

May 20, 2024

Dentsu Updates 2030 Sustainability Strategy – **Generating ideas for the future to solve challenges facing society** –

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 today the update of its 2030 Sustainability Strategy^{*1}, which was launched in 2021 as one of the pillars of the Dentsu Group Medium-term Management Plan for the period from 2021 to 2024. The aim of this update is to further fulfill our responsibility to society and our stakeholders by responding more proactively as One dentsu to the rapid changes in our business environment as well as in the societal awareness and circumstances related to sustainability. With this updated strategy, we will promote the sustainable development of dentsu and society by generating ideas for the future to solve societal challenges.

The newly updated strategy identifies five material issues across the three core themes of “People,” “Planet” and “Innovation,” setting a headline goal as well as related action plans and KPIs^{*2} for each issue. Progress towards the 2030 Sustainability Strategy and the status of initiatives addressing the five material issues will be reviewed and managed by the Group Sustainability Committee^{*3}.

Dentsu exists to create new solutions and new beginnings for the sustainable development of our clients and society. Through connecting the creativity and ingenuity of diverse talent, both within and beyond our organization, we offer an invitation to the never before. With our vision to be at the forefront of people-centered transformations that shape society towards a vibrant society where people enjoy a fulfilling life, we will promote the updated 2030 Sustainability Strategy.

Yuko Kitakaze, Global Chief Sustainability Officer at dentsu, said:

“For dentsu to truly contribute to the growth of our clients and society into the future, initiatives towards generating non-financial value are of the utmost importance. Our 2030 Sustainability Strategy is all about generating ideas for the future to solve challenges facing society. It is not simply about being sustainable. It is about unlocking potential opportunities. To accomplish this, we must first picture an ideal future without being bound by current restraints. This allows us to think freely about how we can achieve that future, rather than thinking about it as an extension of the past. By leveraging our “insights into humanity” that we have cultivated since our founding to help shape people’s attitudes and behaviors, we believe we can contribute towards promoting sustainability for society as a whole.

Furthermore, it is important for us to share with our stakeholders the value of not simply focusing on our own short-term profits, but also on medium- to long-term sustainability for society. Together with the stakeholders involved, we aim to discuss the optimal state for the industry towards realizing a low-carbon society.

Collaboration between business, government and civil society is key for generating value for society. Connecting these three groups also happens to be one of dentsu’s greatest strengths. Through connecting others and leveraging the creativity and ingenuity of our diverse global talent, we can lead systemic change towards future possibilities in five high-impact areas:

- Accelerating our own sustainable transformation
- Driving change in our industry
- Engaging in cross-industry partnerships
- Enabling society to make sustainable choices
- Advocating for change in social systems

With a spirit of “creating a shared future together with others”, we will transform society through our corporate activities.”

Positioning of the 2030 Sustainability Strategy

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|-------------------------------------|---|---|---|
| Purpose | an invitation to the never before. Through connecting diverse talents within and beyond our organization, we exist to create new solutions and new beginnings for the sustainable development of our clients and society. | | |
| Vision | To be at the forefront of people-centered transformations that shape society | | |
| Society that dentsu aims to achieve | A vibrant society where people enjoy a fulfilling life | | |
| Management policy | B2B2S Resolving social issues together with clients, and achieving sustainable growth for all | | |
| 2030 Sustainability Strategy | Generating ideas for the future to solve challenges facing society | | |
| Core themes | PEOPLE Unleashing our full potential | PLANET Achieving a sustainable future for all | INNOVATION Creating new ideas and solutions |
| Material issues | 1 Business ethics & compliance / Data security 2 DEI 3 Human capital development | 4 Climate action | 5 Innovation Leadership |

*1 Please visit the 2030 Sustainability Strategy page on the Group website for details.

<https://www.group.dentsu.com/en/philosophy/sustainability-strategy-2030.html>

*2 The five material issues are “Business ethics & Compliance and Data security”, “DEI”, “Human capital development”, “Climate action”, and “Innovation Leadership”. Please visit the 2030 Sustainability Strategy page on the Group website for details of related action plans and KPIs.

<https://www.group.dentsu.com/en/philosophy/sustainability-strategy-2030.html>

- *3 With dentsu's transition to a global management structure led by the Group Management Team in January 2023, the Group Sustainability Committee was established directly under the Group Management Board. Yuko Kitakaze, Global Chief Sustainability Officer, has chaired the Committee since January 2024. In FY2024, the committee comprises 8 members with diverse expertise and regional backgrounds, and members meet quarterly to monitor and evaluate the progress towards our goals to promote sustainability management from various perspectives.

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