01. Corporate Sustainability, Responsibility & ESG

▶ AT A GLANCE

Our CSR strategy is based on three main priorities:

- **E = Environment, the Fight against Climate Change**
- **S = Impact & Social Equity**
- **G = Governance, Business Ethics & Responsible Marketing**

FOR WHOM?

All Business Units and employees must participate in two ways:

1. By being active in the key areas in which the Groupe wants to have a greater positive impact; and
2. By contributing to CSR (1) reporting.

WHAT?

The Groupe is committed to doing business ethically, sustainably and in the best interests of all stakeholders, with a view to increasing positive impacts and limiting negative impacts.

HOW?

Groupe CSR Strategy

The Groupe's Corporate Social Responsibility policy and sustainability strategy are reviewed annually to assess alignment with key stakeholder expectations.

The Groupe's current multi-year CSR/ESG strategy is based on the following **three priorities**:

1. **E - Fighting against Climate Change:**
   - The Net Zero Climate Policy addresses how the Groupe intends to drastically reduce its carbon emissions by 50% by 2030.
   - This rises to 90% to become Net Zero in 2040 to meet SBTi targets (Science Based Targets initiative).
   - This goes hand-in-hand with voluntary goals such as using 100% renewable energy from a direct source by 2030.
   - Publicis Groupe is tracking carbon intensity (*per capita* and *per euro*) to better assess its progress year after year. Visit the Groupe Policy IV.02. / Net Zero Climate.
2. **S - Impact & Social Equity (I&SE)**
   - Publicis Groupe is a "people business", intent on building an inclusive workplace and combating all forms of discrimination; Visit the Groupe Policy III.02. / Impact & Social Equity.
   - Inclusiveness is a key Groupe value embodied in all activities including client work.
   - The Groupe sets an annual target of Women representation in Groupe leadership roles, outside of the US.
   - The Groupe provides equal access to training and professional development to facilitate career evolution, progression, expertise and mobility.
   - Great care is given to employees with specific needs, to create an inclusive workplace and to support affinity groups.
   - Ensuring health and safety & wellbeing at work embraces both physical and mental health. It includes the Groupe's ongoing work (pro bono and volunteering) with NGOs and third parties to support communities and underrepresented groups, and other general causes aligned with CSR/ESG priorities.
3. **G - Responsible Marketing and Business Ethics:**
   - Business ethics underpins the Groupe's rules and behaviors, with clear positions and processes around Anti-bribery & Anti-corruption, Data protection and Information Security, Generative AI Ethics and Responsible use, Powering Sustainability, and associated programs. Visit the Groupe Policy I.02. / Responsible Marketing & Technology.
   - This drives all the Groupe's business: Creative, Media, Data, Technology, with proprietary tools and programs such as A.L.I.C.E. (2), NIBI (3) Program, Antigreenwashing AI, Positive Representations AI, e-Footprint, P.A.S.S. (4) and many others;
   - It is covering Responsible Procurement with business partners (including supplier diversity activities in accordance with applicable local laws).

(1) Corporate Social Responsibility
(2) A.L.I.C.E. – Advertising Limiting Impacts and Carbon Emissions.
(3) NIBI – No Impact for Big Impact.
(4) P.A.S.S. - Publicis Groupe's Porviders' Platform for a self-Assessment for a Sustainable Supply chain.

CSR & ESG Governance

- The Groupe CSR Department is responsible for CSR strategy and reporting, under the authority of the Chief Impact Officer.
- CSR & ESG topics are screened by the Audit and Financial Risks Committee, and the Strategic, Environmental and Social Committee of the Board of Directors.
- A summary of the work done is shared annually at the shareholders' meeting.
- Through the internal CSR Reporting Steering Committee, all company corporate functions are associated with CSR Reporting.

CSR & ESG International Frameworks

In addition to compliance with French laws and EU Directives like the EU CSRD – Corporate Sustainability Reporting Directive with the ESRS - European Sustainability Reporting Standards, Publicis Groupe voluntarily follows various international CSR/ESG frameworks and standards.

These include:

- The 10 principles of the United Nations Global Compact, to which Publicis has been signatory since 2003;
- The UN Women's 7 Women Empowerment Principles (WEPs) – also called "Equality means Business" – since 2017;
- The 17 United Nations SDGs (Sustainable Development Goals);
- The ISO 26000 guidelines, which the Groupe has followed since 2011;
- The OECD guidelines for multinational companies;
- The SASB framework (Sustainability Accounting Standards Board);
- The TCFD (Task Force on Climate-related Financial Disclosure);
- The SBTi (Science Based Targets initiative) aligned with the Paris Agreement, 1.5°C scenario;

The Groupe is also:

- member of the Unstereotype Alliance led by UN Women, to combat outdated stereotypes in advertising and communication;
- signatory of the UN pledge "Caring for Climate";
- participant in the CDP (Carbon Disclosure Project) since 2009;
- supporter of the Paris Agreement and its 1.5°C scenario with climate targets validated by SBTi; and
- member of the UN Business Ambition for 1.5°C and the Race to Zero.

CSR & ESG Assessments and Performance

- Publicis Groupe is listed in various ESG indices, such as: DJSI Europe and DJSI World, FTSE4Good, Ethibel Excellence and Euronext-CAC40 ESG.
- The Groupe is also subject to annual ESG assessments by numerous ESG rating agencies, such as Bloomberg ESG, CDP, Ecovadis, FTSERussell, ISS, Moody's, MSCI, S&P, Sustainalytics and Refinitiv.

CSR & ESG Reporting

- In accordance with the EU CSRD, the Sustainability Reporting is included in the annual Publicis Groupe Universal Registration Document (URD), and is verified by external auditors.
- This is available in the library, from the CSR section of the Groupe website, as well as through a dedicated reference tool CSR Smart Data.
- Several online examples and data illustrate the actions and progress being made by the Groupe.

Compliance

- Business Units and agencies need to act in accordance with applicable laws (local, French and European).

WHO?

Business Unit CEOs, Groupe CSR department under the responsibility of the Chief Impact Officer, with the support of local agencies CSR teams.

The **United Nations Global Compact's** Ten Principles are derived from: the Universal Declaration of Human Rights, the International Labor Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

HUMAN RIGHTS

Principle 1. Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2. make sure that they are not complicit in human rights abuses.

LABOR

Principle 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4. the elimination of all forms of forced and compulsory labor;

Principle 5. the effective abolition of child labor; and

Principle 6. the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

Principle 7. Businesses should support a precautionary approach to environmental challenges;

Principle 8. undertake initiatives to promote greater environmental responsibility; and

Principle 9. encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

Principle 10. Businesses should work against corruption in all its forms, including extortion and bribery.

WE SUPPORT
UN GLOBAL COMPACT

Policy available to the public on the Groupe website.