

January 16, 2025

Dentsu to Participate in the World Economic Forum's Annual Meeting – Contributes an article on sustainability initiatives –

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & Global CEO: Hiroshi Igarashi; Head Office: Minato-ku, Tokyo; the Company and its Group companies are hereinafter collectively referred to as “dentsu”) announced it will participate in the World Economic Forum's Annual Meeting to be held in Davos, Switzerland, from January 20 to 24, 2025. The Annual Meeting is attended by governments, major international organizations, and the Forum's roughly 1,000 partner companies. This year's theme is “Collaboration in the Intelligent Age.” Takeshi Sano, CEO, dentsu Japan & Deputy Global Chief Operating Officer, dentsu, and Yuko Kitakaze, Global Chief Sustainability Officer, dentsu, are scheduled to attend the meeting.

Since 2015, dentsu has been promoting various initiatives based on its partnership with the World Economic Forum. Dentsu is a member of the Alliance of CEO Climate Leaders, one of the Forum's communities striving to achieve a net-zero society. In addition, as a founding member of the Partnering for Racial Justice in Business initiative launched in 2021, dentsu is working to create a fair and just work environment through individual and organizational empowerment. In 2023, Yuko Kitakaze was a panelist at the “ESG & Disability Data: A Call for Inclusive Reporting” press conference held at the Annual Meeting, where she spoke about dentsu's belief in the unlimited potential of people and the employment of people with disabilities.

As a B2B2S (Business to Business to Society) company, we will continue to work with our clients to solve social issues by utilizing knowledge on the themes to be discussed at this year's Annual Meeting to conduct dialogues with other companies and seek advice from experts. In addition, we will further promote dentsu's 2030 Sustainability Strategy.

Yuko Kitakaze's contribution to the Forum Blog: *Japan's marketing industry is starting to decarbonize. Here is how*

Yuko Kitakaze, Global Chief Sustainability Officer, contributed an article to the Forum's Blog on the “Decarbonization of Marketing Initiative” promoted by dentsu.

<https://www.weforum.org/stories/2025/01/marketing-industry-is-starting-to-decarbonize-dentsu/>

<Reference>

About the World Economic Forum:

<https://www.weforum.org/about/world-economic-forum/>

"Sustainability" on the Dentsu Group Inc. corporate website:

<https://www.group.dentsu.com/en/sustainability/>

Alliance of CEO Climate Leaders:

<https://initiatives.weforum.org/alliance-of-ceo-climate-leaders/members>

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