

FOR IMMEDIATE RELEASE

May 27, 2021

Dentsu joins the World Business Council for Sustainable Development (WBCSD)

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced the company and its group companies (hereinafter referred to as "dentsu") has joined nearly 200 forward-thinking companies as the newest member of the World Business Council for Sustainable Development (WBCSD).



Founded in 1901 and headquartered in Tokyo, dentsu encompasses a network of leading agencies across geographies. Dentsu operates in over 145 countries and regions with more than 64,000 people around the globe committed to creating sustainable value and lasting good for everyone.

In February 2021 Dentsu Group committed to procure 100% renewable electricity and reduce absolute emissions by 46% by 2030. Its international operations are already powered by 100% renewable electricity. In addition, in recognition of its ability to influence and change human and societal behavior change, dentsu is committed to helping 1 billion people make more sustainable choices in collaboration with its clients and partners.

Dentsu's 2030 sustainability strategy sets out the areas in which dentsu can make the biggest difference:

- Decarbonizing the digital economy by achieving Net Zero emissions by 2030 and helping 1 billion people to make more sustainable choices;
- Helping to build a fair and open society by creating a diverse and inclusive workforce and society, and by promoting equality and challenging perceptions through their work;
- Realizing the positive potential of digital by closing the digital divide through empowering the next generation with the skills they need to thrive.

In addition, dentsu has launched dentsu Sustainable Business Solutions (dSBS), a commercial strategy at the core of the Group's business strategy, as laid out in the Dentsu Group Medium-Term Management Plan announced in February 2021.

dSBS will support business growth while integrating sustainability across campaigns. Dentsu's strength in integrated communication is based on a deep understanding of consumers and society, creativity, and an ecosystem of co-creation with clients and partners. The Group will incorporate this dSBS perspective into all of its businesses both within and outside of Japan.

The Group has already made many achievements based on the concept of dSBS. Dentsu now plans to expand this at scale and achieve the goals of the medium-term management plan by 2024.

Dentsu's strategy and understanding of sustainability challenges are well aligned with WBCSD's new membership criteria and Vision 2050: Time to Transform which sets a shared vision of a world in which more than nine billion people are able to live well, within planetary boundaries, by 2050. To achieve this vision, the world needs transformation at scale, and business needs to focus its actions on the areas through which it can best lead the systems transformations.

As dentsu joins WBCSD, the company will leverage its expertise and network in the Japanese market to advise and help position Vision 2050 and the work of WBCSD in Japan among the wider business community.

On joining WBCSD, Wendy Clark, Director and Executive Officer Dentsu Group Inc., Global CEO, Dentsu International and Council Member of WBCSD said: "The case for sustainability has never been greater and dentsu is committed to a focused agenda of Growth FROM Good. As a global leader in media and advertising we have a unique opportunity and responsibility to help guide our clients through this transition and in parallel use our insight into human behavior to inspire people all over the world to a better and more sustainable way of living."

By joining WBCSD we bring this purpose and capability to a network of like-minded global companies, committed to accelerating the transition to a more sustainable, restorative and inclusive economy."

"We're delighted to be welcoming dentsu to the WBCSD membership. Their leadership, expertise, depth of knowledge and capacity to communicate to a broad range of audiences and stakeholders is second to none. We need world-class leaders like dentsu to help inform global conversations and communicate the urgency and breadth of transformations that are required for more than nine billion people to live well, within planetary boundaries, by mid-century – as laid out in Vision 2050", said WBCSD President and CEO Peter Bakker.

The Japanese business community is strongly represented with 20 member companies among WBCSD's membership and plays a leading role in advancing the Council's work globally.

About WBCSD

WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world. We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050.

WBCSD website: www.wbcd.org

About dentsu

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 network, which oversees Dentsu's agency operations in Japan, and dentsu international, 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 64,000 dedicated professionals, the Dentsu Group provides a comprehensive range of client-centric integrated communications, media and digital services through its eight leadership brands—Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle, MKTG and Posterscope—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: <https://www.group.dentsu.com/en/>

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