

FOR IMMEDIATE RELEASE

July 25, 2018

## **Dentsu Announces Acquisition of Whitespace, a Creative Agency in Scotland**

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 Whitespace (Scotland) Limited (Head Office: Edinburgh; Managing Partners: Iain Valentine and Phillip Lockwood-Holmes; hereinafter Whitespace), a creative agency in Scotland.

Established in 1997, with a focus on digital and brand design, Whitespace has developed into one of Scotland's leading and most awarded creative agencies. Currently housed with a talented team of 70 and located in Edinburgh, the agency offers specialized services in brand strategy, digital production, content and integrated campaigns spanning mobile, augmented reality and virtual reality to a diverse portfolio of clients.

Following the acquisition, Whitespace will remain a standalone agency and will add capability infill in creative services, digital and production to DAN North, in addition to making an important contribution to the Dentsu Group's business throughout the UK.

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 Whitespace**

Company Name: Whitespace (Scotland) Limited  
Location: Edinburgh, UK  
Date of Establishment: January 1997  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed  
Revenue: GBP 3.836 million (year ended December 2017)  
Key Management Personnel: Iain Valentine (Managing Partner), Phillip Lockwood-Holmes  
(Managing Partner)  
Number of Employees: 70  
Line of Business: Creative Agency

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Contact: Shusaku Kannan  
Managing Director  
Corporate Communications Division  
Telephone: (81-3) 6216-8042  
E-mail: s.kannan@dentsu.co.jp