

FOR IMMEDIATE RELEASE

September 23, 2016

Dentsu Announces Acquisition by Dentsu Aegis Network of U.S. Out-of-Home Specialist C2C Outdoor

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 out-of-home specialist agency C2C Media LLC and its print production shop D1 Ink, Ltd. (both headquartered in New York City; hereinafter collectively referred to as "C2C Outdoor." The purpose of the acquisition is to strengthen and expand the Dentsu Group's out-of-home business in the United States.

Founded in 2007, C2C Outdoor focuses on the planning and buying of out-of-home media, and its team of 15 people at its offices in New York City and Los Angeles provides services to marketers in the apparel, cable/broadcast and technology industries. The agency was named one of Forbes' Most Promising Companies in America in 2014, and was listed as #14 on Crain's New York's Fastest Growing Companies list in 2012.

Following the acquisition, C2C Outdoor will become part of out-of-home communications agency Posterscope¹, one of the Dentsu Group's ten global network brands, and will work with recently acquired digital out-of-home specialist Liveposter toward the further growth and expansion of Posterscope, which is currently ranked third in the U.S. out-of-home market.

In its September 2016 worldwide advertising expenditure forecasts, the Group's media communications agency Carat announced that the out-of-home advertising market in the U.S. is expected to grow 4% to \$7.9 billion in 2016, of which digital out-of-home will account for 44% of total out-of-home spending.

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

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

Profile of C2C Outdoor

Company Name: C2C Media LLC and D1 Ink, Ltd. (collectively referred to as "C2C Outdoor")

Headquarters Location: New York City

Date of Establishment: November 2007

Revenue: USD 4.9 million (year ended December 2015)

Representative: Michael Palatnek (CEO)

Number of Employees: 15

Line of Business: Out-of-home media planning, buying, print production and management services

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