

FOR IMMEDIATE RELEASE

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Dentsu Group Enhances Data Analytics and Consulting Services with the Acquisition of U.S. based E-Nor

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that its global business headquarters Dentsu Aegis Network Ltd.*, has acquired a 100% stake in U.S. based E-Nor, Inc. (Head Office: Santa Clara; CEO: Feras Alhlou; hereinafter: E-Nor), a pioneer in the Google Analytics platform that has deployed and supported state-of-the-art analytics platforms for hundreds of clients.

Founded in 2003 as an analytics consultancy, E-Nor's client base has grown to include Fortune 500 brands as well as government agencies and organizations. They are headquartered in the San Francisco Bay Area with employees across North America and the Middle East.

The acquisition of a second Google Marketing Platform Sales Partner, E-Nor, further scales the Dentsu Group's platform offerings and competitive positioning. E-Nor will join the Group's marketing analytics consulting arm, Cardinal Path, which was acquired by the Group in 2016, creating a significant force around the Google marketing stack through expertise and licensing. With the acquisition of E-Nor, the Group now houses a largest Google Analytics 360 reseller and services business in the world.

The impact of this transaction on the Dentsu Group's consolidated financial results for the fiscal year ending December 31, 2020 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 as well as through several specialist/multi-market brands.

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Profile of E-Nor

Official Company Name:	E-Nor, Inc.
Location (HQ office):	Santa Clara, California (with offices in other cities in USA, Canada, Egypt and Libya)
Date of Establishment:	May 2003
Shareholding Ratio:	Dentsu Aegis Network Ltd. 100%
Turnover:	USD7.4 Million (year ended December 2019)
Key Management Personnel:	Feras Alhlou, CEO
Number of Employees:	38
Line of Business:	Data analytics and consulting services

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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 62,000 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, mcgarrybowen, 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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