



APPENDIX *NET ZERO* CLIMATE POLICY

Description of the activities related to the Janus policy application with examples and 2023 Data

I - Content of the Janus Net Zero Climate policy (reminder)

WHY?

In 2003, we were the first communications company to join the United Nations Global Compact, with a focus on limiting environmental impacts.

We since formalized our specific commitment to fight against climate change by voluntary joining multiple other initiatives.

The fight against climate change is one of the three Groupe priorities of the current Groupe's multi-year CSR/ESG strategy.

Our climate targets are validated by the SBTi, aligned to the 1.5°C scenario :

- Near term target = 50% reduction of Scope 1, 2 & 3 carbon emissions by 2030.
- Long Term target of Net Zero = 90% reduction of Scope 1, 2 & 3 carbon emissions and become Net Zero by 2040.

Also, a voluntary shift to 100% renewable energy from direct source by 2030.

FOR WHOM?

To all employees in our agencies as change agents.

WHAT?

Priority Action Areas for reducing impacts

In order to meet the new SBTi targets and to reduce all impacts, the Groupe has defined the following **8 priority action areas**:

- 1 - Reduce travel** (particularly air travel) and transportation impacts, through working from home and the use of teleconferencing tools, as well as prioritizing lower-emission modes of transport.
- 2 - Reduce energy** consumption in general, with a target of 100% renewable energy (RE) from direct source before 2030 for the entire Group.
- 3 - Reduce the use of raw materials**: water, paper, plastic...

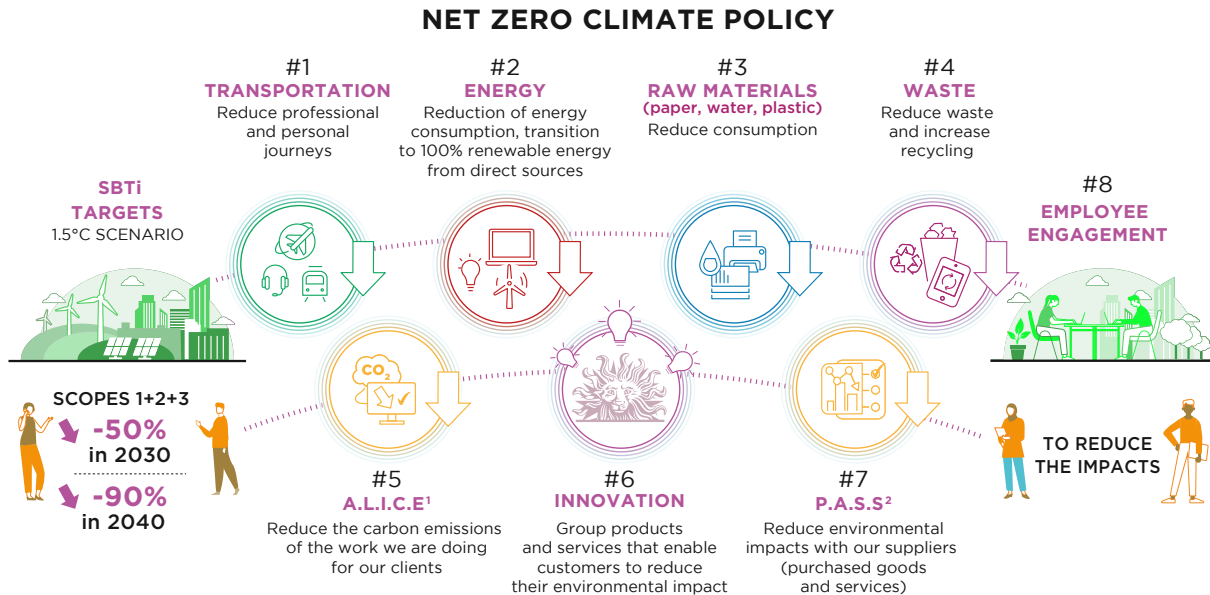
- 4 - Reduce waste** and make recycling the norm.
- 5 - Reduce the carbon emissions of the work we are doing** for our clients, in all activities, thanks to the internal impact assessment platform called **A.L.I.C.E.** (Advertising Limiting Impacts and Carbon Emissions).
- 6 - Innovate** to help our clients to reduce the impacts of their marketing and communication action. Internal education & training is a key-lever like the **NIBI** program (No Impact for Big Impact).
- 7 - Reduce environmental impacts from our purchased goods and services**, by asking Groupe providers to be assessed by a third party; all local strategic partners will be asked to provide a self-evaluation on CSR/ESG topics including climate change through **P.A.S.S.** (Publicis Groupe Providers Platform for a self-Assessment for a Sustainable Supply chain).
- 8 - Engage** with all employees for them to contribute to the company targets. For the unavoidable impacts, sequestration carbon credits will be used in last resort. Note that Publicis Groupe decided to invest in a five-year compensation/reduction program (2020-2024). This first plan is to be extended by a second program (2024-2028). The Groupe has joined the mutualized Climate Fund for Nature led by Mirova/Natexis, to better anticipate the future needs. These operations are exclusively managed centrally at the Groupe level by the Groupe CSR/ESG Department. No such investment can be made locally.

Publicis Groupe discloses data annually on carbon emissions. This is part of the CSR/ESG reporting externally audited by an independent third party, covering all agencies in the world, with onsite audits. See also Code of Ethics I.6 Corporate Social Responsibility, Sustainability & ESG.

WHO?

Environmental impacts review is a daily task driven by all managers and their teams reporting to agencies' CEOs.

II – Action plan: the 8 levers



1. A.L.I.C.E. - Advertising Limiting Impacts and Carbon Emissions

2. P.A.S.S. - Publicis Groupe Providers Platform for a self-Assessment for a Sustainable Supply chain

1 – Reducing Travel, Transport & Employee Journeys

Transportation and travel are identified as a large contributor to Publicis Groupe's carbon emissions. Publicis Groupe objective is to reduce Air business travel, by asking employees to re-think their business trips and is working with clients to use alternatives to carbon-intensive travel (Teams, Zoom or teleconference...). Aircraft white trails are taken into account in the carbon emissions calculation. The travel policy is requiring employees to travel only for imperative business reasons, and to use second classes of air business travel for journeys taking fewer than 3-4hours. The travel policy prioritizes the usage of the train when the local infrastructure exists. The company car policy promotes low-emissions vehicles such as electric or hybrid aligned with EU standards (less than 95gr CO₂). Employees are encouraged to use online tools (carbon calculators) when otherwise planning travel and trips, to help them make a full assessment of the environmental impact.

Publicis Groupe is promoting where possible, employee initiatives that facilitate a diversity of transport methods for commuting purposes – for example carpooling or car sharing, providing bicycle storage at office locations, participation in local bicycle incentive schemes, financial incentives to encourage public transportation as conditions allow. Working from Home (WFH) or Teleworking is organized based on Groupe guidelines and is managed locally, based on individual type of job or situation, to ensure business efficiency and improve employees' work/life balance.

2 – Reducing Energy Consumption and shift to 100% Renewable Energy sources

Publicis Groupe is engaging strategies to optimize and monitor energy efficiency:

- Setting environmental performance thresholds for prospective properties or offices, with the Real Estate Department, based on existing norms (LEED, BREAM, HQE, Energy Star...),
- Encouraging new electrical and IT equipment with a new generation of machines clearly saving energy, with a focus on IT, Facilities and Procurement Departments,
- Screening CO₂ emissions from Data centers used by the Groupe on a periodic basis, to ensure emissions are as low as possible while still providing the required performance, with IT Department,
- Encouraging employee responsibility via "Switch off" policies (workstation, laptop, lights...).

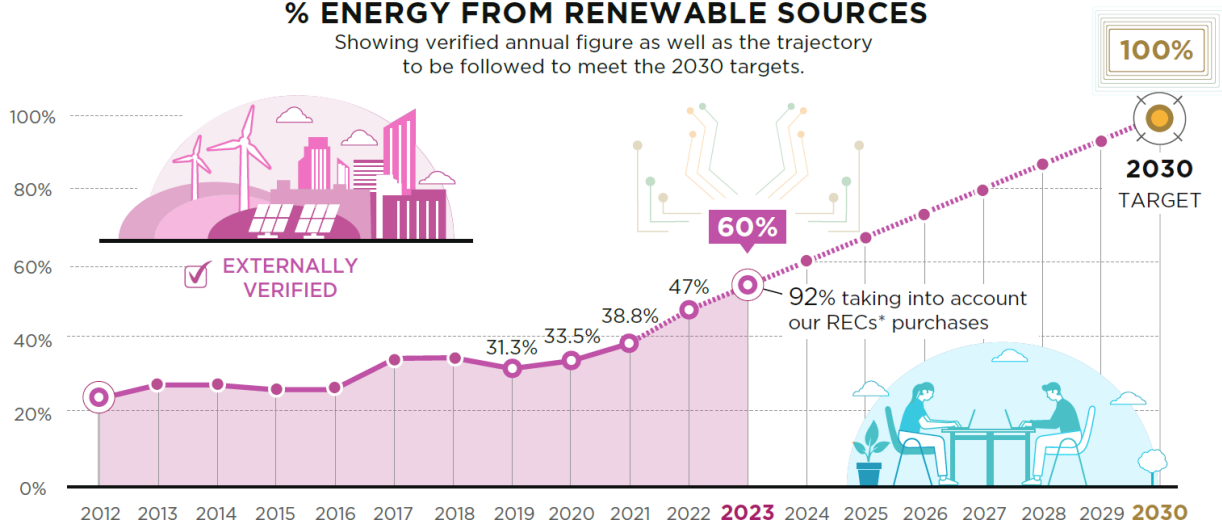
► Renewable Energy (RE)

In addition to the goal to become more energy-efficient, and independent to the SBTi emissions reductions targets, our goal is to have **100% of our energy from Renewable sources before 2030**. This will be a coordinated effort between Procurement, Re:Sources – our shared services centers - and local teams, to identify opportunities to increase the proportion of renewable electricity share under their jurisdiction.

Until this goal of 100% is achieved, Publicis Groupe is investing annually in Energy Attribution Certificates (EACs) in the countries where we have most of our employees: USA, Canada, India, France, UK, China. These certificates in the form of RECs, i-RECs, GOs will help reduce the impacts of the actual use of non-renewable energy sources before achieving 100% RE by direct source.

% ENERGY FROM RENEWABLE SOURCES

Showing verified annual figure as well as the trajectory to be followed to meet the 2030 targets.



3 – Reducing usage of Raw Materials

In terms of most raw materials consumption, water, paper (and inks) are consumed systematically across the Groupe. Water consumption must be managed locally in conjunction with landlords and Facilities teams, to find ways it can be reduced.

Publicis Groupe is continuing to strengthen its focus on sustainable suppliers to encourage certified paper (NFC, PEFC) and recycled products for office furniture when appropriate. Improvements are coordinated by local Re:Sources teams, to achieve tangible results while also raising awareness of sustainability issues. In 2020, the Groupe launched its “Zero Single Use Plastic” plan in order to eliminate these types of plastic and replace them with recyclable and environmentally friendly products.

4 – Reducing Waste, Improving Recycling process

Publicis Groupe wants to apply a waste hierarchy to materials, to maximize recycling (and therefore minimize the need for final disposal), in all practicable locations. These processes and organization will have to be managed with local Re:Sources teams to identify the best options (partners, solutions) and encourage circular economy and employee engagement on a daily basis. As an example, with WEEE (Waste Electrical & Electronical Equipment) practice extended in our agencies, the goal is to ensure that 100% of our digital and IT machines are managed via contractual clauses with suppliers or with specialist contractors, volume reduction, as well as widespread re-use and/or recycling of other waste materials.

Waste - Our ambition is to achieve **zero waste to landfill**. To reach this goal, we aim to ensure that all our buildings have the facilities for employees to

separate their waste (paper, plastic, cans, glass...) as well as maintaining at least a 2% annual reduction in the Groupe overall waste figures.

5 – Reduce the business impact from all our activities for our Clients

Eco-design and Eco-production is the new norm. To help our teams across the business better **understand and limit** the environmental impact of their work in terms of carbon emissions, we have developed the online platform **A.L.I.C.E.** (Advertising Limiting Impacts and Carbon Emissions). This internal platform allows our teams to carry out a simulation of the carbon emissions generated by a Client’s project or campaign, according to decisions taken regarding format, production, energy consumption for example. The output is aligned with GHG Protocol; methodology and calculations are supervised by Bureau Veritas, bringing its expertise in calculations, and acting as an independent third party. Resilio Solutions, another third party, conducted in 2022 a specific assessment related to data centers and servers emissions factors. **A.L.I.C.E.** can be used as a guide for our teams and our clients to assist them with any decisions about reducing or offsetting this impact.

6 – Innovate to shift from climate challenges to new solutions contributing to the imperative reduction of global impacts

Publicis Groupe teams started their Climate innovation journey in 2017. First step is to educate all of the Groupe employees, through the dedicated programs **NIBI** (No Impact for Big Impact) and its e-learning + physical workshops that are embracing all activities: Creation, Production, Media, Data, Digital Business Transformation. This educational program is also done with the Client’s teams.

Technical solutions are used like **Razoscan**, allowing teams to screen energy consumption from each digital page. New products like **eFootprint**, a open source software from Publicis Sapient is allowing the clients to track their carbon emissions related to their digital platforms.

7 – Supplier Engagement

In accordance with our Publicis Groupe CSR for Business Guidelines, Suppliers are questioned about their actions and objectives in terms of reducing environmental impacts. Publicis Groupe is asking all suppliers to take action and limit global warming rises over 1.5°.

Groupe and strategic vendors must be assessed by an independent external third party like **Ecovadis**. Local and critical vendors must use our own proprietary

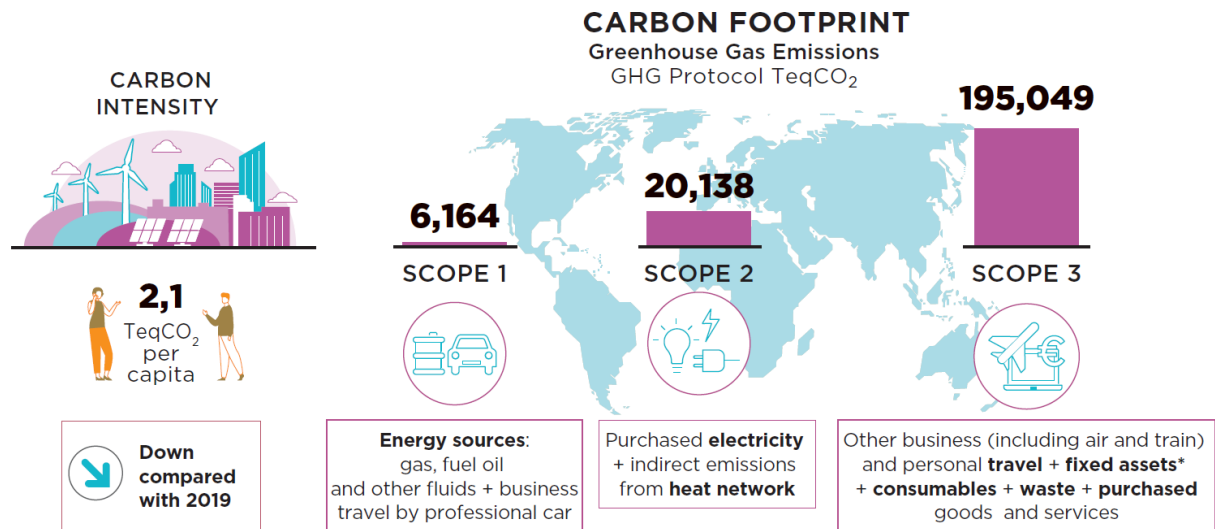
CSR self-evaluation tool for suppliers, named **P.A.S.S.** (Publicis Groupe Providers Platform for a self-Assessment for a Sustainable Supply-chain).

Refusal to engage with an environmental action plan will constitute a non-selection criterion.

The Group and its agencies' procurement policy is also proactive in terms of eco-responsible, eco-designed products from the circular economy or goods that have been responsibly sourced or have a recognized environmental certification.

8 – Engaging employees to reduce all emissions

In all activities and in all countries, employees are asked to reduce their carbon emissions and the environmental impacts linked to their project for the clients.

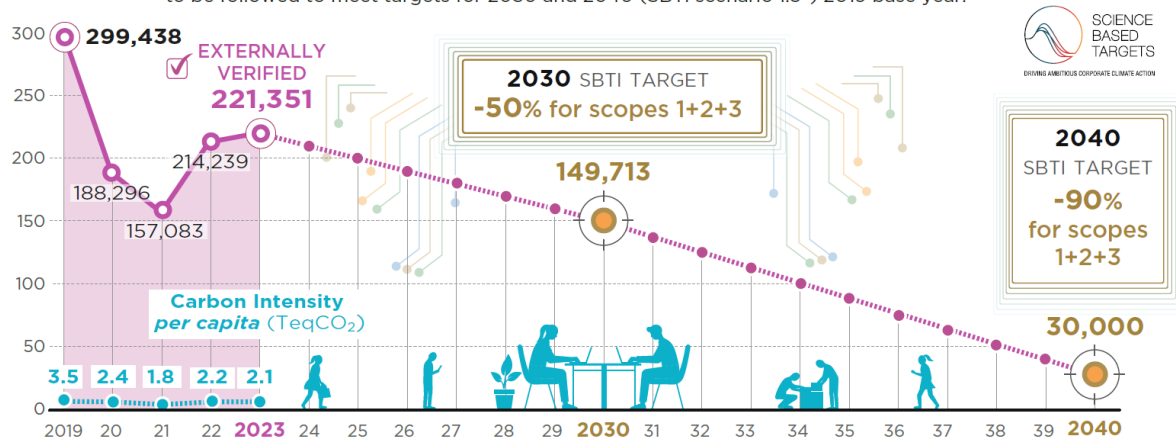


The Groupe has put two bodies in place to help coordinate all these efforts, i) an ad hoc Climate Risk Task Force, dealing with the climate aspects highlighted under the Groupe's duty of care plan, specifically the risks, and is managed by the Groupe's CSR Department with the support of the Risk Management, Finance, IT and GSO (infrastructure and information systems security), Legal, Real Estate and Insurance Departments and teams and with operational staff. ii) The Climate Crew, joining together employees working in sustainability posts across the Groupe, giving them the opportunity to share working practices, exchange ideas and information, and keep

up-to-date with Groupe policies and commitments. **Net Zero by 2040.** While all the above actions will enable a managed reduction in Carbon emissions from the Group over time, there will always be an unavoidable carbon emissions footprint, due to reasons such as availability of Renewable energy in a market, certain raw materials without equivalent, and of course, professional and personal transportation, including commuting and some business travel. This policy commits to achieving Net Zero carbon, whereas as a last resort, carbon offsetting in the form of purchase of voluntary carbon credits will be undertaken.

CARBON EMISSIONS

In Tonnes equivalent CO₂, showing verified annual figure as well as the trajectory to be followed to meet targets for 2030 and 2040 (SBTi scenario 1.5°) 2019 base year.



Reduction, compensation, sequestration

Publicis Groupe decided to invest in a first five-year compensation/reduction program – **VCC Plan 1** – based on certified projects and compliant with international standards, through:

- 90% via a wind project in India – Gandhi/Pawan Project – providing renewable energy to hundreds of villages in 3 regions (Gujarat, Karnataka, Maharashtra), also providing education to kids and supporting women entrepreneurship and financial autonomy
 - ▶ Project aligned with SDGs 7, 8, 13.
- 10% via a reforestation project in Peru – Madre de Dios – protecting rainforest and local biodiversity and doing real carbon sequestration
 - ▶ Project aligned with SDGs 8, 11, 15.

The two projects are certified Gold Standards for the UN SDGs (United Nations Sustainable Development Goals), VCS (Verified Carbon Standard) and CCBA (Climate, Community & Biodiversity Alliance).

A second five-year compensation reduction program has been setup – **VCC Plan 2** – based on certified projects and compliant with international standards, through:

- 85% continuing the Gand hi/Pawan project based on wind renewable energy, so for a total of 10-year investment.
- 15% via forestry projects in the United States, in Michigan and Maine, to protect forest and trees, and preserve all the biodiversity in these areas
 - ▶ Project aligned with SDGs 6, 13, 16.

Publicis Groupe has joined the **Climate Fund for Nature** (Mirova/Natixis) beginning 2024. The fund will support projects dedicated to the protection and restoration of nature with associated benefits for the biodiversity and the communities. This represents a commitment of €20 million for the delivery of nature-based voluntary carbon credits over fifteen years.

These reduction and compensation operations are exclusively managed centrally at the Groupe level by the Groupe CSR Department.

Publicis Groupe is a member of several industry/sector climate initiatives, including but not limited to: Ad Net Zero, AdGreen, AACC (France), EACA Sustainability Task Force and the ICC Advertising & Marketing Commission.

Publicis Groupe Whistleblowing System

Employees, clients, business partners and suppliers, or any other third parties, may report a violation of the law or company policy on fraud, corruption, harassment, discrimination, or any other ethics concerns via the external and publicly accessible platform at <https://publicis.whispli.com/lp/ethicsconcerns>. All alerts are treated with utmost care and confidentiality. Whistleblower communication is protected by any form of retaliation. (Reporting Concerns policy is part of Publicis Groupe Code of Ethics, called Janus)
