

FOR IMMEDIATE RELEASE

December 24, 2020

## **Dentsu Group Establishes Dentsu Sports International to Consolidate Its Sports-Related Subsidiaries and Businesses in Europe, the Americas and Asia**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the establishment of Dentsu Sports International (Head Office: Tokyo; hereinafter "DSI") as a business holding company to oversee the reorganization of the Dentsu group's six subsidiaries and four businesses in the expanding sports business domain in Europe, the Americas and Asia. The new company will commence operations in January 2021.

The Dentsu group's sports- and entertainment-related businesses, which are expanding globally, are important growth areas that clearly differentiate the group from its competitors. Going forward, in order to increase its strengths in the sports business domain and maximize synergies, the group will consolidate and comprehensively promote its capabilities in this domain globally under DSI.

Specifically, the group's six sports network companies outside of Japan (Dentsu Sports Europe, Ltd. (Head Office: London), Dentsu Sports America, Inc. (Head Office: New York), Dentsu Sports Asia, Pte. Ltd. (Head Office: Singapore), Dentsu Sports, LLC (Head Office: California), Dentsu Sports Vietnam Co., Ltd. (Head Office: Ho Chi Minh City), and Halo Sport Limited (Head Office: Auckland)) which are currently wholly owned subsidiaries of Dentsu Group Inc. will become wholly owned subsidiaries of DSI. DSI will oversee the group's sports business activities in each of these regions including the sports business divisions of four MKTG Group (Head Office: New York) companies (US, Canada, UK and Australia) where MKTG Sport is a market leader in consulting, hospitality, measurement & evaluation, digital, content and social, currently under the umbrella of Dentsu International which oversees the group's agency operations outside of Japan.

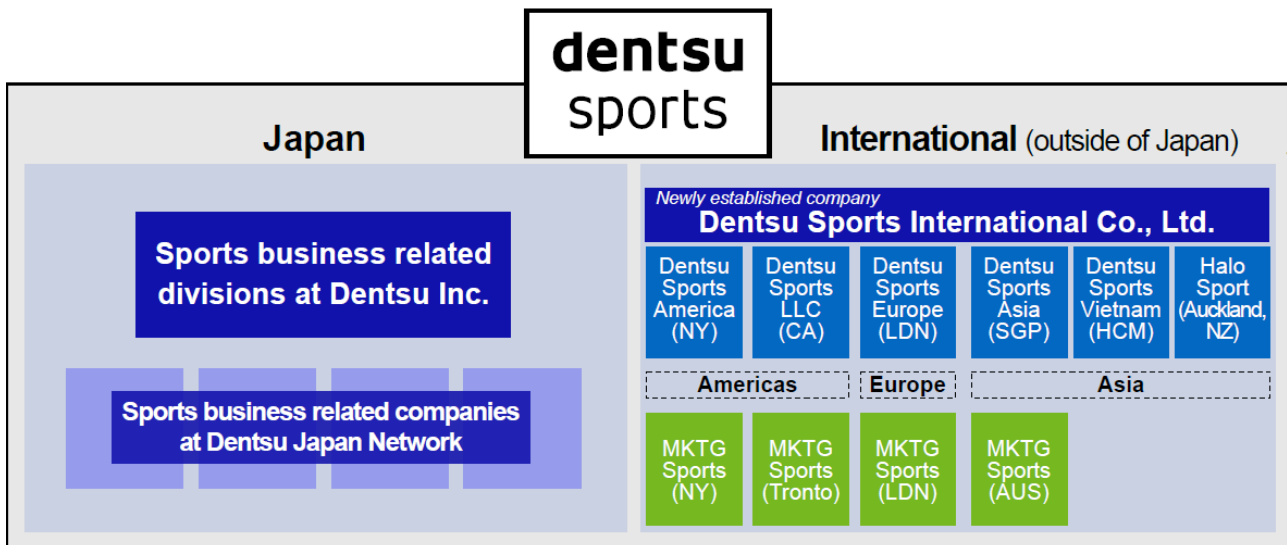
From next year DSI, the companies under DSI, and the sports-related divisions and offices within Dentsu Inc. will all come under the "dentsu sports" business brand. By linking the capabilities of Dentsu Inc. and other Dentsu Japan Network companies in the sports business domain with Dentsu International's consulting functions and capabilities such as measuring the effectiveness of sponsorship and then further expanding them, dentsu will provide advanced solutions to various client companies and organizations. While expanding the group's revenue, dentsu aims to maximize the value provided to various stakeholders.

# dentsu group

<Dentsu Sports Logo>

**dentsu**  
sports

<Dentsu Sports Structure>



Company profile of the newly established company “Dentsu Sports International”

(1)	Name:	Dentsu Sports International Co., Ltd. (DSI)
(2)	Location:	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
(3)	Name and title of representative director:	Yohei Shimizu, Representative Director & CEO
(4)	Business description:	As a business company that promotes the dentsu group’s sports-related business, DSI oversees and coordinates the regional business of the group’s sports-related subsidiaries outside of Japan
(5)	Capital:	350 million yen (at the time of establishment) Note: Business restructuring is scheduled to be carried out under DSI in 2021
(6)	Scheduled dates:	Establishment: November 30, 2020 Start of business: January 1, 2021
(7)	Investment ratio:	Dentsu Group Inc. 100%

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## **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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