

November 11, 2024

Dentsu Group Inc.'s net-zero climate targets validated by the Science Based Targets initiative (SBTi)

—The Group is committed to reach net-zero greenhouse gas emissions across the value chain by 2040—

Dentsu Group Inc. (Brand: "dentsu"; Headquarters: Tokyo; President & Global CEO: Hiroshi Igarashi) has had its near- and long-term science-based greenhouse gas (GHG) emissions reduction targets validated by the Science Based Targets initiative (SBTi) *¹ as conforming with the SBTi Corporate Net Zero Standard*². These include a deep decarbonization target to reduce absolute GHG emissions by 90% across the value chain by 2040 in line with a trajectory to limit global warming to 1.5°C above pre-industrial levels.



In October 2021, dentsu became the first in its industry to have its net-zero climate targets, covering its international operations (outside of Japan), validated by the SBTi. Following this, with the transition to a One dentsu global management structure from January 2023, dentsu extended its climate commitments to include the entire Group. This year, dentsu set near- and long-term GHG emissions reduction targets for the entire Group, each of which has been validated. Currently, 1,281 companies worldwide, including 56 Japanese companies, have received SBTi validation for their net-zero targets*³.

▪ **Dentsu Group Inc.'s science-based GHG emissions reduction targets**

1. Near-term targets (-2030):

Dentsu commits to reduce absolute Scope 1 & 2 GHG emissions by 46.2% by 2030 from a 2019 baseline. In addition, dentsu commits to reduce absolute Scope 3 GHG emissions from purchased goods and services, business travel, and employee commuting by 46.2% within the same timeframe.

2. Long-term targets (-2040):

Dentsu commits to reduce absolute Scope 1 and 2 GHG emissions by 90% by 2040 from a 2019 baseline. In addition, dentsu commits to reduce absolute Scope 3 GHG emissions by 90% within the same timeframe.

To achieve net zero by 2040, the Group will prioritize emissions reductions activities before neutralizing the remaining emissions (<10%) through credible and verifiable GHG removal projects.

For more information on dentsu's climate action commitments and initiatives, please see the following link:

URL: <https://www.group.dentsu.com/en/sustainability/climate-action/>

Under a B2B2S (Business to Business to Society) management policy, dentsu exists to create new solutions and new beginnings for the sustainable development of our clients and society through connecting diverse talents within and beyond the organization. By being at the forefront of people-centered transformations that shape society, we will realize a vibrant society where people enjoy a fulfilling life.

Yuko Kitakaze, Global Chief Sustainability Officer, dentsu said: "Dentsu has identified 'Climate action' as one the five material issues to work on under our 2030 Sustainability Strategy^{*4}. We are extremely proud to receive validation from the SBTi of our near- and long-term science-based emission reduction targets aiming to limit global warming to 1.5°C. We will continue engaging with our clients, partners, and peers to develop innovative solutions to climate change and all challenges facing society."

*1 The Science Based Targets initiative (SBTi) is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). The SBTi defines and promotes best practice in science-based target setting and independently assesses companies' targets.

URL: <https://sciencebasedtargets.org/>

*2 For more information on the SBTi Corporate Net Zero Standard, please see the following link.

URL: <https://sciencebasedtargets.org/resources/files/Net-Zero-Standard.pdf>

*3 As of the end of August 2024.

*4 For more information on the Group's 2030 Sustainability Strategy, please see the following link.

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

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