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## **Dentsu Appointed as Marketing Agency by the Tokyo Organising Committee of the Olympic and Paralympic Games**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the Tokyo Organising Committee of the Olympic and Paralympic Games (Headquarters: Tokyo; President: Yoshiro Mori) has appointed the Company as its marketing agency.

In its capacity as marketing partner to the organising committee, Dentsu will provide assistance with the formulation of marketing plans, sponsorship sales and other services.

Leveraging the sports business knowledge and know-how that it has cultivated over many years, Dentsu will channel all the Group's resources toward the success of the 32nd Olympic Games and the 16th Paralympic Games that will be held in 2020.

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Contact: Shusaku Kannan  
Senior Manager  
Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)