

FOR IMMEDIATE RELEASE

February 19, 2019

Dentsu Announces Acquisition of BJL, a Creative Agency in the UK

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% share in BJL Group Limited (Head Office: Manchester; CEO Nicky Unsworth; hereinafter: BJL), a creative agency in the United Kingdom.

Founded in 1987, BJL has grown to become one of the largest and most awarded creative agencies operating in the UK's northern area, expanding into London in 2014. Currently, BJL's dedicated team of approximately 75 strategists, planners, creative producers and digital employees offer integrated services that incorporate digital technology into a wide range of business fields ranging from brand strategy formulation to creative production, content development, CRM, PR and social media development.

Following the acquisition, BJL will remain a standalone brand along with Whitespace, the Scottish creative agency acquired by the Dentsu Group in July of last year. Together these two companies will bring significant creative capabilities to the Group's operations in the United Kingdom.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2019 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 BJL

Company Name: BJL Group Limited
Location: Manchester, UK (with a satellite office in London)
Date of Establishment: 1987
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: GBP 5.82 million (year ended December 2017)
Key Management Personnel: Nicky Unsworth (CEO)
Number of Employees: 75
Line of Business: Creative Agency

#####

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