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September 16, 2015

Dentsu Awarded 47 Spikes at the Spikes Asia Festival of Creativity 2015

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the Dentsu Group was awarded a total of 47 Spikes, including one Grand Prix, at the Spikes Asia Festival of Creativity 2015 held from September 9 to 11 in Singapore.

Taproot Dentsu was awarded a Grand Prix for "I am Mumbai" for Bennett, Coleman & Co. in the Film Craft category. Dentsu Group companies also won five Gold Spikes, fourteen Silver Spikes and twenty-seven Bronze Spikes across eleven of the eighteen categories.

Branded Content & Entertainment:	2 Silver, 2 Bronze
Design:	1 Gold, 3 Silver, 2 Bronze
Digital:	2 Silver, 8 Bronze
Film:	1 Gold, 1 Silver, 2 Bronze
Film Craft:	1 Grand Prix, 2 Gold, 2 Silver, 4 Bronze
Media:	1 Silver, 5 Bronze
Mobile:	1 Bronze
Outdoor:	2 Bronze
PR:	1 Bronze
Print:	1 Gold
Print & Poster Craft:	3 Silver

Dentsu also placed second in the Agency of the Year competition. In addition, Dentsu Group companies were credited as the Media Agency for one Gold Spike (Branded Content & Entertainment category) and two Silver Spikes (one in the Integrated category and one in the Media category).

Spikes Asia Festival of Creativity

The Spikes Asia Festival of Creativity, the result of a collaboration between the Lions Festivals, organizers of Cannes Lions, Dubai Lynx and Eurobest, and Haymarket Media Limited, publisher of

Campaign Asia-Pacific, celebrates creative excellence in the Asia-Pacific region. This year the festival recorded 4,351 entries from 23 countries across 18 categories: Branded Content & Entertainment, Creative Effectiveness, Design, Digital, Direct, Film, Film Craft, Healthcare, Innovation, Integrated, Media, Mobile, Outdoor, PR, Print, Print & Poster Craft, Promo & Activation, and Radio.

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