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Dentsu Announces Acquisition by Dentsu Aegis Network of Leading E-Commerce Solutions Provider Bluecom

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 Bluecom Solutions Limited (Managing Directors: Patrick Deloy and Florian Legendre; Head Office: Shanghai; hereinafter "Bluecom"), a leading e-commerce solutions provider in Asia.

Founded in 2012, Bluecom is headquartered in Shanghai, with regional offices in Singapore, Hong Kong and Ho Chi Minh City. The company is a key partner of major e-commerce platforms Magento, Salesforce Commerce Cloud and SAP Hybris, and its 160 specialists provide e-commerce-related services to a large number of global companies. In addition to providing e-commerce-related consulting services and developing solutions, Bluecom designs e-commerce platforms for global companies, utilizing its strengths in third-party integration as well as the localization of existing platforms to tailor them to local market needs in China and other countries in Asia.

Asia, and China in particular, has become the world's largest e-commerce market. The B-to-C market has grown 10-fold in the five years since 2010, and this growth is further accelerating. According to a Mintel report, e-commerce is expected to comprise 20% of all retail sales by 2020. In addition, the seven Asia-Pacific countries China, Japan, South Korea, Hong Kong, Singapore, Australia and New Zealand are ranked among the top 20 e-commerce markets, and high market growth is expected to continue.

Following the acquisition, Bluecom will become part of digital marketing agency Isobar¹, one of the Dentsu Group's ten global network brands, further enhancing Isobar's brand commerce strategy of helping brands strengthen their engagement with consumers. Under its new name

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 Commerce,” the company will work in collaboration with the Isobar China Group, Isobar’s mobile commerce arm Verystar – Linked by Isobar which was acquired in May 2016, and other Group companies in Asia to provide consumers with value-added brand experiences and purchasing services on all commerce platforms.

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 Bluecom

Company Name:	Bluecom Solutions Limited
Headquarters Location:	Shanghai
Date of Establishment:	May 2012
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	CNY 38.75 million (year ended December 2015)
Representatives:	Patrick Deloy (Managing Director) Florian Legendre (Managing Director)
Number of Employees:	160
Line of Business:	Development and provision of e-commerce solutions as well as the provision of maintenance and consulting services

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Contact: Shusaku Kannan
Corporate Communications Director
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp