

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of Lifestyle Marketing Agency Markenloft in Germany

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 Markenloft GmbH (Managing Partners: Kai Burkhard and Sebastian Birwe; Head Office: Düsseldorf; hereinafter “Markenloft”), a brand and lifestyle marketing agency that focuses on providing consumers with brand experience and experienced value.

Founded in 2008, Markenloft provides activation services to connect businesses with consumers, including the planning and management of various events designed to enable consumers to experience a brand's products and services as well as the sponsorship of sports competitions. In addition to the implementation and management of events, these services include consulting and the development of communication strategies to leverage the client company's brand activation activities.

The purpose of the acquisition is to launch lifestyle market pillar MKTG¹, one of the Dentsu Group's nine global network brands, in Germany. Post-acquisition, Markenloft will become part of the MKTG network and will rebrand to “MKTG” within three months of acquisition. In collaboration with other Group agencies in the region, it will work to create synergies and accelerate the Group's growth strategy in the German market.

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 Markenloft is provided below.

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 Brand Agencies), Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of Markenloft

Company Name: Markenloft GmbH
Location: Düsseldorf, Germany
Date of Establishment: December 2008
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: EUR 4,210,000 (year ended December 2015)
Representatives: Kai Burkhard (Managing Partner)
Sebastian Birwe (Managing Partner)
Number of Employees: 30
Line of Business: Full range of services in the brand activation domain

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