

FOR IMMEDIATE RELEASE

December 14, 2018

**Dentsu Participates in the Field Trial of
"In-town Autonomous Mobility Service Concept Design Consortium"
- Launches Trial Service of "MaaS-type Advertisements and Content
Distribution" in Kobe City from December 16 -**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen), announced today that as part of the Company's progress in MaaS ^{*1} (which is expanding the possibilities of automated drive-related technology and the creation of new business opportunities with a view to the mobility society of the near future), it will participate in an "In-town Autonomous Mobility Service" project operated by the "In-town Autonomous Mobility Service Concept Design Consortium" ^{*2} in residential areas of Kobe City, Hyogo Prefecture, from December 16, 2018 to February 1, 2019.

In the trial, the Company will demonstrate the distribution of advertisements and content by using a display with a printing machine installed on the interior passenger seat of an autonomous automobile ^{*3}. The content will be in the form of coupons that can be used in commercial facilities in the vicinity, disaster prevention information from the local government, and content for local information on regional activities for residents and by relating such information as getting on / off / driving routes etc.

Based on the results of this trial and other experiments carried out in collaboration with the Center for Research on Adoption of NextGen Transportation Systems (CRANTS) of Gunma University, the Company aims to promote various feasibility studies in 2019 as well as in the 2020 fiscal year, and it intends to start offering commercial advertising and content delivery services tailored to the characteristics and requirements of the autonomous mobility ^{*4} (including items that span multiple types of mobile units, products with promotional functions, related to last one mile services, etc.).

In the future, as the improvement in the technology related to autonomous mobility progresses in the fields of land (automobile), ocean (autonomous ship), sky (drone, aviation car (flying car)), etc., it is expected that new services related to mobility, such as bus, taxi and other vehicle sharing mobility will be produced in a wide range of sectors such as tourism, commerce, entertainment, etc., as synchronizing traffic and logistics functions such as mobility change significantly domestically and abroad. The Company will continue to develop and provide marketing solutions that bring

added value to mobile experiences through collaboration with various companies, universities and public organizations including media and content related companies.

- * 1: Mobility as a Service: A new transportation system to use vehicles as a service rather than owning.
- * 2: This is a consortium established by the Japan Research Institute, Limited together with member companies. For details, please refer the company news release below (Japanese only). <https://www.jri.co.jp/page.jsp?id=33228>
- * 3: It means the vehicle, controlled by level-4 automatic driving technology which is defined by Gunma University based on the documents published from the Ministry of Land, Infrastructure, Transport and Tourism.
- * 4: These are utilizing the technology that acquires applying for patents and other intellectual property.

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