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May 26, 2017

Dentsu Announces Agreement to Acquire a 100% Stake in SesliHarfler, a Digital Creative Agency in Turkey

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., has reached an agreement to acquire a 100% stake in SesliHarfler Reklam Tanitim ve Yayin Hizmetleri Sanayi ve Ticaret A.S. (Head Office: Istanbul; Founder and CEO: Özgür Karaçak; hereinafter "SesliHarfler"), a digital creative agency in Turkey.

Founded in 2006, SesliHarfler is a leading digital creative agency with a solid reputation for creativity and strategic project execution, offering a full suite of digital communications services including digital, social, production and 360 marketing solutions to its clients in the Turkish market. The recipient of a number of prestigious creative awards both in Turkey and abroad, SesliHarfler's creative capabilities are seen as a driving force behind its growth. Well respected in the market, its client portfolio includes a number of prominent local and multinational corporations.

The acquisition comes at a critical juncture for the economy and the digital industry in Turkey – with half the population under 30, 25% under 14 and digital spend increasing by 15-20% per year. The population is highly digitally engaged, with 48 million internet users (the 6th largest in Europe), 42 million Facebook users (the 7th largest market in the world) and 16 million Instagram users on a monthly basis¹.

Following the acquisition, SesliHarfler will be branded "SesliHarfler - Linked by Isobar", before being fully converted into Isobar, one of the Dentsu Group's 10 global brand network brands² providing services in the digital domain. With this acquisition, the Group intends to accelerate its growth strategy in the Turkish market through collaboration with other Group companies.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2017 is expected to be minimal.

References

¹ [Turkish Statistical Institute](#); [Internet World Stats](#); [Boom social](#).

² 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 SesliHarfler

Company Name:	SesliHarfler Reklam Tanitim ve Yayin Hizmetleri Sanayi ve Ticaret A.S.
Location:	Istanbul, Turkey
Date of Establishment:	September 2006
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Gross Revenue:	TRY 8.5 million (year ended December 2016)
Key Management Personnel:	Özgür Karaçak (Founder & CEO) and Görkem Uraz (Founder & Chairman)
Number of Employees:	45
Line of Business:	Digital services

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