

FOR IMMEDIATE RELEASE

November 11, 2015

## **Dentsu Announces Merger of Dentsu iX and Isobar Japan into Dentsu Isobar**

***—The new company will provide value-added digital solutions for clients across the globe—***

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its wholly owned subsidiary Dentsu Aegis Japan Inc. (President: Akikazu Izumiya; Head Office: Tokyo) will merge two of its subsidiaries, Dentsu iX Inc.<sup>1</sup> and Isobar Japan Co. Ltd, effective January 1, 2016. The new company will be rebranded Dentsu Isobar Inc.

As part of Isobar<sup>2</sup>, one of the Dentsu Group's nine global network brands, Dentsu Isobar will continue to promote the strengthening and expansion of the digital domain in Japan, the Group's core market. The expansion of scale and integration of digital capabilities achieved by the merger of the two companies will enable the Group to provide a high level of value-added digital solutions in areas such as experience design and brand commerce to its clients, regardless of where in the world they do business.

### **Profile of Dentsu Isobar**

Company Name:	Dentsu Isobar Inc.
Headquarters Location:	5-6-10, Tsukiji, Chuo-ku, Tokyo
Date of Establishment:	January 1, 2016 (Digital Palette, Dentsu iX's predecessor, was established in April 2001)
Capital:	400 million yen

<sup>1</sup> Dentsu iX Inc. was a subsidiary of Dentsu Digital Holdings Inc. (DDH) until October this year, when Dentsu Aegis Japan Inc. acquired all of the outstanding shares of Dentsu iX from DDH. Dentsu iX is currently a wholly owned subsidiary of Dentsu Aegis Japan.

<sup>2</sup> Isobar is a global full service digital marketing agency, driven by the purpose to deliver borderless ideas enabled by technology, to transform businesses and brands. The agency has over 4,000 digital pioneers in over 70 locations, across over 40 markets worldwide. Isobar has won over 350 awards including 18 Agency of the Year titles over the last three years and three Asia-Pacific Agency Network of the Year Awards over the past four years. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc. [www.isobar.com](http://www.isobar.com)



Number of Employees: 320 (tentative)  
Line of Business: Provision of digital solutions and services  
Representative: Hidetoshi Tokumaru, President & CEO  
Directors: Please see the list below:

<b>Position</b>	<b>Name</b>
President & CEO	Hidetoshi Tokumaru
Director	Takahiro Uchinaga
Director	Tomohiro Arakawa
Director	Hideki Endo
Director	Atsushi Sato
Non-executive Director	Takuichi Matsumoto
Non-executive Director	Akimasa Baba
Non-executive Auditor	Azuma Ohmoto

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