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## **Dentsu Updates "Eco-First Commitment" Working with stakeholders, aiming to realize a sustainable society on a global scale**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo, President and Representative Director: Toshihiro Yamamoto, capital: 74,609.81 million yen) announced today that it has updated its "Eco-First Commitment" that it established as an "Eco-First Company" certified under the Ministry of Environment's "Eco-First Program\*." With this new commitment, Dentsu aims to cooperate with stakeholders to realize a sustainable society on a global scale. Reflecting this, the Company pledged its "Eco-First Commitment (updated)" to the Minister of the Environment on October 31, 2017.

Furthermore, based on the "Sustainable Development Goals" (SDGs) adopted by the United Nations in September 2015, the Company has set 2030 as a target to fulfill this goal within the updated commitment.

Taking into account its social responsibility as a company promoting communication activities led by advertising services, we continue to promote efforts to reduce our environmental burden and address various environmental issues in the communication area. Toward this end, in 2008 Dentsu received its first "Eco-First Company" certification. In March 2012, through its updated "Eco-First Commitment", the Company pledged to promote social and environmental awareness through activities such as proactive promotion of environmental communication and committed to advance its evolution to a green office environment.

Going forward, we will continue to strive to realize a sustainable society by promoting the recognition and promotion of social issues, including environmental conservation, and the reduction of the environmental impact of our business activities.

### **〈Outline of "Eco-First Commitment (updated)"〉**

1. We will work to increase awareness and promote understanding of social issues including environmental conservation, to achieve the 17 Development Goals indicated in SDGs.
2. From the viewpoint of environmental conservation, we will positively and proactively ascertain problems, share information and find solutions.
3. We will gradually advance the reduction of the environmental burden related to our business activities.

**\*Eco-First Program**

Companies committed to the Minister of the Environment's "Eco-First Program" must take actions concerning their own environmental conservation such as measures against global warming, waste and recycling. Furthermore, the enterprises must be committed to environmental conservation with the objective of becoming an advanced, unique, industry-leading business. An Eco-First company recognized by the Minister of the Environment is one that is environmentally advanced in their industry and which continues to conduct environmental activities.

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## Eco-First Commitment (Updated)

Minister of the Environment Masaharu Nakagawa

Dentsu Inc.

President and Representative Director 山本 敏博

Based on the "Sustainable Development Goals" (SDGs) adopted by the United Nations in September 2015 Dentsu, together with the cooperation of stakeholders, has set FY2030 as a target to fulfill this goal within the updated commitment.

1. We will actively engage in communications that increase awareness and promote the understanding of social issues, including environmental conservation, to achieve the 17 Development Goals indicated in SDGs.
  - We will boost cooperation with UN organizations, NGOs and NPOs to create opportunities to provide information related to SDGs and aim to further expand their recognition.
  - Through collaboration with companies and organizations that join the Global Compact Network Japan (GCNJ), we will work vigorously on extracting and resolving issues from an ESG (Environment, Society, Governance) viewpoint.
2. In our measures toward environmental conservation, we will proactively ascertain problems, share information and find solutions.
  - We will engage in work on marine and forest resources conservation activities from the standpoint of biodiversity through collaboration with related ministries and agencies, local governments, NPOs and NGOs.
  - With a focus on increasing awareness, we will seek employee input when drafting the Dentsu Group "Environmental Slogan" and will incorporate the relevant SDG goals as a theme to encourage the understanding of broader social issues.
3. We will continue to take active steps to reduce the environmental footprint of our business activities.
  - Through the use of renewable energy and the implementation of green power we will, by FY2030, reduce the amount of CO<sub>2</sub> emissions to zero throughout Dentsu in Japan.
  - We will closely collaborate with our supply-chain business with the goal to reduce the environmental footprint throughout the entire value-chain.
  - We will encourage our employees to boost the recycling rate throughout Dentsu in Japan to over 90% in our aim to create a work environment that fosters sustainable consumption.