

FOR IMMEDIATE RELEASE

July 4, 2019

Dentsu Announces Acquisition of Davanti in New Zealand and Australia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd.*, has acquired a 100% stake in Davanti Consulting Ltd. (Head Office: Auckland, New Zealand; CEO: Justin Hamilton; hereinafter: Davanti), a digital technology consulting company based in New Zealand.

Headquartered in Auckland with an office in Australia, Davanti is one of New Zealand's leading digital transformation consultancies. Established in 2007, and with a dedicated team of 125 specialists, the company provides integrated solutions through Salesforce Cloud business and technology consulting services for strategic planning and implementation of digital transformation to its clients in New Zealand and Australia.

Following the acquisition, Davanti will be incorporated into Isobar Group and will be rebranded as "Davanti, Linked by Isobar." This acquisition will introduce technology consulting and Salesforce capabilities to the Dentsu Group in New Zealand as well as accelerate the development of Salesforce capabilities within Isobar Australia.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2019 is expected to be minimal.

* Dentsu Aegis Network Ltd., the Dentsu Group's global business headquarters based in London, is expanding the Group's business worldwide through ten global network brands—Carat, Dentsu (Dentsu Brand Agencies), dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through several specialist/multi-market brands.

Profile of Davanti

Official Company Name: Davanti Consulting Ltd.
Location (HQ office): Auckland, New Zealand (with an office in Australia)
Date of Establishment: July 2007
Shareholding Ratio*: Dentsu Aegis Network 100%
*After acquisition has been completed
Revenue: NZD 25.4 million (year ended December 2018)
Key Management Personnel: Justin Hamilton, CEO
Number of Employees: 125
Line of Business: Technology and business consultancy

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