

How We Create and Share Value

The Value Creation Process

Based on our corporate philosophy of "Good Innovation," the Dentsu Group is contributing to achieving a sustainable society by working together with clients to provide suitable solutions to social issues worldwide.

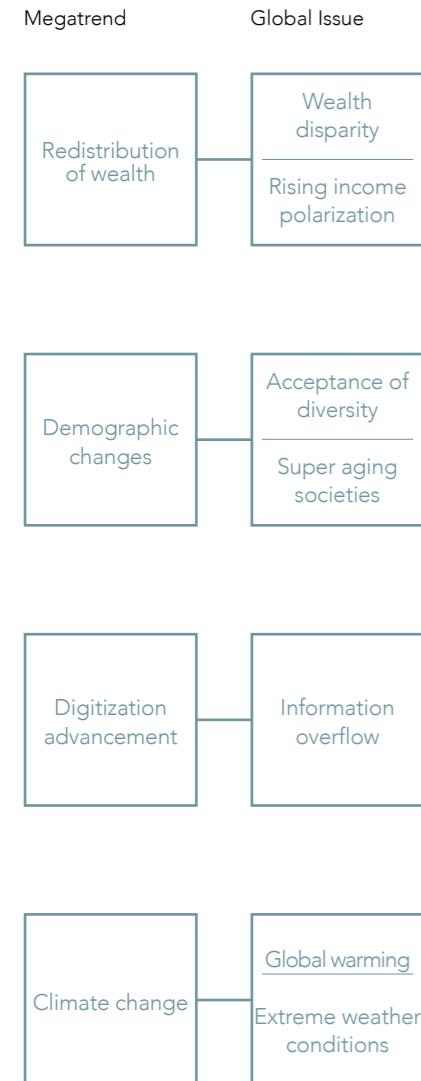
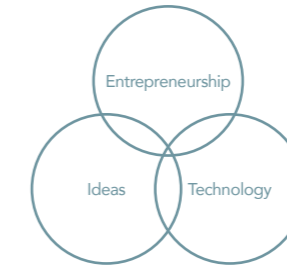
Corporate Philosophy

Good Innovation.

"Good Innovation," the Dentsu Group's corporate philosophy, encapsulates the Groupwide drive to create new value and lead the way toward transformation while emphasizing its commitment to supporting innovation within organizations and society.

The Three Elements of Innovation

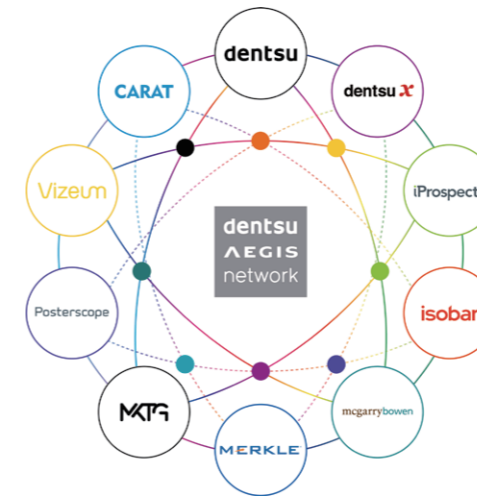
Entrepreneurship
+ Ideas
+ Technology



Business Domain
Integrated Communication Design
Demonstrate integrated capabilities by combining services in various business domains



One P&L
Establish a global operating model and provide integrated services, leveraging Group synergies.



Value Creation

- The success of our clients' businesses
- Contributing to an affluent life through communication
- Realization of a sustainable society

Strategy

- Working Environment Reform Plan
- Perspectives of the Key People

- International Business Strategy
- M&A Strategy

Reforms Targeted by the Dentsu Group

- Expanding the depth of our marketing communications business

Medium-term management plan

Medium-term CSR Strategy 2020