

FOR IMMEDIATE RELEASE

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Dentsu Group Enhances Merkle's Multi-Channel Performance Media Services with Acquisition of Media Storm in the U.S.

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its consolidated subsidiary and global business headquarters Dentsu Aegis Network Ltd.*, has reached an agreement to acquire a majority stake in Media Storm (Head Office: New York, NY; Managing Partner: Craig Woerz; hereinafter: Media Storm), one of the largest independent data-driven audience planning and targeting agencies, with an option of making it a wholly owned subsidiary in the future.

Founded in 2001, Media Storm has deep roots in the media and entertainment industries, helping network, cable, and theatrical companies grow ratings, box office, and brand awareness success. Media Storm also has a strong track record in the retail sector.

Media Storm will join Merkle, a leading technology-enabled, data-driven performance marketing agency, and will be rebranded "Media Storm, a Merkle Company." With this acquisition, Merkle further enhances its multi-channel performance media capabilities, bringing new opportunities for growth to clients. Media Storm's track record in both digital and traditional channels within the media, entertainment, and retail sectors will strengthen Merkle's people-based performance media solutions in a number of key areas including the rapidly growing tune-in and over-the-top (OTT) media services.

Additionally, the combination of Media Storm's specialized hyper-local, multi-channel retail approach and Merkle's digital performance media and CRM capabilities creates a differentiated market solution that will offer new opportunities for Merkle's valued retail clients.

The impact of this transaction on the Dentsu Group's consolidated financial results for the fiscal year ending December 31, 2020 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 as well as through several specialist/multi-market brands.

Profile of Media Storm

Official Company Name:	Water Cooler Group, LLC trading as Media Storm
Location (HQ office):	New York, NY, USA (with an office in Los Angeles, CA and Norwalk, CT)
Date of Establishment:	November 2001
Shareholding Ratio*:	Dentsu Aegis Network Ltd. 83.5% *After acquisition has been completed
Revenue:	USD33.8 Million (year ended December 2019)
Key Management Personnel:	Craig Woerz, Managing Partner
Number of Employees:	167
Line of Business:	data-driven audience planning and targeting agency

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About the Dentsu Group

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: Dentsu Japan Network, which oversees Dentsu's agency operations in Japan, and Dentsu Aegis Network, its international business headquarters in London, which oversees Dentsu's agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 62,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its ten global brands—Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world's largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website URL: <https://www.group.dentsu.com/en/>

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