

FOR IMMEDIATE RELEASE

February 24, 2016

Dentsu Announces Launch of B-to-B Agency Interprise

– Headquartered in London with offices in five other major cities worldwide –

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. has launched Interprise, a full-service global agency specializing in business to business (B-to-B) solutions to address expanding marketing demand in this area. Headquartered in London and with offices in New York, San Francisco, Singapore, Hong Kong and Sydney, Interprise will expand into other major markets during 2016.

In addition to increasing client needs, the launch of the new agency was prompted by the increasing investment in their B-to-B divisions by more than fifty percent of the world's top global market brands and their proactive marketing activities. With the B-to-B market accelerating at speed and commanding US\$ 200 billion in estimated marketing spend¹, Interprise is well positioned to lead the sector globally. In light of these circumstances, the establishment of the new agency will further strengthen the services already being provided by the Dentsu Group in the B-to-B domain, increase synergies with other Group companies, and expand its footprint.

Looking ahead, the existing specialist B-to-B media team across the Carat Enterprise network will be integrated within Interprise to support new and existing brands with their B-to-B requirements. With B-to-B capability in creative services, media planning and buying, search, data, programmatic, events, content and out-of-home advertising, Interprise will provide new solutions in all the major markets.

The impact of the costs associated with this launch on Dentsu's consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minimal.

A profile of Interprise is provided on the following page.

¹ According to estimates combining intelligence from PwC Outlook and Advertising Age B-to-B research

Profile of Interprise

Brand Name: Interprise

Date of Establishment: February 23, 2016

Headquarters Location: London, United Kingdom

Offices also in New York, San Francisco, Singapore, Hong Kong and Sydney

Representative: Stuart Giddings (Global President)

Line of Business: Full-service B-to-B advertising services

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