



## PUBLICIS GROUPE

MAURICE LÉVY

Chairman of the Management Board  
Chief Executive Officer

Paris, August 28, 2014

Dear Mr. Secretary-General,  
Dear Stakeholders,

Publicis Groupe has been engaged in the Global Compact initiative for ten years. With this new statement and "Communication on Progress 2013/2014", we confirm our commitment to the 10 Principles of the United Nations Global Compact. We are proud to participate in this initiative and we are committed to improving our own engagement; and along with all the other players, our aim is to support and promote the 10 Principles of the Global Compact around the world.

We publicly present in our annual Publicis Groupe CSR Report (2013, externally audited\*) what we are doing and seeking to do within our company. The goal of this public document is to provide the clear facts, figures and explanation, that show some areas where we (the Groupe and its subsidiaries: our agencies) are strongly engaged and active, and others where we still need to improve. As a result, we need to pursue our efforts to better incorporate the 10 Principles of the Global Compact into our strategy and day-to-day operations, and obviously in our business principles.

Internally, as part of "Janus" (our internal Code of Conduct, which governs the way we behave and operate), we explain the content of the 10 Principles to our employees in order for them to share and promote them. It is part of our responsibility to ensure the alignment in our operations with our teams, through clear rules and ethics, thus delivering our work for our clients in the most responsible way. Within our agencies, we are committed to ensuring a more diverse workforce, with regular training programs, with a large access to new technologies and developments, as we want to encourage them to be agile and creative... Our strongest asset lies in our teams and our day-to-day imperative is to support them as best as we can.

Externally, we share with our clients strategic topics related with the 10 Principles. Sustainable growth is an imperative for economic and social reasons, we are thus working together with them on many different subjects such as: easier access to education, healthcare, better nutrition, environmental preservation and impact reduction. In another respect, we support many causes and NGOs across the world to help them reach their goals and develop citizens' mobilization. Finally, we work with the business community to encourage the companies to engage themselves too.

Building a more sustainable world is definitely part of our company's philosophy. It is a combination of efforts, both collective and individual. As we usually say, we are in a *continuum*, and we will continue to play our own part.

Maurice Lévy

\*[http://www.publicisgroupe.com/documents/PubGpe\\_CSRReport\\_2013.pdf](http://www.publicisgroupe.com/documents/PubGpe_CSRReport_2013.pdf)