



Who We Are

The Dentsu Group is a marketing communications enterprise. Its business involves determining the essence of a client’s issues and designs, before proposing and implementing an integrated communications plan that realizes true solutions.

Our corporate philosophy, “Good Innovation,” encapsulates the Group’s drive to create new value and lead the way to transformation, emphasizing our commitment to support the innovations of companies and organizations.

As a solutions partner responding to the challenges faced by its clients, the Group provides a diverse range of services. With the communications domain at its core, it is engaged in a wide range of business activities, from corporate management and operating solutions to the implementation of marketing and communications strategies. Moreover, to meet the changing needs of society, the environment, and consumer lifestyles, the Group’s service sphere is expanding to cover an array of solutions that address societal issues.

To this end, we are rolling out operations in a growing number of countries and regions. With the acquisition of Aegis in March 2013 and establishment of Dentsu Aegis Network (DAN), the Group has become a truly global network, with around 56,000 professionals in more than 140 countries (as of the end of December 2016). The Group offers the best integrated solutions for clients, not only in Japan, but also in the global market.

Editorial Policy

- This integrated report explains the Dentsu Group’s operating performance for the year under review and introduces the Group’s strategies and initiatives to create value over the medium to long term. Information related to efforts to enhance sustainability is also arranged within an ESG framework, taking increased disclosure requirements into account.
- Target audience
All stakeholders including shareholders and investors

Reference guidelines

IIRC (International Integrated Reporting Council)
The International Integrated Reporting Framework

GRI (Global Reporting Initiative)
Sustainability Reporting Guidelines, Version 4 (G4)

Period covered by the report

Centered on activities during fiscal 2016 (January 1, 2016 through December 31, 2016), but also describes some activities from preceding or more recent periods.

Organizations covered

Dentsu Inc. and Dentsu Group companies

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Forward-looking Statements

This integrated report contains statements that constitute “forward-looking statements” regarding the intent, belief or current expectations of Dentsu Inc. or its management with respect to the results of operations and financial condition of Dentsu or the Dentsu Group. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties. Actual results may differ from those in the forward-looking statements as a result of various factors. The information contained in this integrated report identifies important factors that could cause such differences. These forward-looking statements speak only as of the date hereof. Dentsu disclaims any obligation to update or publicly announce any revisions to these forward-looking statements to reflect future events, conditions or circumstances.



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