

FOR IMMEDIATE RELEASE

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Dentsu Announces Agreement to Acquire a 100% Stake in Red8 Group, One of the Largest Independent Marketing Communication Groups in Poland

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 Red8 Group Ltd. (Head Office: Warsaw; CEO: Adam Niesluchowski; hereinafter “Red8 Group”), one of the largest independent marketing communication groups in Poland

Founded in 2002 as a full-service agency, the Red8 Group currently employs over 100 employees and has grown into one of Poland’s leading advertising agencies with strengths in digital media and experiential marketing (a marketing method enabling target customers to experience products and services). Red8 Group’s affiliated companies provide professional services in each marketing domain.

| Red8 Group affiliates | Services provided |
|-----------------------|--|
| Red8 Advertising | Brand strategy, media communication and other services |
| Red8 Digital | Digital media, database marketing and other services |
| Red8 Events | Experiential marketing and other services |
| Unlimited | Shopper marketing and other services |

This acquisition will contribute substantially to the Dentsu Group’s strategy in EMEA to grow its digital and marketing capabilities.

The impact of this transaction on Dentsu’s consolidated financial results for the fiscal year ending December 31, 2018 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 Red8 Group

Company Name: Red8 Group Ltd.
Headquarters Location: Warsaw, Poland
Date of Establishment: June 2002
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed.
Revenue: PLN 64.75 million
**Fiscal year ended December 31, 2016
Representatives: Adam Niesluchowski, CEO
Number of Employees: Over 100
Line of Business: Provision of services in the experiential marketing domain

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