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NEWS RELEASE

DENTSU INC.
1-8-1, Higashi-shimbashi, Minato-ku,
Tokyo 105-7001, Japan
http://www.dentsu.com

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Dentsu Wins Twenty-Eight Lions at the Cannes Lions International Festival of Creativity 2016

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that Dentsu Group companies (Dentsu Inc., Dentsu Young & Rubicam (Tokyo), Drill (Tokyo), Dentsu Taiwan (Taipei), Taproot Dentsu (Mumbai), BWM Dentsu (Sydney, Melbourne), AC mcgarrybowen (Mexico City), Flock (Mexico City), NBS (Rio de Janeiro) and Dentsu Latin America (Sao Paulo)) were awarded a total of twenty-eight Lions (one Grand Prix, one Gold, seven Silver, nineteen Bronze) at the 64th Cannes Lions International Festival of Creativity (June 17–24), Lions Health Festival (June 17–18), Lions Innovation Festival (June19–20) and Lions Entertainment Festival (June 21–22 held in Cannes, France. This year saw a total number of 41,170 entries received from around 90 countries across the four festivals.

The Dentsu Group Grand Prix and Gold Lion winner was “The Family Way” for Recruit Lifestyle Co., Ltd.

Cannes Lions International Festival of Creativity

Cyber:	One Silver
Design:	Two Silver, five Bronze
Direct:	One Silver
Film:	One Bronze
Glass:	One Bronze
Media:	One Bronze
Mobile:	One Grand Prix, one Gold, one Silver, one Bronze
Outdoor:	One Bronze
PR:	Two Silver, one Bronze
Promo & Activation:	One Bronze
Radio:	One Bronze

Lions Health Festival

Health & Wellness:	Two Bronze

Pharma: One Bronze

Lions Entertainment Festival

Entertainment: Three Bronze

Mobile Lions Grand Prix Awards Ceremony



In addition, Dentsu Group companies (Dentsu Inc., Dentsu Y&R (Tokyo), Carat (London, New York), Vizuem (Melbourne, Hamburg, Oslo, Paris, Cape Town), Dentsu Smart (Moscow), dentsu X (Sydney)) were credited as having a Media Placement role in a further twenty-six (one Grand Prix, five Gold, eight Silver and twelve Bronze) across the four festivals.

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Contact: Shusaku Kannan
Managing Director, Corporate Communications Division
Telephone: (813) 6216-8042
E-mail: s.kannan@dentsu.co.jp