Q2 2020 Business Update

Aug 14th, 2020

Toshihiro Yamamoto

DENTSU GROUP INC.

President & CEO

dentsu

Accelerated consumer change leading to faster DX

Corporates are recognizing the need for faster Digital Transformation
Leveraging data and interact digitally with customers, employees and partners



Diverse capabilities going beyond marketing

Transformation & Growth Strategy	dentsu	DENTSU CONSULTING						
Digital Transformation	DENTSU DIGITAL	isobar	MERKLE	GNUS				
Systems Integration	iSiD	isobar	MERKLE					
CRM (Data & Analytics)	DENTSU DIGITAL	isobar	MERKLE					
Marketing Technology	DD Data Artist	CARTA HOLDINGS	iP	MERKLE				
Creative (Brand experience / CX / Commerce)	dentsu	gyro:	isobar	dentsu MCGARRYBOWEN	DENTSU TEC Activate More. Engage More.			
Media / Data driven Media	dentsu	CARTA HOLDINGS	CARAT	iP	vizeum	Posterscope	dentsu x	
Content & Sports Marketing	DENTSU LIVE	MKTG	gleamfutures.	the story lab	dentsu DENTSU SPORTS PARTNERS INC.			

Integrated Growth Solutions

Integrated Growth Solutions

Integrating our diverse capabilities across the Group

Delivering top line growth for our clients, beyond marketing

Beyond Marketing

Organizational design, data technology stack & customer transformation supported by innovation, creativity and rich consumer insights

Business Transformation



- Business Design
- Brand Consulting
- Organizational Design
- Idea-led Business Operation
- Product & Service Design
- Technology Consulting

+

Customer Experience Transformation



- Deep Consumer Insights
- Tech-led Creative & Innovation
- Commerce
- Experience Eco System
- Campaigns
- Content activations

+

Digital & Data Transformation



- Digital Strategy
- Data Management
- Identity Solutions
- Customer Analytics
- Loyalty Programs
- Technology Implementation

Client Growth

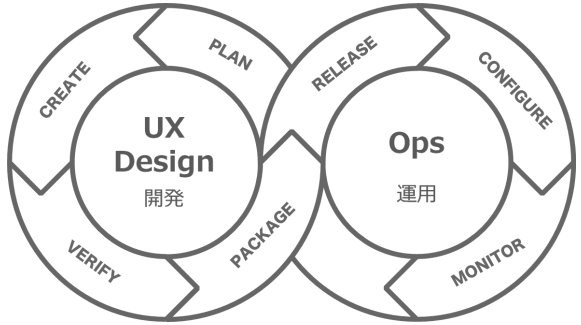
Delivering top line growth for our clients, beyond marketing

Integrated Growth Solutions: Customer-centric DX

Organizational digital transformation by redesigning customer journey and business operations



Business Transformation
Transforming our client into a customer-centric operation. Launching Digital Innovation Office, boosting transformation



CX Transformation

Customer-centric UX redesign, leading to service re-development. Improving operational performance



Digital & Data Transformation
Agile data utilization throughout the organization driving continuous & autonomous improvement by introducing cloud services (SFDC/Google)

Client Growth

Process transformation | Removing silos | Continuous innovation

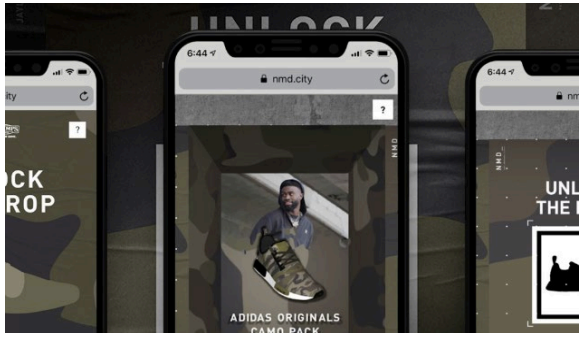
Integrated Growth Solutions: On & Offline Commerce (O2O)

Redesigning the O2O commerce to revitalize the brand value



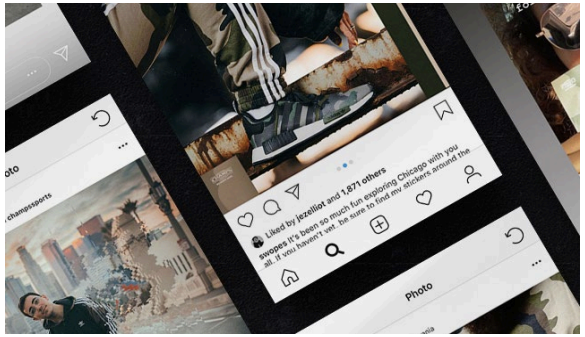
Business Transformation

Connected brand community that appreciates and drives brand value



CX Transformation

Ecommerce only for true fans. Precision targeting with a hyper-targeted base of core fans



Digital & Data Transformation

Utilizing social platforms, enabling the brand to re-establish brand value and re-connect with fans

Client Growth

Driving stronger brand value | Tech-led creative brand experience | Connected consumers

Integrated Growth Solutions: Building a D2C Model

Building a Direct to Consumer model for a Japanese consumer packaged goods company



Business Transformation

Creating a new growth opportunities through a direct to consumer, direct commerce business



CX Transformation

Integrated customer experience of online and offline through creative, personalized products



Digital & Data Transformation

Customer data enhancing membership programs and supporting real time supply chain management

Client Growth

New markets | Repeat customers, driving loyalty | Realtime supply chain management

Accelerating our transformation

Digital Transformation Beyond Marketing

25% of business | High growth area

Business Transformation



+

Customer Experience Transformation



+

Digital & Data Transformation



Accelerated Transformation of Dentsu Group

Comprehensive Review	Focus on Structural Growth	Accelerated Transformation
Comprehensive review of Dentsu Group's operations and capital efficiency, simplifying the business	Structurally lowering operating expenses Enhancing efficiency of the balance sheet Maximising long-term shareholder value	Accelerated transformation plan supporting our focused strategy of Integrated Growth Solutions

dentsu

THANK YOU