

MEDIA RELEASE
Tuesday 24th May, 2016

**Dentsu Aegis Network announces exclusive industry partnership
with York Butter Factory**

Dentsu Aegis Network today announces the formation of a partnership with Melbourne-based, startup community and innovation hub, York Butter Factory (YBF), giving its staff and clients access to a new stream of innovation, creativity and industry connections.

Established in 2011 inside an 1850s heritage-listed space, YBF is the destination point and growth platform for Australia's most innovative technology startups, corporates and early-stage investors with bold local and global ambitions. Alongside the 50+ startups YBF currently hosts in the space, they have an extended network of alumni companies who have raised millions of dollars and have exited to top-tier international companies such as, Apple, Delivery Hero and BigColors.

Dentsu Aegis Network's partnership will provide its staff and clients with access to YBF's innovation hub and connect them to the creativity and innovation that exists within this space. In partnering with the YBF, they join an impressive collection of Australian and international organisations who are supporting the YBF community, including; Qantas, Coles, ANZ Bank, EY, IBM and Salesforce.

Simon Ryan, CEO of the Dentsu Aegis Network ANZ said, "We are really excited to launch our partnership with the York Butter Factory; it is a true cornerstone of our commitment to innovation. I look forward to working closely with the YBF to bridge the gap between our established network of companies, and their exciting startup community; there will be countless benefits to be gained for both our staff and clients."

Konrad Spilva, CEO of Isobar and Head of Innovation at Dentsu Aegis Network said, "DAN and YBF are both advocates of the power of innovation, with both organisations built on creativity, collaboration and entrepreneurial spirit. We have had an association with YBF for some years now through Isobar, and are pleased to formalise this and extend it throughout the DAN group."

"It's our vision to connect our people and clients with the wealth of knowledge, hunger for innovation and disruptive technology that exists within the YBF community."

Speaking of the partnership, Stuart Richardson, Founder and Managing Partner of Adventure Capital said, "The YBF and DAN partnership seeks to connect the YBF ecosystem, full of diverse entrepreneurial talent with some of DAN's best and brightest thinkers. YBF and DAN will jointly participate, facilitate and generate great outcomes for DAN's people and YBF's community through this partnership."

-ends-

For further information contact:

Sarah Herrod | Group Communications Manager | Dentsu Aegis Network ANZ
sarah.herrod@dentsuaegis.com | +61 425 768 930

Shelley Laslett | General Manager Innovation | York Butter Factory
shelley@yorkbutterfactory.com | +61 416 988 506

About Dentsu Aegis Network

As part of Dentsu Inc., Dentsu Aegis Network is the first truly global communications network for the digital age and is dedicated to Innovating the Way Brands are Built. Dentsu Aegis Network aims to be the global network of choice for clients seeking best-in-class expertise and capabilities in brand, media and digital communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network ANZ is headquartered in Melbourne with offices in Sydney, Brisbane, Canberra, Perth, Adelaide and Auckland. Globally, Dentsu Aegis Network operates in 123 countries worldwide with over 27,000 dedicated specialists.

www.dentsuaegisnetwork.com.au

About York Butter Factory

Established in 2011 inside a 1850s heritage-listed space, York Butter Factory (YBF) is the destination point and growth platform for Australia's most innovative technology startups, corporates and early-stage investors with bold local and global ambitions. Named after the original 1855 building, YBF is situated on King Street at the base of the Rialto. YBF is a curated startup incubation lab and open innovation platform for Melbourne's high-potential early-stage technology entrepreneurs and progressive corporate organisations.. YBF curates B2B startups in the areas; FinTech, HealthTech, Internet of Things (IoT), Big Data and Analytics, Cloud and SaaS, Gamification and Marketplaces, CyberSecurity and AdTech.

<http://yorkbutterfactory.com/>