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April 10, 2013

Dentsu Sports Asia Appointed as Sponsorship Management Consultant for the 27th SEA Games in Myanmar

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that its overseas subsidiary Dentsu Sports Asia¹ (President & CEO: Kunihito Morimura; Head Office: Singapore) has been appointed by the government of the Republic of the Union of Myanmar as its sponsorship management consultant² for the 27th Southeast Asian (SEA) Games³ to be held in Naypyidaw, Yangon and Mandalay from December 11–22 this year. The agreement was signed earlier today between the Ministry of Finance and Revenue of the Republic of the Union of Myanmar and Dentsu Sports Asia.

In February this year Dentsu established a branch office of Dentsu Asia, the Dentsu subsidiary which oversees operations in the ASEAN and Oceania region, in Myanmar. In its role as sponsorship management consultant, Dentsu Sports Asia will work with the Dentsu Asia branch in Myanmar and other Dentsu Group companies under the Dentsu Asia umbrella to offer integrated advertising communications proposals related to the 27th SEA Games to existing global, regional and local clients as well as to attract new clients. Together they will contribute to business expansion as well as build corporate and product brand strength for clients in Myanmar and other countries in the ASEAN region.

As well as providing multi-faceted support geared toward the success of the 27th SEA Games, the Dentsu Group will utilize its strengths of knowledge and experience in the sports marketing field to accelerate business development in Myanmar.

¹ **Dentsu Sports Asia**

Established in 2010 in Singapore, Dentsu subsidiary Dentsu Sports Asia develops sports marketing (including broadcast rights, sponsorships, event management, PR, and athlete endorsements) and content-related business in Asia, the Middle East, Turkey, Africa and Oceania.

² **Sponsorship Management Consultant**

Utilizing its expertise in the sports business, a sponsorship management consultant provides consultation to maximize the total value of a sports-related event. Services provided include consulting related to event management, sponsorship contracts with corporate sponsors, and sales of broadcast rights to other countries.

³ Southeast Asian Games

Held biennially (in odd-numbered years), the Southeast Asian Games, which can also be regarded as the Southeast Asian version of the Olympic Games, feature more than 30 sporting events. This will be the third time that Myanmar will host the SEA Games; the last time was 44 years ago, in 1969. In addition to host country Myanmar, ten other Southeast Asian countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, Timor-Leste and Vietnam) will take part.



Left: **Kunihito Morimura**, President & CEO, Dentsu Sports Asia

Middle: **H.E. Dr. Maung Maung Thein**, Deputy Minister, Ministry of Finance and Revenue, Republic of the Union of Myanmar

Right: **Hardy Yang**, Branch Manager, Dentsu Asia Myanmar Branch Office

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