

FOR IMMEDIATE RELEASE

September 12, 2016

Dentsu Announces Acquisition by Dentsu Aegis Network of Cosin Consulting in Brazil

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 Cosin & Associados Consultoria e Serviços de Informática S.A. (Head Office: São Paulo; hereinafter “Cosin Consulting”), a leading consulting company in Brazil. The purpose of the acquisition is to strengthen and expand the Dentsu Group’s brand commerce capabilities in Brazil, the largest advertising market in Latin America.

Founded in 2005 by three entrepreneurs who had formerly worked at major consulting companies and financial institutions, Cosin Consulting provides business consulting, such as the development of management models; IT consulting, including systems architecture and software selection; and project management, such as business transformational programs. Its greatest strength lies in the area of brand commerce.

In a world where the boundaries between online and offline shopping are becoming increasingly blurred, every brand interaction can influence consumers toward a purchase. This transformation is called brand commerce. Cosin Consulting provides leading retailers and finance companies in Brazil with a range of brand commerce-focused services such as system integration for digital commerce, transformational consulting for businesses and brands, and data-based marketing. 70% of Brazil’s top 25 companies are Cosin Consulting’s clients.

Following the acquisition, Cosin Consulting will become part of digital marketing agency Isobar¹, one of the Dentsu Group’s nine global network brands, and will be rebranded “Cosin – Linked by Isobar,” building on the brand’s consulting capabilities in the market while expanding its digital transformation offering across the Americas.

¹ Dentsu Aegis Network Ltd., the Dentsu Group’s global business headquarters based in London, is expanding the Group’s business worldwide through ten global network brands—Carat, Dentsu (Dentsu Brand Agencies), Dentsu media, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Isobar's impressive strategic marketing and technology solutions, combined with Cosin Consulting's deep business transformation expertise, will form a best-in-class end-to-end offering to enable clients to succeed in the digital economy. In collaboration with Isobar Brazil and other Group agencies in the region, the newly formed company will work to create synergies and accelerate the Group's growth strategy in Latin America.

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 Cosin Consulting

Company Name:	Cosin & Associados Consultoria e Serviços de Informática S.A.
Location:	São Paulo, Brazil
Date of Establishment:	September 2005
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	BRL 46 million (year ended December 2015)
Representatives:	Arnaldo Cosin (Co-Founder & CEO) Alessandro Cosin (Co-Founder & Partner) Alexandre Marciano (Co-Founder & Partner)
Number of Employees:	200
Line of Business:	Full range of consulting services

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