

Kekst CNC is a leading global strategic communications consultancy and has been present in the Japanese market since 2004.

Kekst CNC specializes in protecting and enhancing reputations when it matters most. From 15 locations around the globe, our team of 250 professionals are trusted to provide expert communications counsel, informed by judgment, insights and data-led analysis. Our expertise spans high-stakes matters across corporate, financial and political communications, helping businesses communicate effectively through periods of disruption, transformation and growth.

Each day corporate leaders face high-stakes situations – with little room for error and with companies' reputations on the line. Effective, integrated communications are essential to create value, realize new opportunities and manage reputational risk in today's interconnected world.

For more than five decades, our clients – from startups to the biggest global corporations – have trusted us to protect their reputations when it matters most.

Based in the world's leading corporate and financial centers, our team brings expertise on such high-stakes matters as:

- Strategic Counsel and Financial Communications
- Transactions
- Restructuring and Bankruptcy
- Shareholder Activism and Corporate Governance
- ESG and Sustainability
- Alternative Investments
- Crisis and Issues Management
- Cyber Security
- Litigation Support
- Change Communications
- Data, Research and Insights
- Public Affairs

In 2004, we opened our Tokyo Office, the firm's first in Asia. Since then, we have served more than 200 multinational and Japanese clients from many sectors and industries across all Kekst CNC's areas of expertise.

A special focus lies on the support of companies facing potential demands and campaigns by shareholder activists as well as cross-border mandates, including a large number of high-profile M&A transactions. To date, our offices have consulted on more than 50 transactions involving Japanese firms as either bidders or targets.

Our Tokyo professionals bring a wide spectrum of experience from having worked on the corporate side, in journalism and academia, as well as for various domestic and international PR firms. Each one is fully bilingual and has spent a substantial amount of time living outside of Japan.

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