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Dentsu Establishes Dentsu Media Runway to Accelerate Media Solution Offerings

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has established Dentsu Media Runway Inc. (Head Office: Tokyo; hereinafter: Dentsu Media Runway), a new company scheduled to be launched on July 1, 2019.

In line with the diversification of media and globalization of markets, media-related business has required more specialized and integrated solutions. The purpose behind the establishment of the new company is to accelerate and advance business with clients engaged in different business practices, including global corporations, and to deepen and evolve media solutions to align with the evolution of digital technology and the diversification of consumer behavior that accompanies it, through campaign planning that incorporates media planning, campaign execution paired with media buying, and measurement of its effectiveness.

The company's name incorporates the belief that both client companies and Dentsu Media Runway will collaborate on the runway, and as models in high-end fashion shows will shine in the limelight.

Together this new company will contribute further to the Group's competitive media solution services thereby expanding and optimizing the client business.

Profile of Dentsu Media Runway

Company Name:	Dentsu Media Runway Inc.
Location:	1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo
Capital:	150 million yen
Shareholding Ratio:	Dentsu Inc. 100%
Representatives:	Katsuhiko Tsurumoto, CEO Shigeyuki Kawakatsu, COO
Date of Establishment:	April 1, 2019 (commencing operations on July 1, 2019)
Number of Employees:	35 (planned)
Line of Business:	Advertising firm specializing in media solutions

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