

FOR IMMEDIATE RELEASE

May 1, 2018

Dentsu Announces Dentsu Young & Rubicam (Japan) and Wunderman Dentsu (Japan) to Become Wholly Owned Subsidiaries, and Other Transactions

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Young & Rubicam Inc. (hereinafter "DY&R" (Japan)) and Wunderman Dentsu Inc. (hereinafter "WD" (Japan)), previously joint ventures with the WPP Group, have been made wholly owned subsidiaries of Dentsu Inc. through the respective share transfer of WPP's 49% stake. Meanwhile, an agreement has determined that Dentsu's 51% share of Dentsu Sudler & Hennessey in Japan be transferred to the WPP Group, as well as the Company's minority share in DY&R in Singapore, Thailand, Malaysia, Taiwan and Vietnam.

Following this transaction, DY&R will be renamed Dentsu e3 Inc., and WD will be renamed Dentsu Direct Solutions Inc., effective May 1, 2018.

Dentsu e3's new corporate vision is summarized and expressed by the e3 concept: depicting the future with outstanding imagination (envision), creating value with a variety of partners and people (engage) and becoming a driving force in the creation of a new society (empower).

Dentsu Direct Solutions' name is a direct expression of its intention to expand operations in direct marketing which has been the core of their business since the company was established.

Going forward, as part of the Dentsu Group, both companies will enhance and expand the Group's overall client solutions 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.

An outline of both companies is provided below.

Profile of Dentsu e3 Inc.

Company Name: Dentsu e3 Inc.
Location: Comodio Shiodome, 2-14-1 Higashi-shimbashi,
Minato-ku, Tokyo, Japan
Date of Name Change: May 1, 2018
(Predecessor DY&R was established in November 1981)
Capital: ¥125 million
Shareholding Ratio: Dentsu Inc. 100%
Representative: Nobuaki Kyushima, CEO
Main Switchboard: (81-3) 5404-9111
Line of Business: Marketing Communication Services

Profile of Dentsu Direct Solutions Inc.

Company Name: Dentsu Direct Solutions Inc.
Location: Comodio Shiodome, 2-14-1 Higashi-shimbashi,
Minato-ku, Tokyo, Japan
Date of Name Change: May 1, 2018
(Predecessor WD was established in March 1985)
Capital: ¥400 million
Shareholding Ratio: Dentsu Inc. 100%
Representative: Yokoh Yoshii, CEO
Main Switchboard: (81-3) 6430-8000
Line of Business: Direct Marketing Services

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