

FOR IMMEDIATE RELEASE

September 25, 2018

**Dentsu Announces Acquisition of Aaron Lloyd,  
a Media Agency Specializing in the Pharmaceutical Category**

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 Aaron Lloyd Group (Head Office: Moscow; President: Yury Krestinsky; CEO: Yury Ulyashev; hereinafter Arron Lloyd), a media agency specializing in the pharmaceutical category.

Aaron Lloyd is comprised of Aaron Lloyd Media LLC, Media Health Division LLC and Vizeum Health LLC, and is currently the largest full-service media agency dedicated to the pharmaceutical industry in Russia. Founded in 1999, Aaron Lloyd is a part of the Bionika Group which provides diverse 360 degree marketing and consulting solutions to pharmaceutical and healthcare companies, covering a full range of pharmaceutical sector needs. The agency's 57 dedicated specialists serve leading pharmaceutical brands.

Pharmaceuticals is the largest sector in the Russian media market. Following the acquisition, Aaron Lloyd will remain a standalone agency and will add significant scale to the Dentsu Group's Russia business while strengthening its expertise in this important sector.

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 Aaron Lloyd**

Company Name: Aaron Lloyd (Legal entities: Aaron Lloyd Media LLC, Media Health Division LLC, and Vizeum Health LLC, but all known collectively as Aaron Lloyd)

Location: Moscow, Russia

Date of Establishment: June, 1999

Shareholding Ratio\*: Dentsu Aegis Network 100%

\*After acquisition has been completed

Key Management Personnel: Yury Krestinsky (President), Yury Ulyashev (CEO)

Number of Employees: 57

Line of Business: full-service advertising media agency for pharmaceutical and healthcare sector companies

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