

FOR IMMEDIATE RELEASE

July 4, 2019

Dentsu Announces Agreement to Acquire Digital Media Agency Ambient Digital Vietnam

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 Ambient Digital Advertising Service Company Limited (Head Office: Ho Chi Minh City; Founder & Chairman: Thu Nguyen, Co-Founder & CEO: Andrew Stevens; hereinafter: Ambient Digital Vietnam).

Founded in 2010, Ambient Digital Vietnam is one of the largest independent digital media agencies in Vietnam. With a team of 95 digital experts the agency offers services that focus on digital planning and buying, as well as complementary creative and social solutions to their clients.

This acquisition will launch iProspect in Vietnam. Ambient Digital Vietnam's data led solutions coupled with iProspect's international performance and search capabilities will generate highly competitive capabilities as well as add scale to the Dentsu Group's full service offerings throughout the South East Asian market. Following the acquisition Ambient Digital Vietnam will be rebranded as iProspect Vietnam.

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 Ambient Digital Vietnam

Official Company Name: Ambient Digital Advertising Service Company Limited
Location (HQ office): Ho Chi Minh City, Vietnam
Date of Establishment: August 2010
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: VND 117 billion (year ended December 2018)
Key Management Personnel: Thu Nguyen, Founder & Chairman,
Andrew Stevens, Co-Founder & CEO
Number of Employees: 95
Line of Business: Digital Media Services

#####

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