

FOR IMMEDIATE RELEASE

August 20, 2018

**Dentsu Announces Acquisition of Amicus Digital,
a Cloud Consulting and Technical Services Provider in Australia**

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 Amicus Digital Ventures Pty Ltd (Head Office: Sydney; Managing Director: Blair Cooke; hereinafter Amicus Digital), a cloud consulting and technical services provider in Australia.

Established in 2015, Amicus Digital has a market-leading reputation for expertise across all aspects of Salesforce Marketing Cloud due to its consultative and customer-centric approach, and is a Salesforce Gold Certified Partner in Australia. Headquartered in Sydney and with a presence in Melbourne, the agency's team of expert consultants helps clients transform consumer experiences using data and technology.

Following the acquisition, Amicus Digital will align with Merkle thereby launching Merkle's Salesforce Marketing Cloud capabilities and adding to Dentsu Aegis Network's scale in Australia. The agency will be rebranded "Amicus Digital, a Merkle Company" upon completion of the acquisition. By providing highly competitive data marketing service, the Dentsu Group will continue to expand its growth strategy in the APAC 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 Amicus Digital

Company Name: Amicus Digital Ventures Pty Ltd
Location: Sydney, Australia
Date of Establishment: February, 2015
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Key Management Personnel: Blair Cooke (Managing Director), Jessie Mitchell (Commercial & Client Service Director)
Number of Employees: 25
Line of Business: Salesforce Marketing Cloud consulting and technical services provider

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