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Dentsu Announces Agreement to Acquire 100% Stake in M8, a Digital Agency in the United States

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd.*, has reached an agreement to acquire a 100% stake in Media 8, Inc. (Head Office: Miami; CEO: John Santiago; hereinafter M8), a digital agency in the United States.

Founded in 2001, M8 has grown to become a highly-awarded digital marketing and business performance agency focused mainly on Hispanic markets. With a dedicated team of 84 individuals, the agency offers a comprehensive suite of services ranging from digital marketing strategy, consulting, creative and performance marketing to application development, data management and analytics in the U.S. Hispanic and Latin American markets.

Headquartered in Miami, M8 also maintains a base in Cordoba, Argentina's second largest city. Many companies post their Latin American regional headquarters in Miami. Moreover, the city's population is approximately 70% Hispanic. M8 will be aligned with iProspect, one of the Group's global brands with strengths in the digital domain, and will enhance its Hispanic capabilities in the U.S. market as well as add scale to its Latin American operations. Post acquisition the combined entities will initially be rebranded "M8, an iProspect Company." Going forward, the Group intends accelerate its offering of competitive digital services in the region.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2018 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 M8

Company Name:	Media 8, Inc.
Location (HQ office):	Miami, Florida (USA)
Date of Establishment:	November 2001
Shareholding Ratio*:	Dentsu Aegis Network 100%
	*After acquisition has been completed
Revenue:	USD 7.3 million (year ended December 2017)
Key Management Personnel:	John Santiago, CEO
Number of Employees:	84
Line of Business:	Digital Agency

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