

FOR IMMEDIATE RELEASE

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Dentsu Announces Exclusive Marketing Agency Agreement with the International Volleyball Federation for Asia and the Middle East

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen; hereinafter "Dentsu") announced today that it has signed an exclusive marketing agency agreement with the International Volleyball Federation (Fédération Internationale de Volleyball; hereinafter "FIVB")¹ which covers the regions of Asia and the Middle East for the period from 2013 to 2020.

Under the terms of the agreement Dentsu will, in collaboration with the FIVB, carry out strategic planning that contributes to the promotion of volleyball in Asia and the Middle East, and to corporate marketing activities. More specifically, with regard to international FIVB tournaments including the FIVB Volleyball (Men's/Women's) World Championship and FIVB Beach Volleyball (Men's/Women's) World Championship, Dentsu will sell both marketing rights and television broadcasting rights to these tournaments to companies based in Asia, and marketing rights to companies based in the Middle East.

Main FIVB tournaments to which Dentsu holds exclusive marketing rights under the agreement

FIVB Volleyball Women's World Championship	2014 & 2018
FIVB Volleyball Men's World Championship	2018
FIVB Volleyball World League	2013–2020
FIVB Volleyball World Grand Prix	2013–2020
FIVB Volleyball (Men's/Women's) Club World Championship	2013–2020
FIVB Beach Volleyball (Men's/Women's) World Championship	2013, 2015, 2017, 2019
FIVB Beach Volleyball World Tour	2013–2020
FIVB Beach Volleyball World Cup Olympic Qualification	2016 & 2020
FIVB Beach Volleyball World Cup Final	2016 & 2020

¹ Founded in 1947, the Fédération Internationale de Volleyball (FIVB) is the governing body responsible for all forms of volleyball on a global level.

Main FIVB tournaments to which Dentsu holds exclusive broadcasting rights under the agreement (excluding the host countries and the Middle East)

FIVB Volleyball Women's World Championship	2014 & 2018
FIVB Volleyball Men's World Championship	2018
FIVB Volleyball Men's World Cup	2015 & 2019
FIVB Volleyball Women's World Cup	2015 & 2019

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