

Dentsu Group Supplier Code of Conduct Supplement (dentsu Japan)

dentsu Japan, through mutual collaboration with our Suppliers, aims to address industry-wide challenges and build a sustainable supply chain that contributes to the development of our client companies and society.

To achieve this, in addition to the "Dentsu Group Supplier Code of Conduct" ("Supplier Code"), we have established the "Dentsu Group Supplier Code of Conduct Supplement (dentsu Japan)" (hereinafter referred to as "this Supplement"; the Supplier Code and this Supplement are hereinafter collectively referred to as "the Supplier Code and this Supplement") as the prerequisites to be met by each company constituting our supply chain. While we conduct procurement activities that are broadly open to domestic and international markets, compliance with the Supplier Code and this Supplement is a prerequisite for supplier selection.

dentsu Japan is committed to conducting fair business activities in accordance with the Dentsu Group Code of Conduct, sharing the Supplier Code and this Supplement with our Suppliers, and striving together to achieve sustainable growth.

Basic Principles in Transactions and Operations

1. Continuous Dialogue with Suppliers

dentsu Japan and Suppliers shall deepen communication through continuous dialogue and strive to achieve a mutual understanding of the Supplier Code and this Supplement, as well as related business operations.

2. Improvement, Support, and Remediation

dentsu Japan will conduct monitoring of Suppliers to understand their compliance status with the Supplier Code and this Supplement. Based on the results, we will confirm the specific status of the Supplier's activities as necessary and provide support for remediation and improvement. If, despite such support for remediation and improvement, it is confirmed that the Supplier continues to fail to comply with the Supplier Code and this Supplement, dentsu Japan may consider reviewing the business relationship.

3. Operational Quality and Process Management

Suppliers must appropriately manage all business processes to maintain and improve the quality of the goods and services they provide. In addition, Suppliers shall ensure reliable execution and delivery in accordance with agreed-upon delivery dates and transaction terms, based on prices determined through a reasonable and highly transparent process.

Compliance Requirements in Business Activities

4. Legal and Regulatory Compliance

(1) Suppliers must respect and comply with all applicable local and international laws, regulations, and relevant industry codes in the countries in which they operate, as stipulated in the Supplier Code.

(2) In planning, proposing, and executing business operations, Suppliers must respect intellectual property rights and must not infringe upon the rights or interests of any third party.

5. Respecting Human Rights and Treating People with Respect

(1) Suppliers must comply with all applicable human rights laws, statutes, regulations, codes and standards as stipulated in the Supplier Code.

(2) Suppliers must not adopt or propose discriminatory expressions or actions in any form when producing deliverables such as advertisements or providing services.

Contribution to Society and Consumers

6. Contribution to Community Development

Through their business activities, Suppliers shall strive to promote initiatives that lead to the resolution of issues with high social demand and contribute to the sustainable development of local communities and society.

7. Resolving Consumer Issues

Through their business activities, Suppliers shall strive to provide consumers with appropriate information and exercise maximum consideration for safety, while working to resolve consumer issues.

End

Version 1.0

Date created: August 20, 2026