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Dentsu Group Named a “Leader” in “Adobe Implementation Services Providers” Report by Independent Research Firm

Dentsu Group Inc.(Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; HQ: Tokyo; Capital: 74,609.81 million yen) was included in a report released by Forrester, a global research company (HQ: Massachusetts, US), in July 2020. In “The Forrester Wave™: Adobe Implementation Services, Q2 2020.” (ranking of Adobe implementation service provider), we were named a “leader”.

As a platinum partner of Adobe, our group companies operating in Japan and overseas utilize a wealth of knowledge about Adobe solutions in various areas such as experience, commerce, and audience management to create new customer experiences, and have been supporting many global brands.

The Group was highly evaluated for its activities and received the highest possible scores in a total of 10 criteria including “Customer experience capabilities”, “Adobe certified expert product range”, “Adobe Commerce Cloud/Magento capabilities”, “APAC presence”, etc.

The evaluation report states as follows.

“Clients like its breadth of capability within the Dentsu [Group’s] network, strong Adobe product knowledge, and agility. One reference customer said that Dentsu [Group] had the resources of a big company but the flexibility and agility of a boutique”.

The report also states: “Dentsu [Group] is a good fit for firms using Adobe products for data-driven marketing and experience transformation globally, particularly in the banking, retail, and high-tech sectors.”

Into the future, the Group will continue to provide solutions that simultaneously create new customer experiences and streamline operations with its subsidiaries, Dentsu Digital Inc. (HQ: Tokyo, President and CEO: Soichi Kawakami) and Dentsu Isobar Inc. (HQ: Tokyo, CEO: Hidetoshi Tokumaru) as well as global resources within the Group. The better solutions become possible through integrated use of Adobe products such as Adobe Experience Manager, Adobe Digital Asset Manager, Magento Commerce Engine, and Adobe Creative Cloud.

For further details, please refer to the report published by Dentsu Aegis Network;
https://www.dentsuaegisnetwork.com/us/en/reports/forrester_award_link_6b126e4

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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 66,000 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, dentsumcgarrybowen, 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/>

Contact: Shusaku Kannan
Executive Director
Group Corporate Communications Office
Dentsu Group Inc.
Telephone: +81 (3) 6217-6602
E-mail: s.kannan@dentsu.co.jp