

## History

- 1901 Hoshiro Mitsunaga establishes Japan Advertising Ltd. and Telegraphic Service Co.
- 1906 Telegraphic Service Co. becomes Japan Telegraphic Communication Co., Ltd.
- 1907 Japan Advertising Ltd. merges with Japan Telegraphic Communication Co., Ltd. and starts to engage in communication and advertising operations.
- 1936 Japan Telegraphic Communication Co., Ltd. relinquishes its news services division to Domei News Agency, and relaunches itself as a specialized advertising agency.
- 1943 Dentsu acquires 16 companies in a move to augment its advertising agency business. Operational bases are established in Tokyo, Osaka, Nagoya and Kyushu.
- 1947 Hideo Yoshida becomes the fourth President. The Dentsu Advertising Awards are established.
- 1951 Dentsu establishes the Radio Division at its Head Office and local offices. Commercial radio broadcasting begins in Japan.
- 1953 Dentsu creates the Radio and Television Division at its Head Office and local offices. Commercial television broadcasting begins.
- 1955 Dentsu Advertising Ltd. becomes the new company name.
- 1961 Dentsu enters into an alliance agreement with Young & Rubicam.
- 1967 The Tsukiji Head Office Building is completed.
- 1974 *Advertising Age* ranks Dentsu No. 1 advertising agency worldwide in terms of (calendar 1973) billings.
- 1975 Information Services International-Dentsu, Ltd. is established.
- 1978 Dentsu Incorporated (Dentsu Inc.) becomes the new company name.
- 1981 The company formerly known as JIMA Dentsu Advertising, Ltd. and U.S. partner Young & Rubicam's Japanese affiliate establish Dentsu Young & Rubicam as a joint venture in Tokyo.
- 1984 Dentsu and U.S.-based Young & Rubicam jointly establish DYR, an international service network.
- 1989 Dentsu Inc.'s net sales exceed ¥1 trillion in the fiscal year ended March 31, 1989.
- 1993 Gohei Kogure becomes the first Chairman. Yutaka Narita becomes the ninth President.
- 1995 Dentsu Inc. establishes five domestic regional subsidiaries.
- 1996 The Japan-China Advertising Education Exchange Project commences. Dentsu Actis (Tokyo) and three other Group companies merge to form Dentsu Tec Inc. cyber communications inc. is established.
- 1997 Dentsu Tec Inc. lists its shares on the over-the-counter market (currently, JASDAQ).
- 2000 Dentsu Inc. makes an equity investment in the Bcom3 Group. cyber communications inc. lists its shares on the NASDAQ Japan market of the Osaka Securities Exchange. (In 2003, cyber communications inc. lists its shares on the MOTHERS section of the Tokyo Stock Exchange.) Information Services International-Dentsu, Ltd. lists its shares on the First Section of the Tokyo Stock Exchange.
- 2001 Dentsu Inc. lists its shares on the First Section of the Tokyo Stock Exchange (TSE: 4324). Dentsu commemorates its 100th anniversary.
- 2002 Yutaka Narita becomes the second Chairman. Tateo Mataki becomes the tenth President. The Bcom3 Group merges with Publicis Groupe S.A. Dentsu Inc. acquires a 15% stake in the newly formed group. Dentsu's new Shiodome Head Office Building opens in November.
- 2004 Dentsu Inc. implements a stock split (1:2).
- 2005 The Dentsu Group obtains BS7799 certification and Information Security Management Systems (ISMS) certification. All of Dentsu Inc.'s domestic branch offices receive ISO 14001:2004 certification.
- 2006 Dentsu Tec Inc. is converted to a wholly owned subsidiary, and its shares are delisted.
- 2007 Dentsu's consolidated net sales reach ¥2 trillion in the fiscal year ended March 31, 2007. Tateo Mataki becomes the third Chairman. Tatsuyoshi Takashima becomes the eleventh President.
- 2008 Dentsu Inc. obtains treasury stock of approximately ¥60 billion. Dentsu Holdings USA, Inc. acquires mcgarrybowen, LLC of the United States.
- 2009 With the conversion to electronic share certificates, Dentsu Inc. implements a stock split (1:100). cyber communications inc. is converted to a wholly owned subsidiary, and its shares are delisted.

- 2010 Dentsu forms a capital and business alliance with the Suntrend Group (currently, Brandmax Group) of China.
- 2011 Tatsuyoshi Takashima becomes the fourth Chairman. Tadashi Ishii becomes the twelfth President & CEO.
- 2012 Dentsu Inc. terminates strategic alliance and other agreements with Publicis Groupe S.A. and sells to Publicis a block of the shares of Publicis held by Dentsu.
- 2013 Dentsu Inc. acquires the outstanding shares of Aegis Group plc through a scheme of arrangement, an acquisition method under English law, and converts it to a wholly owned subsidiary. Aegis Group plc changes its name to Dentsu Aegis Network Ltd. and is currently a consolidated subsidiary of Dentsu.