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Dentsu Inc. Wins Agency of the Year Award at ADFEST 2023 for Ninth Time

Dentsu Wins Network of the Year for Record Seventh Time

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Norihiro Kuretani), announced today that it had been named Agency of the Year at the Asia-Pacific Advertising Festival "ADFEST 2023"*1 held from March 23 to 25 in Pattaya, Thailand, winning a total of 22 awards. This marks the ninth time that Dentsu Inc. has received this title, given to the single advertising agency with the greatest number of awards.

Dentsu Inc.'s Highlights from ADFEST 2023

- Won Agency of the Year for the ninth time
- Won INNOVA LOTUS*2 (equivalent to a Gold Award)
- Won LOTUS ROOTS*3 (equivalent to a Gold Award)
- Won an additional eight Gold, six Silver, and six bronze awards



Agency of the Year Award Scenes

As a Group, dentsu was awarded Network of the Year, a recognition given to the most creative network, for record seventh time.



Network of the Year Award Scenes

*1: Founded in 1998, the Asia-Pacific Advertising Festival, commonly known as ADFEST, is one of the leading advertising awards in the Asia-Pacific region. For more information, please visit the ADFEST website:

<http://www.adfest.com/>

*2: "INNOVA LOTUS" is a world-class concept that has had a dramatic impact on the marketplace. unique and landmark ideas, technologies, designs, applications, and creativity that have dramatically impacted the marketplace and pushed the marketing industry into uncharted territory.

*3: "LOTUS ROOTS" is a distinctive award that represents ADFEST. The award focuses on the values of a region or country, such as culture, heritage, religion, beliefs, traditions, language, and legacy, and is presented to an advertising work that is outstanding from that perspective.

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