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May 7, 2018

## **Dentsu Acquires the Global Sponsorship and Format Sales Rights to the Exhibition "MOVE! into the wild life"**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that, in addition to participating in the Production Committee<sup>1</sup>, it has acquired the global format sales rights<sup>2</sup> and sponsorship rights for "MOVE! into the wild life," an exhibition simultaneously focusing educational and entertainment content.

At the "Move! into the wild life" exhibit it is possible to dress as real living creatures, and furthermore to act out the behaviors of such common creatures as the Pill Bug hard at work as well as rarer species like the basilisk lizard running over water. In doing so, visitors are able to experience the unique biodiversity of living creatures while engaging in large-scale pretend play. Without the use of computer games or VR the entire body is involved, allowing one to experience the extraordinary sensation of "becoming" the creature themselves. This exhibit marks a bold new effort that ushers in a new age of experiential content, leaving a vivid impression that cannot be obtained in other events.

"Move! Into the wild life" was the outcome of a collaborative project based on the hugely popular encyclopedia series "MOVE" (publisher: Kodansha), which has sold over 3 million copies to date. The exhibit is based on the MOVE series intent to invite one to the world of learning by offering "surprise and inspiration" and incorporates these important themes by simultaneously focusing on educational and entertainment content that promotes biodiversity, thereby allowing visitors to discover that humans can sustain a harmonious relationship with other living creatures by experiencing life from their perspective.

The Tokyo exhibition was held from November 29, 2017 to April 8, 2018, and as a content production attracting over 200 thousand visitors the exhibition was a resounding success. Following this, from April 21 to August 26, 2018, visitors in Osaka can experience "MOVE! into the wild in Hirakata Park." In addition, the exhibit's reputation has spread overseas, and requests for tours of the exhibition have been received from all over the world.

“MOVE! into the wild” was designed and executed as killer content. Given the level of its success the Dentsu Group plans to expand the exhibition widely both in Japan and abroad. In the future, in cooperation with Group companies in Japan and overseas, and utilizing format sales and sponsorship rights, we intend to provide services that contribute to the creation and maximization of experiential marketing opportunities for companies, educational institutions, and entertainment facilities in countries around the world.

Notes:

1. Companies along with Dentsu Inc. participating in the Production Committee for “MOVE! into the wild” are Kodansha Co., Ltd., Yomiuri Shimbun Inc., NHK Enterprise Co., Ltd., Dentsu Live Inc., and Vector Inc.
2. Sales related to local production of the exhibition by sharing its concepts, design, and data.

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