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NEWS RELEASE

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Dentsu Names Michael Komasinski CEO, dentsu Americas

June 26, 2023 Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has appointed Michael Komasinski as CEO, dentsu Americas, overseeing the integrated growth strategy and business execution for dentsu within the Americas region, effective July 1st. Most recently Komasinski served as CEO, CXM International Markets.

Joining Merkle in 2015 as Chief Operating Officer of Agency Services, Komasinski moved to London in late 2016 to begin his transition into a regional leadership role. In 2021, he was promoted to Global CEO, Merkle and in 2023 joined the Group Executive Management team of dentsu following the integration of dentsu international and Dentsu Japan Network.

In his role as Global CEO of Merkle, dentsu international, he led the Customer Experience Management (CXM) service as well as the Merkle go-to-market. The role encompassed the organization's many capabilities and solutions in the areas of CX transformation, technology consulting, customer strategy, digital experience, commerce, CRM/loyalty, cloud solutions, data management, identity solutions, and data science (AI/ML). Komasinski was responsible for overseeing a staff of more than 14,000 employees in 50+ locations throughout the Americas, EMEA, and APAC.

"Michael is a charismatic and thoughtful leader who can see both the detail required in assessing client needs, while also easily being able to take a step back and develop the strategy needed to drive a large business, and team, forward to success," said Hiroshi Igarashi, President and CEO, Dentsu Group Inc. "While heading up Merkle, Michael oversaw the rapid growth of the organization and his experience in bringing together the skills, technology and data to grow will prove critical as dentsu takes its next steps towards becoming a people-centered transformation business. We congratulate him on this appointment and look forward to sharing in future successes."

"Dentsu is at a pivotal and monumental stage in its history as we come together under a single global strategy with so much combined potential," said Komasinski. "The Americas region is dentsu's second largest after Japan but is also ripe for growth at a time when brands need partners to deliver clear competitive and creative differentiation. Increasingly, I see a new generation of marketing executives who want partners that can drive growth, innovation and quantified business value. Whether it is identity-driven audiences, customer lifetime value, insight-led creative, or mass personalization, clients are thinking about the entire customer journey from both a brand and performance perspective. I am so proud to take over leadership of the Americas team and can't wait to deepen relationships with clients and colleagues alike."

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Prior to Merkle, Komasinski held leadership roles at Razorfish, Schawk Retail Marketing, The Nielsen Company, and A.T. Kearney.

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About dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce and experience, underpinned by modern creativity. As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan and our 69,000-strong employee-base of dedicated professionals work across four regions (Japan, Americas, EMEA and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

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