

July 3, 2023

Dentsu Completes Acquisition of Tag to Grow Creative Production and Customer Transformation & Technology Capabilities

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen) today announced that it has completed the acquisition of Tag Group, the global omnichannel digital marketing production powerhouse, following its announcement in March to enter into a definitive agreement with Advent International. The acquisition substantially bolsters dentsu's creative production capabilities, integrated, full-service offerings and end to end capabilities across all media channels. Aligned to dentsu's Customer Transformation and Technology (CT&T) strategy, the addition of Tag takes CT&T net revenues to 36% from 35% for Q1FY2023. Dentsu has set "Business Transformation and Growth," as one of the four pillars of its medium-term management plan and one of the priorities is to reach 50% of its revenues from CT&T.

Operating as dentsu's sixth agency brand, Tag will continue to offer its digital infrastructure and services to provide high quality content at speed and scale for creative, a scaled personalization engine for customer experience management (CXM), as well as adding power to media Dynamic Content Optimization (DCO). With intelligent, sustainable, and technology-driven solutions at the heart of everything it does, Tag enables brands to operate more efficiently and effectively to stand out, grow and waste less.

The acquisition sees dentsu welcoming 2,800 additional colleagues located across 29 countries around the world, with one global production hub and ten specialist hubs. A key foundation of Tag's successful client offering is Digital Interact (Di), a unified martech platform which helps marketers better manage campaigns, access, automate and optimize content, and seamlessly tap into Tag's global creative production, sourcing and transcreation networks.

Hiroshi Igarashi, President & CEO, Dentsu Group Inc. said, "The acquisition of Tag comes at a time when clients are demanding both scale and depth of capability in our creative offering in order to effectively influence the customer journey. Adding Tag's world-class team and technology platforms to dentsu's existing service set provides our clients with an unbeatable combination of scaled content delivery and dynamic personalization. David and his team have built an incredible organization and we are looking forward to working closely with them."

David Kassler, Global CEO, Tag, said, "The Tag team are truly excited to bring our AI-driven technology and global content capabilities to add immediate value to dentsu's clients and supercharge their marketing execution in combination with dentsu's world class services."

Opportunity For Clients

A uniquely powerful capability enabling platform driven, personalization at scale:

Dentsu's acquisition of Tag will significantly scale content delivery capability, so it can serve clients and their brands with personalization at scale across the entire customer journey, unlocking unparalleled effectiveness and efficiency. As brands seek to improve marketing ROI, manage their carbon footprint and leverage first, second and third-party consumer and customer data to drive growth, dentsu and Tag now afford the perfect platform for modern horizontal content creation, distribution and personalization at scale.

Company Structure

Tag will remain a distinct brand within dentsu, will continue to be led by David Kassler, Tag's Global CEO and will remain headquartered in London, UK.

About dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities in the sustainable economy. Taking a people-centered approach to business transformation, dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

<https://www.dentsu.com/>

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

For additional inquiries:

MEDIA

Please contact
Corporate Communications

INVESTORS & ANALYSTS

Please contact
Investor Relations

TOKYO

Jumpei Kojima:
+81 3 6217 6602
jumpei.kojima@dentsu-group.com

Yoshihisa Okamoto:
+81 3 6217 6613
yoshihisa.okamoto@dentsu.co.jp

LONDON

Matt Cross:
+44 7446 798 723
matt.cross@dentsu.com

Kate Stewart:
+44 7900 191 093
kate.stewart@dentsu.com

NEW YORK

Jeremy Miller:
+1 917-710-1285
jeremy@dentsu.com