

April 26, 2024

**Dentsu Japan Strengthens Its Ability to Provide Solutions in the
DX Domain through Corporate Acquisition
— DENTSU SOKEN makes Mitsue-Links, One of Japan’s Leading UI and UX
Design Companies, a Wholly Owned Subsidiary —**

Dentsu Japan (Brand: dentsu Japan; Location: Tokyo; Representative: CEO Takeshi Sano; hereinafter referred to as “dentsu Japan”), which oversees and supports the dentsu’s business in Japan, announced today that DENTSU SOKEN INC. (Head Office: Tokyo; President & CEO: Hirohisa Iwamoto; hereinafter referred to as “DENTSU SOKEN”), one of its core companies, has acquired the shares of Mitsue-Links Co., Ltd. (Head Office: Tokyo; Representative Chairman: Masashi Takahashi; hereinafter referred to as “Mitsue-Links”) as of April 26, 2024. Mitsue-Links is one of Japan’s leading user interface (UI) and user experience (UX) design companies and through this acquisition, it has become a wholly owned subsidiary*¹ of DENTSU SOKEN.

Dentsu Japan identifies essential matters from among increasingly complex and sophisticated corporate issues, and is focusing on the four business domains of AX, BX, CX and DX*² in order to provide client companies with its unique solutions, Integrated Growth Solutions. Within these business domains, the DX domain contributes to the business growth of client companies by promoting the transformation of the marketing infrastructure necessary for the evolution of business, customer experience, and advertisement.

With the business concept of implementing social innovations through the combination of system integration, consulting, and think tank capabilities, DENTSU SOKEN has been maintaining a high growth rate as a company that drives dentsu Japan’s DX domain. Through this acquisition, DENTSU SOKEN will be able to combine its strengths in technology implementation with Mitsue-Links’ UI and UX design knowledge and knowhow, and will be capable of providing solutions that can further contribute to enhancing customer satisfaction as well as improving the productivity and strengthening the competitiveness of client companies.

As an Integrated Growth Partner, dentsu Japan will continue to contribute to the sustainable growth of client companies and society.

*1: For more information on DENTSU SOKEN’s acquisition of Mitsue-Links, please see the link below.
<https://www.dentsusoken.com/news/release/2024/0426.html> (Japanese Only)

*2: For more information on dentsu Japan’s four business domains, please see the link below.
https://www.japan.dentsu.com/en/process_bx.html

About dentsu Japan

One of four global regions, dentsu Japan represents the Japanese business brand and oversees and supports business within Japan including Dentsu Inc., the world's largest single brand agency. The approximately 23,000 professionals supporting the brand, integrate solutions that maximize value provision including AX (sophisticated advertising communications), BX (overall business transformation), CX (customer experience transformation), and DX (marketing infrastructure transformation). As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

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Contact:

Media Inquiries:

Corporate Communications Office, dentsu Japan

Email: japan-cc@dentsu-group.com