

April 26, 2024

**Dentsu Japan, Responsible for dentsu’s Japanese Business,
Strengthens its DX Domain through Acquisition**
— Further evolution as a true IGP through the acquisition of Mitsue-Links by
DENTSU SOKEN —

Dentsu Group Inc. (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO Hiroshi Igarashi) announced today that dentsu Japan (Representative: CEO Takeshi Sano), responsible for dentsu’s Japanese business, issued a news release regarding the acquisition of Mitsue-Links Co., Ltd. (Head Office: Tokyo; Representative Chairman: Masashi Takahashi) by DENTSU SOKEN INC., a subsidiary of dentsu Japan, titled “Dentsu Japan Strengthens Its Ability to Provide Solutions in the DX Domain through Corporate Acquisition.”

As an Integrated Growth Partner (IGP), dentsu Japan will continue to contribute to the sustainable growth of client companies and society.

News release by Dentsu Japan

“Dentsu Japan Strengthens Its Ability to Provide Solutions in the DX Domain through Corporate Acquisition”

URL: <https://www.japan.dentsu.com/en/assets/pdf/news/2024010-0426en.pdf>

About dentsu Japan

One of four global regions, dentsu Japan represents the Japanese business brand and oversees and supports business within Japan including Dentsu Inc., the world’s largest single brand agency. The approximately 23,000 professionals supporting the brand, integrate solutions that maximize value provision including AX (sophisticated advertising communications), BX (overall business transformation), CX (customer experience transformation), and DX (marketing infrastructure transformation). As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

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