

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Acquisition by Dentsu Aegis Network of Leading Digital Experience Agency WITH Collective in Australia**

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 award-winning digital experience agency WITH Collective Services Pty Ltd (Co-Founder and CEO: Justin Hind; Head Office: Sydney; hereinafter "WITH Collective").

The purpose of the acquisition is to increase the Dentsu Group's presence in Australia through the strengthening and expansion of its capabilities regarding direct marketing and customer relationship management (CRM) services that leverage data, technology and creativity, areas that are currently garnering the most attention in the country's advertising industry.

Founded in 2010, WITH Collective has grown to become a highly regarded agency that provides quality services focused on the intersection of data, technology and creativity to blue-chip clients. Most recently, the agency won *B&T's* Direct Marketing Agency of the Year and *Mumbrella's* Direct Agency of the Year awards in 2015 as well as being acknowledged in the *BRW Fast 100 2015* list. It was also named *Campaign Asia-Pacific's* Australia Digital Agency of the Year and Australia/New Zealand Specialist Agency of the Year in 2014.

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 WITH Collective is provided below.

**Profile of WITH Collective**

Company Name: WITH Collective Services Pty Ltd  
Location: Sydney, Australia  
Date of Establishment: July 2010  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed  
Revenue: AUD 7,500,000 (year ended December 2015)  
Representative: Justin Hind (Co-Founder and CEO)  
Number of Employees: 75  
Line of Business: Direct marketing and customer relationship management (CRM) services that leverage data, technology and creativity

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