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Dentsu Acquires Rugby World Cup 2019™ Marketing Rights in Japan

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 Rugby World Cup 2019™ marketing rights in Japan from World Rugby (Chairman: Bill Beaumont; Headquarters: Dublin, Ireland).

The acquired marketing rights are with respect to official sponsors¹ and tournament suppliers in Japan, and Dentsu will handle all the Rugby World Cup 2019™-related marketing and sales activities in Japan until the end of the tournament.

Leveraging its extensive knowledge of the sports business, Dentsu will work with World Rugby toward the success of the tournament and the further development of rugby in Japan and across the world.

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¹ Excluding Rugby World Cup Worldwide Partners