

## Top Commitment

### **W**e aim to create new social value on a global level

We aim to become a partner that supports stakeholders and contributes to their sustainable growth

#### **Turning changes in the business environment into opportunities for new contribution**

In March 2013, the Dentsu Group completed the acquisition of Aegis Group plc of the UK and newly established Dentsu Aegis Network (DAN), expanding the Dentsu Group's current sphere of activities to over 120 countries and regions. With this, the ratio of overseas business in the Dentsu Group's consolidated gross profit has expanded to over 50%, and the total group workforce now exceeds 40,000.

Under such circumstances there have been tremendous changes in the business environment surrounding the Dentsu Group, extending into every field of business. Our clients and business partners are also placed in a fiercely competitive environment in which constant innovation is demanded, such as new technology-based business development through digitalization, changes in business structure, and innovative business models.

Against this backdrop, we believe that expectations will grow for the new role that the Dentsu Group should play. Under the medium-term management plan Dentsu 2017 and Beyond, launched in FY2013, we are aiming to become a group that continues to contribute to the business success of our clients the world over and to help maximize their corporate value in ways that surpass the existing boundaries of conventional business through enhanced competitive power in the digital domain and other initiatives.

#### **Establishing strong trust with society through the growth of each and every employee**

Dentsu is expected to accurately grasp changes in society and focus on maintaining and enhancing the business foundation and competitive power the group has established to date, and to be ahead of the times and maximize the opportunities spread out in front of us. That same mettle is necessary to resolve social issues on a global scale because our mission is to create new social values by identifying social issues and offering ways to solve them.



T. Ishii

Tadashi Ishii  
President & CEO  
Dentsu Inc.

To this end we have adopted ISO 26000, which indicates the social responsibilities that organizations worldwide should follow, as guidelines. We also have in place the Dentsu Group Code of Conduct to provide a common code of conduct and CSR philosophy to which every individual group employee should adhere in order to fulfill their respective responsibilities to society in each region. Emphasizing our engagement with stakeholders, we joined the United Nations Global Compact in 2009, and while supporting the ten principles of the compact, we are also focused on identifying and solving social issues on a global scale along with Global Compact Network Japan member companies in other industries.

DAN is advancing community-based activities for environmental preservation, community support and other initiatives at offices worldwide based on its medium-term CSR strategy Future Proof, launched in 2010. Going forward, we aim to further deepen our relationship with DAN to create opportunities for collaboration with various stakeholders and promote activities that will improve our synergy.

Through such activities and the growth of each and every employee, we aim to establish strong trust with society and become a partner that continues to support the innovation of our stakeholders and contribute to their sustainable growth. Inspired by our corporate philosophy of 'Good Innovation,' we at the Dentsu Group are committed to undertaking CSR activities along with our stakeholders as a corporate group that offers new changes and social value to people and society. We appreciate your understanding and cooperation as we undertake these endeavors.