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FOR IMMEDIATE RELEASE
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Dentsu Announces an Agreement to Acquire a 78.8% Stake in Oxyma, an Omni-channel CRM Agency in the Netherlands

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd.*, has reached an agreement to invest in Oxyma Group B.V. (Head Office: Rotterdam; CEO: Jos Van Loo; hereinafter Oxyma), a full service omni-channel CRM agency in the Netherlands, with an option of making it a wholly owned subsidiary in the future.

Founded in 2000, Oxyma, which comprises a group of five specialist agencies, has today grown to become the leading omni-channel agency in the Netherlands. With over 300 professionals in CRM, data, technology, and performance marketing, the agency now offers a full suite of services in digital marketing, digital media, mobile and SMS, and CRM consulting across all media channels.

In 2017 Oxyma was listed in five categories as a “best performer” in Emerce 100, a special annual edition of the Dutch e-business/marketing industry magazine Emerce. The agency was recognized in the categories of Analytics, Digital Marketing, E-mail Marketing and Mobile and Social Content.

The acquisition of Oxyma aligns with the Merkle Group’s strategy of increasing its scale in the EMEA market and further positions the agency as a global leader in the area of performance marketing. Furthermore, Oxyma’s capabilities complement those of Merkle, one of the Dentsu Group’s brands specializing in the digital domain, and will bolster Merkle’s ability to deliver its core services in the Dutch and EMEA markets.

Post acquisition Oxyma will be rebranded to “Oxyma, a Merkle Company”. All 300+ employees will also join Merkle, adding immediate scale to the EMEA business、which now exceeds 1,000 employees. The Group intends to accelerate its growth strategy in the Netherlands and throughout EMEA through close collaboration with other Group companies.

The impact of this transaction on Dentsu's consolidated financial results for the fiscal year ending December 31, 2017 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--Carat, Dentsu (Dentsu Brand Agencies), dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum--as well as through several specialist/multi-market brands.

Profile Oxyma

Company Name: Oxyma Group B.V.
Location: Rotterdam, Netherlands
Date of Establishment: January 2000
Revenue: EURO 29.89 million (year ended December 31, 2016)
Key Management Personnel: Jos Van Loo (CEO)
Number of Employees: 311
Line of Business: Full Service omni-channel CRM agency

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