

FOR IMMEDIATE RELEASE

February 14, 2017

Dentsu Announces Share Repurchase

(Share repurchase pursuant to the Company's Articles of Incorporation in accordance with the provisions of Article 165, Paragraph 2 of the Companies Act)

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) today convened a meeting of its Board of Directors at its Head Office in Tokyo at which it resolved to authorize a share repurchase pursuant to the Company's Articles of Incorporation in accordance with Article 156 of the Companies Act, as applied *mutatis mutandis* pursuant to the provisions of Article 165, Paragraph 3 of the Act.

1. Reason for Share Repurchase

To deliver shareholder value and to further improve capital efficiency

2. Details of Matters Related to the Share Repurchase

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| Class of shares to be repurchased | : Common stock of the Company |
| Total number of shares to be repurchased | : 5,000,000 (maximum) (1.75% of the total number of shares issued [excluding treasury stock]) |
| Total repurchase cost | : 20 billion yen (maximum) |
| Repurchase period | : From February 20, 2017 to May 31, 2017 |
| Method of repurchase | : Open market purchase on the Tokyo Stock Exchange |

For Reference

Treasury stock held as of December 31, 2016

Total number of shares issued (excluding treasury stock): 285,136,741 shares

Number of treasury stock shares : 3,273,259 shares

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Contact: Shusaku Kannan

Corporate Communications Director

Telephone: (813) 6216-8042

E-mail: s.kannan@dentsu.co.jp