

August 26, 2024

**Dentsu Group Launches “SUSTAINABILITY TO IMPACT,”
a Sustainability Promotion Support Program in Japan, to
Help Shape People’s Attitudes and Behaviors**
— Helping client companies increase their corporate value
by achieving their sustainability goals —

Dentsu Group Inc. (Brand: “dentsu”; Head Office: Minato-ku, Tokyo; President & Global CEO: Hiroshi Igarashi) announced that dentsu Japan (CEO: Takeshi Sano) has published a news release regarding the launch of the sustainability promotion support program “SUSTAINABILITY TO IMPACT.”

Based on the “2030 Sustainability Strategy,” dentsu, including dentsu Japan, is promoting the sustainable development of the Group and society by generating ideas for the future to solve challenges facing society. Working together and engaging in co-creation with various stakeholders, including companies, government organizations and civil society, dentsu Japan will continue to contribute to solving social challenges into the future.

News release by dentsu Japan

Dentsu Japan Launches “SUSTAINABILITY TO IMPACT,” a Sustainability Promotion Support Program, to Help Shape People’s Attitudes and Behaviors

URL: <https://www.japan.dentsu.com/en/assets/pdf/news/2024018-0826en.pdf>

About dentsu Japan

One of four global regions, dentsu Japan represents the Japanese business brand and oversees and supports business within Japan including Dentsu Inc., the world’s largest single brand agency. The approximately 23,000 professionals supporting the brand, integrate solutions that maximize value provision including AX (sophisticated advertising communications), BX (overall business transformation), CX (customer experience transformation), and DX (marketing infrastructure transformation). As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

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