

FOR IMMEDIATE RELEASE

December 25, 2015

Dentsu Announces Its Corporate Venture Capital Fund Dentsu Ventures Investment in Cue Inc., U.S. Developer of Consumer Health Device “Cue”

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Ventures Global Fund I (hereinafter “Dentsu Ventures”), the Company’s corporate venture capital fund, has made an investment in Cue Inc. (CEO: Ayub Khattak; Head Office: San Diego), a U.S. technology company that created Cue, an at-home device for tracking health information at the molecular level.

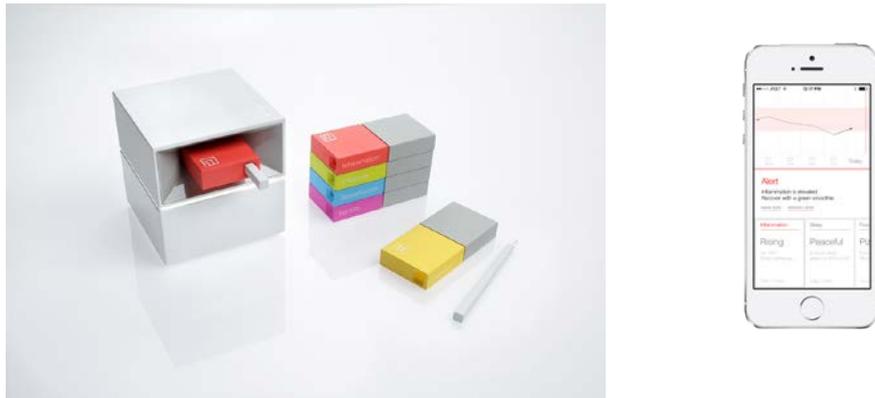
Dentsu Ventures was established in April of this year with the objectives of investing in ambitious start-up companies that will create an as yet unseen future and furthering open innovation across the Dentsu Group through collaboration with investees. In addition to funding, Dentsu Ventures will support businesses and entrepreneurs by providing problem-solving solutions and resources that are unique to the Group. Cue Inc. is the fifth company in which Dentsu Ventures has invested.

Cue Inc. has developed a cube-shaped hardware device into which diagnostic cartridges are inserted to provide easy at-home analysis of healthcare data at the molecular level, together with a smartphone application that can manage the results of the analysis. Through a small sample of blood, saliva or mucus that has been collected and added to a color-coded cartridge which is then inserted into the Cue hardware device, a user can easily track health indicators such as vitamin D, testosterone, inflammation, influenza and fertility. After approval from the relevant authorities has been obtained, the company aims to launch the product in the EU and Hong Kong in the second quarter of 2016. It should be available in the U.S. sometime during 2016 and in Japan in 2017. In the future, it is expected that Cue will be able to handle twenty health indicators.

Amid a growing consumer interest in health, Dentsu Ventures believes that the importance of Cue Inc.’s technology, which enables users to easily analyze biological information at the molecular level and can be used to promote health and wellbeing, will grow in the future.

Looking ahead, the Dentsu Group will provide support for the dissemination of the Cue healthcare device worldwide and the other new businesses that the company will develop in the future.

The Cue product



Profile of Cue Inc.

Company Name:	Cue Inc.
Location:	San Diego, California, U.S.A.
Representative:	Ayub Khattak (CEO)
Number of Employees:	30
Line of Business:	Provision of an at-home health care device that enables analysis of healthcare data at the molecular level
URL:	http://cue.me/

Profile of Dentsu Ventures

Name:	Dentsu Ventures Global Fund I
Total Fund Capital:	Five billion yen
Date of Establishment:	April 2015
Period of Operation:	Seven-year period from April 2015 until March 2022
Investment Regions:	Global investments with a focus on the U.S., Europe and Asia
Investment Stages:	Balanced, wide-ranging investments with the focus on seed and early stage investments, but also including mid-stage and later-stage investments
Investment Areas:	(1) Areas that can change the marketing and communication business in a broad sense

(2) New areas other than the above that have a high potential for innovation

URL: <http://dentsu-v.com/>

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