

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of B-to-B Marketing Agency gyro in the US

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 B-to-B marketing agency Gyro, LLC (CEO: Christoph Becker; Head Office: New York; hereinafter "gyro").

Founded in London in 1999, gyro has since grown to become one of the largest independent global creative agencies dedicated exclusively to business-to-business (B-to-B) marketing. Now headquartered in New York City, the agency has offices in seven countries and provides services to approximately 240 companies, including multinational corporations. These diverse services include strategic planning, media buying, creative production, content production, data analytics and platform business, as well as SEO/SEM, social media and other digital marketing offerings. gyro's content and other creative capabilities are held in high regard, and the agency was recently named the 2016 *Advertising Age* B-to-B Agency of the Year. It is also the Business Marketing Association's 2016, 2015 and 2014 Agency of the Year.

Total annual spend on B-to-B marketing in 2016 is estimated at 200 billion dollars, and is forecast to grow to over 230 billion dollars in 2019. The advertising-related portion of this market is estimated to be between 70 and 80 billion dollars annually, and is steadily expanding. Against this background, Dentsu announced the launch of B-to-B global media agency Interprise in February this year.

Following the acquisition, Interprise will be integrated into gyro, expanding the Dentsu Group's global footprint across the US, UK, France, Germany, Spain, the UAE, Australia, Hong Kong, and Singapore. The new combined entity will work with other Group companies in their respective regions to accelerate the Group's global growth strategy in the B-to-B marketing sector.

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

Profile of gyro

Company Name: Gyro, LLC
Location: New York City, USA
Offices also in Chicago, Cincinnati, Denver, San Francisco, Washington D.C., London (2), Manchester, Paris, Munich, Madrid, Dubai and Singapore
Date of Establishment: January 1999
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: USD 73,070,000 (year ended December 2015)
Representative: Christoph Becker (CEO and Chief Creative Officer)
Number of Employees: 600
Line of Business: Full range of B-to-B marketing services

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