

FOR IMMEDIATE RELEASE

October 15, 2015

Dentsu Announces Acquisition of Pontomobi, a Leading Provider of Mobile Solutions in Brazil

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd. (hereinafter "Dentsu Aegis Network") has reached an agreement with the principal shareholders of Brazilian mobile marketing agency Pontomobi Tecnologia Informatica, Ltda. (Head Office: São Paulo; hereinafter "Pontomobi") to acquire the company. The purpose of the acquisition is to strengthen the Dentsu Group's presence in Brazil in response to the fast-growing mobile advertising market. The acquisition is, however, subject to approval by Brazil's regulatory authority.

Founded in 2007, Pontomobi has grown to become one of Brazil's leading mobile marketing agencies. The range of services provided include consulting and development related to mobile strategies for companies, products and services, website construction, the development of applications and games, the provision of a variety of solutions that utilize the proprietary mobile marketing platform developed in-house, and push notification promotions and vouchers that are sent via a short messaging service (SMS).

Post-acquisition, Pontomobi will become part of full-service digital agency Isobar, one of the Group's eight global network brands, and will be rebranded Pontomobi – Linked by Isobar. The agency will work in collaboration with other Group companies to further expand its presence in Brazil and deliver even more innovative solutions.

According to U.S. research firm eMarketer (March 2015 forecasts), mobile ad spending in Brazil is expected to grow from US\$250 million in 2014 to US\$3.34 billion in 2019.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2015 is expected to be minimal.

Profile of Pontomobi

Company Name: Pontomobi Tecnologia Informatica, Ltda.
Headquarters Location: São Paulo, Brazil
● Branch office in Belo Horizonte
Date of Establishment: January 2007
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: BRL 19,830,000 (year ended December 2014)
Representative: Leonardo Xavier (CEO)
Number of Employees: 89
Line of Business: Provision of solutions in the mobile marketing domain

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