

FOR IMMEDIATE RELEASE

July 14, 2016

## **Dentsu Announces Acquisition by Dentsu Aegis Network of Digital Marketing Agency WIS in Taiwan**

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 acquired leading digital performance agency WIS Performance Media Inc. (Head Office: Taipei; hereinafter “WIS”).

Founded in 2005, WIS has rapidly evolved into a leading digital search and performance agency with 100 employees. Ranked as one of Taiwan’s leading search marketing resellers to the small to medium enterprise (SME) segment, which makes up approximately 60% of the country’s search engine marketing (SEM) market, WIS provides digital marketing services to 1,500 clients across diverse industries. The agency is also an established Google analytics partner.

Post-acquisition, WIS will become part of global performance marketing agency iProspect, one of the Dentsu Group’s nine global network brands<sup>1</sup>, and will be rebranded iProspect WIS. This acquisition will double iProspect’s scale in the market and further strengthen the network’s foothold as the largest international media, digital and creative communications group in Taiwan. Going forward, iProspect WIS will collaborate with other Group companies to accelerate Dentsu’s growth strategy in the country’s digital domain.

In its March 2016 worldwide advertising expenditure forecasts, the Group’s media communications agency Carat announced that digital advertising expenditures in Taiwan grew 15.0% in 2015. Continued double-digit growth is expected, with 13.7% forecast for both 2016 and 2017.

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

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<sup>1</sup> 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 WIS**

Company Name:	WIS Performance Media Inc.
Location:	Taipei, Taiwan
Date of Establishment:	August 2005
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	TWD 112 million (year ended December 2015)
Representatives:	Simon Wu (Founder and CEO) Fay Lo (Vice President) David Lee (Business Director, Overseas Business Development)
Number of Employees:	100
Line of Business:	Full range of digital marketing services

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