

FOR IMMEDIATE RELEASE

November 14, 2019

Notice regarding Outline of the Successor Company and the Pure Holding Company after the Company Split

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen, hereinafter referred to as “the Company”) announced in its news release dated February 19, 2019 “Notice regarding Company Split and Amendment to Articles of Incorporation (amendment to the trade name and the business purpose) for Shifting to Holding Company Structure” that, by means of a company split (hereinafter referred to as the “Absorption-type Split”), any and all businesses that are being operated by the Company (except for the business pertaining to the control or management of the business activities of the companies whose shares are owned by the Company and pertaining to the management of the Dentsu Group) will be succeeded to by its wholly-owned subsidiary DENTSU SUCCESSOR PREPARATORY CORPORATION INC. (incorporated on February 12, 2019, and its trade name is scheduled to be changed to DENTSU INC. as of January 1, 2020; hereinafter referred to as the “Successor Company”), and that, following the Absorption-type Split, the Company will be shifted to a pure holding company and its trade name will be changed to DENTSU GROUP INC., effective as of January 1, 2020. The Company announced today the following outline of the Successor Company and the Pure Holding Company regarding changes made from the previous announcement.

1. Outline of the Successor Company (as of January 1, 2020 (planned))

	Announced February 19, 2019	Announced November 14, 2019
Trade name	DENTSU INC. Note: It is scheduled that the trade name will be changed, as of January 1, 2020, from the current DENTSU SUCCESSOR PREPARATORY CORPORATION INC. to DENTSU INC.	(unchanged)
Head Office location	1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo	(unchanged)
Representative	To be decided	Representative Directors: Hiroshi Igarashi (planned) Yoshio Takada (planned) Nobuyuki Tohya (planned)

Stated capital	10,000 million yen	(unchanged)
Net Assets	To be decided	To be decided
Total Assets	To be decided	To be decided
Business	Advertising and advertising-related businesses	(unchanged)

2. Outline of the pure holding company (as of January 1, 2020 (planned))

	Announced February 19, 2019	Announced November 14, 2019
Trade name	DENTSU GROUP INC. Note: It is scheduled that the trade name will be changed, as of January 1, 2020, from the current DENTSU INC. to DENTSU GROUP INC.	(unchanged)
Head Office location	1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo	(unchanged)
Representative	President & CEO: Toshihiro Yamamoto	Representative Directors: Toshihiro Yamamoto (nominated*) Shun Sakurai (nominated*) Tim Andree (nominated*)
Stated capital	74,609 million yen	(unchanged)
Net Assets	To be decided	To be decided
Total Assets	To be decided	To be decided
Business	Businesses related to the management of the Dentsu Group	(unchanged)

*Effective after the conclusion of the Ordinary General Meeting of Shareholders scheduled to be held in March 2020.

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