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For General Release

Dentsu Digital Inc.
Information Services International-Dentsu, Ltd.

Dentsu Digital and ISID Set up Cross-Group Organization in the Marketing Systems Domain

**By Gathering Specialized Personnel, Reinforcing Our Structure
for System Integration and Data/Technology Utilization**

Dentsu Digital Inc. (Head office: Minato-ku, Tokyo; President & CEO: Norihiro Kuretani) and Information Services International-Dentsu, Ltd. (Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai; “ISID”) have set up the Dentsu Digital Marketing Technology Center as a cross-group organization with approximately 200 specialists in the areas of marketing system integration and data/technology utilization. The center will begin full-scale operations in November 2017.

With corporate digital transformation moving forward at a rapid pace, there is an urgent need to put in place systems that support their infrastructure. In the digital marketing domain, however, the increasing sophistication of system design and operations has led to quantitative and qualitative shortages of specialized personnel. At the same time, sophisticated specialist knowledge is essential for processing and analyzing the massive quantities of data obtained in various formats through social media and the Internet of Things (IoT), as well as for utilizing such data in corporate decision-making.

To address this issue, Dentsu Digital and ISID have decided to pool their human resources who specialize in this domain. By doing so, the companies have created a structure to configure and operate increasingly large-scale, complex marketing systems, utilizing data in a more sophisticated manner, and creating a system for proposing and implementing such systems and information optimized for individual client companies.

Dentsu Digital’s forte lies in its advanced and sophisticated planning and operational deployment capabilities utilizing “People Driven Marketing™,” an integrated, people-centered framework that consolidates and advances the marketing methods employed in the Dentsu Group. Using this framework, the company enhances the marketing technology layer and further promotes the provision of one-stop solutions ranging from planning to system configuration and operation.

ISID’s strength is in utilizing its operational knowhow and innovation making use of leading-edge technology to provide solutions that address the management issues faced by a broad range of customers in Japan and globally. These include financial solutions, as well as mission-critical systems and product development solutions for companies. Leveraging its development capabilities, with this framework ISID will support the resolution of issues in the marketing domain. At the same time, the company will support

the realization of digital enterprises connecting data and IT across the corporate value chain, from product development to production, logistics, services, and marketing.

Going forward, the two companies will operate this framework collaboratively to enhance recruiting activities, share information, and jointly develop new technologies and services.

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