



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

7. NET ZERO *CLIMATE*

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).

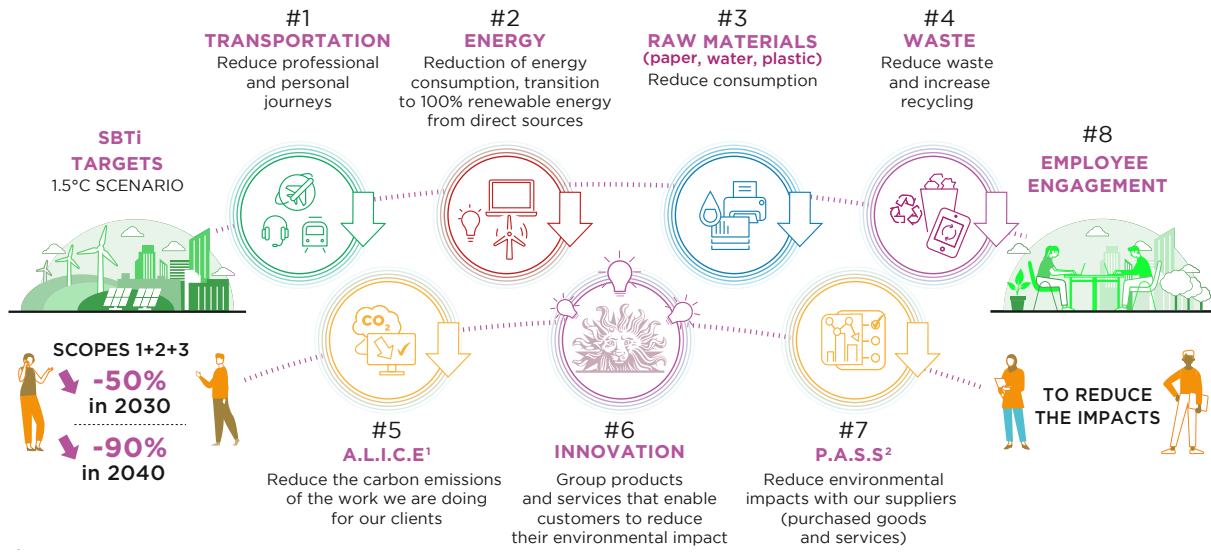
8 - Engage with all employees for them to contribute to the company targets. For the unavoidable impacts, sequestration carbon credits will be used in last resort. Note that Publicis Groupe decided to invest in a five-year compensation/reduction program (2020-2024). This first plan is to be extended 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.

NET ZERO CLIMATE POLICY



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

Policy available to the public on the Groupe website.