

FOR IMMEDIATE RELEASE

March 23, 2020

Dentsu Ventures Invests in Alp, Inc., a Subscription Business Platform Development Company

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Ventures Global Fund I (hereinafter "Dentsu Ventures"), the Company's corporate venture capital fund, has made an investment in Alp, Inc. (Representative Director: Hiroki Ito; Head Office: Tokyo; hereinafter "Alp"), a company which is developing a platform business to optimize the subscription business model and maximize revenue.

In the subscription services market, including the monthly fee-based business and SaaS models which are expanding in Japan, Alp provides its cloud-based "Scalebase" platform that centrally manages product design, contracts, billing, settlement and other functions for companies with increasingly complex business operations, helping them improve operational efficiency, optimize marketing, and maximize revenue.

Dentsu Ventures will work with Alp to respond to the need for various companies to switch to a subscription model in light of the digitization of their services. Together they will support the construction of corporate business platforms and promote new marketing models, thereby contributing to the expansion of Alp's business.

Profiles of Alp and Dentsu Ventures are provided below.

Profile of Alp

Name:	Alp, Inc.
Location:	1F, SSU Building, 4-12-8 Setagaya, Shibuya-ku, Tokyo
Date of Establishment:	August 21, 2018
Representative:	Hiroki Ito, Representative Director
Line of Business:	Subscription business support service
URL:	https://thealp.co.jp/

Profile of Dentsu Ventures

Name:	Dentsu Ventures Global Fund I
Total Fund Capital:	10 billion yen
Date of Establishment:	April 2015
Period of Operation:	Ten-year period from April 2015 until March 2025
Investment Regions:	Global investments with a focus on the U.S.A., Europe, Japan and Asia
Investment Stages:	Balanced, wide-ranging investments with the focus on seed and early stage investments, but also including mid-stage and later-stage investments
Investment Areas:	(1) Areas that can change the marketing and communication business in a broad sense (2) New areas other than the above that have a high potential for innovation
URL:	http://dentsu-v.com/en/

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About the Dentsu Group

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: Dentsu Japan Network, which oversees Dentsu's agency operations in Japan, and Dentsu Aegis Network, its international business headquarters in London, which oversees Dentsu's agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 62,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its ten global brands—Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world's largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website URL: <https://www.group.dentsu.com/en/>

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