

FOR IMMEDIATE RELEASE

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Dentsu Announces Acquisition by Dentsu Aegis Network of Leading Independent Sports Marketing Company S&E Sponsorship Group in Canada

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd. has acquired leading independent sports marketing company S&E Sponsorship Group Inc. (President & CEO: Brian Cooper; Head Office: Toronto; hereinafter “S&E Sponsorship Group”).

Founded in 2010 by Brian Cooper, who has more than 30 years’ experience in the industry, S&E Sponsorship Group’s team of 30 specialists provides client companies with a comprehensive range of services including corporate branding and marketing strategies that utilize sports and entertainment, consulting work, brand activation that actually creates contact points with consumers, and measurement of sponsorship effectiveness.

Following the acquisition S&E Sponsorship Group will become part of lifestyle marketing agency MKTG¹, one of the Dentsu Group’s ten global network brands, and will be rebranded MKTG Canada. MKTG was acquired in August 2014, and has grown from primarily a US-based agency with 340 staff into an international network brand now present in 20 countries with over 1,400 staff. Looking ahead, the Group will accelerate its growth strategy through diversified development of the sports marketing and entertainment business segments in North America.

The impact of this transaction on Dentsu’s consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minimal.

¹ Dentsu Aegis Network Ltd., the Dentsu Group’s global business headquarters based in London, is expanding the Group’s business worldwide through ten global network brands—Carat, Dentsu (Dentsu Brand Agencies), Dentsu media, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of S&E Sponsorship Group

Company Name:	S&E Sponsorship Group Inc.
Headquarters Location:	Toronto, Canada
Date of Establishment:	March 2010
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	CAD 4,200,000 (year ended December 2015)
Representative:	Brian Cooper (President & CEO)
Number of Employees:	30
Line of Business:	Full range of services in the sports and entertainment marketing domain

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