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Dentsu Awarded Olympic Games Broadcast Rights for 2018, 2020, 2022 and 2024 in Twenty-Two Countries and Territories across Asia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the International Olympic Committee has awarded the broadcast rights for the XXIII Olympic Winter Games (2018) in PyeongChang, Republic of Korea; the Games of the XXXII Olympiad (2020) in Tokyo, Japan; the XXIV Olympic Winter Games (2022), location TBD; and the Games of the XXXIII Olympiad (2024), location TBD; to the Company in 22 countries and territories across Asia¹.

These broadcast rights are in addition to those that Dentsu was awarded in 2013 for the XXII Olympic Winter Games (2014) in Sochi, Russia and the Games of the XXXI Olympiad (2016) in Rio de Janeiro, Brazil in the above-mentioned 22 countries and territories.

The broadcast rights for all the Youth Olympic Games to be held until 2024 have also been awarded to the Company.

Dentsu has acquired exclusive Olympic Games broadcast rights on all media platforms, including television, radio and the Internet.

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¹ Afghanistan, Brunei, Cambodia, Chinese Taipei (Taiwan), East Timor, Hong Kong, Indonesia, Iran, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Tajikistan, Thailand, Turkmenistan, Uzbekistan and Vietnam (listed in alphabetical order)