

FOR IMMEDIATE RELEASE

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Dentsu Enhances Data and Analytics Services with Acquisition of India-based Ugam

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 reached an agreement to acquire a majority stake in Ugam Solutions Pvt. Ltd. (Head Office: Mumbai; Co-Founder & CEO: Sunil Mirani; hereinafter: Ugam), with an option of making it a wholly owned subsidiary in the future.

Founded in 2000 in Mumbai, Ugam has developed into a leading next-generation data and analytics company serving both B2B and B2C enterprises. Its analytics and digital solutions include retail analytics, survey analytics, technology implementation, data engineering, and digital product content solutions. Today with over 1,800 employees and with offices in the United States and Australia, Ugam delivers offshore services from its offices in India. Its solutions employing a unique blend of data, technology and expertise have resulted in long-tenured partnerships with more than 75 Fortune 500 companies.

Following the acquisition Ugam will join Merkle, and will be rebranded “Ugam, a Merkle Company.” This acquisition will add both scale and new capabilities to Merkle’s service lines while further expanding the Dentsu Group’s offerings in competitive data marketing services to global corporations.

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 Ugam

Official Company Name: Ugam Solutions Pvt. Ltd.
Location (HQ office): Mumbai, India
Date of Establishment: July 2000
Shareholding Ratio*: Dentsu Aegis Network 87%
*After acquisition has been completed
Revenue: INR 3.68 billion (year ended March 2019)
Key Management Personnel: Sunil Mirani, Co-Founder & CEO
Number of Employees: 1,838
Line of Business: Data and Analytics Services

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