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Profile

Dentsu Inc. is the largest advertising company in Japan and the largest advertising agency brand in the world, and the Dentsu Group is the fifth largest marketing and communications organization in the world, based on gross income, according to *Advertising Age. The Group offers national and global clients a comprehensive range of advertising and marketing services, including mass media advertising, brand consulting, sales promotion, event marketing, entertainment and sports marketing, public relations and public affairs, direct marketing services, market research and e-solution services. The Group's leading position in the Japanese advertising industry derives from its success in combining superior creative services and planning capabilities with unparalleled media buying power.**

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Among the Group's more than 6,000 clients are many of Japan's leading advertisers, as well as many large global corporations active in Japan. Its client portfolio is highly diversified, representing all major industries in Japan. Recently, the Group has been focusing its efforts on capturing opportunities in sectors with growing marketing needs.

Outside Japan, the Group has established a network of offices to serve its clients and entered into a capital and business alliance with Publicis Groupe S.A. to enhance its international competitiveness. This was as a result of Publicis Groupe's merger with Bcom3 Group, Inc., with which Dentsu previously had a capital and business alliance. The new alliance will allow the Dentsu Group's clients to benefit from Publicis Groupe's networks and resources in the Americas, Europe and Oceania, and Publicis Groupe's clients to have privileged access to the Dentsu Group's extensive capabilities in Japan. In Asia, the Group has a well-developed network of regional subsidiaries, affiliates and offices. It also uses the network of Dentsu, Young & Rubicam Inc., a long-standing joint venture focused on opportunities in Asia.

*Edition that was published on April 22, 2002

Corporate Objectives

Total Communications Services

To create new opportunities in communications and to fill communications needs wherever they exist.

Social Enrichment

To enrich the lifestyles of people around the world through Dentsu's unique communications capabilities.

Flexibility

To encourage an atmosphere where employees are free to develop their own talents and ambitions in cooperation with Dentsu's corporate activities.