



## THE PUBLICIS WAY TO PROTECT OUR TALENT AND OUR ENVIRONMENT

# CORPORATE SOCIAL RESPONSIBILITY, SUSTAINABILITY & ESG\*

## WHY?

Sustainability is an integral part of our company strategy and responsibility, in recognition of our interaction with all our stakeholders. Business Units and agencies need to act in accordance with French laws and European regulations. The Groupe strategy embraces all aspects of Corporate Social Responsibility (CSR). The goal is to increase positive impacts, and to limit drastically all negative ones. In accordance with the EU directive related to Non-Financial Performance reporting, CSR/ESG Reporting is included in the Publicis Groupe Universal Registration Document (URD), publicly available via the Groupe website in the CSR section, where several examples and data illustrate the actions and progress being made by the Groupe. The CSR reporting is externally audited and verified each year.

## FOR WHOM?

The Groupe CSR Department is responsible for CSR/ESG strategy and reporting, under the authority of the Groupe Secretary General, member of the Management Board (Directoire). CSR/ESG topics are screened by the ESG Committee of the Supervisory Board; a summary of the work achieved is shared annually at the shareholders meeting. Through the CSR Reporting Steering Committee, all company Corporate functions are associated with the CSR Reporting. All Business units and employees must participate in two ways: firstly by being active in the different key areas where the Groupe wants to improve its sustainable impacts, particularly with clients in the current business, and secondly, by contributing to the CSR/ESG reporting to measure efforts and results.

## WHAT?

The Groupe Corporate Social Responsibility policy and sustainability strategy is reviewed annually, in order to assess its alignment with the expectations of key-stakeholders (Talents, Clients, Investors and Shareholders, and the civil society). Publicis Groupe identified three priorities, material for the company:

### 1. Diversity, Equity and Inclusion (DEI) and the fight for Social Justice.

Publicis Groupe is a people business, determined to build an inclusive workplace for all and fighting against all forms of discrimination. The company is providing equal access to training and professional development to facilitate career evolution, with specific attention given to underrepresented people, and ensuring health and safety & wellbeing at work embrace both physical and mental health.

It includes our continuous work (probono campaigns and volunteering initiatives, charities) with NGOs and third parties to support communities and underrepresented groups, and other general causes aligned with our CSR/ESG priorities.

### 2. Responsible Marketing and Business Ethics.

It drives our work in all categories of business - Creation, Media, Data, Technology, with proprietary tool and programs such as A.L.I.C.E.\*\*, NIBI\*\*\*, P.A.S.S.\*\*\*\* and many others. It is embracing Responsible Procurement with our business partners (incl. supplier diversity activities). Business Ethics is the backbone structuring our rules and behaviors, with clear positions and processes around Anti-bribery & Anti-corruption, Data protection and Information Security, and associated tools like the Raising Concerns/whistleblowing system.

### 3. The fight against Climate Change.

The Net Zero Climate Policy is addressing how we intend to reduce drastically by 50% all our environmental impacts by 2030, and by 90% to become Net-Zero in 2040 to meet SBTi targets (Science Based Targets initiative), along with voluntary goals such as using 100% renewable energy by direct source by 2030.

### The Groupe commits to the United Nations Global Compact (signed in 2003 and reaffirmed each year) and its four-area values that are derived from:

- Universal Declaration of Human Rights
- International Labor Organization's Declaration on Fundamental Principles and Rights at Work
- Rio Declaration on Environment and Development
- United Nations Convention Against Corruption.

\*ESG - Environmental, Social and Governance

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

\*\*\*NIBI - No Impact for Big Impact

\*\*\*\*P.A.S.S. - Publicis Groupe's Platform for Providers' self-Assessment for a Sustainable Supply chain

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.** Businessess 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.** Businessess 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.** Businessess 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.** Businessess should work against corruption in all its forms, including extortion and bribery.

## CSR international frameworks

Above the compliance with French laws and EU regulations, Publicis Groupe has decided to voluntarily follow several international CSR frameworks and standards, such as:

- the international *GRI Standards*, structuring the non-financial reporting and externally
- the *17 United Nations SDGs* (Sustainable Development Goals)
- the *ISO 26 000 guidelines*
- 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, scenario 1.5°C
- the *WEF & IBC* (World Economic Forum & International Council) framework.

Publicis Groupe signed the *United Nations "WEPS"* – the 7 Women Empowerment Principles also called "Equality means Business". The Groupe is part of the *Unstereotype Alliance* led by UN Women, to fight against outdated stereotypes in advertising and communication.

Publicis Groupe is a signatory of the *UN pledge "Caring for Climate"* and participates in the *CDP* (Carbon Disclosure Project) since 2009; the company is supporting the Paris Agreement and its scenario 1.5°C (member of the French Business Climate Pledge since 2015) and is a member of the *UN Business Ambition for 1.5°C*.

## CSR performance

Publicis Groupe is registered in several ESG Indexes, such as FTSE4Good, Ethibel Excellence, Euronext-VigeoEiris, ECPI; and the company CSR/ESG profile is annually evaluated by external ESG third parties like Bloomberg, Ecovadis, FTSE Russell, Moody's/VigeoEiris, MSCI, S&P, Sustainalytics, Sustco...

## WHO?

Business Unit CEOs, Groupe CSR Department, with the support of local agencies CSR teams.