

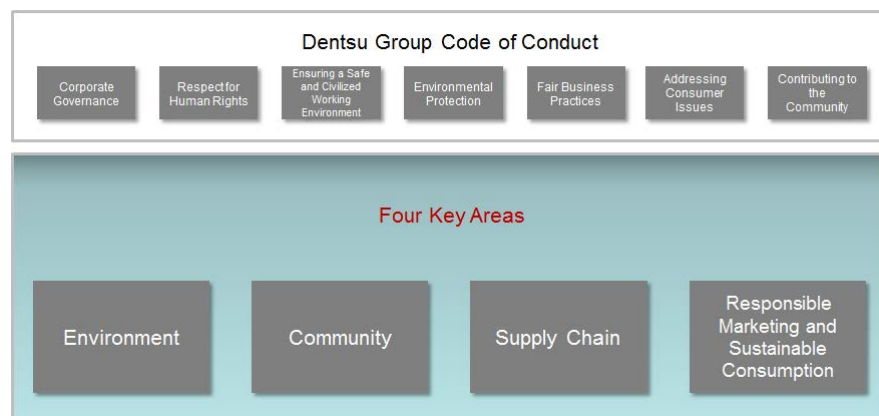
FOR IMMEDIATE RELEASE

December 18, 2015

Dentsu Announces New Five-Year CSR Strategy: “Dentsu Group Medium-term CSR Strategy 2020”

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) today announced its new corporate social responsibility (CSR) strategy, “Dentsu Group Medium-term CSR Strategy 2020,” for the five-year period from January 1, 2016 until December 31, 2020. For further details, please visit the company’s website: <http://www.dentsu.com/csr/>

■ Overview of the Dentsu Group’s CSR activities



The Dentsu Group Code of Conduct, the Group’s CSR philosophy, serves as a common set of principles for the Dentsu Group in conducting business. Going forward, the Dentsu Group will work to contribute to the realization of a sustainable society through the steady promotion of activities worldwide based on the new medium-term CSR strategy which sets out the four key areas and shared ambition of the Group’s Japan and international business operations.

■ The four key areas of the CSR strategy

1. Environment

To tackle climate change through reducing our environmental impacts across our operations

2. Community

To build a more effective civil society through a wide variety of community activities

3. Supply Chain

To develop a more resilient supply chain through developing sustainable procurement practices

4. Responsible Marketing and Sustainable Consumption

To promote a sustainable society through implementing responsible marketing practices as well as encouraging sustainable behavior

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