

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Acquisition of The Big Now, a Creative Agency in Italy**

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 The Big Now S.r.L (Head Office: Milan; CEO: Emanuele Nenna), a creative agency in Italy.

Founded in January 2007 The Big Now is a full service creative agency with a strong reputation in both digital and mainstream media. Based in Milan, and with an office in Rome, the agency is structured in three main business units supported by cross-unit teams. The first unit is focused on the management of digital strategies, digital design and content, the second offers services in brand strategy and the development of integrated campaigns across ATL, BTL, events and digital, while the third unit provides specialized services to premium brands in luxury, fashion and beauty.

In addition to these business units the agency is structured to manage the conception and production of events through its production house The Big Angle.

Following the acquisition The Big Now will remain as a standalone brand and will add key creative and digital content service capabilities to DAN Italy's operations. Moving forward, the Dentsu Group aims to accelerate its growth strategy by providing competitive creative services in tandem with its digital marketing services.

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 The Big Now**

Company Name: The Big Now S.r.L  
Location: Milan, Italy (with an office in Rome)  
Date of Establishment: January 2007  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed  
Revenue: Euro 7.493 million (year ended December 2017)  
Key Management Personnel: Emanuele Nenna (CEO)  
Number of Employees: 98  
Line of Business: Creative Agency

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