dentsu

NEWS RELEASE

DENTSU INC.
1-8-1, Higashi-shimbashi, Minato-ku,
Tokyo 105-7001, Japan
http://www.dentsu.com

FOR IMMEDIATE RELEASE
March 12, 2015

Dentsu Announces Agreement to Acquire a Majority Stake in Digital Agency Mindworks in Greece

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced on March 11 that its global business headquarters Dentsu Aegis Network Ltd. has reached an agreement with the principal shareholders of digital agency Mindworks S.A. (Head Office: Athens; hereinafter "Mindworks") to acquire 80% of the company with options in place that would allow expansion to 100% shareholding after 2017.

Founded in 2003, Mindworks was acquired by leading Greek web and technology agency Atcom Internet & Multimedia S.A. (hereinafter "Atcom") in 2009 and became one of its business units, offering a wide range of digital advertising services, with particular strengths in social media strategies, mobile applications and creative solutions, to a large number of global companies.

In January 2015, Atcom management agreed to the separation of the Mindworks division from Atcom. The acquired company was renamed Isobar-iProspect Advertising Services S.A., and will be integrated into two of the Dentsu Group's global network brands—digital marketing agency Isobar and digital performance agency iProspect. This acquisition launches both the Isobar and iProspect brands in Greece. The addition of the agency to the Dentsu Group will enable the provision of complementary services to the media services already being delivered by the Group to its clients in Greece, as well as the further development of integrated, full-service solutions.

In its September 2014 worldwide advertising expenditure forecasts, the Group's media communications agency Carat announced that although overall advertising expenditures in Greece dropped 11.8% in 2013, a reflection of the country's economic situation, digital ad spend rose 14.8% and is expected to rise further to 19.0% in both 2014 and 2015.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending March 31, 2015 is expected to be minimal.

Profile of Mindworks (now Isobar-iProspect Advertising Services S.A.)

Company Name:	Isobar-iProspect Advertising Services S.A.
Location:	Athens, Greece
Date of Establishment:	January 2015 (Established as Mindworks in 2003, acquired by Atcom in 2009, and became an independent company in January 2015)
Shareholding Ratio*:	Dentsu Aegis Network 80% Mindworks management 20% *After acquisition has been completed
Revenue:	EUR 7,280,000 (Mindwork's revenue as a division of Atcom for the year ended December 2014)
Representative:	Costas Mantziaris (CEO)
Number of Employees:	60
Line of Business:	Digital advertising services

#####

Contact: Shusaku Kannan
Senior Manager
Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp