

FOR IMMEDIATE RELEASE

September 1, 2017

## **Dentsu Announces Agreement to Acquire Little Giant, a Digital Creative Agency in New Zealand**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, 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 Little Giant Design Limited (Head Office: Auckland; Founder & CEO: Mark Hurley; hereinafter Little Giant), a digital creative agency in New Zealand.

Little Giant was founded in 2011 and has grown to become one of New Zealand's leading digital agencies providing digitally focused creative services from Auckland's Central Business District. The agency partners with clients to create and implement digital products and services, brand communications and experiences, and cross-channel, digitally-led campaigns.

The acquisition of Little Giant is a strategic priority for the Dentsu Group as it will launch Isobar, one of the Group's 10 global network brands\*, in New Zealand, and enable it to compete in the digital economy while completing the full operating model offering in New Zealand.

Following the acquisition Little Giant will become 'Linked by Isobar' and advance the Group's growth strategies in the Asia Pacific region providing services in the digital domain. Founder Mark Hurley will remain CEO, reporting to Dentsu Aegis Network NZ CEO, Rob Harvey.

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 Little Giant

Company Name: Little Giant Design Limited

Location: New Zealand

Date of Establishment: May 2011

Shareholding Ratio\*: Dentsu Aegis Network 100%

\*After acquisition has been completed

Gross Revenue: NZ\$ 4.3 million (year ended December 2016)

Key Management Personnel: Mark Hurley (Founder & CEO)

Number of Employees: 40

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