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Dentsu Announces Acquisition of White Label, a Digital Performance Agency in Chile

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% share in White Label MKT SpA (Head Office: Santiago; CEO & Founder: Alejandro García; hereinafter: White Label), a digital performance agency in Chile.

White Label was founded in 2012 by Alejandro García who has focused on building the agency's reputation on measurable performance and transparency, and has championed the use of data to generate insights that allow it to reach each client's goals. With a dedicated team of 30 performance marketing specialists, the agency specializes in SEO (search engine optimization), SEM (search engine marketing), CRO (conversion rate optimization), social, paid media and digital analytics.

Following the acquisition White Label will become the Chilean base for iProspect, the world's leading digital marketing and business performance agency. Furthermore it will add significant scale to the Group's operations in Latin America. The agency will be rebranded "iProspect Chile" upon completion of the acquisition.

Together with the recent addition of Miami based agency M8 the Group intends to accelerate its offering of competitive digital services in the Latin American region.

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 White Label

Company Name:	White Label MKT SpA
Location:	Santiago, Chile
Date of Establishment:	January 2012
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Gross Profit:	Chilean Peso 1.41 billion (year ended December 2017)
Key Management Personnel:	Alejandro Garcia (CEO & Founder)
Number of Employees:	30
Line of Business:	Digital Performance Agency

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