

## Message from Chair of CSR Committee

# Aiming to Realize a Better Society with Our Stakeholders



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In 2014 the Japanese economy entered into a gradual recovery and 2015 is the year that we should work to cement that recovery. The Corporate Governance Code which went into effect in June this year encourages innovation that aims to achieve mid- to long-term corporate growth through constructive dialogue with stakeholders. Corporations are public institutions of society and without fruitful collaboration with various stakeholders, sustainable growth is impossible. The Dentsu Group also believes that we must realize our mid- to long-term growth strategies along with our stakeholders as we face major global and digital changes in the business environment.

The foundation of the Dentsu Group is “business with people.” This includes providing solution services for our clients, enabling them to establish better relationships with their stakeholders through business activities in marketing and communication domains. It also means engaging in effective CSR activities in cooperation with everyone in the supply chain, who are our business partners in providing these solutions. Furthermore, it also entails developing Dentsu Group employees to become professionals with high aspirations and the ability to take action while maintaining a good work-life balance. It is based on such concepts that Dentsu engages in various efforts to improve its corporate value.

In March 2013, Dentsu completed the acquisition of Aegis Group plc of the UK and currently, with Dentsu Aegis Network (DAN) as part of our group, we are expanding our business in the global market. With regard to CSR activities as well, Dentsu is advancing more global and multifaceted efforts in collaboration with DAN’s Future Proof strategy.

Dentsu, along with DAN, participates every year in the Carbon Disclosure Project (CDP), keeping the enhancement of our environmental value from a global viewpoint in mind, and obtains a high score on a par with competitor groups overseas. Dentsu also focuses attention on community and cultural support activities, including earthquake reconstruction in order to improve our social value. We believe that external recognition of such steady efforts resulted in Dentsu’s inclusion in socially responsible investment indexes, the MS-SRI and MSCI Global Sustainability Indexes, in 2015.

Currently Dentsu is formulating a mid-term CSR plan for the Dentsu Group for 2020 when the Olympic and Paralympic Games will be held in Tokyo. Going forward, Dentsu will continue with our commitment to CSR activities in domains deeply rooted in society, aiming not only to expand the Dentsu Group’s corporate value, but also to realize a better society.