

FOR IMMEDIATE RELEASE

March 16, 2018

Dentsu Announces Shelf Registration Relating to Issuance of Corporate Bonds

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) hereby announces that it has today submitted a shelf registration statement for issuance of its corporate bonds to the Kanto Local Finance Bureau.

This shelf registration is intended to enhance Dentsu's financial stability by securing diverse means of funding. Its purpose is to establish the capacity for flexible procurement of funds necessary for the future growth of the Dentsu Group in conjunction with funding through indirect financing by financial institutions. An overview of the shelf registration is as follows:

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|---------------------------|---|
| 1. Offering security type | Corporate bonds |
| 2. Planned issue term | Two years from the planned effective date of the shelf registration (March 24, 2018 to March 23, 2020) |
| 3. Planned issue amount | 100 billion yen |
| 4. Use of proceeds | Dentsu plans to use the proceeds for capital expenditure, investments, repayment of borrowings, and working capital |

Dentsu has been assigned an Issuer Rating of AA- (rating outlook: stable) by Rating and Investment Information, Inc., but no preliminary bond rating has been assigned for the shelf registration detailed above.

Dentsu will take a flexible approach to determining the timings, amounts, terms, and other matters relating to the actual issuance of the bonds, in light of the market environment.

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