



IMMEDIATE RELEASE
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The Dentsu Group enters into a capital and business alliance with Goals101, an India-based banking technology platform provider, to strengthen the Group's solutions development capabilities

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has entered into a capital and business alliance with Goals101 Data Solutions Private Limited (Founder & Chairman: Visham Sikand; Headquarters: New Delhi, India; hereinafter referred to as "Goals101"), a provider of a banking technology platform that enables Intelligent Banking.

Goals101 is one of the fastest growing Bank & Data-Tech companies globally. Through its cutting-edge AI-driven platform, it leverages anonymized transaction data held by banks, allowing brands to hyper-target their offers and communications to a bank's customers. The communications are sent via the bank's communication channels, such as websites, e-mail newsletters, and smartphone applications.

The Dentsu Group, which has more than 64,000 professionals providing services to 11,000+ clients in over 145 countries and regions, has also entered into a strategic partnership agreement with Goals101 to take the platform to clients across multiple markets, and the first launch will be in India. The two companies will co-develop marketing solutions using Goals101's cutting-edge AI and data technology, and provide brands with more sophisticated solutions. Prior to the investment, it was confirmed in a proof of concept experiment that marketing performance was significantly improved by linking Dentsu Group-owned marketing data to the Goals101 platform. Based on this proof, the companies will steadily expand their businesses worldwide.

Going forward, the Dentsu Group will continue developing idea-led, tech-enabled and data-fueled brand capabilities in order to provide clients with more integrated solutions.

Profile of Goals101

Name:	Goals101 Data Solutions Private Limited
Location:	New Delhi, India
Date of Establishment:	April 2016
Representative:	Visham Sikand, Founder & Chairman
Line of Business:	Provides a marketing platform that enables banks and brands to connect with each other using AI and automated workflows
URL:	https://www.goals101.ai/

Brand logo:



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dentsu group

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