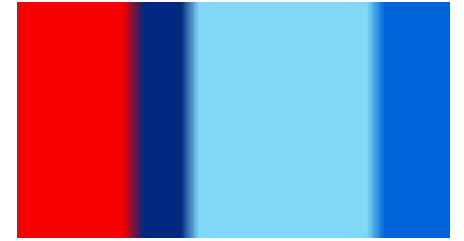
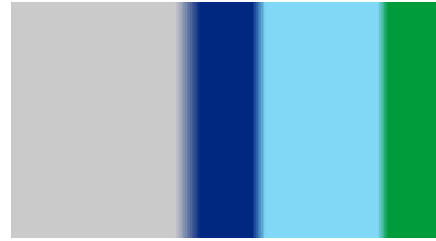
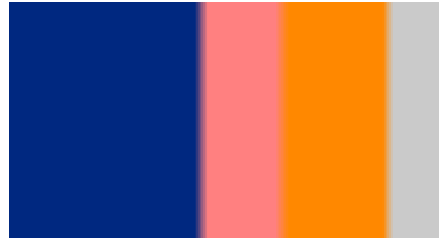
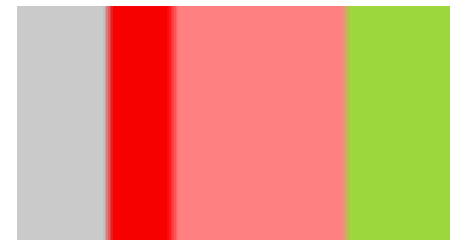
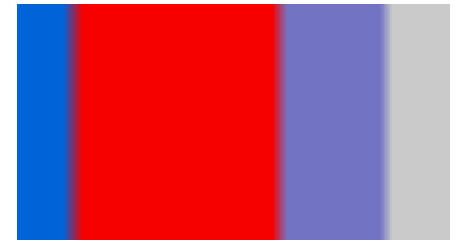


DFN.TSII  
**LIVE**





**DENTSU LIVE**



# ABOUT DENTSU LIVE



**We  
love  
events.**

Over the last few years, we have learned some truths.

Specifically, the preciousness of the experience of connecting with others, and the unpredictable nature of the future.

And it is due to this unpredictable nature that the exhilaration induced by connecting with others becomes the **driving force of the future.**

Dentsu Live is a company that **induces exhilaration.**

That exhilarating emotion will remain with people, regardless of how the world around them changes.

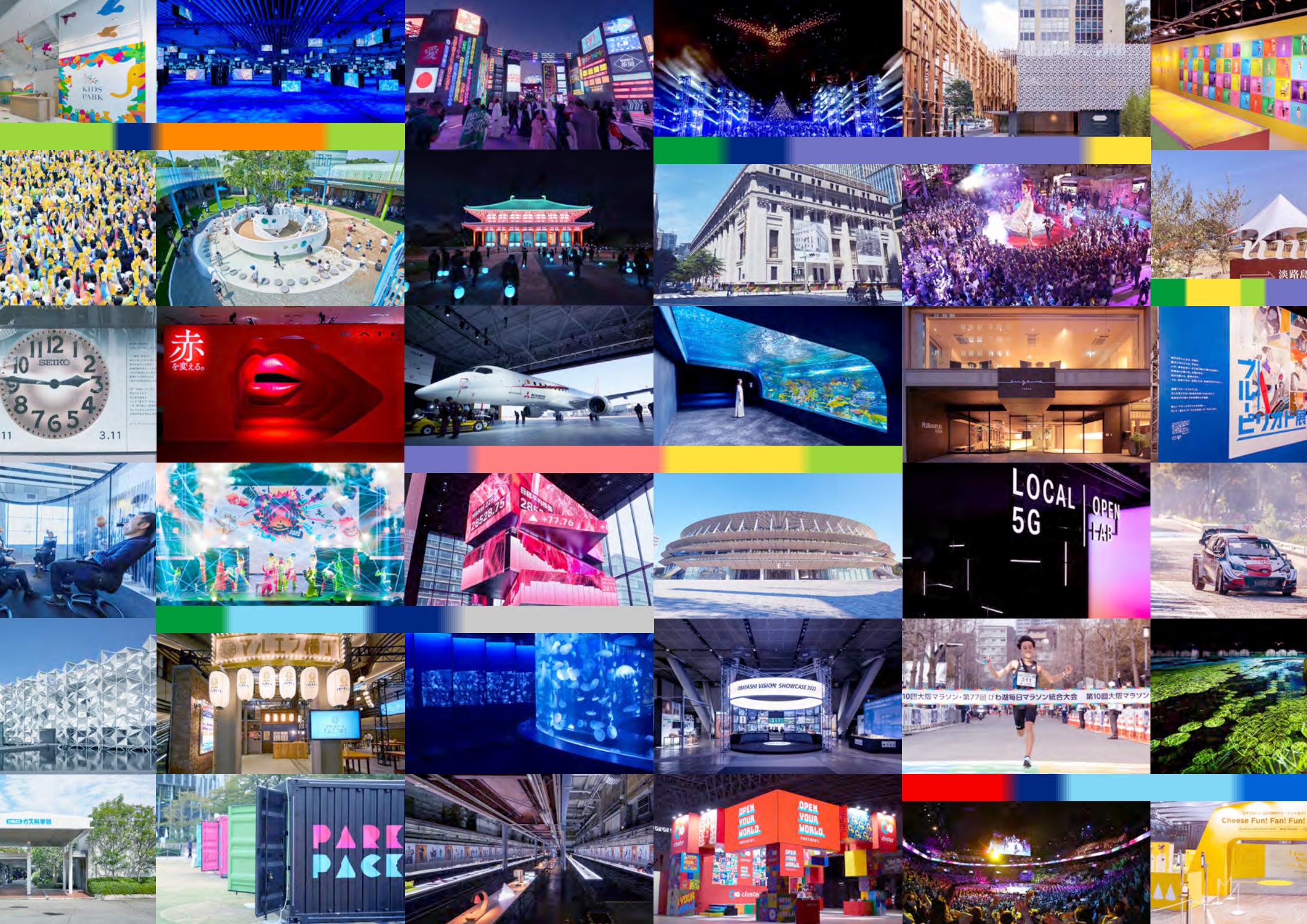
That moment will likely serve as an opportunity, evoke courage, and inspire action for someone.

And from that moment, the world begins to turn.

We love events. And we will continue to create them, in-person or online, regardless of place, time, or form.

Regardless of the challenges it may present, to create that one moment that shapes the future.









Our True Role

## ■ Sparking a Driving Force of the Future

Inviting people to walk towards a **better life**,  
closer to **an environment full of hope**.

To give future a direction, especially in these times of rapid change and uncertainty.  
We provide **pivotal experiences** that create new encounters and connections among people.

Values We Must Provide

## ■ MOMENT OF TRUTH

The **Moment of Truth** generated by pivotal experiences

Information doesn't catalyze action - neither do systems on their own.

Something has to touch people's hearts.

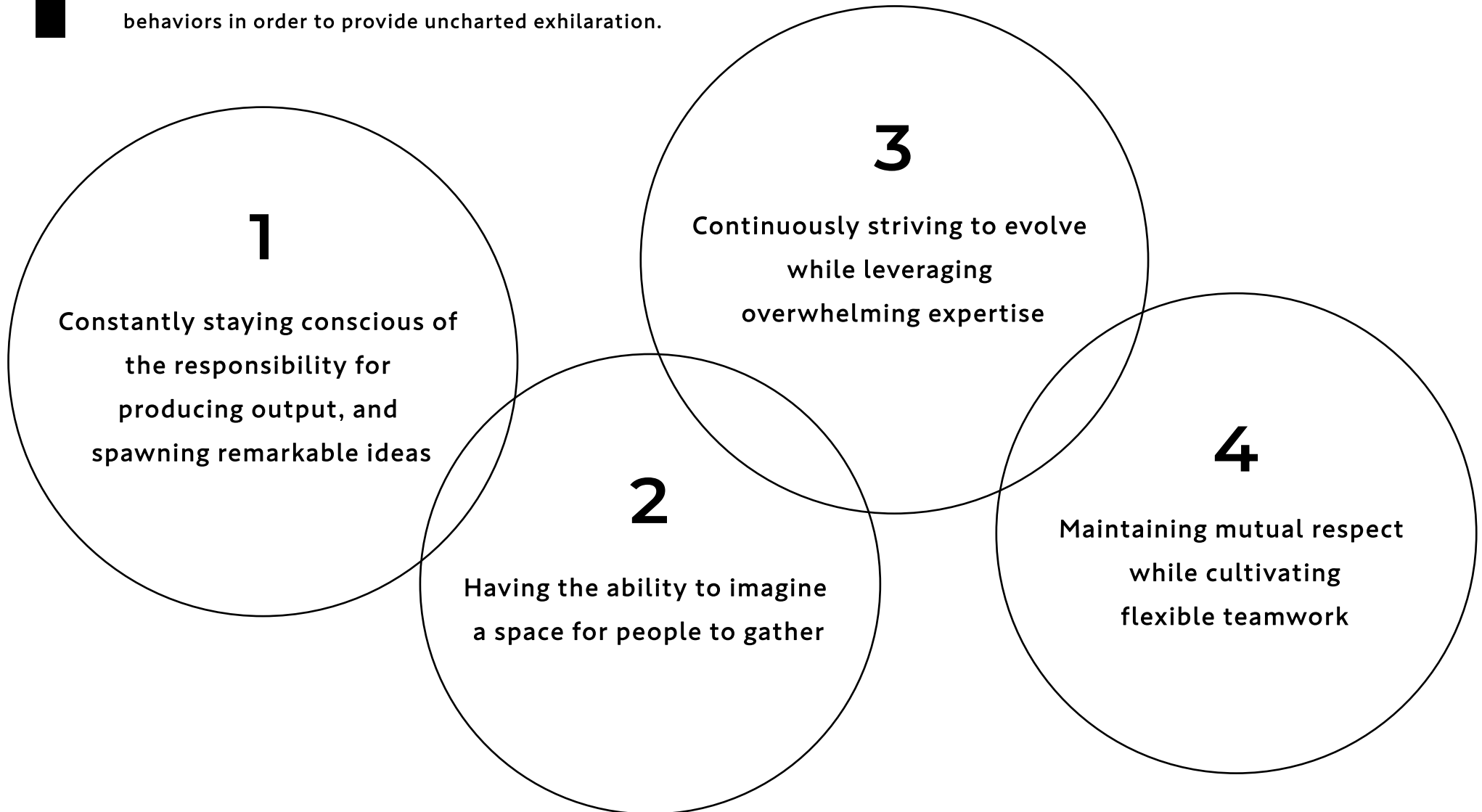
A single defining moment of inspiration. That's what motivates people. What changes them.

Eventually, this grows into a big social wave - a wave that serves an important purpose in resolving a  
myriad of social issues and achieving various missions in the world.

# PRINCIPLE OF ACTION OF DENTSU LIVE



To uphold social norms and to become indispensable to society,  
we delve into the essence of human emotions and  
behaviors in order to provide uncharted exhilaration.



Dentsu Live is a company that **induces exhilaration**.

We believe that these exhilarating moments instill in people and society the **driving force of the future**.

Our field of activity is expanding beyond designing events and spaces, armed with planning and execution capabilities as well as the expertise we have honed through the creation of diverse experiences unparalleled in Japan.

By stirring strong and deep exhilarating emotions in every place, time, and form, we securely connect consumers with companies and society, giving rise to a critical moment from which the future begins to take shape.



## Branded Experiences

Real-life experiences are very effective in creating stronger and deeper engagement between guests and the brand, and in nurturing them to become loyal customers. Dentsu Live meticulously plans and designs every point of contact with and every experience by guests from before to after the events, including space, time, content, and hospitality, as part of the expression of the brand.



## Branded Shops / Showrooms / Corporate Museums

When designing a space that bears the hallmarks of a brand, be it a flagship store or a corporate museum, the process also involves capturing and manifesting the essence of the host's vision and fostering a meaningful connection with the guests who visit the space. Dentsu Live not only creates vessels but also the events that occur in such vessels, creating an experience narrative that inspires the guests.



## Exhibitions / Conventions

Exhibitions and conventions can make a significant contribution in many areas, from acquisition of customers to building relationships that directly lead to business. Dentsu Live produces exhibitions and conventions that meet the needs of our clients and the times, whether online, offline or in hybrid formats, through the planning and production of cutting-edge staging, spaces, and experiences, as well as the establishment of customer management systems that implement the PDCA cycle.



## Innovative Offices / Theme Parks / Restaurants

The possibilities in the area of space designing will continue to expand. Offices, theme parks, restaurants, hotels, schools, aquariums.... How can we explore and incorporate new and meaningful values into diverse locations? Any place where people can gather and share exhilarating experiences is a field of activity for Dentsu Live.



## Pop Up Stores

Limited-time **pop-up stores** that suddenly appear in prime locations where target customers gather allow experimental, impactful, and flexible trials, and are an effective method for expanding brand awareness, attracting new customers, and strengthening fan communities. Dentsu Live offers total solutions from location search, production, and construction to store management, PR, and digital proliferation, creating opportunities for sales promotion and brand experience.

# BUSINESS



## Public Relations / Sales Promotions

PR events also serve as a medium that directly conveys guests' experiences and exhilarating emotions to the world. Dentsu Live designs the experience in detail, starting with the type of exposure that our clients aim for. Also, SP events offer customized touch-and-try opportunities that align with the unique attributes of products and brands, serving as a stepping stone to sales.



## City Brandings

The present times call for concurrent growth for individuals, companies, and society. Hence, it is crucial to view towns and regions as vibrant platforms for resident consumer activities, and to nurture the areas themselves and develop their identities through branding. Dentsu Live is taking on the challenge of new urban development through proposals that connect companies and municipalities with resident consumers and local communities.



## Special Events

In order to execute a mega-scale events, it is essential to have planning and conceptualization skills that anticipate and flexibly respond to a variety of possible circumstances, solid execution skills backed by overwhelming experience, and above all, project management skills to guide the many staff members involved. Dentsu Live has at its disposal an extensive collection of such experiences as well as a robust network, which are effectively utilized to ensure the success of special events, whether they are large scale events or conventions.



## New Contents & Live Entertainments

We support the utilization of IP in events and creation of exhibition business involving national masterpieces, content, and talents, as well as the creation of new businesses utilizing copyrights. Dentsu Live produces a wide variety of events and entertainments that enliven the world through planning and staging that make full use of the wisdom and technology throughout the ages and across continents.



## Next Generation Experiences

We are also working to develop a variety of advanced technologies that extend the guest experience beyond the online/offline boundaries. We are actively researching and experimenting with cutting-edge experience technologies, including voice AR, AI, brain waves, giant screen projections, as well as visual communication and XR domains. Our goal is to seamlessly integrate these technologies into a wide range of experiences.



## Deep Data Analysis & Solutions

As technology evolves, the field of activity for Dentsu Live also expands and evolves. For example, we have embarked on the development of innovative data-driven solutions, such as gathering deep data (defined as data on facial expressions, emotions, biometrics, and circulation routes) from visitors at pop-up stores and exhibitions, and leveraging such information to realize staging that changes in real-time and to attempt marketing measures that connect the visitors to what lies ahead.



## Public Projects

Through maximum utilization of our project management skills honed in the events production domain, Dentsu Live helps to ensure that projects initiated by national and local governments to revitalize the economy, industry, and local communities, and to promote changes in resident consumer awareness, are carried out safely, efficiently, and correctly, so as to contribute to solving social issues and creating a better Japan.



## Global Activations & Japan Presentations

With more and more opportunities to communicate "Japan" to the world, as witnessed by the globalization of Japanese companies and the promotion of Japanese content exports, we are seeing a growing number of tangible and intangible products making inroads overseas. Through its seamless worldwide network, Dentsu Live is working to embody and transmit the "Japan brand" through the promotion of Japanese food and popular experiential content.



# MESSAGE FROM THE PRESIDENT



## Let us shape the future together.

The values and lifestyles of the world are going through dramatic changes with the passage of time.

We view such changes in the environment as something positive, and are constantly striving and challenging ourselves to add new values in line with the times to our basic business domain of designing events and spaces, as well as to expand our service areas.

For example, as it is commonplace for the customer journey of resident consumers to be a hybrid of real and virtual, the value of the experiences we provide must naturally extend beyond the creation of real spaces to the development of content for the online world and the XR domain.

Meanwhile, our underlying passions driving our work remain the same. To deliver authentic and exhilarating experiences that inspire individuals, and through their empowerment, shape the world. In other words, we must always remember that our true raison d'être lies in the generation of the driving force of the future, propelling the advancement of our society.

To this end, we are committed to collaborating with you and embracing new challenges that drive us towards a promising future.

Masahiko TAKAGI  
President and Representative Director

高木正彦



# CORPORATE OVERVIEW



Company name	DENTSU LIVE INC.
Representative	Masahiko TAKAGI President and Representative Director
Date of establishment	August 14, 1950 (Started operations as Dentsu Live Inc. on January 4, 2017)
Share capital	JPY 2.65 billion
Number of employees	464 (as of June 2023)
Investment ratio	DENTSU GROUP INC. 100%
Consolidated subsidiary company	DENTSU EVENT OPERATIONS INC.
Business summary	Enhancement of brand values in corporate communication activities and creation of real experience values centered on events and spaces aimed at deepening engagement with consumers.

Permit/Registration	<p>○Registered as a 1st-class Kenchikushi office DENTSU LIVE INC. 1st-class Kenchikushi office Registered with the Governor of Tokyo: No. 32766 Registered with the Governor of Osaka Prefecture: (〽) No. 16710</p> <p>○ Special construction business license Licensed by the Minister of Land, Infrastructure, Transport and Tourism (特-2) No. 19018 (Type of construction business) General building, carpentry, plastering, scaffolding, earth work and concrete work, masonry, roofing, electrical construction, tiling, brick and concrete block work, steel structure work, steel reinforcing, sheet metaling, glazing, painting, waterproofing, interior finishing, heat insulation, fitting, demolition.</p> <p>Security Services certification (No. 1 to No. 4) Tokyo Metropolitan Public Safety Commission No. 30002869</p>
Number of qualification holders	<p>1st-class Kenchikushi: 23 2nd-class Kenchikushi: 6 1st-class Architectural Construction Management Engineer: 67 2nd-class Architectural Construction Management Engineer (architecture): 4 2nd-class Architectural Construction Management Engineer (frame): 12 2nd-class Architectural Construction Management Engineer (finishing): 106 1st-class Electrical Construction Management Engineer: 9 2nd-class Electrical Construction Management Engineer: 17 1st-class Electrician: 2 2nd-class Electrician: 8 Certified Outdoor Advertiser: 13 Qualified Managing Engineer: 90 1st-class Civil Engineering Construction Management Engineer: 1 (As of March 2023)</p>

# CORPORATE HISTORY



## August, 1943

Dentsu Eigasha Inc. is established.

## August, 1950

Dentsu Printing Works, Inc. is established.

## April, 1952

Osaka Dentsu Printing Works, Inc. is established.

## October, 1956

Dentsu Typesetting Works, Inc. is established.

## July, 1987

International Convention Inc.  
(now Dentsu Event Operations Inc.) is established.

## June, 1992

The International Convention Inc.  
becomes a wholly owned subsidiary of Dentsu Prox Inc. (formerly Dentsu Eigasha Inc.)

## April, 1996

Dentsu Actis [Tokyo] (formerly Dentsu Printing Works, Inc.), Dentsu Prox (formerly Dentsu Eigasha Inc.),  
Dentsu Co-tech (formerly Dentsu Typesetting Works, Inc.) and Dentsu Actis [Osaka] (formerly Osaka Dentsu Printing Works, Inc.)  
merge to become Dentsu Tec Inc.

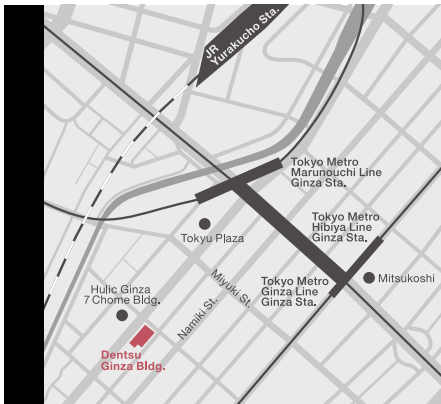
## January 4, 2017

Business is restructured to accelerate growth strategies in the promotion area,  
resulting in merging of the Event & Space Design Department of Dentsu Inc.  
and the Event & Space-related departments of Dentsu Tec Inc.  
Dentsu Tec Inc. is reorganized and renamed Dentsu Live Inc.



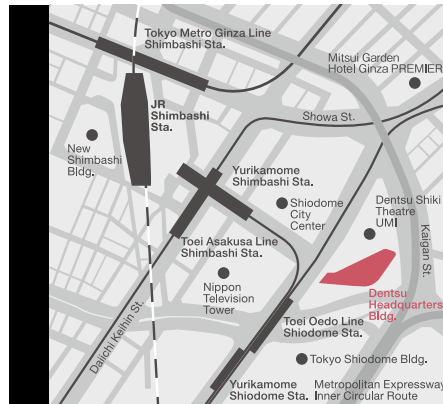
# OFFICE

## Headquarters



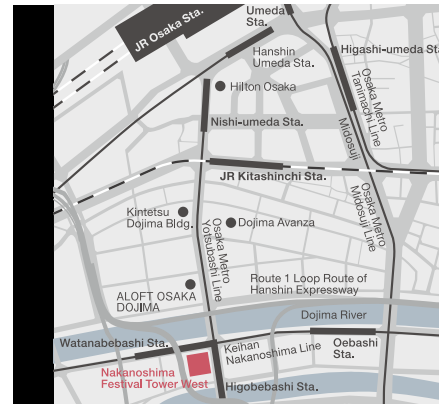
〒104-0061  
Dentsu Ginza Building, 7-4-17  
Ginza, Chuo-ku, Tokyo, Japan

## Shiodome office



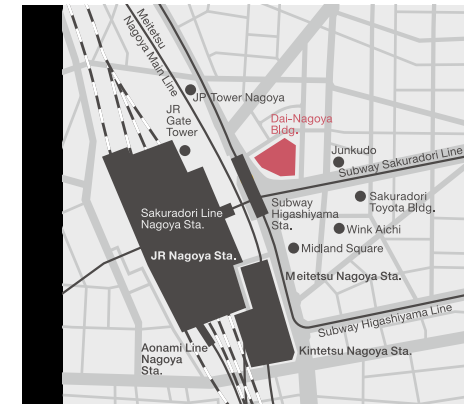
〒105-7001  
1-8-1 Higashi-shimbashi, Minato-ku,  
Tokyo, Japan  
(Within the Dentsu Headquarters Building)

## Kansai branch

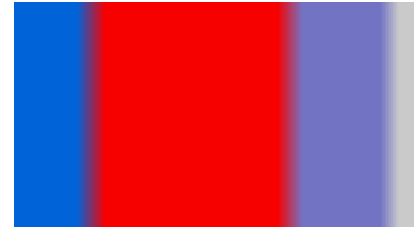


〒530-8228  
Nakanoshima Festival Tower West, 3-2-4  
Nakanoshima, Kita-ku, Osaka City, Osaka,  
Japan

## Nagoya branch



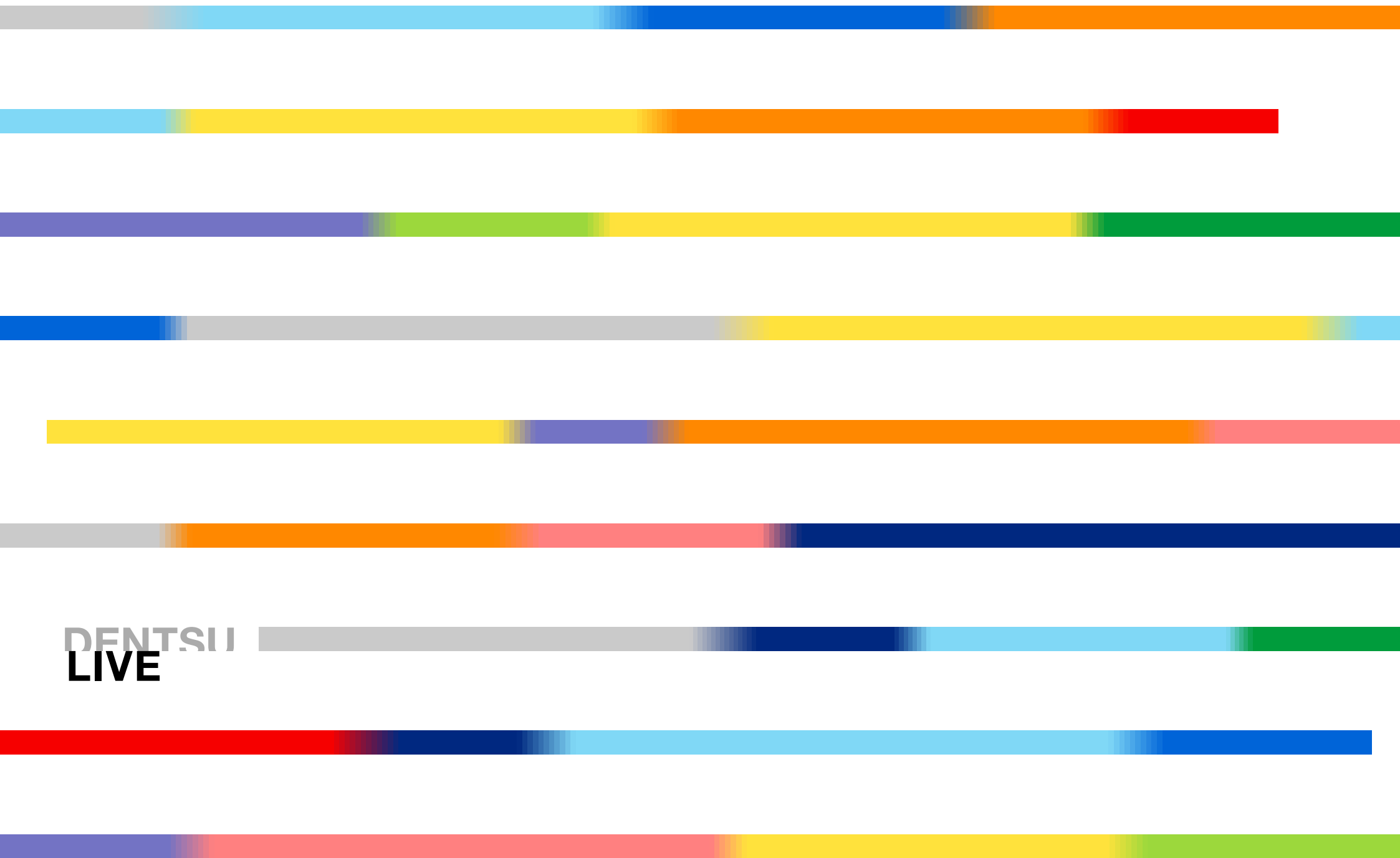
〒450-6429  
29th Floor, Dai Nagoya Bldg., 3-28-12  
Meieki, Nakamura-ku, Nagoya City, Aichi,  
Japan



Contact

**[kouhou@dentsulive.co.jp](mailto:kouhou@dentsulive.co.jp)**





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