

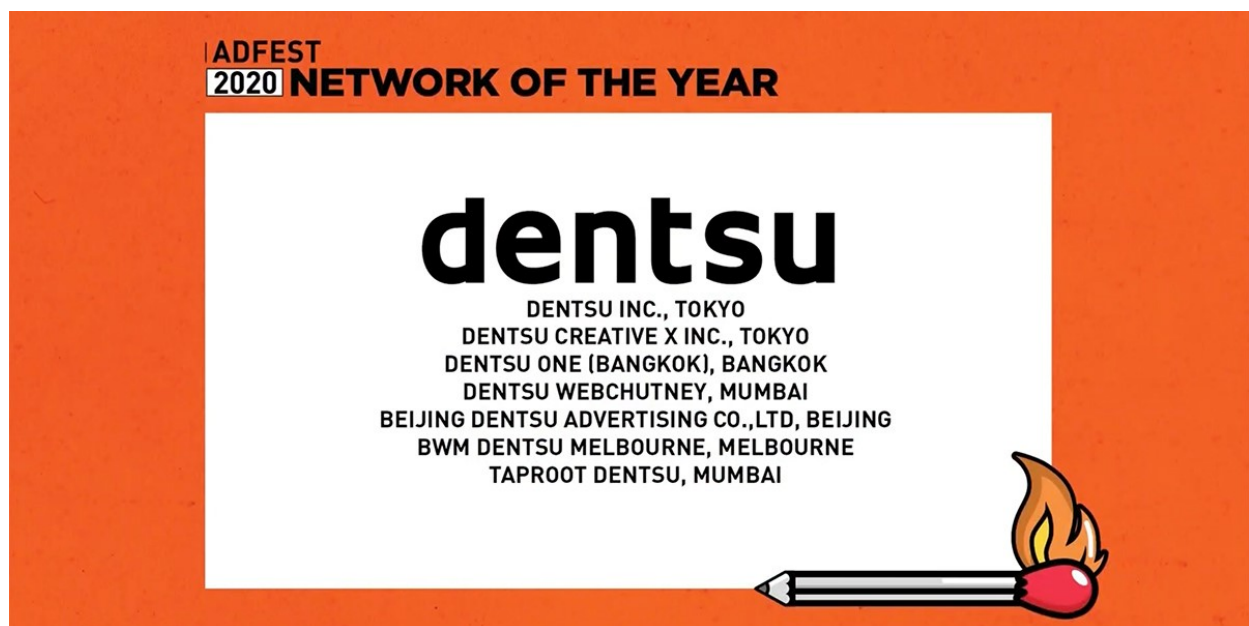
FOR IMMEDIATE RELEASE

February 17, 2021

Dentsu Wins Network of the Year Dentsu Inc. Tokyo Named Agency of the Year and Digital Agency of the Year at ADFEST 2020

Dentsu has won the Network of the Year for the fourth consecutive year with 39 Lotus Awards (3 Grande, 10 Gold, 10 Silver, 14 Bronze, 1 Innova Lotus, 1 Lotus Roots) at ADFEST 2020's online award ceremony held on February 15, 2021.

Dentsu Inc. Tokyo named the Agency of the Year for the eighth time and the Digital Agency of the Year, which recognizes outstanding results in the digital field.



The number of awards won in each category:

| Category | Number of Awards |
|---------------------|--------------------------------------|
| Design Lotus | 1 Grande, 2 Gold, 3 Bronze |
| Digital Craft Lotus | 1 Gold, 1 Silver, 1 Bronze |
| Digital Lotus | 1 Silver |
| Direct Lotus | 1 Bronze |
| Effective Lotus | 1 Gold |
| Film Craft Lotus | 1 Grande, 2 Gold, 4 Silver, 2 Bronze |
| Film Lotus | 1 Bronze |
| Innova Lotus | 1 Grande, 1 Innova Lotus |
| Lotus Roots | 1 Lotus Roots |

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|-----------------------------|----------------------------|
| Media Lotus | 1 Gold, 1 Silver, 2 Bronze |
| Mobile Lotus | 2 Gold, 1 Bronze |
| Outdoor Lotus | 1 Bronze |
| PR Lotus | 1 Gold, 1 Silver, 2 Bronze |
| Print & Outdoor Craft Lotus | 2 Silver |

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