

December 2, 2025

Dentsu and EASL Announce Strategic Long-Term Partnership to Elevate Asian Basketball and Sports Content in Asia Pacific

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) and the East Asia Super League (EASL) today announced a groundbreaking long-term partnership dedicated to strengthening their commitment to delivering world-class basketball and premium sports content across the Asia Pacific region*. This collaboration marks a significant milestone in the development of Asian basketball and sports marketing, aiming to elevate Asian heroes and sports stories on a global stage.

Dentsu Inc., a core company in dentsu's Japan business, and EASL have agreed to a strategic alliance that guarantees long-term commercial success for both organizations. The collaboration will focus on expanding the reach and impact of Asian basketball and amplifying the region's sporting excellence through innovative marketing and fan engagement strategies.

Dentsu, one of the world's most respected and historic marketing groups with expertise in sports sector, is honored to partner with EASL. Dentsu's expertise and commitment to excellence uniquely position this partnership to accelerate the growth of basketball in Asia and to elevate Asian sports to new heights. This alliance underscores a shared vision to showcase Asian sports heroes, foster local talent, and deepen engagement with fans across the region.

Yoshinobu Ise, Global Head of Sports and Entertainment, dentsu, said, "Partnering with EASL aligns perfectly with our goal to push Asian sports to the forefront of the global landscape. We believe that through this alliance, we can foster new opportunities for growth, innovation, and storytelling that will inspire brands and fans and elevate the profile of Asian basketball across the region and beyond."

"We are thrilled to join forces with dentsu in this long-term partnership," added EASL GM Adam Zecha. "Together, we are doubling down on our mission to develop and promote Asian basketball, create exciting opportunities for our leagues, clubs and athletes, and bring unforgettable sports experiences to fans everywhere. This partnership reflects our deep commitment to elevating Asian sports and heroes on the world stage."

This strategic partnership is poised to deliver long-lasting value for fans, athletes, and partners alike, marking a new chapter in the development of Asian basketball and sports entertainment. Both organizations are committed to a future that celebrates athletic excellence, regional pride, and the vibrant spirit of Asian sports.

*The markets currently targeted in the partnership are Taiwan and the Philippines.

About East Asia Super League

East Asia Super League (EASL) is the Champions League of Asian basketball, uniting top clubs from the region's premier leagues with world-class production to crown the region's champion. Recognized as one of the world's top professional basketball leagues, EASL is dedicated to elevating the sport across the Asia-Pacific region.

EASL operates under an exclusive long-term partnership with FIBA, the global governing body for basketball, and is officially recognized by FIBA Asia. In addition, the league has agreements with the region's leading domestic basketball leagues, with the participation of their best teams.

URL: <https://www.easl.basketball/ja>

About dentsu

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in approximately 120 countries, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients.

URL: <https://www.group.dentsu.com/en/>

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