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Dentsu Acquires Exclusive Program Distribution Rights, Merchandising Rights and Advertising Rights in Asia and Oceania for the *Captain Tsubasa* TV Series (2018 Version)

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has acquired exclusive program distribution rights, merchandising rights and advertising rights in Asia (excluding Japan) and Oceania* for the new *Captain Tsubasa* animated television series (2018 version) through a partnership with Tsubasa Co., Ltd. (Head Office: Chuo-ku, Tokyo; President: Yoshihiro Iwamoto).

The Dentsu Japan Brand Survey 2017 found that the level of familiarity with the *Captain Tsubasa* character was relatively high in various countries of the world, including levels of about 70% among respondents from Hong Kong and Indonesia. Moreover, many well-known soccer players of national teams in Europe are said to be fans of the *Captain Tsubasa* franchise, which includes manga, animation, and a video game series, with some crediting it as an inspiration for beginning to play soccer.

Looking ahead, Dentsu will collaborate with relevant companies of the Dentsu Group in Asia and Oceania to promote sports and develop businesses in countries of those regions by utilizing the rights for the *Captain Tsubasa* television series (2018 version) as a source of popular content originating from Japan. The Group also intends to form partnerships with football associations of Asia and Oceania region to create sports marketing opportunities with companies that sponsor professional soccer teams.

* The rights cover the following countries and administrative regions in Asia and Oceania:

China, Taiwan, Hong Kong, Macao, Mongolia, Korea, Guam, Northern Mariana Islands, Afghanistan, Iran, Kyrgyz, Tajikistan, Turkmenistan, Uzbekistan, Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, UAE, Yemen, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka, Australia, Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam, American Samoa, Cook Islands, Solomon Islands, Tahiti, Tonga, New Caledonia, New Zealand, Vanuatu, Papua New Guinea, Fiji

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