

FOR IMMEDIATE RELEASE

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Dentsu Group Enhances Merkle's B2B Services with Acquisition of Digital Pi in the U.S.

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its consolidated subsidiary and global business headquarters Dentsu Aegis Network Ltd.*, has acquired a 100% stake in Digital Pi, Inc. (Head Office: Dallas, Texas; CEO: Ryan Vong; hereinafter: Digital Pi), a leading B2B digital marketing agency focused on marketing automation consulting services to clients based in the U.S. and EMEA.

Founded in 2013, Digital Pi has helped hundreds of companies from mid-market to enterprise get more from their investment in marketing technology. Digital Pi has deep expertise in servicing demand generation and marketing automation systems, coupled with its leading Adobe Marketo Engage skills. Digital Pi use their technology implementation capabilities to drive follow-on campaign services that run on Marketo.

Digital Pi will join Merkle, a leading technology-enabled, data-driven performance marketing agency, as an extension of its B2B business. The acquisition of Digital Pi expands Merkle's capabilities in marketing automation and demand generation. Following this acquisition, Digital Pi will be rebranded "Digital Pi, a Merkle Company," and its marketing technology expertise and data-driven services will support Merkle's strategic plans in several key areas including its people-based marketing and enterprise solutions.

The impact of this transaction on the Dentsu Group's consolidated financial results for the fiscal year ending December 31, 2020 is expected to be minimal.

* Dentsu Aegis Network Ltd., the Dentsu Group's global business headquarters based in London, is expanding the Group's business worldwide through ten global network brands as well as through several specialist/multi-market brands.

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Profile of Digital Pi

Official Company Name: Digital Pi, Inc.
Location (HQ office): Dallas, Texas, USA
Date of Establishment: April 2013
Shareholding Ratio*: Dentsu Aegis Network Ltd. 100%
*After acquisition has been completed
Turnover: USD8.1 Million (year ended December 2019)
Key Management Personnel: Ryan Vong, CEO
Number of Employees: 50
Line of Business: Full-service B2B digital marketing agency focused on marketing automation consulting services

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About the Dentsu Group

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: Dentsu Japan Network, which oversees Dentsu's agency operations in Japan, and Dentsu Aegis Network, its international business headquarters in London, which oversees Dentsu's agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 62,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its ten global brands—Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world's largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website URL: <https://www.group.dentsu.com/en/>

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