

January 29, 2013

For General Release

Information Services International-Dentsu, Ltd. (ISID)

ISID Establishes R&D Center in San Francisco

*Accelerating global open innovation and strengthening business development
utilizing leading-edge technologies*

Information Services International-Dentsu, Ltd. (Head office: Minato-ku Tokyo; Capital: JPY 8,180.5 million; President & CEO: Setsuo Kamai; “ISID”), to strengthen the R&D functions of its U.S. subsidiary (“ISID America”) and to accelerate the development of services for the global market, has established the ISID America – San Francisco Office, which commenced business operations in January 2013. The new office is a satellite facility of the Open Innovation Laboratory, ISID’s research and development organization. It will enhance our structure to quickly employ the cutting-edge technologies of U.S. IT companies at the ISID Group in Japan and overseas, as well as at companies of the Dentsu Group and our client firms around the world.

Objectives of the Business Establishment

The southern region of the San Francisco Bay Area where the R&D center has been established is home to many IT companies that provide leading-edge services utilizing such platforms as the Internet, social media, and smartphones. ISID works in collaboration with these U.S. IT firms, and since 2010 has conducted R&D to develop new services utilizing leading-edge technologies. ISID’s three-year medium-term management plan “ISID Open Innovation 2013,” launched in April 2011, includes as a core strategy the development of new businesses utilizing cutting-edge technologies, and it was under this idea that the Open Innovation Laboratory was established as a research and development organization. Since that time, in alliance with ISID America we have launched numerous joint projects with advanced U.S. IT firms. We are currently involved in more than 30 projects, including new business developments utilizing such technologies as positioning, virtual reality, and augmented reality (AR), as well as research studies in coordination with Dentsu in such fields as big data and advertising/marketing.

The establishment of the ISID America – San Francisco Office puts in place a structure that will allow ISID Group companies in Japan, as well as overseas group companies and offices, to quickly bring to market advanced services to meet needs in markets around the world, and will further strengthen the development of businesses utilizing leading-edge technologies.

Overview of ISiD America – San Francisco Office

- (1) Company Name: ISI-Dentsu of America, Inc. San Francisco office
- (2) Representative: Hidemasa Takahashi (President & CEO, ISI-Dentsu of America)
- (3) Location: 901 Mission Street, Suite 105 San Francisco, CA 94103
- (4) Establishment: December 2012
- (5) Commencement of Business: January 2013

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.