



PUBLICIS VALUES

*When a 20-year-old entrepreneur Marcel Bleustein-Blanchet founded Publicis in 1926 in Paris, he established a set of values that has inspired us ever since. Thanks to his vision, he has guided us to always act with **integrity, loyalty and respect**. His founding principles continue to resonate almost 100 years later:*

I. CREATIVITY

For us, creativity is the boldness and originality that inspire others and brings people together. It's the fearlessness to find another way that permeates everything we do – from the surprising and engaging campaigns we produce for our clients, to the strategies and processes we devise to keep our business running smoothly. Wherever we work, whatever we do, we seek out the fresh take that makes life better for the world around us.

II. ENTREPRENEURSHIP

Thanks to our founder, entrepreneurial spirit is in our DNA. As our Groupe has grown, we've extended that spirit by welcoming many of the world's best brands into the Publicis family. All of us are charged with ensuring that it continues to flourish. We're not afraid to take risks or try something new, we empower each other to innovate as intrapreneurs, generating ideas and seizing responsibility for realizing them, for the benefit of our shared future.

III. INNOVATION

Innovation is at the core of our culture. Our aim is to offer the most innovative solutions to our clients, in phase with the rapid changes in consumer behaviors and technologies. To meet this goal, we continuously nourish our talent with best-in-class trainings and we foster an open and collaborative work environment. As an organization, we embrace change. Our refusal to stand still has enabled us to remain pioneers and to always deliver ever more adapted services and products.

IV. ADD VALUE

Our continued success is dependent on the value we add for all our clients and all stakeholders. We must help our clients navigate the challenges of the age and demonstrate the transformative value we bring – whether through the consultancy and content we provide or the connections and technology we facilitate. We must help our people and teams maximize their talents, celebrate their differences and act courageously on their way to fulfilling careers that help our business grow. And we must repay the faith of our shareholders who believe and invest in our collective prosperity.

V. CLIENTS

To create success for our clients, it's vital that we listen carefully to understand their issues, give wise counsel and create bold propositions. Achieving this demands that we immerse ourselves in their brands, products, people and histories, respond swiftly to their requests, anticipate their needs and work hard to solve their problems so that their business can transform, accelerate through the challenges of the future and generate more profitable and sustainable growth. Our clients deserve that we deliver the Power of One capabilities of the Groupe.

Because we put our clients first, our respect for the contracts we enter into is absolute: we meet deadlines, pursue roadmaps and break down any barriers that confront us.

We secure our clients' data and maintain complete confidentiality at all times. And we always strive to deliver the best value performance, rejecting complacency and constantly challenging our work in order to serve them better.

VI. TALENT

We know that our talented people are our most precious asset, we welcome all backgrounds and experiences because we believe in "la Différence". Their ethics, expertise, professionalism and myriad personalities are the basis of our success. As such, we're committed to four principles for our people:

- **An inclusive workplace** - where people can be themselves and diverse minds are encouraged. Everyone, whoever they are, has a seat and a voice: respect is key.
- **Safe and healthy environment** - the health and well-being of our employees remain our first priority.
- **Personal development** - nurturing the skills of our people is paramount. We provide training opportunities that enable continuous self-improvement, and we endeavor to be our industry's employer of choice for elite talent throughout the world.
- **Solidarity** - **we can only achieve our full potential for our clients when we come together as One. We'll collaborate and communicate with each other confidently and professionally, respecting every unique individual for who they are.**

VII. SHAREHOLDERS

By investing in our company, shareholders enable our growth and progression. In return for that faith, we undertake to add value and generate profit for them. To achieve that profitability, we must outperform the market and carefully consider our costs.

We treat all shareholders equally and owe them regular, reliable, true and honest information that aligns with the obligations of the Paris stock exchange. Our financial and non-financial reporting are every bit as crucial as our services – our ability to provide timely and accurate data defines our credibility among analysts, investors and shareholders. That's why every one of us has a stake in ensuring the accuracy of our accounts and indicators.

VIII. COMMUNITY

Wherever we operate, we aim to be good citizens and we comply with local laws and regulations. We're respectful of the cultures we work within and the values and moral codes of the communities that surround us. We believe that advertising and marketing can and should be conducted responsibly and that our businesses have a role to play in promoting social and environmental justice.

IX. SUPPLIERS

Suppliers are our partners in delivery who we treat with respect for their professionalism, diversity, autonomy and independence. As such, we choose to work with the best of them, and we demand from them the same standards of ethics, quality, service and performance that we demand of ourselves.

We pride ourselves in operating tender processes that regard every potential supplier equally and in ensuring that our contracts are transparent and comprehensive. We refuse all gifts, entertainment and other incentives from suppliers that could impact the integrity or impartiality of our supplier selection procedures.

X. THE REFUSAL TO ENGAGE IN PARTISAN CAMPAIGNS

We believe in fairness. Although we are always ready to place our talent for communication at the disposal of advertisers, the community and the public interest through NGOs, we refuse to work for any political party, sect or organization spreading ideological or denominational propaganda.

XI. RESPONSIBILITY AND COMPLIANCE

Publicis Groupe respects the laws and local regulation without any exception. Our talent are expected to respect all laws and regulations at all times.

Whistleblowing: Publicis Groupe employees as well as clients or providers may report a problem or an alert, in terms of violation of the law or corporate policies on fraud, corruption, harassment, discrimination or any other ethics issue, to ethicsconcerns@publicisgroupe.com

XII. ONE SIZE DOES NOT FIT ALL

We need rules and values to guide us to create shared success. While our values are non-negotiable, we recognize that sometimes our rules are there to be improved. Because one size does not fit all, if a rule or process is not useful and applicable, we encourage employees to speak up by bringing options to the Groupe Secretary General for review.

