

FOR IMMEDIATE RELEASE

February 9, 2018

## **Dentsu to Acquire Data Artist, AI Specialist in Marketing —Setting up Operation in Mongolia in 2018 to Develop Talent in AI—**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, Capital: 74,609.81 million yen) announced today that it has reached an agreement to acquire Data Artist Inc. (Headquarters: Minato-ku, Tokyo; CEO: Satoru Yamamoto; hereinafter Data Artist) to accelerate the application of AI in marketing.

This January, Dentsu launched "AI MIRAI," an integrated project team that drives the use of AI inside and outside the Company. The application of AI in marketing has been growing and the most urgent issue today is to secure and develop talent who are well versed in the latest technology. With the acquisition of Data Artist, one of the leaders in the development of AI for marketing, Dentsu will accelerate the use of AI technologies critical to its business development to enhance its competitiveness and offer viable, innovative solutions for its clients.

Dentsu and Data Artist have already been working closely since November 2016 through an equity partnership and joint projects, including the development of "SHAREST (β version)," a forecasting system for TV audience rating based on deep learning, and an enhanced engine for "People-Driven DMP," a data management platform for "People Driven Marketing" which is a framework for aggregating and advancing Dentsu Group's marketing methods in Japan using people as the reference point.

Going forward, Data Artist will spearhead the development of AI solutions for Dentsu and as the first step, it will set up an operation in Ulan Bator in Mongolia before the end of 2018. Mongolia is an attractive market with a wealth of strong mathematical skills, a prerequisite for the development of AI, thanks to the Mongolian government's effort in nurturing talent in math including participation in the International Mathematical Olympiad. Data Artist has the proven record of recruiting Mathematical Olympiad's Mongolian medalists and finalists who immediately demonstrated their capabilities and contributed to Data Artist's business success as an AI technologist.

By making Data Artist a wholly-owned subsidiary, Dentsu will advance its growth strategy through the application of advanced technologies, including AI, in marketing.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2018 is expected to be minimal.

**Profile of Data Artist**

Company Name: Data Artist Inc.  
Location: 2nd Floor, Ichigo Mita Building  
13-18, Shiba 1-Chome, Minato-ku, Tokyo  
Date of Establishment: June 2013  
Representative: Satoru Yamamoto, CEO  
Capital: 250,000,000 yen  
Number of Employees: 70  
Line of Business: Development of AI, marketing consulting, software development  
URL: <https://www.data-artist.com>

#####

Contact: Shusaku Kannan  
Managing Director, Corporate Communications Division  
Telephone: (813) 6216-8042  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)