

FOR IMMEDIATE RELEASE

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**Dentsu Announces Acquisition of 100% Stake
in Leading Digital Transformation Player blue-infinity SA,
in Switzerland**

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 a 100% stake in blue-infinity (Switzerland) SA (Head Office: Geneva; CEO: Christophe Martin; hereinafter "blue infinity"), a leading player in digital transformation.

Established in Switzerland in 2001, blue-infinity currently maintains seven offices in five countries and has grown to a company comprising over 500 experts. The company is engaged in a diverse array of business areas, providing a full-range of services that include digital transformation, digital marketing, CRM, e-commerce, creative and user experiences (UX).

Servicing over 100 industry leading clients in such sectors as retail, banking and pharmaceutical, blue-infinity's digital expertise has been acknowledged through numerous international creative awards as well as strong partnerships with key technology players including Salesforce, Microsoft and Apple.

Following the acquisition, blue-infinity will be integrated into the Isobar network, which provides services in the digital domain under one brand across the Dentsu group's 10 global networks. The move will also further expand the brands offering in the market and strengthen the group's position in the digital transformation sector, while extending blue-infinity's portfolio internationally through the networks global presence and expertise.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending 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 Blue-Infinity

Company Name:	blue-infinity (Switzerland) SA
Headquarters Location*:	Geneva, Switzerland * Offices also located in Portugal, Czech Republic, Hong Kong and with a base in United States as well
Date of Establishment:	June 2001
Shareholding Ratio*:	Dentsu Aegis Network 100% *After acquisition has been completed
Revenue*:	CHF 58.54 million * Year ended December 31, 2015
Representative:	Christophe Martin (CEO)
Number of Employees:	500+
Line of Business:	Provision of a full-range of services that include digital transformation, digital marketing, CRM, e-commerce, creative and user experiences (UX)

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