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Dentsu Announces Acquisition of Global Mind, a Digital Performance Marketing Agency in Argentina

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 Global Mind S.A. (Head Office: Buenos Aires; CEO: Marcelo Montefiore), a digital performance marketing agency in Argentina.

Established in 2001, Global Mind is a full-service, cross-channel agency offering online and offline creative and production, media planning and buying, digital paid search, display, social media management, SEO, programmatic and data & analytical services. The agency's 125 person team, split across offices in Buenos Aires and Miami, provides specialized services not only in Argentina, but throughout the entire Latin American region.

Following the acquisition, Global Mind will align with iProspect, one of the Dentsu Group's global network brands with strengths in the digital marketing services domain. The merger will add significant scale to iProspect Argentina as well as contribute key capabilities to the Group's operations in Latin American markets. Global Mind, alongside the recent acquisitions of M8, based in Miami, and White Label in Chile will support the Group's accelerated growth in the 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 Global Mind

Company Name: Global Mind S.A.
Location: Buenos Aires (with an office in Miami)
Date of Establishment: January 2001
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: Argentine Peso 327 million (year ended December 2017)
Key Management Personnel: Marcelo Montefiore (CEO)
Number of Employees: 125
Line of Business: Digital Performance Marketing Agency

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