



Isobar Canada
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Isobar Canada Chief Creative Officer Kai Exos featured on the 2018 EMpower 100 Ethnic Minority Leaders list

TORONTO – (June 1, 2018) – Published in The Financial Times of London (UK), the 2018 EMpower: Ethnic Minority Leaders list, celebrates role models in the business world who are helping create a diversified landscape of talent. Kai Exos, CCO and Co-CEO at Isobar Canada, has made it to the list - the only Canadian executive - and was published in the top 50 honorees.

“We are extremely proud of Kai’s recognition as a diversity champion,” said Annette Warring, Dentsu Aegis Canada CEO. “More than ever we need diverse talent that reflects our global community and clients.”

Building on last year’s edition, where Exos was awarded as a role model, EMpower aims to celebrate and champion ethnic diversity in top business positions globally. The list recognizes 100 senior role models who are helping to make the workplace a more welcoming place.

Winners were selected by a global panel of judges representing BAME [Black, Asian and minority ethnic] leaders across industries who weighted the following criteria: [1] actions undertaken to make the workplace a more welcoming environment for ethnic minorities; [2] actions and impact of minority ethnic initiatives outside of work; [3] recent business achievements; and [4] seniority and influence in the business.

To help drive impactful actions for a more inclusive and diverse work environment, Dentsu Aegis Network Canada has forged solid partnerships with key players championing for equal opportunities including Pride at Work Canada, the leading non-profit organization supporting the LGBTQ+ community in Canadian workplaces, and the Canadian Center for Diversity and Inclusion, an organization dedicated to provide employer partners the tools, knowledge, and coaching to create more inclusive workplaces in the country.

Exos advocates tirelessly for Diversity & Inclusion at Dentsu Aegis Canada. He continues to inspire and promote inclusive practices among all levels of management. He strives for a representative and diverse set of individuals in crafting advertising and media campaigns, and further into recruitment efforts to achieve equity while breaking down traditional industry barriers.

<https://www.out-standing.org/empower/2018-top-100-ethnic-minority-executives/>
<https://www.ft.com/content/858d1304-5e9c-11e8-ad91-e01af256df68>

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About Isobar

Isobar (www.isobar.com) is a global digital agency of 6,500 people across 45 markets, united by our mission to transform businesses, brands and people's lives with the creative use of digital. Informed by our consultancy practice, we deliver digital transformation, solving complex business challenges through our marketing, ecosystems and products & services offering. Isobar has won over 300 awards in 2017 including Asia-Pacific Digital Network of the Year. Key clients include General Motors, Coca-Cola, adidas, Enterprise, P&G, Philips and Huawei. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc.

Kai Exos

Co-CEO and CCO, Isobar

As a brand leader and seniormost creative talent within Dentsu Aegis Network Canada, with a longstanding seat on the Isobar Global Creative Council, Kai has introduced Inclusivity Training within his 100-strong team of innovators and creators. This Summer 2018, a three-year integration that Kai co-chaired for 650 of his network teammates will culminate — focused on the power of craft and diversity to achieve positive collective results. Kai is a lifetime member of the NAACP and serves on the board of directors for @Unity_In_Color, a global movement in solidarity for Women's Rights. Monthly initiatives for his internal project, The Intersectionality Forum, continue to take place at their Toronto headquarters to highlight shared values and encourage representation. In addition to his philanthropic endeavours, Kai's activism extends further as a Billboard-charting musician alongside his private collection of fine art from the African diaspora.