

FOR IMMEDIATE RELEASE

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Dentsu and App Annie Collaborate on Japan App Market Report

- Essential information for engaging this region's mobile game market -

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu and App Annie released an in-depth report on the Japanese mobile game market. The free report can be downloaded at App Annie's website and is available in both English and Japanese. Chinese and Korean editions will be added shortly. <http://blog.appannie.com/understanding-mobile-gaming-japan/>

App Annie is the most trusted app data and insights provider. Its suite of products, App Annie Intelligence, provides business professionals, developers and investors across the world with the most comprehensive and accurate data set available on mobile apps. This data includes granular information on app download, revenue, demographic, usage and engagement estimates, forecasts and more for every major app across the globe.

The companies plan to continue fusing their expertise to provide fundamental market data on the Japanese app market and app advertising trends.

About App Annie

App Annie delivers the most trusted app data and insights for your business to succeed in the global app economy. Over 500,000 registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 425+ employees across 15 global offices. App Annie has received \$157 million in financing. Learn more at www.appannie.com.

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