

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of Full-Service Multicultural Agency Gravity 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 Findr Group, the owner of full-service multicultural agency Gravity Media, LLC (CEO: Yuriy Boykiv; Head Office: New York City; hereinafter "Gravity").

Founded in 2009 as a public relations company, Gravity has grown into a full-service multicultural communications agency. Working in collaboration with the other two Findr Group companies, full-service digital agency Findr Interactive and PR agency Triumphant Communications, Gravity provides a wide range of solutions to clients, including media services, production capabilities, consumer insights and brand strategies specifically designed to reach multicultural audiences, as well as expertise in the areas of multicultural public relations, public affairs and government relations.

Factors behind the acquisition include the changing structure of the U.S. population and the growing needs of clients to better understand multicultural consumers. According to the U.S. Census Bureau, by 2030 40% of the U.S. population is projected to identify as African American, Asian or Hispanic. Clients will be increasingly required to fine-tune their service offerings in order to reach consumers in different cultural segments.

After consideration of these circumstances, a decision was made to acquire Gravity, which has earned a high reputation for its expertise in multicultural advertising. Named by *Advertising Age* as the largest agency by revenue for Asian-American marketing for the last three years, the agency has 33 employees who collectively speak more than 20 languages.

Going forward, Dentsu Group companies will work in collaboration with Gravity and the other Findr Group companies to accelerate Dentsu's growth strategy in the United States.

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 Gravity

Company Name: Gravity Media, LLC
(Part of Findr Group, which comprises Gravity Media, Findr Interactive and Triomphant Communications)

Location: New York City, USA
Office also in London

Date of Establishment: May 2009

Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed

Revenue: USD 7,000,000 (year ended December 2015)

Representative: Yuriy Boykiv (Co-founder and CEO)

Number of Employees: 33

Line of Business: Provision of full-service multicultural communication services

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