

FOR IMMEDIATE RELEASE

September 28, 2020

Dentsu Group Announces Company Name Change of Consolidated Subsidiary

Dentsu Aegis Network changes its name to dentsu international

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Aegis Network Ltd. (“DAN”) has changed its name to Dentsu International Limited. The announcement was made following the approval of Dentsu Aegis Network Board of Directors. Dentsu International Limited is the consolidated subsidiary that oversees dentsu’s international business operations.

Dentsu International Limited will operate under the dentsu brand name.

1. Name of the subsidiary after change

Official Company Name: from Dentsu Aegis Network Ltd. to Dentsu International Limited

2. Overview of the subsidiary

Brand Names of the Company and dentsu’s International Business	Before change: Dentsu Aegis Network (DAN) After change: “dentsu” or “dentsu international” depending on the context
Location (HQ office)	Regent’s Place, 10 Triton Street, London, UK
Date of Establishment	March 26, 2013
Capital	GBP 78 Million
Shareholding Ratio	Dentsu Group Inc. 100%
Revenue (consolidated)* ¹	GBP 4,019.6 Million (fiscal year ended December 31, 2019)
Key Management	Tim Andree, Executive Chairman, Dentsu International Limited Wendy Clark, Global CEO, Dentsu International Limited
Number of Employees (consolidated)* ²	46,558 (as of December 31, 2019)
Line of Business	Dentsu’s international business headquarters

*1: Revenue less cost of sales for dentsu’s international business consolidation

*2: Dentsu’s international business consolidation

3. Reason for company name change of the subsidiary

Aligned with the rebranding of Dentsu Aegis Network to dentsu international, Dentsu Aegis Network Ltd. will change its name to Dentsu International Limited.

4. Date of Subsidiary's Name Change

It is subject to registration by the UK Companies House and is expected to be in use from early October 2020.

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Notes to editors:

- The brand name "dentsu" indicates the entire dentsu group companies including the pure holding company, Dentsu Group Inc., and its consolidated subsidiaries.
- "dentsu" and "dentsu international" are written as "Dentsu" and "Dentsu International" when they are used at the beginning of sentences.

About dentsu

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, dentsu encompasses two operational networks: dentsu japan network, which oversees dentsu's agency operations in Japan, and dentsu international, 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, dentsu provides a comprehensive range of client-centric integrated communications, media and digital services through its nine leadership brands—Carat, 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. Dentsu 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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