



CSR*

FOR BUSINESS GUIDELINES

Business Partners' Formal Agreement

These CSR* Guidelines for Business (the "Guidelines") outline the key-elements of Publicis Groupe and its agencies' responsible procurement approach in dealing with its business partners, suppliers, their employees, agents and subcontractors (herein referred to as the "Business Partners"). The CSR for Business Guidelines are part of the Terms & Conditions in all Publicis Groupe contracts (art.12.9.3) signed with vendors and business partners. The Guidelines are complementary to the United Nations Global Compact 10 Principles (UNGC) and require our Business Partner's commitment to the critical business behaviors described therein. These Guidelines follow French laws and regulations such as Sapin 2 Law (anti-corruption), Duty of Care Law ("devoir de vigilance") and comply with the EU CSRD (Corporate Sustainability Reporting Directive) coming into force in 2025, and with the future EU CS3D (Corporate Sustainability Due Diligence Directive). It is also aligned with the company's corporate business principles, explained in the Code of Ethics "Janus" that are public.

Publicis Groupe and its agencies are asking its Business Partners to be compliant and vigilant regarding the following items:

1. CSR and ESG engagement

Business Partners must comply with the United Nations Global Compact, UN Guiding Principles on Business and Human Rights (notably against modern slavery in all forms, human trafficking, child and forced labor), ILO Declaration on Fundamental Principles and Rights at Work or OECD Guidelines for Multinational Enterprises.

2. Business Ethics – Social & Labor general principles

Business Partners must comply with Publicis Groupe's code of Ethics "Janus" – as do our employees, particularly on: anti-discrimination and anti-harassment, equity, professional development, social dialog, adequate wage...

3. Anti-corruption and Bribery

All forms of fraud, bribery and corruption, including any type of conflict of interest are strictly prohibited.

4. Data Protection & Information Security

Compliance with all applicable laws and regulations with regards to intellectual property, data protection and privacy is required, including compliance with all national and international data security standards.

5. Environmental impacts

Business Partners must make their own efforts in their offers, particularly through low carbon emissions' solutions and favoring the ones from circular economy.

6. Climate & Net Zero targets

Business Partners must commit to environmental targets in line with the Accord de Paris and its scenario 1.5°C. Public targets related to carbon emissions reduction are required.

*CSR: Corporate Sustainability Responsibility, is equivalent to ESG: Environment, Social, Governance

7. Accessibility & e-accessibility

Equal access to people with disabilities is not negotiable.

8. CSR assessment

External and independent CSR assessment is mandatory for Groupe and strategic Business Partners. Self-assessment via P.A.S.S is mandatory for all suppliers.

9. Supplier diversity

Small and diverse suppliers must be part of the business ecosystem.

10. Sustainable value chain

Sustainable procurement is a critical need to act together for a more inclusive and sustainable world.

11. Confidentiality

Mandatory principle applied to all strategic, commercial, financial and technical information confidential.

12. Business relations

Contract terms must be strictly respected by all parties, to foster mutual respect and transparency about business concerns to mitigate potential risks.

13. Economic relations

To avoid economic dependency, terminating a long-term relationship with a Business Partner will require *ad hoc* management.

14. Compliance with competition rules

Business partners must comply with applicable competition laws and regulation.

15. Audit Right

Publicis Groupe reserves the right to conduct sustainability compliance audits of Business Partners to control the compliance status.

16. Disclosure of incidents and Alert system

Business Partners shall disclose to Publicis Groupe any human rights issues and any incidents they become aware that occur within their organization via the Publicis Groupe whistleblowing external system [here](#).

17. CSR joint efforts

To contribute to the global efforts around the 17 United Nations Sustainable Development Goals (UN SDGs), Business Partners are encouraged to join the Working With Cancer pledge to erase the taboo around cancer at work.

Name of the Business Partner (company)	Name of the signatory (person)	Explicit Agreement signing	Date and location