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NEWS RELEASE

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Dentsu Named Network of the Year at ADFEST 2018

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the Dentsu was named Network of the Year for the second consecutive year at the 21st Asia Pacific Advertising Festival (ADFEST 2018)[1] held from March 21 to 24 in Pattaya, Thailand. This year represented a true network result as a record number of Group agencies contributed to garnering this award. .



Dentsu Group companies won two Grande Lotuses, eleven Gold Lotuses, eighteen Silver Lotuses, fifteen Bronze Lotuses and one Branded Content Lotus, two Effective Lotuses and one Integrated Lotus for a total of 50 Lotuses. In addition, one of the two Grande Lotuses received was the “Grande for Humanity” which is awarded to work submitted for Public Service & Cause Appeals. This work is not eligible to win in the main Lotus Award categories, rather ADFEST created this award expressly to recognize excellence in this sector. This marks the first time the

Group has received this prestigious award.

The awards by category are as follows:

Branded Content Lotus:	1 Branded Content
Design Lotus:	2 Gold, 5 Silver and 2 Bronze
Direct Lotus	1 Gold, 2 Silver and 1 Bronze
Effective Lotus:	2 Effective
Film Lotus:	2 Silver, 1 Bronze
Film Craft Lotus:	1 Silver, 4 Bronze
Integrated Lotus:	1 Integrated
Interactive Lotus:	2 Bronze
Media Lotus:	4 Gold, 3 Silver and 1 Bronze
Mobile Lotus:	2 Bronze
Outdoor Lotus:	3 Gold, 4 Silver
Press Lotus:	1 Gold
Print Craft Lotus:	1 Grande, 1 Silver
Promo Lotus:	1 Bronze
Radio Lotus:	1 Bronze
Grande for Humanity	1 Grande

[1]ADFEST was established in 1998 to focus on creative work in the Asia Pacific region, and has since built a reputation as one of the most prestigious advertising festivals in the world. According to the president of ADFEST, this year's festival welcomed 1,300 delegates from 67 cities and received 2,823 entries for awards in 18 categories: Branded Content, Design, Direct, Effective, Film, Film Craft, INNOVA, Integrated, Interactive, Lotus Roots, Media, Mobile, New Director, Outdoor, Press, Print Craft, Promo and Radio.

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