

FOR IMMEDIATE RELEASE

February 21, 2019

**Dentsu Announces Acquisition of Happy Marketer,
a Digital Marketing Agency in Singapore**

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 Happy Marketer Pte. Ltd. (Head Office: Singapore; Founder and CEO: Rachit Dayal; hereinafter: Happy Marketer), a digital marketing agency in Singapore.

Since its establishment in 2009 Happy Marketer has become one of Southeast Asia's leading data-driven marketing agencies and is well respected for providing services using data analysis to drive results-oriented customer experience and media campaigns for its clients. Headquartered in Singapore, with a digital marketing delivery center in Bangalore, India, the agency has 55 employees.

Happy Marketer offers strategic consulting, training and implementation services to its clients given their strong partnerships with global digital platforms such as Google, Adobe, HubSpot, Salesforce as well as with management consulting firms such as the Boston Consulting Group.

Following the acquisition Happy Marketer will be integrated with Merkle and will be rebranded 'Happy Marketer, a Merkle Company'. This acquisition will initiate a new data analytics technology offering in Singapore, contributing substantially to Merkle's full suite of services within the market. Furthermore, the addition of Happy Marketer's key competencies within Merkle's people-driven marketing solutions will increase the Dentsu Group's ability to offer competitive digital marketing services in the Southeast Asian market.

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 Happy Marketer

Company Name: Happy Marketer Pte. Ltd.
Location: Singapore (with an office in Bangalore, India)
Date of Establishment: June 2009
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: SGD 6.56 million (year ended December 2018)
Key Management Personnel: Rachit Dayal, Founder and CEO
Number of Employees: 55
Line of Business: Digital Marketing and Consulting

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