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Dentsu Announces the Acquisition of Format Rights in Europe for TBS's "*Sasuke (Ninja Warrior)*" Entertainment Program

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has acquired the format rights in Europe for *Sasuke (Ninja Warrior)*, a popular sports entertainment program produced by Tokyo Broadcasting System Television, Inc. (TBS). Over the next two years Dentsu will market the format rights in Europe (excluding Northern Europe).

Sasuke was first broadcast in Japan in 1997, and a local version of the program known as "*American Ninja Warrior*" aired since 2009 by NBC, one of the four large terrestrial networks in the U.S., has gained popularity. Including the U.S. version, marketed as "*Ninja Warrior*" outside of the U.S., *Sasuke* has been broadcast in 157 countries and territories across five continents. In addition to the U.S., local versions of the program have also been produced in Malaysia, Singapore and Sweden, and production is currently ongoing in Turkey, the U.K. and Vietnam.

Dentsu will market the format rights in Europe in collaboration with the network brands under the umbrella of Dentsu Aegis Network Ltd., its global business headquarters, working especially closely with its subsidiary The Story Lab¹, which has as its mission the creation of new concepts of content. Dentsu will also propose ideas for branded entertainment that leverages product placements, sponsorship tie-ins, promotions and *Sasuke* content for clients.

In collaboration with Dentsu Aegis Network, Dentsu will continue the global expansion of the unique content business it has cultivated in Japan, and become further involved in Cool Japan activities through the creation of business opportunities such as these.

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¹The Story Lab is Dentsu Aegis Network's specialist content agency, and its vision is to innovate the supply chain of storytelling. The company has offices in the U.S., Canada, Mexico, Australia, Vietnam, France, Norway and the U.K.

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