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NEWS RELEASE

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Dentsu Announces Agreement to Acquire Majority Stake in Gleam Futures, a Digital-First Talent Management Company in the UK

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd., has reached an agreement to acquire a majority stake in Gleam Futures (Head Office: London; CEO & Founder: Dominic Smales), a digital-first talent management company* in the UK.

Established in 2010, Gleam Futures is based in the UK with an office in Los Angeles, employing a total of 37 people. Gleam Futures is a global top class digital-first talent management company having agreements with more than 40 global talents whose YouTube channels have a combined subscriber base of over 60 million users. These talented individuals distribute information and content on YouTube and a variety of social media, have a tremendous influence on young people throughout the world and are indispensable for companies that seek to engage younger customers with products and brands.

Gleam Futures' strength lies in its top class talent, which includes six of the top ten most popular YouTube channels in the world and five of the top six YouTube channels in the UK. Gleam Futures also offers a wide range of services, including online video, publishing, content production, branding and new product launches. They are deeply trusted by their clients, and since their founding up to the present day, they have retained 100% of their clients.

As Gleam Futures has already established a strong brand among digital-first talent and on YouTube, the Dentsu Group will keep the Gleam Futures name after the acquisition with the intention of creating synergies with The Story Lab and other existing brands. In particular, the Group will further accelerate its growth strategy through the enhancement of global services aimed at younger customer brand engagement in the beverage, luxury goods and fashion sectors.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2017 is expected to be minimal.

* A company providing services focused on branding utilizing talent who distribute information and content on YouTube and other social media.

Profile of Gleam Futures

Company Name:	Gleam Futures
Headquarters Location:	London, UK * Offices also located in Los Angeles, USA
Date of Establishment:	February 2010
Shareholding Ratio*:	Dentsu Aegis Network 90% *After acquisition has been completed.
Revenue:	GBP 4.35 million* * Fiscal year ended December 2016
Representatives:	Dominic Smales, CEO & Founder
Number of Employees:	37
Line of Business:	Branding services using digital-first talent to distribute information and content on social media