

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of a Majority Stake in Full-Service Digital Marketing Agency Consider Digital in Malaysia

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 acquired a 51% stake in full-service digital marketing agency Consider Digital Sdn Bhd (Head Office: Kuala Lumpur; hereinafter "Consider Digital"), with an option in place that would allow expansion in steps to 100% at a later date.

Founded in 2013, Consider Digital provides a wide range of services in the digital advertising and marketing domain, including SEM, social media, content marketing, data analytics and e-commerce. Over the last three years, the agency has rapidly grown to become one of the leading digital agencies in Malaysia, and now has a team of 50 specialists. Consider Digital is also a leading information and communications technology (ICT) company in Malaysia, and has been awarded MSC status by Malaysia's Multimedia Development Corporation (MDeC).

Post-acquisition, Consider Digital will become part of performance marketing brand iProspect¹, one of the Dentsu Group's nine global network brands, and will be rebranded "Consider iProspect." In collaboration with other Group agencies, Consider iProspect will work to further increase the Group's presence in Malaysia, and to accelerate its growth strategy for this market.

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

A profile of Consider Digital is provided on the following page.

¹ Dentsu Aegis Network Ltd., the Dentsu Group's global business headquarters based in London, is expanding the Group's business worldwide through nine global network brands—Carat, Dentsu (Dentsu Branded Agencies), Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of Consider Digital

Company Name: Consider Digital Sdn Bhd
Location: Kuala Lumpur, Malaysia
Date of Establishment: August 2013
Shareholding Ratio*: Dentsu Aegis Network 51%
Consider Digital management 49%
*After acquisition has been completed
Revenue: MYR 5.1 million (year ended December 2015)
Representatives: Kasper Wandt (Co-Founder & CEO)
Therese Schwensen (Co-Founder & COO)
Number of Employees: 50
Line of Business: Digital advertising and marketing services including SEM,
social media, content marketing, data analysis and
e-commerce

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