



PUBLICIS GROUPE

Publicis Groupe - Global Compact 2008 "Communication on Progress" (Year 2007)

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"I renew the engagement of my Company to respect the 10 Principles of the Global Compact in 2009."

Maurice Lévy, Chairman & CEO, Publicis Groupe

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For Publicis Groupe and its subsidiaries, 2007 marked a turning point in policies and initiatives, as explained in the Sustainable Development chapter of the 2007 Annual Report (www.publicisgroupe.com). The many examples this provides of the initiatives and programs undertaken by group agencies and networks are the best illustration of the concrete progress achieved in different areas. Reducing consumption – a critical priority – is now an established part of daily business life, as well as the focus of dynamic policies, yielding significant progress in areas that include, in particular, protection of the environment. Similarly, our group's social commitment was again illustrated by the active involvement of agencies in pro bono campaigns for public-interest causes. Finally, Publicis Groupe lent its support to the Global Compact's latest statement, Caring for Climate.

Our philosophy in these areas centers on action and initiatives taken at the local level, since these achieve a better match with priorities and resources actually available. We avoid the deployment of top-down processes that prove inadequate in practice. Naturally, a constant priority is to make the most of successful undertakings, to share the good practices identified and, in so doing, increase the overall consistency of our action. This has also allowed the adoption of a number of key indicators as a basis for broader tracking of individual efforts over time. Most importantly, individuals are showing increasing personal commitment and readiness to take effective action and adopt new ways of working.

Finally, in 2008 Publicis Groupe acquired Act Now, an agency based in San Francisco that has won a deserved reputation for expertise in consultancy and planning in the service of sustainability. This illustrates our group's commitment to continued progress and the pursuit of our ambitions through concrete initiatives.



1 – Social Responsibility: Key points

(Main references: Principles 1, 2 and 6).

Publicis Groupe places special emphasis on the support provided for staff members and the development of talent for the future. This is reflected in significant commitment to training, provided in-house or by specialized service providers and outside experts. Preparation of the next generation of managers is a key priority. In 2007, we focused attention on policies favoring diversity, a cornerstone of our group's philosophy from the beginning. We also stepped up action within agency networks with a view to encouraging diversification of recruitment, improving integration of minorities and shaping policies for the promotion of young talents in accordance with this approach.

100 « high potential » employees have benefited from a training session created in 2003: *Peak Performance*. And about 100 other managers and directors were integrated in a new week-long *Executive Management Program*. As an example, already 800 employees have been trained on new tools at ZenithOptimedia, while 800 others at Leo Burnett were trained on the latest trends in digital marketing.

A Group Diversity Council was created to collect all best practices and initiative underway, and define measurable objective to the Groupe. The initiatives taken in the US were particularly prominent and several of these should now be followed up with action in other countries, particularly in Europe.

In 2007, Publicis Groupe counted 44,000 employees in 104 countries. Women represented a higher proportion of the total, accounting for 55.8% vs. 44.2% for men in 2007, compared with 51.2% vs. 48.8% for men in 2004. At management level, the proportion of women was up to 38.6% compared with 28.4% in 2004.

2 - Commitment to local communities: Pro bono campaigns

Continuing a well-established practice, group agencies participated in over 300 pro bono campaigns representing the equivalent of close to \$50 million in 2007. Our group plans to continue this commitment to causes of general and public interest, with action centered on choices and decision-making at the local level. Support extends to a wide range of causes, but with special attention to health and prevention in a broad sense, social issues relating to children, poverty or discrimination, education, culture and the environment.

At an international level, since 2003, Publicis Groupe has been an active supporter of the Global Fund to Fight against Aids, Tuberculosis and Malaria.



3 - Preserving the Environment

(Main references: Principles 7 to 9)

Reduced consumption has been a main theme for varied action and initiatives, some new and others continued and improved. The figures confirm the progress achieved, although efforts remain insufficient in some areas.

- Waste management: sorting of office waste is now general practice.
- Recycling: upstream the group purchasing department now asks many suppliers to provide for this in their proposals. Computer equipment, connectors and consumables are generally recovered by suppliers or firms specialized in recycling or second-hand use (both operations cover nearly 100% of IT and office equipment).
- Natural resources and energy:
 - In line with its all-digital strategy, the group is making concerted efforts to reduce the use of paper and encourage good practices in regards to printing (up to 20% less in some agencies).
 - Turning to water, the use of bottled-water coolers to supply drinking water in offices reduces wastage, while plumbing systems are being overhauled on a certain number of sites to bring washrooms up to modern standards of efficient use.
 - Energy use (in electrical systems, heating, air conditioning, etc.) is managed through the application of simple, effective procedures at the local level wherever possible. In many cases, agencies operate out of offices equipped with controls meeting or exceeding local regulatory requirements, thus contributing to the reduction of overall consumption.
- Travel: in addition to the increasingly general use of conference calls and web conferences, greater staff awareness has helped to reduce travel by as much as 10 to 15% at some agencies.

Our group plans to increase its efforts in all these areas, applying the same pragmatic, operational approach. In this, the emphasis will be on two priorities: firstly, the definition of key indicators in different areas facilitating, among other things, the measurement of progress achieved in the reduction of consumptions; and, secondly, the deployment of a more global, more comprehensive strategy with the support of Act Now (now Saatchi & Saatchi S).