

January 16, 2026

## **Dentsu to Participate in the World Economic Forum's Annual Meeting**

### **– Contributes an article on AI and creativity –**

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 19 to 23, 2026. This year's theme is "A Spirit of Dialogue." Giulio Malegori, Executive Officer, Executive Vice President, Global Chief Operating Officer, dentsu & Chairman, dentsu Americas, as well as Takeshi Sano, Executive Officer, CEO, dentsu Japan & Deputy Global Chief Operating Officer, are scheduled to attend the meeting.

Dentsu will leverage the insights discussed at this year's Annual Meeting, and through networking with other companies and access to experts, we will contribute to solving social issues as a B2B2S (Business to Business to Society) organization by collaborating and co-creating with a diverse range of stakeholders, including businesses, governments, and civil society.

### **Yasuharu Sasaki's contribution to the Forum Stories: *As AI rises, so does the need for more human creativity***

Yasuharu Sasaki, Global Chief Creative Officer, contributed an article to Forum Stories (The World Economic Forum's owned media platform sharing insights and analysis to understand global challenges) about the fact that as AI becomes more widespread and expressions risk becoming more uniform, deeper human creativity is becoming increasingly essential.

<https://www.weforum.org/stories/2026/01/ai-and-need-for-more-human-creativity/>

<Reference>

About the World Economic Forum:

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

Contribution by Yuko Kitakaze, Global Chief Sustainability Officer (Jan 2025):

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

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