

FOR IMMEDIATE RELEASE

April 4, 2017

Dentsu Announces Agreement to Acquire 100% Stake in Leapfrog Online, a Leading Digital Performance Marketing Company in the United States

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd., will acquire a 100% stake in Leapfrog Online (Leapfrog Direct Response LLC; Head Office: Evanston; CEO: David Husain; hereinafter "Leapfrog"), a leading U.S. digital performance marketing company.

Established in 1995, Leapfrog's talent and proprietary marketing technology allows brands to leverage data they're already collecting to drive efficient, omni-channel conversions. The company's proprietary LFX Conversion Platform aims to optimize conversion by linking multichannel data and a variety of contact points (physical stores, EC sites, social media, etc.) connecting customers online and offline, enhancing customer brand experience and generating more effective market intelligence. At present, Leapfrog employs 150 people, of whom 60% are specialized staff such as software engineers and data scientists.

Following the acquisition, Leapfrog will become part of iProspect, one of the Dentsu Group's global network brands* with strengths in the digital performance domain. The addition of Leapfrog's conversion technology will further enhance iProspect's performance media capabilities, sharpening iProspect's ability to deliver real-time, personalized consumer experiences throughout the entire path to purchase, from initial impression to conversion.

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 Leapfrog

Company Name: Leapfrog Direct Response LLC
Headquarters Location: Evanston, Illinois, U.S.A.
Date of Establishment: April 1995
Shareholding Ratio: Dentsu Aegis Network 100%*
*After acquisition has been completed.
Revenue: US\$ 32 million*
* Year ended December 31, 2016
Representatives: David Husain (CEO & Co-founder)
Scott Epskamp (President & Co-founder)
Jason Wadler (Executive Vice President)
Number of Employees: 150
Line of Business: Provision of digital performance marketing services

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