

## Publicis Groupe publishes its 2015 CSR Report

2015, is the tipping year for Publicis Groupe's sustainability strategy. New steps have been taken including the unveiling of a materiality analysis to help guide our priorities towards sustainable value creation. The Groupe has also taken into account the United Nations Sustainable Goals by identifying areas to be more engaged, either by itself or in partnership with others.

2015 CSR Performance highlights:

### Talents

- Women make up 49,3% of our total headcount; they continue to represent 38% of the agencies executive committee at Business units level;
- The Supervisory Board is chaired by a woman, Mrs Elisabeth Badinter, and has been gender equal since 2012: it has 12 members, 6 women and 6 men. The Management Board is chaired by Maurice Lévy and comprised 25% women.
- In 2015, Diversity and Inclusion activities have spread across Publicis Groupe's agencies: there are now more than 70 local groups from the different Employee's or Business Resource Groups (ERGs/BRGs) such as VivaWomen!, Egalité, MOCA, Adelante, Hola, Panasian.
- 1,2 million hours of training (+12% vs 2014) were delivered across agencies benefitting 71% of employees in 2015 (+8 points vs 2014),

### Clients & partners

- 8 500 Client satisfaction surveys were undertaken (+ 5% vs 2014)
- 150 suppliers were invited to participate in EcoVadis assessment platform and Publicis Groupe launched its own Supplier Diversity event in Chicago (Medley)

### Society

- Create & Impact 2015: agencies total community engagement was valued at 60.2 million euros (+17% vs 2014), through pro bono campaigns (skills sponsorship, donated work and free media space) and volunteering initiatives.

### Ethics

- A new version of Janus, the internal Code of Conduct was distributed to all employees, with a cover note from Maurice Lévy, Chairman & CEO of the Groupe
- New organization is in place regarding data privacy and data protection
- Publicis Groupe endorsed the Trustworthy Accountability Group (TAG) Anti-Piracy Pledge

### Environment

- Following its environmental policy «Consume Less, Consume Better», Publicis Groupe is working towards meeting the EU strategy «20-20-20» in 2020 (vs reference year 2009);
  - o 25% of energy comes from renewable sources;
  - o Energy intensity has been reduced by 11%;
  - o Global greenhouse emissions are decreasing by 8%. (nb: in the same time the Groupe headcount grew up +22% vs 2014). The carbon footprint per capita is stable: 5 TeqCO<sub>2</sub>.

2015 CSR Reporting is in its fourth year with external audit covering 98% of the company; and 53 agencies (representing 35% of the headcount) were audited on-site (7 countries).

### About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation.

Active across the entire value chain, from consulting to creation, and production, Publicis Groupe offers its clients a transversal, unified and fluid model allowing them access to all the Groupe's tools and expertise around the world. Publicis Groupe is organized across four Solutions hubs: Publicis Communications, Publicis Media, Publicis.Sapient and Publicis Health. These 4 Solutions hubs operate

across principal markets, and are carried across all others by Publicis One. Publicis One is a fully-integrated services offering making the Groupe's expertise available to all clients, under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80 000 professionals.

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