

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of Leading UI/UX Agency Fractal 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 Fractal Ink Design Studio Private Limited (Head Office: Mumbai; CEO: Tanay Kumar; hereinafter "Fractal"), India's largest service provider in the user interface and user experience (UI/UX) domain.

Established by four designers in 2010, Fractal currently employs 65 digital experts and has developed into one of India's leading UI/UX agencies. Located in Mumbai with offices in Bangalore, Fractal provides full-service digital design mainly in the UI/UX domain to leading companies in India.

Having grown to one of India's top three design agencies, Fractal's strength is the fusion of design and technology making it a leading company in the UI/UX design, Internet of Things (IoT), wearables and mobile domains. Fractal was awarded the title of "India's Best UI/UX Design Studio" by *POOL*, one of India's leading design magazines. In recognition of its innovative design work, Fractal received multiple awards in the IoT category in 2014 and 2015 from the Confederation of Indian Industry (CII).

Following the acquisition, Fractal will join the Isobar network, one of the Dentsu Group's ten global network* brands providing services in the digital domain, and be rebranded as "Fractal Ink Design Studio - Linked by Isobar." Dentsu Group digital domain services in India are currently provided by Isobar, iProspect, WATConsult and Dentsu Webchutney. The addition of Fractal will expand operations to 1,000 digital experts, forming one of the largest digital teams in the country.

Going forward, the Dentsu Group will accelerate its growth strategy in India with the aim of becoming the second largest agency group in that country by the end of 2017.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minimal.

* 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.

Profile of Fractal

Company Name: Fractal Ink Design Studio Private Limited
Headquarters Location: Mumbai, India
Note: Company also has offices in Bangalore
Date of Establishment: February 2011
(date the current corporate structure was formed)
Shareholding Ratio*: Dentsu Aegis Network 100%
(after acquisition has been completed)
Revenue: INR 127 million (year ended December 2015)
Representatives: Tanay Kumar (CEO and Co-founder)
Number of Employees: 65
Line of Business: Provider of digital design services mainly in the UI/UX domain

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