



PUBLICIS GROUPE

Publicis Groupe

2009 Global Compact Communication on Progress - Year 2008

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I am renewing the undertaking given by Publicis Groupe in 2003 to comply with and promote the 10 Global Compact principles and their implementation.

Maurice Lévy – Chairman and CEO

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In 2008, Publicis Groupe successfully completed an important new stage in the extension of its approach and the deployment of efforts in favor of sustainability in general. The notions of sustainability and citizenship underlying the 10 Global Compact Principles are centrally important to both the challenges of today and the heritage of our Groupe since its origins. The 10 Principles have thus for several years been an essential part of the operating framework for Groupe entities and are included in Publicis Groupe Corporate Policies (PCPs named Janus), requiring the compliance and commitment of all Groupe managers and their teams.

For a service business like Publicis Groupe, whose principal assets are its staff members and their many and varied talents, the challenge is to constantly question existing practices in the search for fresh progress, improved working methods and greater efficiency.

The 2008 Best Practice of the Year

With a view to ensuring effective implementation of these principles, a large number of our agencies have set up Green Teams to take responsibility for environmental issues. These teams are made up of volunteer staff members, who initiate, coordinate and oversee the adoption of simple measures that help to preserve the environment. They pay special attention to the practices that their agency consider priorities -- which may include, for example, the use of environmentally-friendly papers or selective waste collection -- and back this up with interactive communications within the business to raise awareness of initiatives and track results. Acting as coordinators and favoring shared commitments, these teams give concrete shape to Groupe policies aimed at reducing consumption, agreeing on particular priorities with local management.

First introduced by a number of Groupe units three years ago, Green Teams are playing a key role for our environmental programs, focusing actions at the local level and providing a basis for continuing progress. There are around 100 teams currently in operation across different agency networks.



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The decentralized structure of Publicis Groupe makes local actions and initiatives the main vectors for policies regarding the environment and social topics -- two fundamental pillars of sustainability -- while the third, governance, remains much more centralized. In this context, it is critically important to encourage the pursuit of successful programs and initiatives, creating a positive context that favors the convergence of action and results, by the same token developing overall consistency and cohesion in the interest of all concerned.

(For more information, consult the 2008 Annual Report at www.publicisgroupe.com).

Publicis Groupe supports the 10 Principles of the Global Compact unconditionally, and has focused related actions on social and environmental policies.

1. Progress relating to Labor Standards – Principles 3, 4 and 6

Groupe social policies place special emphasis on two essential aspects of labor standards: ongoing provision of training opportunities enabling staff members to enhance their skills, and measures in favor of diversity.

A. Training

In this area, efforts have focused on the promotion of Diversity (see B below). A second focus is the acquisition of digital know-how, including regular updates on new technologies and tools and what they can offer, as well as testing of new applications, often in association with outside partners. Looking beyond the narrow group of experts at the cutting edge of technology, it is important for all staff members to be familiar with the techniques of digital communications, since these are a priority for our business development strategy.

B. Diversity

Key Figures:

Overall, women account for 54% of staff and men for 46%.

At the level of governing bodies:

- The Supervisory Board is chaired by Mrs. Elisabeth Badinter and six of its 15 members are women (40% vs. 33% in 2007)
- The “P12” Board Executive Committee, made up of 11 members including five from the Management Board, counts two women (18.2%).

Initiatives in favor of Diversity

In this area, all our US agencies and networks deserve special recognition for their very active participation in a large number of forums and events organized by business and community groups, and allowing opportunities for staff and managers to meet young talents from a wide variety of cultural backgrounds. These events give us an opportunity to showcase the appeal of our businesses and professions. At the same time, the young people participating have a chance to explain how their differences, originality and specificities can be a source of strength. Which is vitally important for us, since they represent the future wealth of our business.

Similar programs aimed at mutual discovery and recruitment opportunities have been conducted in a number of other countries, particularly in Europe, through partnerships with universities and other institutions.



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Monitoring and analysis of key indicators for our Groupe's 44,000 staff members – our assets – made good progress in 2008. More detailed in-house surveys now provide information on the points below.

1. Staff Turnover: 28% overall, a figure that masks significant differences from country to country and from one business to another.
2. Individual Assessments: Over two-thirds of all Groupe units now conduct individual assessments of all staff members each year (100%).
3. Mobility: The average for international networks is 10%, with a range from 3% to 16%, depending on local conditions.
4. In-house Promotion: The average based on data from our largest agencies is 15%.
5. Training: 50% of staff members benefit from training each year, whether through in-house programs or programs through partnerships or offered by outside providers.
6. Tracking of “High-Potential Employees”: Ongoing monitoring of the personal development and career paths of 1,000 staff members.
7. Workplace Climate: Climate surveys are conducted every year or every two years in our main networks.

Groupe management and HR teams are particularly attentive to local programs and initiatives facilitating the work of staff members, offering them access to new skills and know-how, and consolidating their commitment and effectiveness in the service of our clients.

2. Progress under Way on Environmental issues – Principles 7, 8 and 9

As a signatory of the Global Compact's Caring for Climate pledge, Publicis Groupe undertook an assessment of its carbon footprint in 2008. The aim was to have a full view of the existing situation by the end of 2009, and from there identify priorities for reducing direct impacts. In 2008, our methodology was tested with initial measurements for headquarters in Paris, allowing adjustments ahead of Groupe-wide deployment in 2009.

There has been a general increase in the number and variety of initiatives our businesses have taken to protect the environment. Throughout Publicis Groupe, in all parts of the world, in smaller agencies as well as in larger units, there is an increasing commitment to working methods that better protect the environment. This is reflected in the growing number of Green Teams with volunteers coordinating and overseeing initiatives at local level, as well as in the deployment of new efforts contributing to the shared progress exemplified by the “Consume Less” program.

Examples of progress:

1. Raw Materials and Energy

Paper: Consumption was further reduced, by as much as 25% at some units. And through our purchasing policies, 35% of paper bought qualifies for a green label under international standards.



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Drinking Water: We have continued our drive to install drinking-water fountains to reduce use of plastic bottles.

Rest Rooms: Improvements to equipment for sanitation water will continue where possible (automatic/electronic controls)

Electricity: Ever-wider use of equipment to turn off equipment when not needed (nights and weekends), and a continuing campaign to raise awareness of the need for responsible individual behavior.

2. Transport

Travel: Use of remote communications (conference calls, web conferences, video conferences) is increasingly the rule.

Five remote conferencing rooms will be installed in the course of 2009.

Attractive incentives are offered to encourage staff members to use public transport.

Company cars are carefully selected, with low fuel consumption a key priority.

Transport of Goods: Our business is largely dematerialized, and what freight services are necessary are centralized through a small number of international operators.

3. Recycling

Acceleration of action in this area continues, targeting IT and office automation equipment, IT consumables, and landline and mobile phones. Particular attention is taken to ensure that recovery leads to recycling or re-use.

4. Waste Management

Processes are managed at a very local level. Publicis Groupe encourages agencies to use selective waste collection bins.

3. Human Rights and Commitment to Communities – Principles 1 and 2

Human rights in a broad sense have always been a major concern for Publicis Groupe, which is particularly attentive to respect for individual freedom.

Groupe units have linked up with a large number of associations, institutions and NGOs involved in the defense of fundamental rights and freedoms. Using our professional know-how to assist these organizations in their communications through pro bono campaigns is in our view the most effective form of support we can offer. (For more information, visit www.publicisgroupe.com).

In 2008, we continued commitment to communities with 300 pro-bono campaigns dedicated to public interest themes, representing the equivalent of \$52 million (up from \$50 million in 2007).

Staff participation in pro-bono campaigns is an integral part of the culture of Publicis Groupe and its subsidiaries, demonstrating responsibility to society at large on a daily basis. Participation is voluntary from management and staff members, who bring a great deal of enthusiasm and dedication to the success of campaigns.