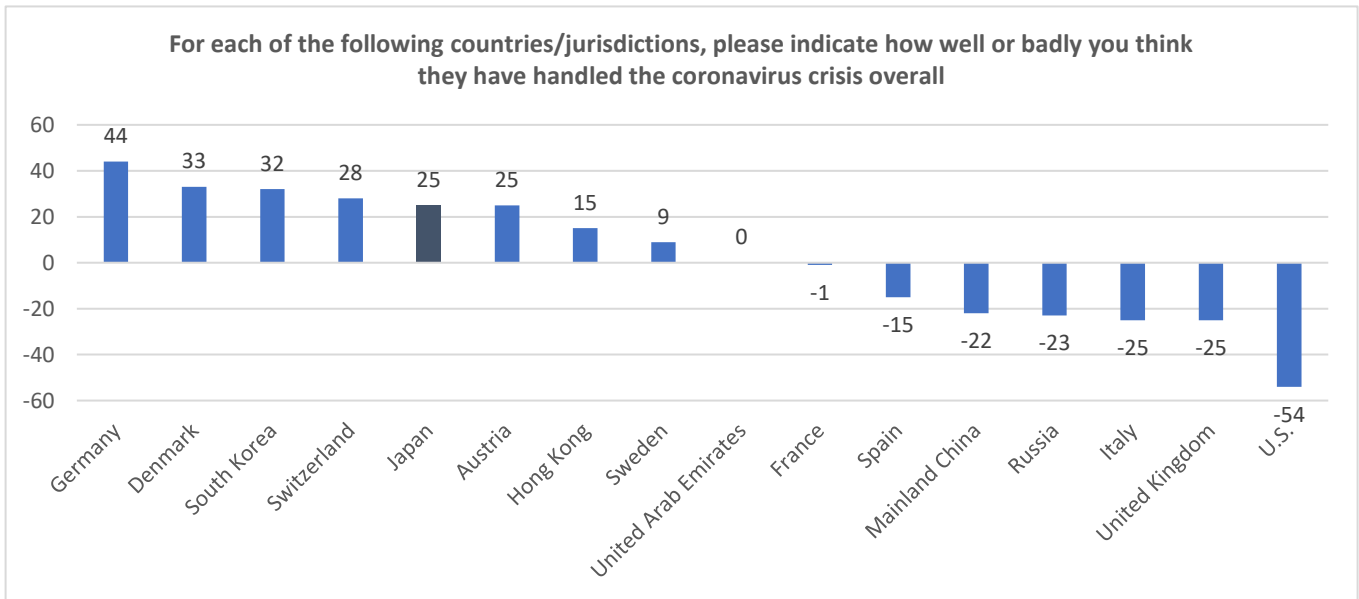


International Survey on COVID-19:

Positive rating of Japan`s handling of the coronavirus crisis by international society contrasts starkly with high dissatisfaction and major economic concerns of Japanese people

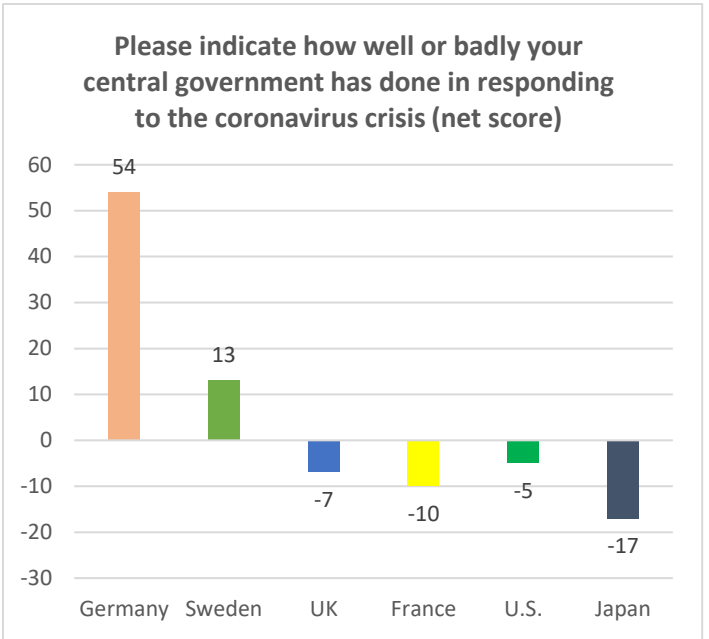
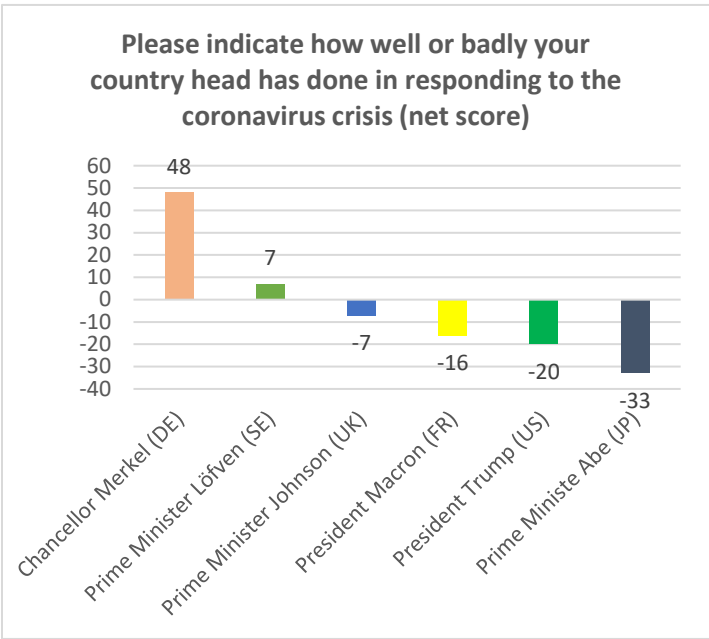
**Prime Minister Abe gets worst rating among six country leaders for crisis handling
View of prolonged impact of crisis puts Tokyo Olympics in 2021 at risk**

Tokyo, 16 June 2020 – The third Kekst CNC COVID-19 international tracking survey has shown that Japan ranked fifth highest (Austria tied with the same rating) among 16 countries and jurisdictions for the effectiveness of its response to the virus with an overall score of +25 as judged by people in all six countries who participated in the survey. Germany received the most positive rating of +44, followed by Denmark (net score of +33), Korea (net score of +32) and Switzerland (net score of +28), while the US fared by far the worst with the most negative rating of -54.

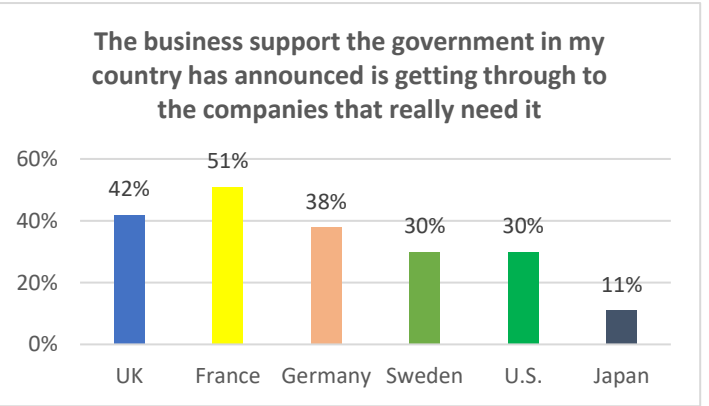
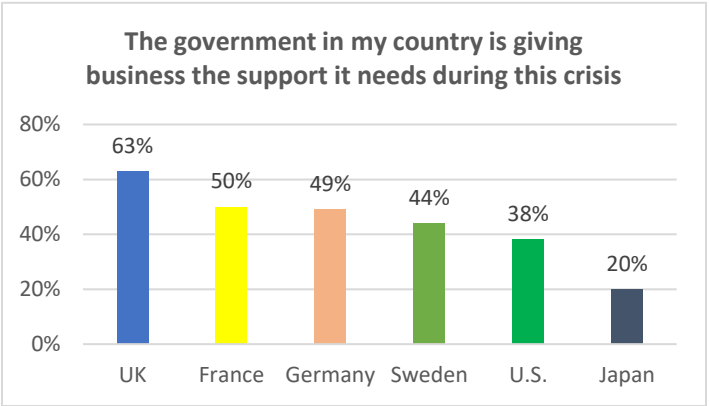


The research, carried out among a representative sample of 1,000 adults each in the US, UK, Germany, France, Sweden and Japan (6,000 adults in total) between 1 and 5 June, also found that this positive international evaluation contrasts strikingly with a very negative view within Japan of how the Japanese government, Prime Minister Abe and the Health, Labor and Welfare Ministry have performed during the coronavirus crisis.

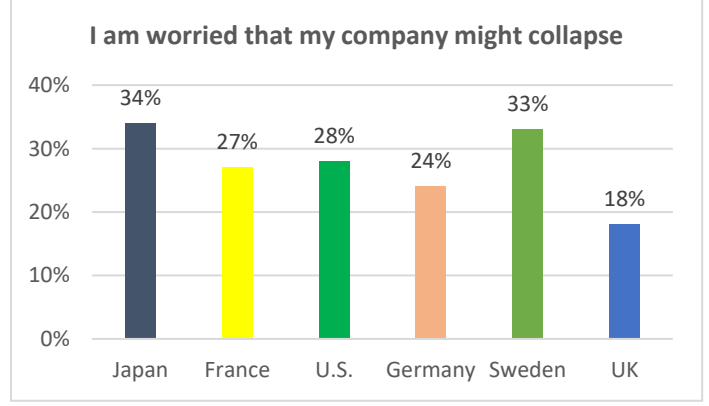
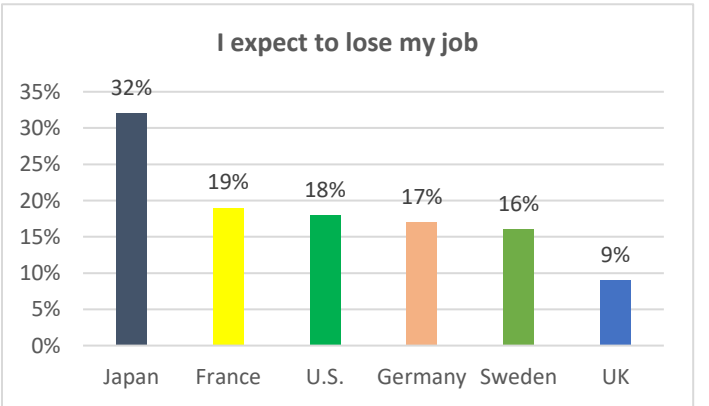
While Prime Minister of Sweden Stefan Löfven and German Chancellor Angela Merkel received net positive ratings for their crisis handling by respondents in their respective countries, UK Prime Minister Boris Johnson fared slightly negative with a net score of -7, and US President Donald Trump was even given a net score of -20. Japanese gave the worst rating to Prime Minister Abe`s performance with a net score of -33.



One possible explanation for this negative rating for Prime Minister Abe and the Japanese government during the crisis is a very critical evaluation of the government’s business support measures. Only 20% of Japanese think the government is giving the business community the support it needs during the crisis (versus 38% - 63% in the other 5 countries), and only 11% feel that this business support is getting through to the companies that really need it (versus 30% - 51% otherwise).



Japanese also show the biggest economic concerns among all six surveyed countries. A record figure of 32% of the respondents are expecting to lose their job, and 34% are worried that their company might collapse, far eclipsing all other countries.

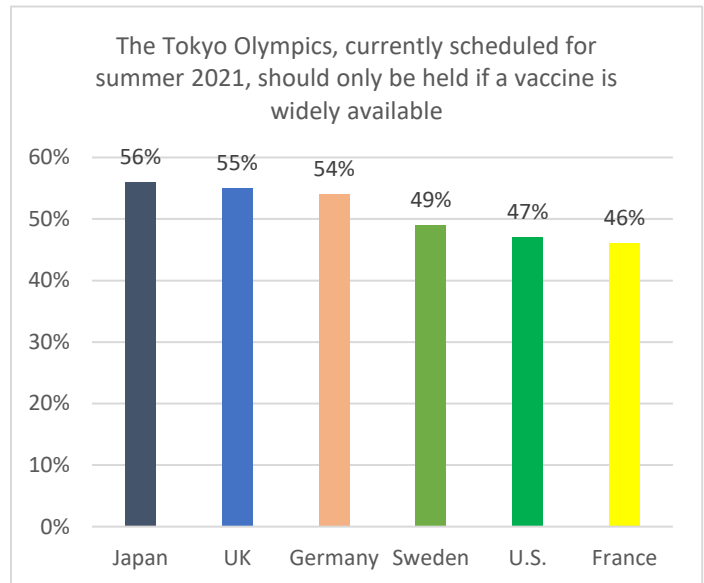


In addition to having the strongest fears about job losses and company collapses by international comparison, Japanese also expect the negative impact of the coronavirus on their life and their household finances to last much longer than their counterparts in other countries. In all six surveyed countries, the number of respondents expecting the effects of the crisis on their life and their household finances to last for at least another year has increased on average by 7.8% and 6.6% respectively compared to the survey one month ago. In Japan, 55% and 62% respectively expect such a prolonged impact period, many more than anywhere else.

Commenting on these findings, Jochen Legewie, Chairman Asia and Managing Director Japan of Kekst CNC, said: *“Dissatisfaction with business support measures and major concerns for their own economic future are obviously the main reason for the astonishingly low rating of Prime Minister and his government’s crisis management so far. This contrasts strikingly with the low number of coronavirus-related deaths by international comparison and a much more positive view of Japan’s handling of the crisis outside of the country.”*

The increasing perception that the effects of the coronavirus will last much longer than previously thought might also affect the planning and eventual decision whether and how to hold the Tokyo Olympic Games currently scheduled for the summer of 2021.

Outside of Japan, on average about half of all respondents think that the Tokyo Olympic Games should only be held if a vaccine is widely available. Within Japan, this percentage even goes up to 56%.



Methodology and full results

- Nationally representative sample of 1,000 adults each in Great Britain, Sweden, Germany, the United States, France and Japan.
- Fieldwork took place on 1-5 June 2020.
- Quotas and weights on gender, age and region in each country.
- Margins of error of +/- 3.3% for all countries.

Full results of the survey available at: <https://www.kekstcnc.com/insights/covid-19-opinion-tracker-edition-3/>

About Kekst CNC

Kekst CNC is a leading global strategic communication consultancy. The team of over 250 experienced professionals serve clients from 13 offices in New York, London, Munich, Berlin, Frankfurt, Paris, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm.

As trusted advisors, the firm contributes its expertise on such high-stake matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. The Tokyo office has been serving its Japanese and international clients since 2004.

For more information, please visit: www.kekstcnc.com

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