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Dentsu and App Annie Announce Release of Second Japan App Market Report

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu and App Annie have released a second in-depth report “The Growth of TV Advertising as a Mobile UA Channel” on the Japanese mobile game market. This free report, which analyzes the effectiveness of television commercials in the promotion of mobile gaming, is a follow-up to the first report “What You Need to Know about Japan’s Mobile Gaming Industry” that was released in May. It is available in both English and Japanese, and can be downloaded at App Annie’s website: <https://appannie.com/jp/insights/market-data/the-rise-of-tv-advertising-for-mobile-games-in-japan/>. Chinese and Korean editions will be added shortly.

App Annie is the most trusted app data and insights provider. Its suite of products, App Annie Intelligence, provides business professionals, developers and investors across the world with the most comprehensive and accurate data set available on mobile apps. This data includes granular information on app downloads, revenue, demographic, usage and engagement estimates, forecasts and more for every major app across the globe.

The companies plan to continue fusing their expertise to provide fundamental market data on the Japanese app market and app advertising trends.

About App Annie

App Annie delivers the most trusted app data and insights for your business to succeed in the global app economy. Over 700,000 registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 450 employees across 15 global offices. App Annie has received \$157 million in financing. Learn more at www.appannie.com.

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