C/2026/5093

30.9.2026

Prior notification of a concentration

(Case M.12635 – ITOCHU / DENTSU / DENTSU SOKEN)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/5093)

1. On 23 September 2026, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— ITOCHU Corporation ('ITOCHU', Japan),

— Dentsu Group Inc. ('Dentsu Group', Japan),

— Dentsu Soken Inc. ('Dentsu Soken', Japan), currently ultimately solely controlled by Dentsu Group.

ITOCHU and Dentsu Group will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of the whole of Dentsu Soken.

The concentration is accomplished by way of public bid announced on 31 August 2026.

2. The business activities of the undertakings concerned are the following:

— ITOCHU is a trading and investment company which operates in the textile, machinery, metals and minerals, energy and chemicals, food, housing and real estate, information and communications technology and services sectors.

— Dentsu Group specialises in advertising and communications globally.

3. The business activities of Dentsu Soken are the following: the supply of IT services and consulting, including systems integration, IT consulting, software development, business process outsourcing and digital transformation solutions, primarily in Japan.

4. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

Pursuant to the Commission Notice on a simplified treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([2]), it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

5. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.12635 – ITOCHU / DENTSU / DENTSU SOKEN

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

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