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NEWS RELEASE

DENTSU GROUP INC.
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FOR IMMEDIATE RELEASE
July 30, 2020

The Dentsu Group's Additional Investment in Xseed Digital Accelerates New Business Development Utilizing Gamification

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that the company has made an additional investment in the entertainment solutions business by increasing its capital in Xseed Digital Inc. (President & CEO: Yuichi Osaki; Head Office: Tokyo; hereinafter "Xseed Digital") through third-party allotment.

In July 2019 Dentsu Group Inc. made a capital investment in Xseed Digital, and since then the Dentsu Group has been providing services centering on gamification solutions to its client companies. This additional investment will further accelerate business development that creates new experience value in the marketing and CRM domains.

Even after the additional investment by Dentsu Group Inc., SEGA Corporation has a majority of the shares of Xseed Digital.

A profile of Xseed Digital is provided below.

Name:	Xseed Digital Inc.
Representative:	Yuichi Osaki, President & CEO
Location:	Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa, Shinagawa-ku, Tokyo
Date of Establishment:	August 2016
Capital:	82.33 million yen
Shareholders:	SEGA Corporation and Dentsu Group Inc.
Line of Business:	Entertainment solutions business that solves corporate and social issues by leveraging the power of various entertainment media centered on gamification
URL:	https://xseed-digital.jp/ (Japanese only)

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About the Dentsu Group

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: Dentsu Japan Network, which oversees Dentsu's agency operations in Japan, and Dentsu Aegis Network, its international business headquarters in London, which oversees Dentsu's agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 66,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its ten global brands—Carat, Dentsu, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world's largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website URL: https://www.group.dentsu.com/en/

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