

FOR IMMEDIATE RELEASE.

July 2, 2021

Dentsu Wins 24 Lions at Cannes Lions 2021

Dentsu Group was awarded a total of 24 Lions (one Grand Prix, two Gold, nine Silver, twelve Bronze) at Cannes Lions International Festival of Creativity 2021.

The festival was run as a fully digital event from June 21-25 this year. There were 29,074 entries from 90 countries and regions, from which 982 Lions were awarded throughout the week.

Dentsu Group's 2021 Grand Prix win is a brand film "In love we trust" created by dentsumcgarrybowen Taiwan for Sinyi Realty in the Entertainment Category. The work is Taiwan's first ever Grand Prix at Cannes Lions.

#####

About dentsu

About Dentsu Group (dentsu)

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 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 64,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its six leadership brands—Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, and Merkle—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: <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