

FOR IMMEDIATE RELEASE

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Dentsu Launches In-House Lateral Organization for Business Use of Blockchain Technology — Promoting Business Development in Collaboration with FINOLAB Member Startups—

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the launch of the Dentsu Blockchain Community (hereinafter, "DBCC") on March 1, an in-house lateral organization in Japan promoting the blockchain (a distributed infrastructure technology of value exchange built on internet technology). The Company has researched and supported individual projects since 2015, and the establishment of DBCC will further enhance our expertise in using the blockchain in business.

In the future, the blockchain is expected to have a significant impact on all industries. Even in the advertising communications domain where the Dentsu Group in Japan operates, we anticipate the creation of new businesses using blockchain technology.

The FINOLAB*, Japan's first and largest FinTech incubation office, in which the Dentsu Group is deeply involved, includes multiple startups focused on utilizing blockchain technology. Going forward, DBCC will work closely with these startups to utilize blockchain technology with the aim of developing new solutions in the advertising business.

Dentsu welcomes Ryutaro Hatanaka, former Commissioner of the Financial Services Agency, as an advisor to promote research and development of blockchain technology with guaranteed reliability.

■ DBCC logo



DENTSU BLOCK CHAIN COMMUNITY

* Japan's first and largest FinTech base launched in February 2016 and cooperatively operated by Mitsubishi Estate Co., Ltd., Information Services International Dentsu, Ltd., and Dentsu Inc. At present, participating members include 44 FinTech startups and 10 operating companies that promote open innovation. (<http://finolab.tokyo/>)

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