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Dentsu Announces the Acquisition of Global Marketing and Media Rights for the EAFF East Asian Cup and the EAFF Women's East Asian Cup from 2016–2021

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu and the East Asian Football Federation* (EAFF) have agreed to extend Dentsu's exclusive global marketing and media rights, including the Internet, for all the tournaments held by the EAFF from 2016 until 2021.

In addition to the EAFF East Asian Cup and the EAFF Women's East Asian Cup, EAFF tournaments include all the qualifying tournaments and the U-18 Youth Tournaments.

Dentsu acquired global marketing and media rights from the first EAFF tournament in 2003, and this will be the third time that the agreement has been renewed (the two earlier agreements were for the 2003–2008 and 2009–2015 periods).

Leveraging the partnership with the EAFF cultivated over the years and its sports business knowledge and know-how, Dentsu will continue to contribute to the further development of the EAFF tournaments and football.



*The East Asian Football Federation (EAFF) was founded in May 2002 with the aim of contributing to peace through football and the development of football in the region. The East Asian Football Championship has been held every two years since 2003, but in 2013 the name was changed to the East Asian Cup. The current president Jian Zhang is Vice President and the General Secretary of the Chinese Football Association. The 10 EAFF member football associations are the Chinese, Chinese

Taipei, DPR Korea, Guam, Hong Kong, Japan, Korea, Macau and Northern Mariana Islands Football Associations, and the Mongolian Football Federation.

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