

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of Leading PR Agency Perfect Relations in India

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 leading public relations (PR) agency Perfect Relations Pvt. Ltd. (Group CEO: Pradeep Kewalramani; Group Managing Director: Dilip Cherian; Head Office: New Delhi; hereinafter "Perfect Relations") and five other agencies known collectively as the Perfect Relations Group.

PR is an important part of the advertising and communications business in India. The PR market is expected to grow between 10–12% over the next 3–5 years and represents a significant market opportunity for future growth.

Founded in 1994, Perfect Relations Pvt. Ltd. is part of the Perfect Relations Group which also includes five other companies: Accord Public Relations Pvt. Ltd., Image Public Relations Pvt. Ltd., Imprimis Life PR Pvt. Ltd., India Media Monitor Partnership and Buzz Partnership. It has 19 offices across India with close to 500 employees and more than 100 freelance consultants and contractors across 50 cities. The wide range of PR services provided include corporate reputation management, brand and marketing communications, media management, investor relations, public advocacy solutions and crisis management. The Perfect Relations Group is held in high regard in the Indian market, and its agencies have won several PR, corporate communications and crisis management awards, including the Consultancy of the Year and Best Integrated Campaign awards.

Going forward, the Perfect Relations agencies will work with other Dentsu Group companies to accelerate the Group's global growth strategy in India.

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 Perfect Relations is provided below.

Profile of Perfect Relations

Company Name:	Perfect Relations Pvt. Ltd.
Headquarters Location:	New Delhi, India Offices also in Mumbai, Gurgaon, Bangalore, Kolkata, Kochi, Chennai, Hyderabad and Pune
Date of Establishment:	February 1994
Shareholding Ratio*:	Dentsu Aegis Network 100% *After acquisition has been completed
Revenue:	INR 608,194,279 (year ended March 2016)
Representatives:	Pradeep Kewalramani (Group CEO) Dilip Cherian (Group Managing Director)
Number of Employees:	494
Line of Business:	Full suite of public relations services

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