

FOR IMMEDIATE RELEASE

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Dentsu Forms Business Alliance with Consultancy Firm CSR Asia

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it has formed a business alliance with CSR Asia (Chairman: Richard Welford; Headquarters: Hong Kong), a leading provider of consultancy services in Asia.

Dentsu has to date provided client companies in Japan with CSR consultancy services, including proposals for and the implementation of CSR activities. However, as Japanese companies expand their operations into the Asian region, the need for country-specific CSR consultancy services has increased accordingly. To meet these needs, Dentsu decided to form a business alliance with CSR Asia, a leading provider of information, training, research and consultancy services on sustainable business practices in Asia and which has one of the largest CSR networks in the region.

Through this business alliance with CSR Asia, Dentsu will further develop its CSR consultancy services and training programs so that they can also be used in Asia. Dentsu will also have the exclusive right to promote and sell memberships in the CSR Asia Strategic Partner Programme¹ to Japanese companies, and will provide comprehensive services to clients who are contemplating expansion into the Asian market and who wish to grow their businesses.

Going forward, in addition to providing CSR consultancy services in collaboration with CSR Asia, Dentsu will provide wide-ranging services related to supply chain management and CSV².

¹ **CSR Asia Strategic Partner Programme**

The CSR Asia Strategic Partner Programme is a membership program that provides support for companies and organizations seeking to enhance their CSR activities. Partners have access to a dedicated website containing information on members, case studies and research findings, as well as access to a network where partner companies can share good practices and exchange information.

² **CSV (Creating Shared Value)**

CSV is a concept introduced by Michael E. Porter of Harvard Business School. It can be defined as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates. Shared value creation focuses on identifying and expanding the connections between societal and economic progress.

(Source: "Creating Shared Value" by Michael E. Porter and Mark R. Kramer
Harvard Business Review, January–February 2011)

Profile of CSR Asia

Company Name: CSR Asia
Location: Hong Kong
Date of Establishment: May 2004
Revenues: Approximately 2 million US dollars
(results for the year ended December 2011)
Representative: Richard Welford (Chairman)
Number of Employees: 40 (as of 2011)
Offices: Japan, Bangkok, Singapore, Beijing, Guangzhou, Kuala Lumpur,
Edinburgh, Sydney
Line of Business: Provider of CSR consultancy services in Asia
Website: <http://www.csr-asia.com>

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