

FOR IMMEDIATE RELEASE

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Dentsu Acquires Overseas Media Rights of MEIJI YASUDA J1 League from 2020 to 2022

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that in an effort to further contribute to its expertise in the sports marketing business it has acquired the overseas media rights, excluding Japan and China, of MEIJI YASUDA J1 League from 2020 to 2022.

Dentsu has been appointed by the Japan Professional Football League (J.League) as “J.League Marketing Partner” in Japan since 2014. Going forward, Dentsu will contribute to the development of J.League abroad, driven by overseas broadcasts.

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