

FOR IMMEDIATE RELEASE

May 27, 2020

## **Dentsu Group: Review of Initiatives to address COVID-19**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today the initiatives to address COVID-19 as of today.

### **Group initiatives to respond to COVID-19**

The Dentsu Group's priority throughout the COVID-19 crisis is the health, safety and well-being of our people and their families, as well as that of our clients, their customers, and our communities. This fundamental principle is shaping our response to COVID-19.

#### **1. Employees and their families**

In order to prevent the spread of COVID-19, measures such as border controls and restrictions on movements have been implemented around the world. The Dentsu Group operates in more than 145 countries and regions, and has responded in accordance with the guidance of central and local governments of each country.

In Japan, we took swift action to prevent the spread of infection, such as shifting to a remote based work system. The International business also implemented remote working, aligning to local Government guidelines.

In addition, the Group is dedicated to protecting the employment of our people and providing support to employees and their families. In a survey of our employees around the world, many responses showed employees highly valued the Group's internal and external initiatives implemented in response to COVID-19. We will continue to focus on creating a safe and healthy working environment for all our people.

#### **2. Clients and Business partners**

We have reacted swiftly in response to our business partners' changing needs, supporting their growth. We have mobilized our research and analysis teams within the Group to deliver consumer insights into the current COVID-19 world and the post-COVID-19 world.

For example, the Dentsu "COVID-19 crisis navigator (consumer research)" has been conducted across our major markets and provides our clients and partners with regular and timely insight into trends, behaviours, changing consumer demands and the implications for brands.

### 3. Local communities

We are also conducting activities that contribute to the local community, such as support for medical staff, businesses, and residents. We have also enabled our clients to support their own communities, working with one client to deliver free food to medical workers in a highly impacted Asian market or partnering with a pharmaceutical client to promote free, online medical consultation services during the crisis in China.

Based on the policies and action plans of the governments of each country, we will continue our efforts to keep our people safe, whilst also contributing to the revitalization of society and the wider economy.

### **Role of the Dentsu Group**

The role of the Dentsu Group is to innovate by fusing the diverse cultures and skills of the Group with the knowledge and skills of networked people outside the Group. This, in turn allows us to contribute to the success of the business of our partners and to the revitalization of society and the economy. Now that we are in the COVID-19 era, we strongly recognize that our role as a Group is to contribute to the creation of a sustainable society as both a corporate citizen and a partner to our 11,000 clients around the world.

In this state of emergency, to ensure the safety and health of our employees, their families, our business partners and local communities is our top priority. Above all, in our business model, where our employees are our greatest asset, we believe that protecting the employment of our people is our social mission and protecting our people's safety and health is the foundation for fulfilling our purpose. Dentsu Group has established an environment so that the 66,000 Dentsu professionals who work around the world can fulfill their roles without anxiety. All management and employees across Dentsu Group companies will continue to work together to overcome this difficult situation.

#### Note:

Please refer to news releases both dated May 27, 2020 "Dentsu Group Inc. Q1 FY2020 Consolidated Financial Results" and "Notice regarding the Forecast of Consolidated Financial Results for the Fiscal Year Ending December 31, 2020" for the details of Q1 earnings results and FY2020 financial forecast, respectively.

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### **About the Dentsu Group**

Led by Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), a pure holding company established on January 1, 2020, the Dentsu Group encompasses two operational networks: Dentsu Japan

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Network, which oversees Dentsu’s agency operations in Japan, and Dentsu Aegis Network, its international business headquarters in London, which oversees Dentsu’s agency operations outside of Japan.

With a strong presence in over 145 countries and regions across five continents and with more than 66,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its ten global brands—Carat, Dentsu, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG, Posterscope and Vizeum—as well as through Dentsu Japan Network companies, including Dentsu Inc., the world’s largest single brand agency with a history of innovation. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

Dentsu Group Inc. website URL: <https://www.group.dentsu.com/en/>

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