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### **The Holmes Report Selects Dentsu's Akira Suzuki as a Representative of "The Innovator 25 2018 Asia-Pacific"**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that The Holmes Report, a leading international PR industry information provider, issued the results of its "The Innovator 25 2018 Asia-Pacific" report on October 3 in which Dentsu employee Akira Suzuki was one of two innovators represented from Japan.

Since launching in 2013, The Holmes Report has identified 25 unique innovators each year in North America, EMEA, and since 2016 the Asia-Pacific, who are pioneering individuals that have helped to redefine engagement, marketing, and reputation management. Innovators can come from any industry, not only those involved in the PR industry.

Among the two people selected from Japan this year, Suzuki was the only innovator chosen from an advertising agency.

Suzuki is credited for his ability to find innovative communication solutions for complex social problems and many of his campaigns have been recognized at numerous award shows across the world.

※<https://www.holmesreport.com/>

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