

FOR IMMEDIATE RELEASE

June 2, 2017

Dentsu Announces Agreement to Acquire 95% Stake in Outfox Intelligence AB, the Largest Analytics and Conversion Optimization Company in Sweden

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 95% stake in Outfox Intelligence AB (Head Office: Stockholm; Director of Operations: Lars Johansson; Director of Analytics: Christoffer Luthman; hereinafter "Outfox"), an analytics and conversion optimization company in Sweden. The agreement also gives the Dentsu Group the option to make Outfox a wholly owned subsidiary.

Established in 2010 in Stockholm, Sweden, Outfox comprises 14 top class consultants, including its two founders, and has steadily improved business performance since its establishment. In addition to being authorized as a Google Analytics Certified partner and a leading sales and service partner for Google Analytics 360 Suite¹, Outfox is also a certified partner of Optimizely, earning a strong reputation as the largest corporate authorized reseller in the Nordic region (Sweden, Denmark, Finland, Norway and Iceland).

Following the acquisition, Outfox will be integrated into iProspect, one of the Dentsu Group's global network brands² with strengths in the digital performance domain. With this new acquisition the Dentsu Group will deepen the collaborative relationship with Amnet, which provides trading desk services delivering more timely digital advertising to more accurate targets, heightening the synergy effects within the Group in the Nordic region.

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

¹ Google Analytics 360 Suite is a comprehensive service providing data collection and analysis, decision-making and actions that can be utilized through a Google Analytics 360 certified reseller or by directly contracting with Google. All certified resellers meet stringent requirements, providing the same services as when used directly from Google. In Japan, seven companies, including Dentsu Digital, are authorized resellers.

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 Outfox

Company Name: Outfox Intelligence AB
Headquarters Location: Stockholm, Sweden
Date of Establishment: May 2010
Shareholding Ratio*: Dentsu Aegis Network 95%
*After acquisition has been completed.
Revenue: SEK 18.93 million*
* Fiscal year ended December 2016
Representatives: Lars Johansson (Director of Operations)
Christoffer Luthman (Director of Analytics)
Number of Employees: 14
Line of Business: Provider of data analytics and conversion optimization

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