

FOR IMMEDIATE RELEASE

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## **Dentsu Inc. Subsidiary Dentsu Plus Acquires Thai Brand Consulting Agency Brandscape**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that Dentsu Plus, one of its three subsidiaries based in Thailand, has acquired Brandscape Company Limited, a Bangkok-based consulting agency with strengths in corporate and product branding. As a result of this transaction, Dentsu Plus will acquire Brandscape's clients, some of its employees, and other specified assets.

Dentsu has an established history in Thailand, one of the leading advertising markets in the ASEAN region. Dentsu Thailand first opened its doors in 1974, and was followed by Dentsu Plus and Dentsu Media Thailand, part of Dentsu's media agency network, in 2003.

The objective of the transaction is to expand Dentsu Plus's business base and strengthen its ability to provide client-centric services. By creating new value-added services through the integration of Brandscape's strengths in the brand consulting field with its own strengths in the communication design field, Dentsu Plus will provide clients with effective integrated advertising communications solutions.

Going forward, Dentsu Plus will develop and provide a range of enhanced services through its new "Brandscape Division" and will aim at expanding its business even further through its positioning as an advertising company that is different from what it has been to date.

Brandscape President Dolchai Boonyaratavej, who guided his company through the challenges of the business of branding in Thailand, has been named Chairman of Dentsu Plus while its former Managing Director Takemi Furuta has been appointed President and CEO of the company.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending March 31, 2014 is expected to be minimal.

A profile of Brandscape is provided on the following page.

**Profile of Brandscape**

Company Name:	Brandscape Company Limited
Location:	Bangkok, Thailand
Capital:	1,000,000 Thai baht (as of December 2012)
Date of Establishment:	March 24, 2004
Gross Profit:	32,454,712 Thai baht (FY2012)
Representative:	President: Dolchai Boonyaratavej (Has been appointed Chairman of Dentsu Plus)
Number of Employees:	13
Line of Business:	Brand consulting

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