

FOR IMMEDIATE RELEASE

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## **Dentsu Announces Agreement to Acquire 100% Stake in Accordant, a Leading Data Driven Agency and Adobe Specialist in Australia**

Dentsu Inc. (Head Office: Minato-ku, Tokyo, President and CEO: Toshihiro Yamamoto, Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network has reached an agreement to acquire a 100% stake in “Accordant Pty Ltd” (Head Office: Sydney, CEO: Stephen Knowles, hereinafter referred to as “Accordant”) a data-driven customer experience and personalization agency based in Australia.

Established in 2014, Accordant is a full-service programmatic advertising company and technology solution provider offering advanced digital marketing services that give customers a brand experience optimized in paid and owned media. Its advanced integrated data management platform enables marketers to fine-tune search and display leading to greater personalization of customer experience and improved ROI.

The Accordant team, only one of two agencies worldwide to achieve the title of ‘Adobe Media Optimization Specialization’ has expertise in most technology stacks with primary focus on the Adobe Marketing Cloud stack. The company, with its data-driven customer experience and personalization capabilities provides such services as optimized search and display, targeting of website and mobile content, CRO (conversion rate optimization), measurement, analysis and reporting, centralized data management and segmentation and profiling setting.

The Dentsu Group aims to accelerate its growth strategy in ANZ by increasing experts in digital marketing, media and data management. The Accordant team, working closely with our existing digital and CRM experts at WiTH Collective and Isobar, will contribute significantly to our offerings throughout this region.

The impact of this transaction on Dentsu’s consolidated financial results for the fiscal year ending December 31, 2017 is expected to be minimal.

\* 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 Accordant**

Company Name: Accordant Pty Ltd  
Headquarters Location: Sydney, Australia  
Date of Establishment: June 2014  
Shareholding Ratio\*: Dentsu Aegis Network 100%  
\*After acquisition has been completed.  
Revenue: AUD 4.652 million (year ended December 2016)  
Representatives: Stephen Knowles (CEO) and Scott King (COO)  
Number of Employees: 27  
Line of Business: Data-driven customer experience and personalization agency

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