brands. Through a network of digital signage-related companies across several countries in which it has developed cooperative relationships, Liveposter delivers digital signage content in real time around the world. The Liveposter digital OOH platform can deliver dynamic content (content that changes depending on external factors such as the weather, public transport arrival and departure times, scores at sporting events and social media feeds), to digital OOH screens, generating several tens of thousands of creative elements simultaneously. Japan joined the above-mentioned network of countries in January this year.

Digital OOH advertising as a share of overall OOH advertising in the world is on an upward trend, and is expected to account for 40% of the total in 2019. In the UK for example, it is forecasted to grow to 54%. In light of these circumstances, and with the aim of accelerating its global expansion strategies, the Dentsu Group decided to make Liveposter a wholly owned subsidiary. New synergies are also envisioned through strengthened relationships with Posterscope and other Group companies.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year

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.

ending December 31, 2016 is expected to be minimal.

Profile of Liveposter

Company Name:	Liveposter Limited
Location:	London, United Kingdom
Date of Establishment:	March 2012
Shareholding Ratio*:	Dentsu Aegis Network 100%
Revenue:	GBP 1.55 million (year ended December 2015)
Representatives:	Daniel Douglas (Chairman) Steven Pavett (Technical Director) Kevin Holloway (Managing Director)
Number of Employees:	23
Line of Business:	Digital out-of-home (OOH) advertising services

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