

DENTSU BUYING 40% STAKE IN SUNTREND ADVERTISING CO



Japan's **Dentsu Inc.** is buying a 40% stake in **Suntrend Advertising Co.**, a Chinese firm that lists multinational corporations like Nike and and PepsiCo among its clients. The purchase will make Dentsu the largest stake holder in the Chinese firm, and according to the Nikkei Business Daily, Dentsu may eventually boost its ownership up to 50%. The purchase will cost approximately 5 billion Yen, or \$54.32 million.

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