

FOR IMMEDIATE RELEASE

October 13, 2017

## **Dentsu Announces Joint Venture Agreement with People & Screens, a Full Service Media Agency in Russia**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd.\*, has reached an agreement to invest in People & Screens (Head Office: Moscow; Managing Director: Andrey Chernyshov; hereinafter People & Screens), a full service agency for the "app economy" in Russia.

Established in 2015, People & Screens comprise 27 specialists in sales, account management, media planning, mobile trading, data analytics and back office functions. The newly launched agency aims to become a full service agency for "app economy" clients whose key form of communication with customers is mobile apps and whose customer is a mobile consumer.

As an agency focusing on mobile display, mobile search and TV advertising, People & Screens will bring key capabilities to the Dentsu Group's business in both Russia and Russian speaking regions thereby contributing further to the Group's mobile expertise in those markets.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2017 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 of People & Screens**

Company Name: Zenmico Trading Limited trading as People & Screens

Location: Moscow, Russia

Date of Establishment: October 2015

Revenue: RUB21 million (year ended December 31, 2016)

Key Management Personnel: Andrey Chernyshov (Managing Director)

Number of Employees: 27

Line of Business: Full Service agency for "app economy" clients

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