

February 13, 2023

Dentsu expands Customer Transformation and Technology capabilities in Spain with OMEGA CRM acquisition

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Hiroshi Igarashi; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it has acquired Omega Customer Relationship Management (CRM) Consulting and its subsidiaries. Omega is a Spanish company with more than 20 years of specialization in CRM and Marketing Services. The consultancy will join Merkle, a leading technology-enabled, data-driven customer experience management (CXM) company within dentsu.

Merkle continues to push further into the customer experience transformation space, delivering strong results for the business and its clients, while pursuing its goal of sustainable growth with a newly expanded team. Having recently announced the acquisition of Aware Services in Australia, Merkle continues to bolster its Salesforce expertise. The acquisition of Omega demonstrates dentsu's commitment to enabling clients to deliver best-in-class, differentiated and connected experiences across the entire customer journey. It aligns with the company's stated ambition of reaching 50 percent of net revenue generated by Customer Transformation & Technology (CT&T)*, encompassing the fast growth areas of customer experience and commerce.

The full Omega team will join Merkle, making it one of the largest CRM agencies in Spain, with more than 750 employees serving more than 400 clients across large advertisers, IBEX 35, and Fortune 500 companies. It expands Merkle's local market CRM capabilities, adding expertise in all key Salesforce Clouds. Dentsu has more than 2,000 Salesforce trained staff and over 5,000 Salesforce certifications globally, providing customer experience transformation solutions that are aligned with Salesforce cloud capabilities.

Founded in 2002, Omega CRM has become one of the leading companies in the implementation of Salesforce technology, with more than 550 employees across its ten offices in Spain and one office in France. Omega CRM provides specialized CRM services across multiple industries, including health and life services, education, non-profit, manufacturing, utilities, and retail.

In EMEA, Merkle spans 17 countries, comprising the DACH, Northern Europe, Spain, and UK & I clusters, employing more than 4,900 employees. Supporting global, regional, and local market clients, Merkle provides leading edge CXM through its Analytics, Data & Martech, Experience & Commerce, Strategy & Transformation, and B2B practice areas.

Margaret Wagner, EMEA President, Merkle, said: "This is such an exciting deal for Merkle's

EMEA business, adding scale and capability to our CXM offering. Not only does it make us the biggest CRM agency in Spain, but it also adds specialized CRM capabilities to our EMEA CXM business. Rapidly growing our Salesforce expertise and collaborating across dentsu's integrated media and creative offering, we can deliver real business outcomes for the brands we serve. Spain is an important market, and the acquisition of Omega CRM supercharges our global and regional growth strategy."

Michel Mayor, SVP Global Salesforce Practice, Merkle, said: "I am thrilled to welcome Omega Salesforce talents as members of our Global Merkle Trailblazers community. Omega's focus on implementing best-in-class solutions for brands, while driving the right social impact for its employees and the Salesforce ecosystem, aligns with our core values and philosophy. I look forward to helping Omega accelerate its local market success while leveraging its unique industry and cloud expertise to augment our global offering as one of Salesforce's leading implementation partners."

David García Fuentes, CEO at Omega CRM, states: "We are excited to join the Merkle family, which will further accelerate our mission to transform businesses through creating personal customer experiences and helping our clients build relationships with their consumers. Merkle's capabilities and global reach are a perfect fit for us, not only from a business perspective but also from a cultural and talent perspective. We share similar company values, which will open a whole new world of great opportunities for our team in the years to come."

Omega employees will make the transition to Merkle, along with Garcia and the Omega CRM senior leadership team. Garcia will report directly to Merkle EMEA President Margaret Wagner. The company will be known as "Omega CRM, a Merkle company" with immediate effect, which is an important step in the strategic positioning and value proposal for both companies, developing joint go-to-market plans to accelerate growth across both businesses in the local market.

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*Customer Transformation & Technology (CT&T)

High growth business domain including the services related to marketing technology, customer experience management, commerce, system integration, and transformation & growth strategy.

About dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce and experience, underpinned by modern creativity. As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan and

our 65,000-strong employee-base of dedicated professionals work across four regions (Japan, Americas, EMEA and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

dentsu website : <https://www.dentsu.com/>

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

About Merkle

Merkle, a dentsu company, is a leading data-driven customer experience management (CXM) company that specializes in the delivery of unique, personalized customer experiences across platforms and devices. For more than 30 years, Fortune 1000 companies and leading nonprofit organizations have partnered with Merkle to maximize the value of their customer portfolios. The company's heritage in data, technology, and analytics forms the foundation for its unmatched skills in understanding consumer insights that drive hyper-personalized marketing strategies. Its combined strengths in consulting, creative, media, analytics, data, identity, CX/commerce, technology, and loyalty & promotions drive improved marketing results and competitive advantage. With more than 14,000 employees, Merkle is headquartered in Columbia, Maryland, with 50+ additional offices throughout the Americas, EMEA, and APAC.

For more information, contact Merkle at 1-877-9-Merkle or visit <http://www.merkle.com>.

About Omega CRM Consulting

Founded in 2002 with a strong specialization in CRM implementation. Omega CRM aims to create customer experiences that connect people and organizations by means of technology and data. To this end, it has developed its value proposition around the concept: Omega360. A proprietary ecosystem of the company that allows to expand the vision of the customer, identifying and enriching each touch point of the customer journey through unique, relevant, and high-impact brand experiences. The company serves more than 400 clients, especially in sectors such as Pharma, Retail, Education, Real Estate, Manufacturing, Utilities, Hospitality, Non-Profit and has national and international presence. It has more than 550 collaborators based across offices in Madrid, Barcelona, Sant Cugat, Granada, Gijón, Alicante, Valencia, Bilbao, Sevilla, Zaragoza, and Paris.

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