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NEWS RELEASE

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Dentsu Acquires Exclusive Global Commercial Sales Rights of COPA AMERICA 2020, 2024 and 2028

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has acquired the exclusive global consulting and commercial sales rights of COPA AMERICA 2020, 2024 and 2028 from Confederación Sudamericana de Fútbol (CONMEBOL)*.

The agreement covers the sales of all commercial rights including sponsorship, broadcasting, licensing, gaming, and ticketing & hospitality rights.

CONMEBOL COPA AMERICA is a championship that was first played in 1916 and is the oldest continental national team championship in the world. Next year's championship will mark its 47th edition, and for the first time in Copa America's history the edition will be shared between two countries, Argentina and Colombia. With football powerhouses competing, the championship attracts global attention. The 2019 event in Brazil was broadcasted in more than 180 countries and territories.

José Astigarraga, General Secretary of CONMEBOL says: "Copa América is the great celebration of South American football. From CONMEBOL we are working so that the talent of our football generates an increasing reach worldwide. This way, with the innovate format of the next edition we will get the football show closer to more fans of the continent."

Leveraging its extensive knowledge and expertise of the sports business, Dentsu will continue to work for the football development in South America and the success of COPA AMERICA 2020, 2024, and 2028.

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*CONMEBOL is the continental governing body of football in South America and is one of FIFAs six continental confederations. Established in 1916, it currently holds 10 members (Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela). CONMEBOL is headquartered in Luque near Asunción, the capital of Paraguay.

COPA AMERICA 2020 official logo:



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