

Data Summary

Benchmarks CDP

	FY2011	FY2012	FY2013	FY2014
Dentsu	74C	83B	86B	93B
DAN	-	79C	81C	90C

Employment Data (Basically Non-consolidated)

Number of Employees

	FY2010	FY2011	FY2012	FY2013	FY2014
Consolidated	19,535	21,649	37,450	39,427	43,583
Non-consolidated	6,903	7,494	7,515	7,425	7,348

Employee Composition (Mar. 31, 2015)

	Male	Female	Total
Executive officers, others	35	0	35
Management staff	1,654	144	1,798
Non-management staff	2,898	1,072	3,970
Contract employees	293	275	568
Clerical staff	3	483	486
Partners / Senior staff	81	32	113
Part-timers, others	20	11	31
Seconded from other entities	275	72	347
Total	5,259	2,089	7,348

Note 1: Executive officers, others: includes senior corporate advisors, special advisors, and executive officers

Note 2: Part-timers, others: includes permanent part-timers, non-permanent part-timers, and trainees from overseas

Employees by Age and Gender (Each year-end)

	FY2011	FY2012	FY2013	FY2014
Under 30 yrs.	1,592	1,593	1,535	1,403
30-39	2,764	2,727	2,682	2,618
40-49	1,845	1,803	1,773	1,798
50-59	1,144	1,252	1,290	1,380
60 and over	149	140	145	149
Total	7,494	7,515	7,425	7,348
Average age	38.6	38.9	39.6	39.5
Male	39.8	40.1	40.9	40.8
Female	35.7	36.0	36.1	36.4
Average length of service (yrs.)	12.8	13.1	13.9	13.9
Male	14.4	14.7	15.5	15.4
Female	8.9	9.3	9.8	10.2

New Graduates Hired

	FY2012	FY2013	FY2014	FY2015
Total	192	136	135	132
Male	132	93	91	92
Female	60	43	44	40
Female component	31.3%	31.6%	32.6%	30.3%

Average Number of Paid Vacation Days Taken

	FY2011	FY2012	FY2013	FY2014
Total	10.5	10.6	10.3	10.8
Male	9.6	9.7	9.2	9.0
Female	13.1	12.9	13.1	13.8
Leave Taken	52.5%	53.0%	51.5%	54.0%

Data Summary

Annual Paid Vacation in Hour Increments Taken (Part of paid vacation days)

	FY2011	FY2012	FY2013	FY2014
Total Hours Taken	36,094	42,994	45,005	49,712
Total Number of People Taking Leave	13,632	16,161	17,111	14,568
Number of hours Taken at one time	2.6	2.7	2.6	3.4

Employees' Health Check-up Rate

	FY2011	FY2012	FY2013	FY2014
Total	99.0%	99.1%	99.2%	99.0%

Employees Taking Childcare Leave, Reinstatement Ratio

	FY2011	FY2012	FY2013	FY2014
Total	44	44	51	60
Male	7	8	11	10
Female	37	36	40	50
Reinstatement ratio	95.2%	95.5%	96.1%	100%

Recalculated past numbers and reinstatement ratio in FY 2014.

Post-retirement Employees

	FY2011	FY2012	FY2013	FY2014
Total	41	28	32	55
Male	34	21	22	45
Female	7	7	10	10

Employment Rate of People with Disabilities

	June 2013	June 2014	June 2015
Total	1.62%	1.79%	2.01%

Environmental Data

Dentsu's Environmental Performance Trends

Dentsu Group (Excluding Waste) Calculation of Environmental Performance Data

Basic Unit and Individual Criteria

- Calculation commenced in 2014. The period for calculation is from January 1 to December 31, 2014.
- Excluding some of Dentsu group companies. Intensity per full-time equivalent (FTE) employee was calculated based on a figure of 40,233 persons for CO₂ and 33,457 for water.
- For CO₂ emissions, Categories 1, 5, 6, and 7 were calculated for Scope 3.

*Based on the calculation standards of WRI (World Resources Institute) GHG Protocol

CO₂ emissions (FY 2014) *1

	Scope 1	Scope 2	Scope 3	Total
CO ₂ emissions (tons)	4,799	58,444	46,958	110,201
CO ₂ emissions per FTE	0.119	1.453	1.167	2.739

Amount of waste (FY 2014)

Water consumption (m ³)	438,520
Water consumption per FTE	13.11

Dentsu Inc. Calculation of Environmental Performance Data

Basic Unit (FY 2014)

CO₂ emission intensity per floor space unit 253,193.97m² Waste and water per floor space unit 252,512.90m²
 Changes from the Previous Year - Floor space changed due to switching the basis for calculation for the Dentsu Head Office from the stipulations of a Tokyo Metropolitan Government Ordinance to the basis for calculation stipulated in the Energy Saving Act.
 - The floor space of the Kyoto Account Management Division was excluded from the calculation of the amount of waste generated and water used.
 - Intensity per full-time equivalent (FTE) employee was calculated based on a figure of 7,348 persons.

Individual Criteria

Calculation Period One year from January 1 to December 31 for each year.
CO₂ emissions The coefficient specified under the Act on the Rational Use of Energy (Energy Saving Act) is applied.
Waste The volume of waste generated (in kg) is the sum of general waste and industrial waste (including waste oil, waste plastic).
Water resource usage The volume of water resources used is the sum of municipal water and gray water at the Tokyo Head Office, and the municipal water used at the Kansai Branch Office and Chubu Branch Office.

Data Summary

CO₂ emissions

	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015 (Forecast)
CO ₂ emissions (tons)	22,738	20,684	22,656	23,916	23,520	23,285
CO ₂ emissions per m ² of floor space	0.089	0.081	0.089	0.094	0.093	0.092
CO ₂ emissions per FTE	3.294	2.760	3.015	3.221	3.201	3.169

Amount of waste

	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015 (Forecast)
Amount of waste (kg)	1,885,192	1,818,629	1,878,365	1,862,891	2,195,858	2,173,899
Amount of waste per m ² of floor space	7.396	7.135	7.370	7.377	8.696	8.609
Amount of waste per FTE	273.097	242.678	249.949	250.894	298.837	295.849

Water Consumption

	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015 (Forecast)
Water consumption(m ³)	163,450	156,210	168,236	160,046	153,852	152,313
Water consumption per m ² of floor space	0.641	0.613	0.660	0.634	0.609	0.603
Water consumption per FTE	23.678	20.845	22.387	21.555	20.938	20.729

Employees with Eco Test Certification

	FY2011	FY2012	FY2013	FY2014
Total	90	90	100	50

Environmental Slogan Entries (Dentsu and Dentsu Group Companies in Japan)

	FY2011	FY2012	FY2013	FY2014
Total	7,917	6,909	8,230	8,082
Employee category	6,561	5,740	7,134	7,296
Family category	1,356	1,169	1,096	786

*1
Lloyd's Register Quality Assurance (LRQA) was engaged by Dentsu to conduct limited verification of the Dentsu Group's scope 1, 2 and certain scope 3 greenhouse gas (GHG) emissions.



Human Rights Activities

Human Rights Slogan Entries

	FY2011	FY2012	FY2013	FY2014
Total	9,398	8,430	9,866	8,584
Employee category	8,219	7,310	8,723	7,765
Family category	1,179	1,120	1,143	819

Data Summary

Students Participating in the Human Rights Art Project

	FY2011	FY2012	FY2013	FY2014
	121	103	74	79

Social Contributions Activities

Advertising Elementary School

	FY2011	FY2012	FY2013	FY2014
Participating schools	61	86	90	92
Participants	4,449	6,051	7,382	6,203

Keys to Communicating

	FY2011	FY2012	FY2013	FY2014
Implementation	16	20	14	11
Participants	678	676	557	414

Michinoku Fukkou Jigyuu Partners

	FY2012	FY2013	FY2014
Participating organizations	20	18	15

UNESCO's World Terakoya Movement

	FY2011	FY2012	FY2013	FY2014
Participating organizations	500	500	500	500
Participants	925	593	1,277	1,690

World Food Day

	FY2011	FY2012	FY2013	FY2014
Participating organizations	1	1	1	12
Participants	9,365	19,510	17,422	13,995

Chinese Researchers Invited

	FY2011	FY2012	FY2013	FY2014
Invited universities	6	6	6	6
Participating Researchers	6	6	6	6

Advertising Education Forum

	FY2011	FY2012	FY2013	FY2014
Participating universities	30	31	34	36
Participants	58	64	66	63

Advertising Seminars for Chinese Students

	FY2011	FY2012	FY2013	FY2014
Participating universities	22	-	19	25
Participating Students	1,100	-	1,200	500