

January 11, 2013

For General Release

Information Services International-Dentsu, Ltd. (ISID)

ISID to Establish Office in Indonesia, Restart Business in Thailand

Expand network of offices centered in Singapore to broaden business operations in the ASEAN region

Information Services International-Dentsu, Ltd. (Head office: Minato-ku Tokyo; Capital: JPY 8,180.5 million; President & CEO: Setsuo Kamai; “ISID”), to expand its business operations in the ASEAN region, will establish a subsidiary in Indonesia (“ISID Indonesia”) as a sales office, and will restart business operations at its subsidiary in Thailand (“ISID Thailand”). These two firms will be subsidiaries of our affiliated company in Singapore (“ISID Singapore”), to be conducted businesses under the coordination of ISID Singapore. We expect to commence business operations at ISID Indonesia and ISID Thailand in April 2013.

Objectives of the Business Establishment

ISID has established overseas subsidiaries since the 1980s in Europe, the U.S., ASEAN countries and China, mainly to provide Japanese financial institutions and manufacturers with services to develop and implement core systems. Such corporate expansion overseas has increased substantially in recent years. In the manufacturing industry, companies are moving not only for sales and production offshore, but design and development as well. Even industries such as logistics and retail, which up to now have been led by domestic demand, are accelerating their expansion into China and other areas of Asia in pursuit of new consumer markets. This has made the issues involved in local operations more complex, and there is a growing need for IT solutions to help resolve these difficulties.

Amid such circumstances, ISID has established “acceleration and expansion of global business” as one of the key strategies for its medium-term management plan “ISID Open Innovation 2013,” concluding in fiscal 2013 (ending March 2014). We are strengthening our business operations with a particular focus on China and the ASEAN region. This latest expansion of ISID’s business network in the ASEAN region will enhance our structure for the local sale, implementation and support of product design and development solutions to the many Japanese companies extending their operations in the region, including manufacturers of automobiles, auto parts, electronics, precision equipment, and molds. Further, in cooperation with Dentsu and Dentsu Group companies in various countries, we plan to acquire customers in such fields as marketing and customer relationship management (CRM), mainly in the logistics and retail industries. We also plan to offer solutions to assist Japanese financial institutions with expansion in the ASEAN region, as well as core operations solutions for accounting and human resources.

ISID will continue to work to generate valued solutions and services that support the overseas business expansion of Japanese companies and meet to the needs of local firms, and to contribute to the resolution of issues that our customers and society face.

Overview of ISiD Indonesia

- (1) Company name: PT. ISiD South East Asia (Indonesia) (*provisional name*)
- (2) Location: Jakarta
- (3) Commencement of business: April 2013 (*planned*)

Overview of ISiD Thailand

- (1) Company name: ISiD South East Asia (Thailand) Co., Ltd.
- (2) Location: Bangkok
- (3) Commencement of business: April 2013 (*planned*)

Reference Data

Overview of ISiD

Company Name:	Information Services International-Dentsu, Ltd. (ISiD)
Representative:	Setsuo Kamai, President, CEO & COO
Head Office:	2-17-1, Konan, Minato-ku, Tokyo, 108-0075 Japan
Website:	http://www.isid.co.jp
Establishment:	1975
Capital	JPY 8,180.5 million
Employees (consolidated basis):	2,228 (at March 31, 2012)
Net Sales (consolidated basis):	JPY 63,869 million (fiscal year ended March 2012)
Main business activities:	Since its establishment in 1975, ISiD has provided comprehensive services as a business partner for its clients, from consulting services to system planning, design, development, operations and maintenance support. ISiD aims to be an “IT Solution Innovator” and is proactively developing business operations in a wide range of fields, including solutions for financial institutions, product development solutions, group management and consolidated accounting, human resource management (personnel, payment and performance management), ERP, marketing, and cloud-based services.

Contact: ISiD Corporate Planning Office
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Note: Company and product names in this release are the registered patent or trademark of the subject company.