dentsu

NEWS RELEASE

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

FOR IMMEDIATE RELEASE
October 2, 2018

Dentsu Announces Agreement to Acquire a Majority Stake in Branded Group, a Leading Producer of Live Media Events

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 69% stake in Branded Ltd. (Head Office: Hong Kong; CEO Jasper Donat; hereinafter Branded), a leading producer of live media events in the Asia Pacific, with an option of making it a wholly owned subsidiary in the future.

Established in 2002, with offices in Hong Kong and Singapore, Branded connects businesses, brands, celebrities and fans through large and small events. The agency's team of media experts specializes in the conceptualization, programing, organization, and production of dynamic conferences, live music festivals, educational academies and fan events. Moreover, Branded is focusing on developing its own intellectual properties, events and content to build and own audiences.

Branded's core credentials include Co-Producers of YouTube's FanFest global tour, owners and producers of 'It's A Girl Thing' and the award winning 'All That Matters' – Asia Pacific's largest entertainment business and consumer festival connecting global industry pace-setters in music, digital, sports, marketing and gaming. In China, Branded produces Sports Connects and Tencent Music Connects.

Following the acquisition, Branded will join MKTG, the Dentsu Group's lifestyle marketing agency and will contribute to MKTG's scale and capabilities in entertainment content including live events in addition to enhancing the Dentsu Group's creative content and experiential marketing domain throughout the Asia Pacific.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2018 is expected to be minimal.

*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 X, iProspect, Isobar, mcgarrybowen,

Merkle, MKTG, Posterscope and Vizeum--as well as through several specialist/multi-market brands.

Profile Branded

Company Name:	Branded Ltd.
Location:	Hong Kong
Date of Establishment:	January 2002
Shareholding Ratio*:	Dentsu Aegis Network 69% *After acquisition has been completed
Revenue:	HK$15.8 million (year ended December 2017)
Key Management Personnel:	Jasper Donat (CEO)
Number of Employees:	18
Line of Business:	Experiential Marketing

#####

Contact: Shusaku Kannan
Managing Director
Corporate Communications Division
Telephone: (81-3) 6216-8042
E-mail: s.kannan@dentsu.co.jp