

FOR IMMEDIATE RELEASE

June 16, 2017

Dentsu Announces Agreement to Acquire a 100% Stake in The Customer Framework Limited, a Consultancy Supporting Corporate Digital Transformation in the UK

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 The Customer Framework Limited (Head Office: London; CEO & Chairman: Neil Woodcock; hereinafter "Customer Framework"), a consultancy supporting corporate digital transformation in the UK.

Established in 2006, Customer Framework is a small consultancy headquartered in London. Amid the increasing importance of digital transformation and data usage, the company draws on its strength of knowledge and expertise in this area to support corporations in dialogue and engagement with consumers and restructuring the management of those processes.

The aim of this acquisition is to obtain Customer Framework's proprietary SCHEMA methodology of managing the dialogue process with consumers. Utilizing the company's SCHEMA Toolset will allow the Group to develop stronger strategic partnerships with clients by supporting management teams with more advanced measures to plan their digital transformation strategies.

Going forward, the Group will collaborate with Customer Framework to train employees at Carat and other global network brand companies*, incorporating this methodology as the backbone of all our services. As a result, this will enable each brand company to differentiate itself from the competition when making proposals and create new synergies with existing businesses through the provision of this methodology to client companies throughout the world.

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 X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG,

Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of Customer Framework

Company Name: Customer Framework Limited
Headquarters Location: London, UK
Date of Establishment: October 2006
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed.
Revenue: GBP 1.9 million* (approx. ¥270 million)
* Fiscal year ended December 2016
Representatives: Neil Woodcock (CEO & Chairman)
Number of Employees: 4 (and contracts with 13 freelancers)
Line of Business: Consulting related to digital transformation

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