

FOR IMMEDIATE RELEASE

August 6, 2026

Dentsu Inc. and the World Baseball Softball Confederation (WBSC) Extend Partnership through 2036

— *Supporting the Global Growth of Baseball and Softball, Including the WBSC Premier12 2027* —

Dentsu Inc. (President & CEO: Chisato Matsumoto; Head Office: Tokyo; hereafter: Dentsu), announced that it has extended its agreement to serve as the Strategic Growth Partner of the World Baseball Softball Confederation (WBSC)* through 2036. Under this extended agreement, Dentsu will continue to support the global growth of baseball and softball through the management of media rights and the strategic management and development of marketing rights for major international tournaments, including the WBSC Premier12, WBSC Baseball World Cups, and WBSC Softball World Cups.



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Strategic Growth Partner

Baseball and softball enjoy widespread popularity around the world, and their continued growth requires a stable revenue base and further enhancement of their value. WBSC leads the global promotion and development of these sports, and Dentsu has long worked alongside WBSC to expand their global fan bases and enhance the visibility and value of international tournaments through sponsorship



development and effective broadcast and distribution frameworks. In recent years, Dentsu has worked closely with WBSC in support of a range of international tournaments, including editions of the Baseball and Softball World Cups across age-group and women’s categories held from 2022 onward, as well as the most recent edition of the WBSC Premier12. This extension will further build on that partnership and drive the continued growth of baseball and softball.

Under the agreement, Dentsu will support WBSC’s activities and the international tournaments it hosts through 2036. Three editions of the WBSC Premier12, which is held every four years, are planned during that period. The WBSC Premier12 2027 presented by RAXUS is expected to attract particular attention as a qualifying tournament for the Olympic Games the following year, with qualification places available to the highest-placed team from Asia and the highest-placed team from Europe/Oceania. Dentsu will optimize broadcast and distribution through the management of media rights, bringing the appeal and excitement of baseball and softball to fans worldwide and helping to expand and deepen their global fan bases while strengthening WBSC’s foundation for sustainable growth through global sponsorship development. Dentsu will also plan and execute global marketing initiatives that contribute to the sports' continued promotion.

Dentsu will continue working alongside WBSC to raise the value of its tournaments and promote baseball and softball worldwide, helping to build excitement for sport on a global scale.

WBSC President Riccardo Fraccari

“This agreement marks a significant milestone for WBSC as we continue to expand the global footprint of our sport. Dentsu has been an instrumental partner in driving innovation and delivering commercial success, and we look forward to further accelerate the growth of baseball and softball together through 2036.”

Dentsu Inc. President & CEO Chisato Matsumoto

“As the WBSC’s Strategic Growth Partner, we are honored to contribute to the growth of baseball and softball around the world through our long-term partnership extending through 2036. By bringing together Dentsu’s global network and the expertise cultivated in sports business, we will work alongside the WBSC to further enhance the social value of these sports and ignite excitement around the world.”

* World Baseball Softball Confederation (WBSC) website: <https://www.wbsc.org/ja/organisation>

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Dentsu Japan stipulates in its guidelines for the sports business that it will promote fair business practices while contributing to the sound development of sports-related projects and the creation of a better society through its operations.

https://www.dentsu.co.jp/sustainability/sports_business.html (Japanese only)

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