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Forward-Looking Statements

This annual report contains statements that constitute "forward-looking statements" regarding the intent, belief or current expectations of Dentsu Inc. or its management with respect to the results of operations and financial condition of Dentsu or the Dentsu Group. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in the forward-looking statements as a result of various factors. The information contained in this annual report identifies important factors that could cause such differences. These forward-looking statements speak only as of the date hereof. Dentsu disclaims any obligation to update or publicly announce any revisions to these forward-looking statements to reflect future events, conditions or circumstances.



Profile

The Dentsu Group currently ranks fifth among the world's marketing organizations, based on its revenue in calendar year 2004, and Dentsu—the parent company—is the top core agency brand in the world, according to a report by *Advertising Age* magazine. The Group's diversified client portfolio of over 6,000 advertisers includes leading domestic and international corporations. Many of its relationships with these clients are long-standing.

In overseas markets, the Dentsu Group maintains its own network and has formed a capital and strategic business alliance with Publicis Groupe S.A., which is ranked fourth in the world. In this way, the Group is building a strong network covering Japan, North America, Europe and Asia.

The Dentsu Group's strength lies in its superior creative services, exceptional planning capabilities and unparalleled media buying power. By seamlessly combining these capabilities, the Group exploits the resulting synergies to provide Total Communications Services. Dentsu constantly seeks to become "A Partner in Creating Value," linking clients, media-related companies and consumers, and delivering the best possible solutions to clients' communications needs.