

FOR IMMEDIATE RELEASE

December 26, 2016

Dentsu Announces Acquisition by Dentsu Aegis Network of Full-Service Media Agency Veriplan in Chile

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 Agencia Veriplan S.A. (Head Office: Santiago; hereinafter "Veriplan"), Chile's largest independent, full-service media agency.

Founded in 2010, Veriplan has grown as a full-service media agency offering media planning and buying, media placement, digital, search and Out-of-home services. At present, Veriplan provides advertising services to leading companies and organizations in Chile.

Following the acquisition, Veriplan's name will be changed to Vizeum Chile, becoming the Chilean base for media agency Vizeum, one of the Dentsu Group's global network brands* specializing in digital media. This new entity aims to cultivate new customers in Chile and expand its scale by widening its service offerings.

According to the International Monetary Fund (IMF), the South American advertising market is forecast to pick up speed in 2017. The Dentsu Group views Chile as one of the most important advertising markets in South America.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal years ending December 31, 2016 and December 31, 2017 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 Veriplan

Company Name:	Agencia Veriplan S.A.
Headquarters Location:	Santiago, Chile
Date of Establishment:	December 2010
Shareholding Ratio*:	Dentsu Aegis Network 100%

*After acquisition has been completed

Revenue: CLP 342 million (year ended December 2015)
Representatives: Patricio Cerda (Founder & CEO)
Number of Employees: 14
Line of Business: Provides advertising services for mass, digital, OOH and other media

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