

FOR IMMEDIATE RELEASE

April 7, 2017

Dentsu Announces Merkle Acquisition of DIVISADERO, a Data-Driven and Analytics Consultancy in Spain

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Merkle*, one of the global brands within its global business headquarters Dentsu Aegis Network Ltd., has reached an agreement to acquire a 94% stake in DIVISADERO DIGITAL INTELLIGENCE SL (Head Office: Madrid; Managing Director: Manuel Blanco), a data and analytics consultancy in Spain, with an option of making it a wholly owned subsidiary in the future.

Founded in 2005, DIVISADERO is a prominent data-driven and analytics consultancy business specializing in digital intelligence and digital transformation with strengths that enable a strategic and tactical approach to transforming data into information, and information into decision making. The company offers a number of data and analytic capabilities, including digital maturity assessments, strategic road mapping, technology benchmarking, data collection, analytics and data activation. At present, DIVISADERO employs over 90 people, most of whom are engineers and data analysts.

The acquisition of DIVISADERO will add to Merkle's global scale, especially in relation to Spanish-speaking countries, and will enhance the agency's data and analytics offerings in the market by bringing to it a number of key capabilities. The company will retain the DIVISADERO brand name, and will be part of Merkle's European operations.

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 Divisadero

Company Name:	DIVISADERO DIGITAL INTELLIGENCE SL
Location:	Madrid, Barcelona and Gijon Spain
Date of Establishment:	December 2005
Shareholding Ratio*:	Dentsu Aegis Network 94%
	*After acquisition has been completed
Gross Profit:	EUR 4.51 million (year ended December 2016)
Key Management Personnel:	Manual Blanco (Managing Director) Juan Manuel Elices (Head of Innovation) Juan Ramon Fernandez (Operations Manager)
Number of Employees:	90+
Line of Business:	Integrated digital marketing services

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