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For General Release

Information Services International-Dentsu, Ltd.

ISiD New Year Work Launch Ceremony: Greetings from President Kamai Toward the Implementation of Society 5.0

Information Services International-Dentsu, Ltd. (ISiD; Head office: Minato-ku, Tokyo; President & CEO: Setsuo Kamai) held a ceremony on January 4 to mark the resumption of work at the start of 2018. A summary of the address delivered by President Kamai to ISiD Group employees follows.

According to the Chinese Zodiac, 2018 is the Year of the Dog. It is a year that is believed to represent the cultivation of plants and a return to the soil, and a time one can expect advances and growth as old things are reborn.

Political, economic and social turmoil continue to deepen throughout the world. Anti-globalization, protectionism, and nationalism are spreading. Relationships among both nations and ethnic groups remain unpredictable and likely to ignite confrontation. Against this background, I welcome the global movement toward the 17 Sustainable Development Goals (SDGs) adopted by the United Nations in 2015. In Japan, a cabinet decision established the Society 5.0 societal transformation plan, which aims to refocus society through innovative scientific and technological applications. The movement toward the implementation and realization of the SDGs is underway.

The technological innovations advancing digital transformations such as IoT, big data, and AI are remarkable. Robotic Process Automation (RPA) is spreading rapidly amid social demands for labor environment-related reforms and improved productivity. These technologies, in which ISiD is strategically engaged, are necessary to realize the Society 5.0 program. They will permeate corporate activities and people's lives faster and more deeply than previous innovations.

For the ISiD Group, 2017 was a year in which we felt that growth was consistent with our medium-term management plan. In addition to steady growth in existing businesses, we are achieving results in terms of our offensive strategy, involving investments in advanced ventures such as smart agriculture, autonomous driving, and security. Meanwhile, in terms of our defensive strategy, we must reflect critically on the occurrence of unprofitable projects. Again this year, we will steadily advance our efforts to attain growth. And at the same time, we will also apply defensive strategies, mainly through the Committee to Eradicate Unprofitable Projects established in November 2017. As this is the final year of the current medium-term management plan, we will also begin formulating a new medium-term management plan that is to commence next year.

Japan faces many issues deriving from structural problems, including a shrinking population, a declining birthrate, and an aging society. As an IT company, we are expected to drive the realization of the Society 5.0 program. Taking to heart ISiD's vision—Market Creation, Best Solution through Best Practice, and the Key Asset, Human Resources—we will create solutions that offer value, while working single-mindedly to resolve issues facing corporations and society.

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