

Corporate Social Responsibility

The Dentsu Group's CSR Initiatives

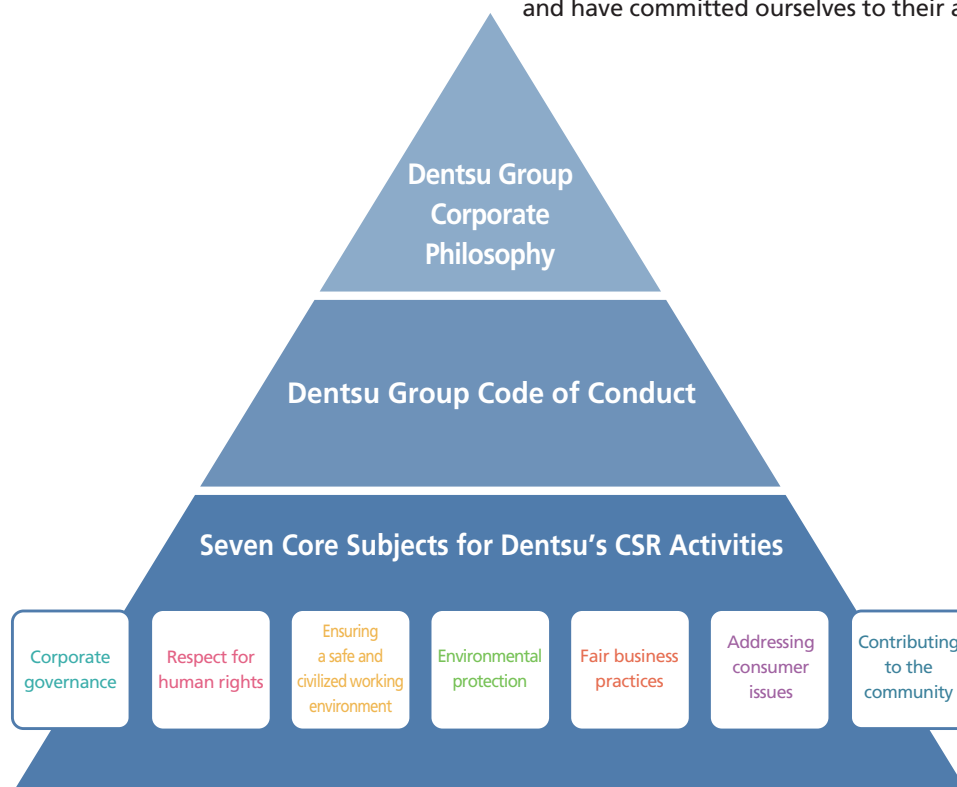
For detailed information on the Dentsu Group's corporate social responsibility (CSR) activities, including the Group's CSR Report 2014, please visit Dentsu's CSR website (<http://www.dentsu.com/csr/>).

Dentsu's Basic CSR Structure

In Dentsu's basic CSR structure, we have recently updated the Dentsu Group Code of Conduct under the Dentsu Group's corporate philosophy. We have also set out seven key areas for Dentsu's CSR activities on which our specific activities are based.

We took the occasion of the acquisition of the former Aegis Group plc of the UK to formulate an updated Dentsu Group Code of Conduct in April 2013 based on ISO 26000, the international standard for CSR. This was done in order to indicate the role of corporate governance in each country in which the Group operates, our efforts for human rights and the environment, and our policies for those as the Dentsu Group further expands globally.

As the basic philosophy for the Dentsu Group's CSR program, we have laid out actions that Dentsu Group managers and employees worldwide must undertake to fulfill their respective responsibilities to society and have committed ourselves to their adherence.



Dentsu Group Code of Conduct

- ◎ The Dentsu Group of companies, its officers and employees ("we" or "us") are committed to protecting the interests of our stakeholders by conducting business to the highest ethical standards. To achieve this commitment, we have established the Dentsu Group Code of Conduct ("Code of Conduct") to serve as our basic principles for conducting business in a socially responsible manner.
- ◎ We will comply with the Code of Conduct in all respects. Outside of the Dentsu Group, we will encourage compliance with the Code of Conduct by our business partners.
- ◎ We will comply with all national, local and international laws and regulations in all markets in which we conduct business.
- ◎ We will respect diversity and will not discriminate on any basis. We will also respect the diverse social and cultural standards of each region in which we conduct business.

1. Corporate governance

- We respect the interests of our stakeholders and will refrain from engaging in inappropriate activities or taking inappropriate risks that might harm these interests. Our officers will take responsibility for developing and maintaining appropriate corporate governance systems.

2. Respect for human rights

- We comply with internationally recognized principles of human rights. We respect the human rights of all people connected with our business activities and will not discriminate on any basis.

3. Ensuring a safe and civilized working environment

- We will ensure that our workplaces are safe and create a civilized working environment.

4. Environmental protection

- We aim to minimize the impact of our business on the environment and contribute to making society sustainable.

5. Fair business practices

- In carrying out our business we will compete fairly in all markets in which we operate. We will avoid or appropriately manage any conflicting interests. We will not knowingly take part in any form of corrupt business practice, including bribery and money laundering.

6. Addressing consumer issues

- We will strive to address consumer issues in all markets in which we operate, including by providing appropriate information to consumers and giving due attention to safety and security in all of our activities.

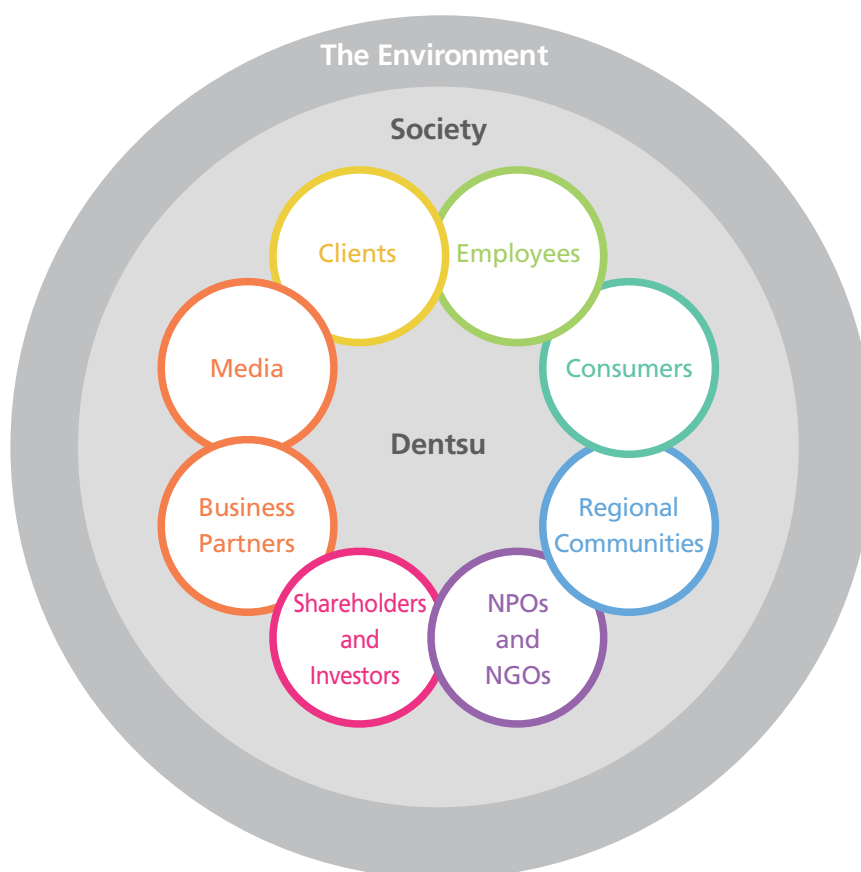
7. Contributing to the community

- We are committed to contributing to the development of all local and global communities in which we operate and to the resolution of social issues in each community.

Dentsu's Major Stakeholders

Dentsu pursues CSR activities while maintaining close communication with its stakeholders.

To achieve 'Good Innovation,' and address social issues, Dentsu undertakes a variety of activities aimed at fulfilling its responsibilities not only to Group employees, consumers, clients, shareholders and investors, but also to society as a whole and the Earth's environment.



Note: The Dentsu Group's list of stakeholders also includes governments, administrative agencies and various groups.