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For General Release

Information Services International-Dentsu, Ltd.

Expanding Sales Force for Innovative Security Product “AppGuard” Company-wide organization established in March, providing security technology to prevent unknown threats for client companies in all business domains

Information Services International-Dentsu, Ltd. (TOKYO:4812) (Head office: Minato-ku, Tokyo; President and CEO: Setsuo Kamai; “ISID”) announces the expanded sales structure of the cyber security product AppGuard developed and provided by Blue Planet-works Inc. (Head office: Shibuya-ku, Tokyo; President and CEO: Hiroshi Nakata), a company in which ISID invests, with the establishment of the Strategic Products Sales Promotion Department, a Company-wide organization that will promote the sales and introduction of this product.

AppGuard is an end-point security product developed based on a totally new concept. Instead of detecting and eliminating malware (malicious programs and code) to avoid infections like conventional detection-type products do, AppGuard protects the OS by blocking malicious activities so the OS is never compromised. AppGuard protects the system from known and unknown malware or zero-day attacks by ensuring that the system operates and functions correctly by ensuring detectability. This product, which has a proven track record of long-term use by U.S. government institutions and has not been beaten even once in 18 years, is one of the most promising and high-profile solutions in security-related markets. Developer Blue Planet-works is funded by a number of companies, including ISID and Dentsu in 2017.

After investing in April 2017, ISID has focused on sales preparedness and capabilities by acquiring knowledge of AppGuard’s technology and implementation know-how, training engineers, and engaging in pre-marketing activities. In addition to acquiring sales rights as a reseller of AppGuard’s master distributor Dentsu Inc., we are also creating environments such as cloud-based monitoring server functions that are easy for enterprises to implement. Through these activities, we will introduce a service menu to provide integrated services, including PoC, planning proposals, implementation, and management architecture, to client companies in all our business domains. We have established a Company-wide organization to engage in sales and marketing activities.

ISID has been providing a variety of solutions supporting business innovation at a wide range of client companies in the financial, manufacturing and other industries, leveraging its strengths of specialized business know-how and system architecture capabilities. Additionally, as a member of the Dentsu Group, we are engaged in the creation of new business models fusing corporate systems and digital marketing. By combining our expertise with this innovative security technology, we will create new value that contributes to the resolution of issues faced by enterprise clients and society.

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Note: Company and product names in this release are the trademark or registered trademark of each company respectively.