

FOR IMMEDIATE RELEASE

March 12, 2019

**Dentsu and Synca Acquire Exclusive Global Marketing and Media Rights for IFSC (International Federation of Sport Climbing) Events including the World Championships from 2019 to 2023**

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) together with Synca Creations Inc.\*<sup>1</sup> and the International Federation of Sport Climbing (IFSC)\*<sup>2</sup> announced today that Dentsu and Synca have acquired exclusive global marketing and media rights (media rights for Asia Pacific (excluding China), Latin America and the Caribbean) for the IFSC Events including the World Championships from 2019 through 2023.

Sport Climbing was chosen as an additional new sport for the Tokyo 2020 Olympic Games. Going forward, Dentsu, Synca and IFSC will jointly develop innovative marketing solutions designed to popularize sport climbing and its events throughout the world.

- \*1 Synca Creations Inc. has been the media rights sales partner for Japan since 2013. Dentsu and Synca jointly acquired the rights from 2018.
- \*2 The International Federation of Sport Climbing (IFSC) is the worldwide governing body for sport climbing. The IFSC was founded in 2007 and its current president is Mr. Marco Maria Sclaris.
- \*3 Sport Climbing consists of the following 3 disciplines; Speed, Boulder and Lead. Athletes will participate in all the 3 disciplines combined in the Tokyo 2020 Olympic Games.

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