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# Editorial Policy

## Editorial policy

- The “Dentsu Group Integrated Report 2022” introduces the renewed management policy “B2B2S” under the new group CEO, Hiroshi Igarashi, which is aimed at maximizing the corporate value for all of the stakeholders. The report also addresses the progress of “Medium-term Management Plan: Sustainable Growth through Transformation” and ongoing activities including the capability and talent developments.
- Target audience  
All stakeholders including shareholders and investors.

## Reference guidelines

- International Integrated Reporting Council (IIRC)  
The International Integrated Reporting Framework
- Guidance for Collaborative Value Creation, Ministry of Economy, Trade and Industry
- Sustainability Reporting Standards, Global Reporting Initiative (GRI)

## Period covered by the report

Centered on activities during FY2021 (January 1, 2021 through December 31, 2021), but also refers to preceding and more recent activities.

## Organizations covered

Dentsu Group Inc. and Dentsu Group companies

## Publication date

August 2022

(Next edition scheduled for publication in August 2023)

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## Website introduction



### Dentsu Group corporate website

<https://www.group.dentsu.com/en/>

In addition to company information, the website introduces activities conducted by Group companies worldwide.



### Dentsu Group IR website

<https://www.group.dentsu.com/en/ir/>

Provides the latest IR information, including IR news and earnings materials.

## Forward-looking statements

This integrated report contains statements that constitute forward-looking statements regarding the intent, belief or current expectations of Dentsu Group Inc. or its management with respect to the results of operations and the financial condition of 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 Group Inc. disclaims any obligation to update or publicly announce any revisions to these forward-looking statements to reflect future events, conditions, or circumstances.