

Dentsu Isobar and Sutrix Solutions announce consulting and development partnership to deliver Adobe's digital marketing solution, "Adobe Marketing Cloud"

New business alliance delivers enhanced marketing support structure for companies

TOKYO, April 28, 2016 -- Dentsu Isobar Inc. (Hidetoshi Tokumaru, President & CEO, with headquarters in Tokyo, Japan, hereinafter "Dentsu Isobar") and Sutrix Solutions (David Pugliesi, General Director, with headquarters in Vietnam, hereinafter "Sutrix") announced today that they have reached an agreement regarding a consulting and development partnership centering on Adobe's digital marketing solution, "Adobe Marketing Cloud", including its content management platform "Adobe Experience Manager" and cross channel campaign management solution "Adobe Campaign".

Combining Dentsu Isobar's digital solution capabilities with Sutrix's technical capabilities, the two companies will enhance the support structure for marketing activities of corporations, providing consulting, development and maintenance services relating to the implementation and use of Adobe Marketing Cloud.

■ Background behind collaboration

In response to companies placing more and more importance on digital in their marketing activities and developing more complex needs, Dentsu Isobar uses a range of Adobe Marketing Cloud services from analytics to content and marketing management.

Meanwhile, Sutrix employs more than 300 talented engineers and has provided US, European and APAC markets with Adobe Experience Manager, high quality system and application development.

Through this partnership, which combines Dentsu Isobar's digital marketing expertise, specifically relating to Adobe Marketing Cloud solutions and Sutrix's high technical capabilities, we promise to deliver business solutions to clients utilizing Adobe Marketing Cloud which will include:

- ① Consulting, development and maintenance, as well as joint R&D related to Adobe Experience Manager
- ② Consulting, development and maintenance, as well as joint R&D related to Adobe Campaign

Combining the strength of both companies, Dentsu Isobar and Sutrix promise to continue creating new values and services in the digital solution field.

■ Comment from Adobe regarding the business partnership.

Eugene Saburi, President of Adobe Japan

” Congratulations for the business partnership of Dentsu Isobar and Sutrix Solutions. With Dentsu Isobar's strong track record in implementing Adobe Marketing Cloud solutions and Sutrix Solutions' vast experience in development and operation, we are certain that more Japanese companies will be able to implement comprehensive marketing solution for the best digital customer experiences.”

【Profile of Dentsu Isobar】

- Company Name : Dentsu Isobar Inc.
- Headquarters : 1-13-1, Tsukiji, Chuo-ku, Tokyo
- Date of establishment : January 1, 2016

(Digital Palette, Dentsu Isobar's predecessor was established in April 2001)

- Capital : 400 million JPY
- Number of employees : 332
- Line of business : Provision of digital solutions and services
- Representative : Hidetoshi Tokumaru, President & CEO

【Profile of Sutrix Solutions 】

- Company Name : Sutrix Solutions
- Headquarters : 7/F South Seas Centre, Tower 2 75 Mody Road, Tsim Sha Tsui, Hong Kong

(Development center is located in 15th Floor, Blue Sky Tower, 1 Bach Dang Street, Ward 2, Tan Binh District, Ho Chi Minh City, Vietnam)

- Date of establishment : March 31, 2016

(Sutrix Media, Sutrix Solutions' predecessor was established in May 2001)

- Capital : 220,000 USD
- Number of employees : 320
- Line of business : Web & mobile development, post-launch support & maintenance
- Representative : David Pugliesi, General Director

All product and service names are registered trademarks or trademarks of their respective companies.

For further information, please contact:

Dentsu Isobar Inc.

Corporate Management Division

contact@dentsuisobar.com