

FOR IMMEDIATE RELEASE

December 5, 2017

**Dentsu Announces Agreement to Acquire a 100% Stake in PT Valuklik,  
a Leading Digital Performance Marketing Company in Indonesia**

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 PT Valuklik (Head Office: Jakarta; CEO: Rahul Nambiar; hereinafter Valuklik), a digital performance agency in Indonesia.

Established in 2012, Valuklik, with an experienced team of 55 individuals, delivers digital marketing services across all digital media channels, including SEM, SEO, social media, programmatic media and performance content, and has grown to become one of Indonesia's leading digital performance companies. Valuklik is a Premier Google Partner and maintains strong partnerships with a number of internet business platform providers both inside and outside Indonesia, collectively placing the company in high regard equally among its clients and peers.

Following the acquisition, Valuklik will merge with iProspect Indonesia, one of the Group's global network brands with strengths in the digital domain, and the branding of the combined entities will be iProspect Valuklik.

Valuklik's subsidiary – Pinnacle, a specialist unit for analytics and one of the largest Google Analytics Sales & Solutions partners in Indonesia, will be joining iProspect and will be rebranded iProspect Pinnacle.

In its "Network Global Advertising Trends June 2017 Report" Dentsu Aegis Network states that Indonesia's advertising expenditures are estimated to increase 45.3% and 37.5% in 2017 and 2018 respectively. Moreover, digital is forecast to become the country's second largest advertising medium after television by 2017.

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 Valuklik**

Company Name: PT Valuklik

Location: Jakarta, Indonesia

Date of Establishment: June 2012

Shareholding Ratio\*: Dentsu Aegis Network 100%

\*After acquisition has been completed

Gross Revenue: IDR 20.5 billion (year ended December 2016)

Key Management Personnel: Rahul Nambiar (CEO), Cleosent Randing (Founder)

Number of Employees: 55

Line of Business: Digital performance company, with analytics capabilities

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