

November 9, 2022

**Dentsu Group Integrates Two Group Companies in Japan
to Accelerate Evolution of the DX Domain**
— **Dentsu Digital Merges with Data Artist to Strengthen
AI Technology Development Capabilities** —

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen; hereinafter referred to as “the Company”) announced today that two dentsu group companies in Japan, namely Dentsu Digital Inc., one of Japan’s largest digital companies, and Data Artist Inc., which has strengths in artificial intelligence (AI) development, will be integrated into one company on April 1, 2023. Through this integration, the Company will further strengthen the digital field of its business in Japan and accelerate the evolution of the DX domain. This merger will be an absorption-type merger with Dentsu Digital as the surviving company.

As an “Integrated Growth Partner”^{*1} committed to the sustainable growth of client companies and society as a whole, the Group in Japan is promoting its transformation into four business domains (AX, BX, CX and DX)^{*2}, and this merger is positioned to further accelerate the evolution of the DX domain.

Until now, Dentsu Digital and Data Artist have utilized their own products and technologies to provide core new data solutions within the Group and DX support services for companies. Specifically, by combining Dentsu Digital’s advanced expertise and integration capabilities that make full use of data and technology with Data Artist’s AI technology development capabilities and big data analysis capabilities, the Company will expedite its progress in the DX domain. These two dentsu group companies have a track record of solving diversified and complex management issues with cutting-edge technology and integrated solutions, and has contributed to the creation of new innovations for companies.

The Company will expand synergies from this integration and maximize the power of individual group companies. In addition, it will further improve corporate value by providing DX support services that are close to client companies, from consulting through to business and management reforms.

Company Profile: Dentsu Digital and Data Artist

Company Name:	Surviving company: Dentsu Digital Inc.	Absorbed company: Data Artist Inc.
Location:	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo	1-8-1, Higashi-shimbashi, Minato-ku, Tokyo
Representative:	Soichi Kawakami, President & CEO	Satoru Yamamoto, President
Date of Establishment:	July 1, 2016 (Scheduled date of merger: April 1, 2023)	June 21, 2013 (Will be merged with Dentsu Digital on April 1, 2023)
Capital:	442.5 million yen	99.99 million yen
Number of Employees:	2,267 (as of November 1, 2022)	Non-consolidated: 66 (including temporary staff and part-time workers) Consolidated: 109 (as of November 1, 2022)
Shareholder Composition:	Dentsu Group Inc. 75% Septeni Holdings Co., Ltd. 25%	Dentsu Group Inc. 99%
URL:	https://www.dentsudigital.co.jp/en/en-lp	https://www.data-artist.com/en/

*1 Please refer to this site for details on "Integrated Growth Partner"
<https://www.japan.dentsu.com/en/>

*2 Dentsu Group's four business domains in Japan (AX, BX, CX and DX)

AX (Advertising Transformation) domain:

Domain to maximize the sophistication and efficiency of advertising

BX (Business Transformation) domain:

Domain to support the business transformation of client companies

CX (Customer Experience Transformation) domain:

Domain to design and deliver the optimum customer experience

DX (Digital Transformation) domain:

Domain to facilitate transformation of the marketing infrastructure

- Please refer to the website below for specific service menus in each domain

<https://www.japan.dentsu.com/jp/servicemenu.html>

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