

FOR IMMEDIATE RELEASE

September 2, 2016

Dentsu Announces Acquisition by Dentsu Aegis Network of Audience Data Management Company Accordant Media in the U.S.

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 U.S. audience data management company Accordant Media, LLC (CEO: Arthur Muldoon; Head Office: New York City; hereinafter "Accordant").

Founded in 2010, Accordant has strengths in the automatic optimization of programmatic digital advertising, which requires the processing of huge amounts of data. The company's proprietary Accordant ATS™ audience targeting system can integrate first-party data (data held by clients), second-party data (data on companies gathered by Accordant) and third-party data (external data), and then deliver effective results across programmatic delivery channels such as display, mobile, video, SNS and email. In addition, effect analysis and validation reports are also provided by the platform on a 24/7 basis.

According to eMarketer, more than two-thirds of all digital display advertising will be purchased programmatically in 2016. In the U.S., programmatic digital display ad spending will reach \$22.1 billion in 2016 and is expected to grow by 24.3% to \$27.5 billion in 2017. Additionally, programmatic ad spend in the U.S. continues to gain share of total spend, and is expected to reach 72% by 2017.

Following the acquisition, Accordant will integrate with Amnet, the Dentsu Group's trading desk which is part of its media investment platform Amplifi, in order to link data organically across the Group and to deliver targeted digital advertising more accurately. Amnet has grown significantly over the course of the last five years, and is now represented in 42 markets. Both the Amnet and Accordant brands will be operational in the U.S., working with other Group companies to create synergies and expand the Group's presence in the U.S. 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.

Profile of Accordant

Company Name: Accordant Media, LLC
Location: New York City, USA
Offices also in San Francisco, Chicago and London
Date of Establishment: April 2010
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: USD 16.47 million (year ended December 2015)
Representatives: Arthur Muldoon (Co-founder and CEO)
Matthew Greitzer (Co-founder and COO)
Number of Employees: 70
Line of Business: Provision of audience data management services for
programmatic advertising

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