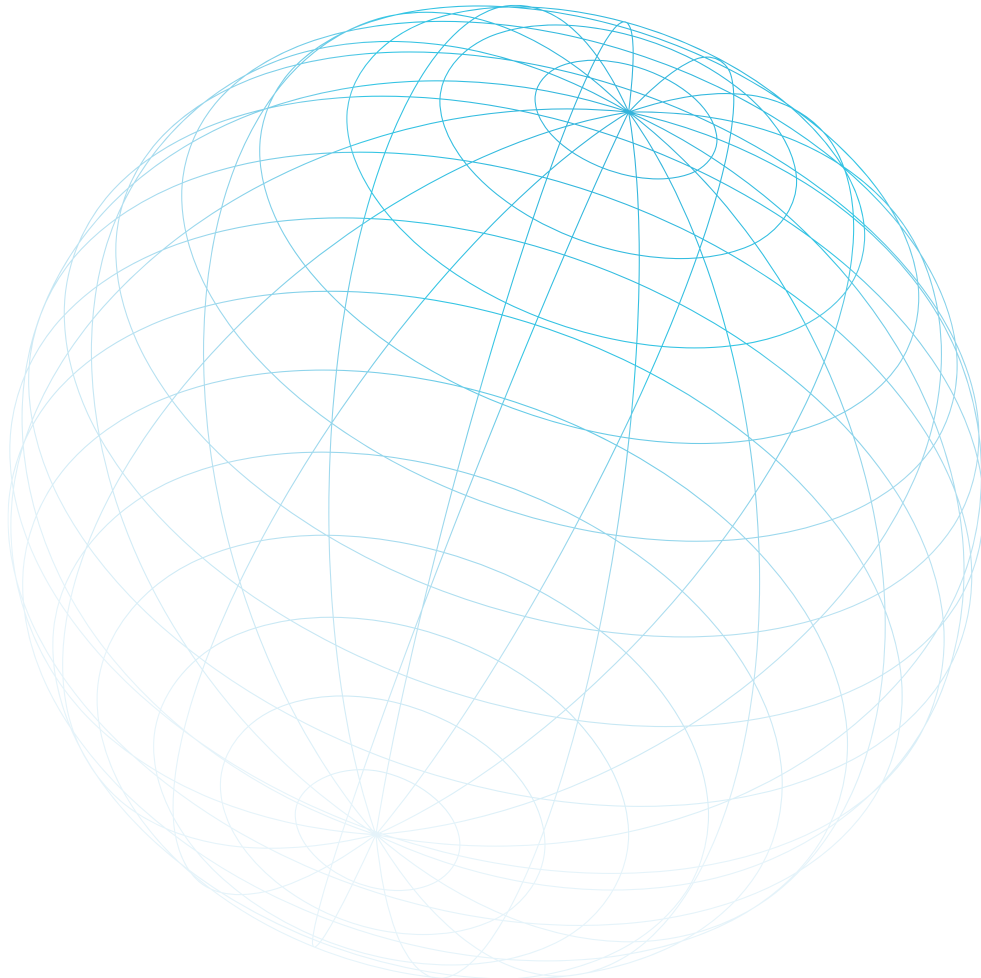




VII. Contributing to the Community

Dentsu considers regional communities to be important stakeholders. The Company contributes to resolving issues and promoting development of regional communities through its business operations and continuously deploys various social contribution activities.

We believe that it is our role as a leading company in the sphere of communications to build relationships of trust with regional communities.





Efforts to Assist Earthquake Reconstruction

Tsunami Evacuation Program Kakeagare! Japan

Responding to heightened social awareness on disaster prevention after the Great East Japan Earthquake, since 2012 Dentsu has been developing the tsunami evacuation program Kakeagare! Japan, jointly with the Tohoku University International Research Institute of Disaster Science, Kahoku Shimpō Publishing, and Dentsu East Japan.

The project practices and tests evacuation models suited to the characteristics of each community in cooperation with respective local governments and communities. It was selected as a leading model project for a 'New Tohoku' by the Reconstruction Agency.

In its third year, fiscal 2014, tsunami evacuation drills and workshops were held as part of tsunami disaster prevention actions stemming from disaster-stricken Tohoku, not only in the three Tohoku prefectures of Iwate, Miyagi, and Fukushima, but also in Hokkaido and Phuket, Thailand. Over 500 people participated in seven communities.

For more details please visit: <http://kakeagare.jp>

We also assisted with the hosting and operation of the public forum at the 3rd UN World Conference on Disaster Risk Reduction held in Sendai from March 14 to 18, 2015. A total of more than 150,000 people participated from across the globe and it was one of the largest UN conferences held in Japan.

Related site: (<http://www.bosai-sendai.jp/article/?c=100416>)

Support for the 'Tohoku Rokkon (Six-Soul) Festival'

As part of its efforts to support areas affected by the Great East Japan Earthquake, the Dentsu Group has provided administrative support for the Tohoku Rokkon Festival since 2011. The fourth 'Tohoku Rokkon Festival 2014 Yamagata' held on May 24 and 25 in Yamagata City, Yamagata Prefecture featured a six-festival parade, traditional local performing arts, local foods, and other attractions from the Tohoku region. The festival highlighted the region's zeal toward recovery to 260,000 visitors.

The economic ripple effect of the festival this time was announced to be 2.45 billion yen* and in addition to contributing to revitalizing the economy of the Tohoku region by attracting many tourists from both in and outside the prefectures, the event contributed greatly to improving the sales promotions and corporate brands of participating companies. Dentsu will continue to assist the revitalization of the Tohoku region through the Tohoku Rokkon Festival.

According to the FIDEA Research Institute Corporation (Yamagata City)



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Efforts to Assist Earthquake Reconstruction

Various Support Projects for the Reconstruction of Fukushima Prefecture

Dentsu Group companies led by Dentsu and Dentsu East Japan are advancing projects to support various prefectural government divisions in Fukushima Prefecture to dispel damaging rumors about Fukushima associated with the nuclear plant accident. In fiscal 2014, transport ads were developed themed on 11 agricultural, forestry, and fishery products representatives of Fukushima Prefecture, the "Fukushima Eleven."

We held regular seminars with local media outlets and experts as well as on-site tours for buyers and business meetings with local producers in order to lead to increased consumption. We also support efforts for the reconstruction of Fukushima Prefecture by engaging in the production of television commercials themed on monitoring inspections and the inspection of all bags of rice produced, as well as publicity activities for local agricultural, forestry, and fishery products.

Michinoku Shiokaze Trail

The Ministry of the Environment compiled the Vision for Green Reconstruction Centered around the Establishment of a Sanriku Fukko (Reconstruction) National Park in May 2012. The vision proposes to pass on to future generations the natural environment and community life nurtured by the connections between forests, satoyama (managed woodlands), rivers, and sea. It also proposes learning opportunities about the benefits and dangers of nature, and using that knowledge for reconstruction. It sets seven initiatives to this end, one of which is the Trail to Deepen Exchange Between North and South (Michinoku Shiokaze Trail). It is a long distance nature path that will bring together the natural environment and life in the area, traces of the earthquake, trail users, and local people, stretching from Hachinohe in Aomori to Soma in Fukushima.

Dentsu has been involved with developing the message of this initiative and created visuals that would make local residents realize the power their hometowns hold and make them want to communicate their value to visitors. Dentsu aims to make this initiative useful to the recovery of confidence in these communities.

Please visit the Michinoku Shiokaze Trail site.
<http://www.env.go.jp/jishin/park-sanriku/trail/>



Campaign poster produced by Dentsu



Information Reporting for the Reconstruction of Disaster-Affected Areas

Dentsu supports regular and ongoing reporting of information on disaster support measures in accordance with needs in disaster-affected areas and various reconstruction study cases through local media outlets and the Internet. These efforts are carried out in collaboration with the Cabinet Office, Reconstruction Agency, local government bodies, the media, and NPOs. We gather messages of support from well-known public figures from all areas of society and deliver them through the media to encourage people in the disaster-affected areas.

Dentsu also supports efforts to communicate across Japan the situation in the disaster-affected areas, by producing programs in cooperation with a BS television station that are aimed at preventing memories of the earthquake from being forgotten, countering damaging rumors, and attracting tourists to the affected regions.

Administering the 'Housing Eco-point Program Supporting Reconstruction'

Following on from the 'Housing Eco-point Program' that was launched in March 2010 to provide incentives to build more environment-friendly houses, Dentsu is leading the consortium of corporations that is engaged in the 'Housing Eco-point Program Supporting Reconstruction,' which was revived in January 2012.

This program issues points when new environment-friendly houses are built or environment-friendly renovations are made to existing houses, and these points can be exchanged for local products from disaster-affected areas or environment-friendly products. The program has the added objective of supporting reconstruction after the Great East Japan Earthquake, in addition to the original objectives of the 'Housing Eco-point Program.'

Dentsu manages and promotes all processes in this program from receiving and screening applications to distributing public funds to the various operators who participate in the point exchange scheme. In fiscal 2014, there were about 8,740 applications.





Dentsu's Social Contribution Activities

Under the basic policy of 'using the power of communication to benefit society,' Dentsu's social contribution activities have supported activities to foster human resources and tackle social issues mainly in the area of communications. In recent years, the provision of solutions within a wider scope not limited to the area of communications has been demanded of Dentsu in its main business.

Leveraging the experience and professional skills its employees have acquired in its main business for social contribution activities, Dentsu engages in efforts that help people and activities that tackle social issues. Focusing on two themes, 'supporting human resources development through improved communication skills' and 'supporting activities to tackle international social issues,' Dentsu collaborates with NPOs and other partner organizations to engage in activities to resolve social issues and to contribute to the development of communities on all scales, from local to global communities.

Supporting Human Resources Development through Improved Communication Skills

- | | |
|---|--|
| <ul style="list-style-type: none"> Fostering the next generation Improving citizens' capabilities | <ul style="list-style-type: none"> ● Advertising Elementary School ● NPO support program: Keys to Communicating ● Dentsu-China Advertising HR Development Project |
| <ul style="list-style-type: none"> International exchange Support for disaster-affected areas | <ul style="list-style-type: none"> ● Participation in Michinoku Fukkou Jigyou Partners (consortium of major companies for recovery) |

Supporting Activities to Tackle International Social Issues

- | | |
|---|--|
| <ul style="list-style-type: none"> Global education issues | <ul style="list-style-type: none"> ● Supporting UNESCO's World Terakoya Movement |
| <ul style="list-style-type: none"> World food problem | <ul style="list-style-type: none"> ● Supporting various NGOs involved in World Food Day |



Advertising Elementary School

The 'Advertising Elementary School' was started in 2006 as a project to foster children's communication skills. Dentsu developed program materials together with Tokyo Gakugei University over three years. In these classes, children express a theme in 15-second commercial skits. Through this process, the children learn skills such as creative thinking, decision-making, how to express ideas, and group problem-solving techniques while having fun.

With the recognition of the importance of communication skills development becoming widespread in the education field, use of the program in classes taught by school teachers is increasing, and over 25,000 students at 219 schools across Japan have taken part in this activity as of March 31, 2015.

In places other than schools, Dentsu undertakes activities that contribute to the revitalization of communities, such as assisting a special class for children at a weekend open school run by Solar Reconstruction Fukushima in Minamisoma, Fukushima, to create a commercial skit on "aspects of Minamisoma we want to save for future generations."

For details please visit the Advertising Elementary School website
<http://www.dentsu.co.jp/komainu/>



Presentation at Minamisoma City

Program to Strengthen and Support NPO Organizations: Keys to Communicating

For NPOs, communications skills are fundamental and essential skills to lead an organization, increase the number of supporters and collaborators, and engage in activities. Since 2004, in cooperation with JAPAN NPO Center, Dentsu has been advancing the 'Keys to Communicating' program in a manner that utilizes each organization's respective specialties, to provide support for the improvement of communications skills of NPOs. Dentsu employees and members of NPOs serve as presenters at seminars held throughout Japan. As of March 31, 2015, the number of seminars has exceeded 110, with a cumulative total of around 4,600 participants. In fiscal 2014, seminars were also held in the four Tohoku areas of Kamaishi, Iwaki, Sendai, and Fukushima. Based on local requests, the seminars handled more practical themes such as presentations and crowd funding.

For details please visit the Keys to Communicating website
<http://www.dentsu.co.jp/komainu/>



Seminar held in Sendai



Support for Chinese Advertising Human Resources Development and Contribution to Japan-China Private Sector Exchanges

Since 1996, Dentsu has continuously undertaken activities to support advertising education and human resources development in China. Dentsu holds various programs to respond to needs in the Chinese advertising education field, such as selecting young educators from Chinese universities to train at the Dentsu Head Office and holding the Advertising Education Forum to introduce the latest trends in the world's advertising industry to advertising educators, and Dentsu Student Advertising Seminars for students studying advertising.

In January 2015, Dentsu was presented with the Most Valuable Partner Award from the Chinese Ministry of Education as a global company that has made a particular contribution to Chinese advertising human resources education and Japan-China private sector exchanges.

This is the third time for Dentsu to receive an award, following an "Education Support Special Contribution Award" presented in 2006 and a certification of appreciation presented in 2009.



The Most Valuable Partner Award trophy presented by the Chinese Ministry of Education

Participation in 'Michinoku Fukkou Jigyō Partners'

Since June 2012, Dentsu has been participating in Michinoku Fukkou Jigyō Partners, a platform to support next generation leaders engaged in the reconstruction of disaster-affected areas. We work jointly with the NPO ETIC.* and six companies (Ajinomoto, Isuzu

Motors, Kao, Sompo Japan Nipponkoa Insurance, Toshiba, and Benesse Holdings).

The consortium engages in initiatives for reconstruction using corporate resources, such as holding the third 'Michinoku Emergence Camp' in July 2014 as a training program for organizations in the Tohoku region and hosting a seminar for manufacturing groups in collaboration with fashion experts in September. We also work to spread information about business models that are emerging from the Tohoku region, holding the third 'Michinoku Recovery Project Symposium' in March 2015.

NPO ETIC.: Established in 1993 as an organization to train young next generation entrepreneurial leaders. ETIC. has produced many operational NPOs that will lead future generations. www.etic.or.jp



The Michinoku Emergence Camp

For further details, please refer to the Michinoku Fukkou Jigyō Partners website: <http://www.michinokupartners.jp/>



Supporting Activities to Tackle International Educational Issues

Supporting UNESCO's World Terakoya Movement 'Kakisonji-Hagaki Project'

UNESCO's World Terakoya Movement, an effort to increase venues (terakoya) to acquire literacy, is sponsored by the National Federation of UNESCO Associations in Japan and has been going on for more than 25 years. In order to encourage people to relate more to kakisonji-hagaki (unusable prepaid postcards) and have fun gathering them, Dentsu has been using its ideas and communication skills to raise awareness for the activity. In addition to creating the activity's support character Kakisonjiro, which made its debut last year, Dentsu created the characters Harisonjiro for unused stamps and Tsukaisojiro for unused



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What! Our drawer legacies can send children all over the world to school!
2015 campaign characters Tansu Isan Sankyodai
Tansu Isan Sankyodai dance video distributed
<http://www.unesco.or.jp/terakoya/kakisonji/>

prepaid cards. The three characters made their debut as Tansu Isan Sankyodai (three legacy brothers from the drawers) representing the "legacies" forgotten in household drawers. As a result of an online dance video depicting the three characters, donations of items other than postcards increased 54 times compared to the previous year.



Poster depicting a drawer legacy as a playing card

Supporting Japanese NPOs and NGOs that Tackle the Global Food Issue

Supporting Activities of 11 NPOs and NGOs during the Month of World Food Day 2014

Dentsu collaborated on producing the web video series Nokori Monogatari, where leftover foods talk to each other.

October, the month of World Food Day, is a month for more people to learn about, think about, and act on food issues. For this month, Dentsu released the videos on a special website for World Food Day month to publicize efforts, shared them on social media, created links for donations, and contributed to raising awareness among children who did not know about such activities and also among a broad sector of the general public (321% increase in sessions and 231% increase in page views compared to the previous year). There were a



total of 18 videos in which leftover foods charmingly talked about the world's food-related issues. By conveying the facts in an easy-to-understand manner, we aimed for the videos to become the first step in thinking about food issues.



World Food Day month 2014 poster Announcement in collaboration with 11 NPOs and NGOs