



I. THE PUBLICIS WAY TO PROTECT OUR TALENT AND OUR ENVIRONMENT

# 2. DIVERSITY, EQUITY & INCLUSION (DEI)

## WHY?

The company motto is “Viva la Difference”, which means valuing and respecting every individual, whoever she or he is - including their background, experience, professional skills and potential. We want multicultural teams working on every project. Everyone’s position is based on skills and qualifications. **The Groupe always bans all forms of discrimination.** Diversity, Equity & Inclusion (DEI) is part of the top management agenda and inclusiveness is everyone’s responsibility.

## FOR WHOM?

All employees without any exceptions.

## WHAT?

For decades, Publicis Groupe has fostered gender parity (“mixité”) and will continue to do so. The company has a well-balanced workforce at nearly 50% women and 50% men. Gender equality is a key component, and in addition this policy is addressing diversity at large: all minority groups are to be represented at each level of the company. The goal of this policy is to engage actions particularly around gender, age, ethnic origin, background or education, sexual orientation, religion, disability, veteran, to name a few topics.

To nurture an equal and inclusive workplace, Publicis Groupe and agencies’ management focus their attention on the following four pillars:

1. Source and **recruit diverse talents with distinct backgrounds**, to be aligned with the local economic and social context, and to reflect the consumer audience of our clients,
2. Attaining **more women in top leadership positions**, particularly women leading Creative and Technology teams, with pro-active analytics and planning (promotion, succession, recruitment...). The Groupe goal is to have 45% women in leadership roles by 2025,
3. **Equal pay** - between women and men and between people doing the same job with the same level of

responsibility, with regular controls managed by HR & CTOs teams,

4. **Flex-Program:** part-time options and worktime arrangements are accessible to employees when their positions allow it: individual implementation is managed by local management; the goal is to improve the employee’s business efficiency, their job satisfaction and their quality of life.

Local practices and rules have to be aligned with clear rules applied to everyone in order to support and build inclusive work environments:

- **Zero Tolerance Policy:** we will not tolerate any misconduct or misbehavior as it relates to our anti-discrimination policy and our anti sexual harassment policy,
- Foster **“Equality of Chance”** as a key-principle, to have more diverse candidates applying for a new position, role or promotion, and recognize intersectionality challenges,
- Provide **Unconscious Bias** workshops in agencies on a regular basis,
- Encourage **local DEI projects** relating to diversity at large - including training, wellbeing at work, parenting programs, which are country and market driven,
- Support our **Business/Employee Resources Groups** (ERGs/BRGs) such as VivaWomen! (for women), VivaWomen of Color and MOCA (Men of Color Alliance), Egalité (LGBTQ+), enAble (disability) and many others,
- Cooperate with **Clients, business partners and NGOs partners** when such an alliance is helpful to push forward gender equality and diversity in general,
- Engage further with **Diversity programs with underprivileged communities** or minorities to give them access to our workplace and business ecosystem, and to better fight for Social Justice (anti-hate and anti-discrimination or racial injustice, civil rights...) to build a more inclusive world.

CSR - Corporate Sustainability Responsibility  
ESG - Environmental, Social and Governance

DE&I reporting is public and complies with laws and local restrictions; it can be found in the company Universal Registration Document and in the CSR/ESG Smart Data section in the Groupe website.

In case of any concerns or misconduct (discrimination, harassment...), the Publicis Groupe alert system allows all stakeholders to report cases. Concerns should be reported directly to: [ethicsconcerns@publicisgroupe.com](mailto:ethicsconcerns@publicisgroupe.com)

## WHO?

DEI is a daily task driven by all managers, CTOs and Diversity Leaders reporting to agencies' CEOs. DEI is under the supervision of the Groupe Secretary General and coordinated by the Groupe CSR/ESG Department.

Publicis Groupe, as a member of United Nations Global Compact since 2003, is also a signatory of the United Nations Women Empowerment Principles (WEPs)

### WOMEN EMPOWERMENT PRINCIPLES (WEPs) BY UN GLOBAL COMPACT AND UN WOMEN

**7 Principles** emphasize the business case for corporate action to promote gender equality and women's empowerment: **"Equality Means Business"**

**Principle 1.** Establish high-level corporate leadership for gender equality,

**Principle 2.** Treat all women and men fairly at work - respect and support human rights and nondiscrimination,

**Principle 3.** Ensure the health, safety and well-being of all women and men workers,

**Principle 4.** Promote education, training and professional development for women,

**Principle 5.** Implement enterprise development, supply chain and marketing practices that empower women,

**Principle 6.** Promote equality through community initiatives and advocacy,

**Principle 7.** Measure and publicly report on progress to achieve gender equality.

