



PRESS RELEASE

Media Contact

Dentsu Live Inc.

Tel: 03-6257-8888

Email:kouhou@dentsulive.co.jp

For Immediate Release

January 4, 2017

Dentsu Live Inc. starts operations

Aspiring to be a leader in “ Live marketing”

Dentsu Live Inc. (headquartered in Chiyoda-ku, Tokyo, President and CEO, Representative Director Keiichi Maeda) starts operations today, January 4, 2017, as the core live marketing company of the Dentsu Group, consolidating and integrating the group’s services in events and spaces.

“ Live marketing” redefines event and space development as a business that gives value to real experience. It aims at a moment of truth through surprise, encounter, and emotion between our clients and their customers. We see kindling “ an event” as a key marketing tool that links digital and mass marketing, enhancing both.

We will serve as a one-stop producer for planning, design, direction, production, operation, mass-marketing, and integration with digital marketing. We aim to gather a wide range of professional talent in and out of the group, cutting-edge digital technologies, and artistic and creative power, in addition to the professional skill, knowledge and know-how that the Dentsu Group has acquired in the events and spaces field.

Dentsu Live Inc. aspires to become the best live marketing company to achieve the ultimate “ moment of truth” for all our clients.

<Company Profile>

- Company name : Dentsu Live Inc.
- Representative : President and, Representative Director Keiichi Maeda
- Date of establishment : August 14, 1950 Dentsu Live Inc. starts operations on January 4, 2017
- Paid-in capital : JPY 2.65 billion

DENTSU LIVE

- Number of employees : 380
- Shareholder and shareholding ratio : Dentsu Inc. 100%
- Consolidated subsidiary company : Dentsu Event Operations Inc.
- Headquarters : Shinsaiwaibashi Bldg., 1-5-3 Uchisaiwaicho, Chiyoda-ku, Tokyo 03-6257-8888 / Shiodome Office :1-8-1, Higashi-shimbashi, Minato-ku, Tokyo 03-6217-1268
Nagoya Branch Office : Ohashi Bldg. 3-25-3 Meieki, Nakamura-ku, Nagoya 052-756-3777
Kansai Branch Office : Dentsu Kosan Dojima Bldg.2-3-5 Dojima, Kita-ku, Osaka 06-6347-5261

The company' s location has changed from 1-8-1 Higashi-Shimbashi, Minato-ku, Tokyo (Dentsu Headquarters Building), as announced by Dentsu on October 16, 2016, to Shin-Saiwaibashi Building, 1-5-3 Uchisaiwaicho, Chiyoda-ku, Tokyo.

<Main services>

We provide services connected with real experience for value creation with a focus on event and space development, including store development & operation and city branding.

<Logotype>

DENTSU LIVE



<Board Members>

President and CEO, Representative Director	Keiichi Maeda
Vice President and COO, Director	Jun Naito
CFO, Director	Norihiro Seki
Director	Takashi Zempo
Director (part-time)	Toshiya Oyama
Director (part-time)	Yasuhiro Matsubara
Director (part-time)	Nobuo Kiuchi
Director (part-time)	Sohei Sato
Director (part-time)	Atsushi Chiba
Director (part-time)	Ryoji Tanaka
Director (part-time)	Toshihiro Mochizuki
Executive officer	Masamichi Namba
Executive officer	Noriyoshi Takahashi
Executive officer	Nobukazu Shibahata
Executive officer	Taro Ishisaka
Executive officer (part-time)	Keiichi Higuchi

For more information :

Dentsu Live inc. Corporate Management Dept.

Tel: 03-6257-8888 Email:kouhou@dentsulive.co.jp <http://www.dentsulive.co.jp>