

FOR IMMEDIATE RELEASE  
June 24, 2021

## **Dentsu Group to Merge Dentsu Public Relations and K&D Consulting in Japan to Strengthen Its Risk Consulting Capabilities**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Toshihiro Yamamoto; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that a decision has been made to merge two companies that are under the umbrella of Dentsu Japan Network (President & CEO: Hiroshi Igarashi)\*<sup>1</sup>, which oversees and manages the Dentsu Group's business in Japan. The two companies that will be merged on September 1, 2021 are Dentsu Public Relations Inc. (President & CEO: Masahiro Makiguchi, Head Office: Tokyo; hereinafter referred to as "Dentsu PR") and risk consulting specialists K&D Consulting Inc. (Representative Director: Shigeru Ishida; Head Office: Tokyo; hereinafter referred to as "K&D Consulting"). It will be an absorption-type merger in which Dentsu PR will be the surviving company and K&D Consulting the absorbed company.

The purpose of this merger is to further strengthen the Dentsu Group's expertise in the risk consulting field and enhance the value provided to companies and organizations.

In recent years, client needs for risk management consulting have increased significantly. Behind this trend is the diversification of management risks, such as the rising number of digital transformation-related cyber threats, infectious diseases, and human rights and environmental issues; a push to review management practices in light of recent revisions to Japan's Corporate Governance Code; and the popularization of ESG management. According to a joint survey\*<sup>2</sup> conducted by Dentsu PR's in-house thinktank the Corporate Communication Strategic Studies Institute and the University of Tokyo, an increasing number of companies are working to strengthen their risk management initiatives.

\*1 Dentsu Japan Network (DJN) is an in-house company within Dentsu Group Inc. It also refers to the network itself which consists of approximately 130 Dentsu Group companies in Japan.  
<https://www.japan.dentsu.com/en/>

\*2 The second survey on corporate risk management  
<https://www.dentsu-pr.co.jp/csi/csi-outline/20191213.html> (Japanese only)

## Outline of the Merging Companies:

Company name	<u>Surviving company:</u> Dentsu Public Relations Inc. (Dentsu PR)	<u>Absorbed company:</u> K&D Consulting Incorporated
Head office	Shiodome City Center, 35th Floor 1-5-2, Higashi Shimbashi, Minato-ku, Tokyo, 105-7135	Tsukiji Chuo Building, 6th Floor 2-11-10, Tsukiji, Chuo-ku, Tokyo, 104-0045
Representative	Masahiro Makiguchi, President & CEO	Shigeru Ishida, President
Established	September 20, 1961	April 1, 2014
Capital	40 million yen	50 million yen
Sales	8,727.57 million yen (FY2020)	-
Shareholder	Dentsu Group Inc. 100%	Dentsu Group Inc. 100%
Number of employees	356 employees (as of April 2021)	4 employees (as of April 2021)
URL	<a href="https://dentsu-pr.com/">https://dentsu-pr.com/</a>	<a href="https://www.kdconsulting.jp/">https://www.kdconsulting.jp/</a> (Japanese only)

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