

International Survey on COVID-19:

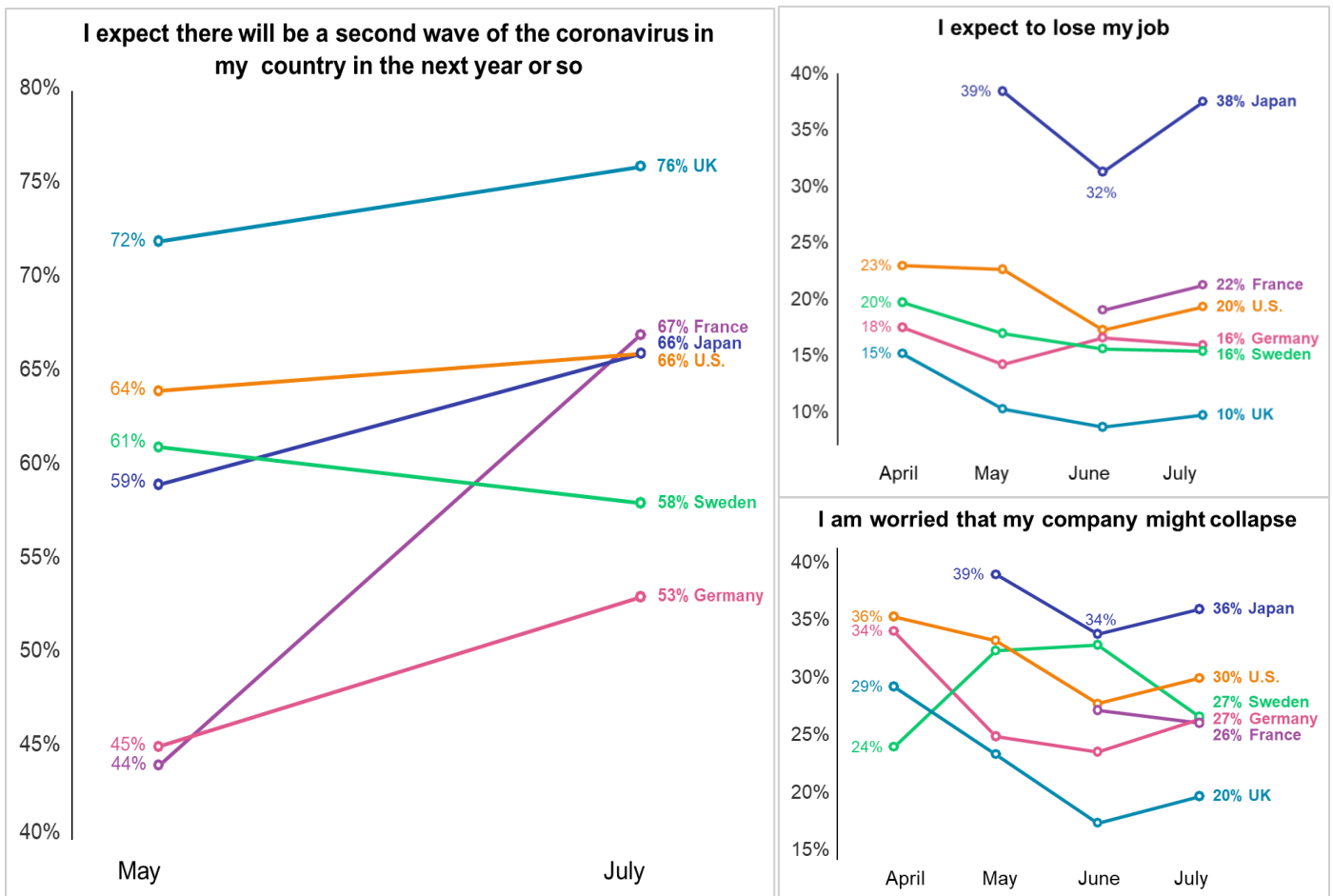
66% of Japanese expect second wave with only people in UK and France being more pessimistic

**People in Japan have deeper economic concerns than anywhere else
Prime Minister Abe gets worst rating among six country leaders for crisis handling
Japanese are least positive about working at their regular workplace**

Tokyo, 30 July 2020 – The 4th Kekst CNC COVID-19 international tracking survey has shown that more and more respondents in all countries except for Sweden are expecting a second wave of coronavirus infections in the near future. Compared to May, the figure for Japan increased from 59% to 66% of all respondents.

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 10 and 15 July, also found out that the second wave anxiety comes at the time when the Japanese people are not only concerned about health but do also worry strongly about their economic future.

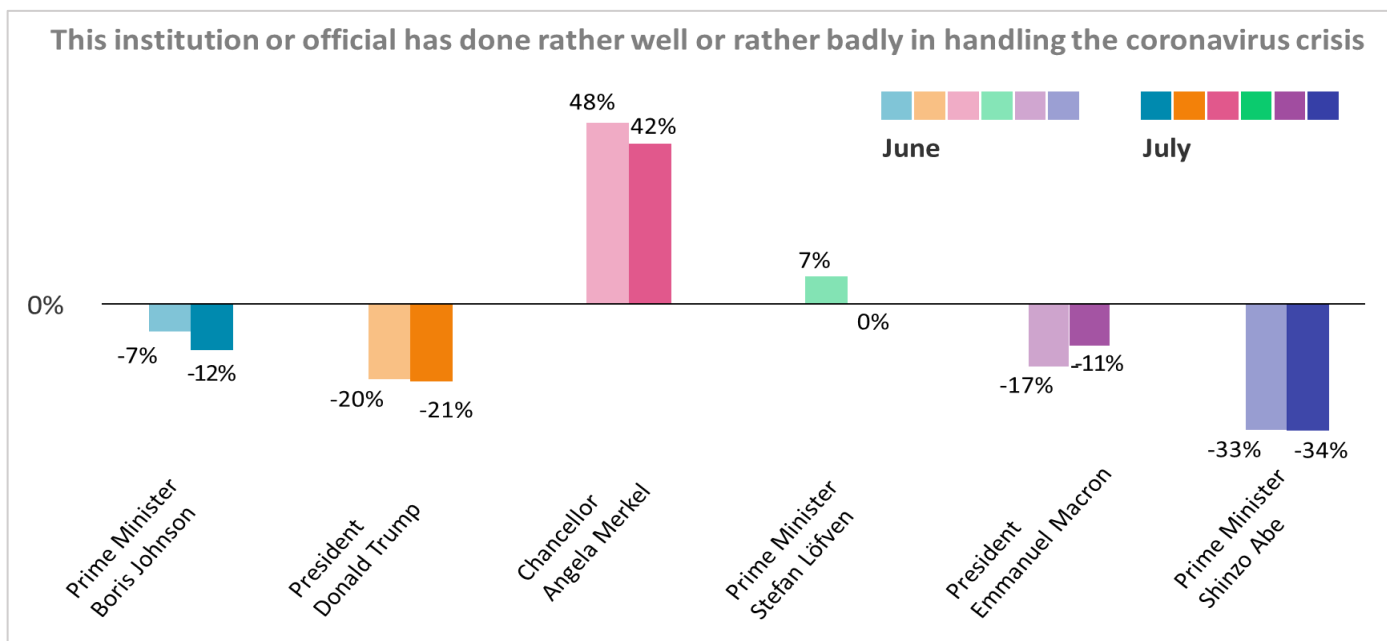
Japanese show the biggest economic concerns among all six surveyed countries. A record figure of 38% of the respondents are expecting to lose their job (up from 32% in June), and 36% are worried that their company might collapse (up from 34% in June), far eclipsing all other countries.



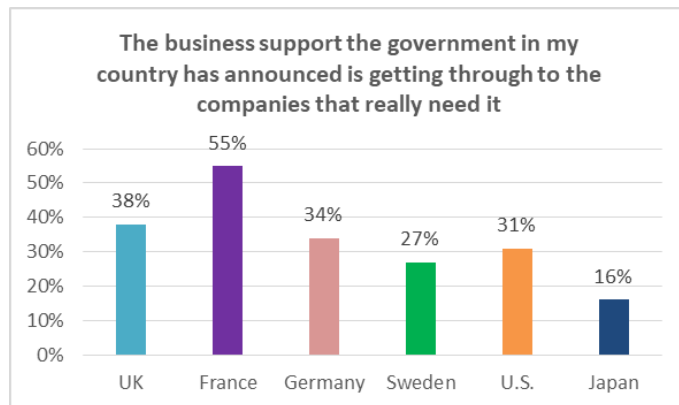
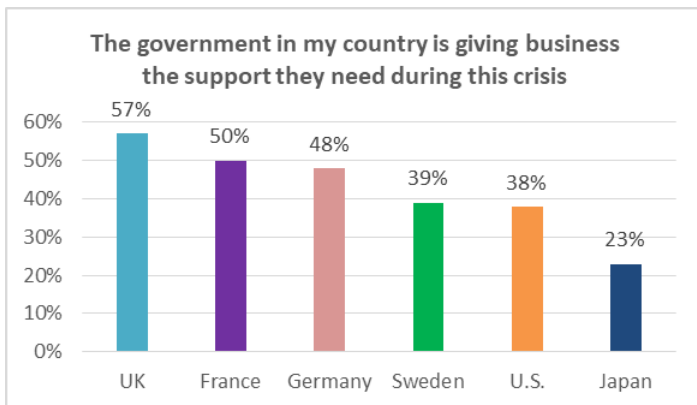
In addition to having the strongest fears about job losses and company collapses by international comparison, Japanese also expect the negative impact to last much longer than their counterparts in other countries. In all six surveyed countries, the number of respondents expecting the negative effects of the crisis to last for at least another year has increased dramatically since May and again since June. In Japan, these are 84% for the impact on businesses (up from 76% in June), 70% for the impact on household

finances (up from 62% in June) and 68% for the impact on their own life (up from 55% in June), much higher percentages than anywhere else.

While German Chancellor Angela Merkel received a strong net positive rating for her crisis handling, Prime Minister of Sweden Stefan Löfven received a neutral rating. French President Emmanuel Macron and UK Prime Minister Boris Johnson both fared slightly negative with net scores of -11 and -12; and US President Donald Trump was even given a net score of -21. Prime Minister Abe's performance during the crisis received the worst rating with a net score of -34 (even one point lower than in June).

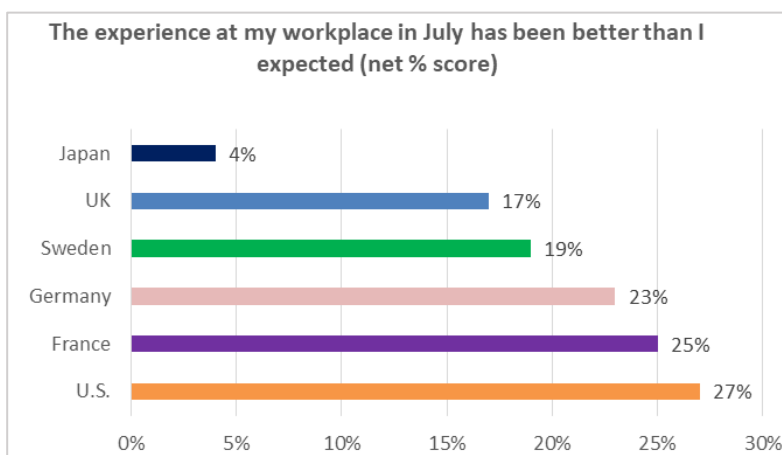


The most likely explanation for the negative ratings for Prime Minister Abe and the Japanese government during the crisis is a very critical evaluation of the government's business support measures. Only 23% of Japanese think the government is giving the business community the support it needs during the crisis (versus 27% to 55% in the other 5 countries), and only 16% feel that this business support is getting through to the companies that really need it (versus 38% to 57% otherwise).



For the first time, the survey also looked at workplace evaluations in July of those employees that have even fully or partially returned to their regular workplace or have continued to work there at least partially. In all countries, respondents stated a positive workplace experience on a net basis, judging their regular workplace in July to be overall better than expected including being safer than thought and allowing them to be more productive than expected.

In Japan, this overall evaluation is however by far the least positive one. On a net basis, only 4% stated an overall better experience than expected – far below values between 17% and 27% for the other 5 countries.



Commenting on these findings, Jochen Legewie, Chairman Asia and Managing Director Japan of Kekst CNC, said, “Japanese employees are clearly less satisfied with their current workplace conditions than their overseas peers. Japanese employers should consider further improving working conditions where possible. This might also include an increase of teleworking and far more flexible working hours than in the past.”

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 10-15 July 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-4/>

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

Contacts

Kekst CNC

Jochen Legewie: 090-2754-7776 / Jochen.Legewie@kestcnc.com

Ai Saito: 080-4818-4822 / Ai.Saito@kestcnc.com