



PUBLICIS GROUPE

Communication on Progress 2010 for the year 2009

Statement

Maurice Lévy, Chairman of the Management Board of Publicis Groupe and signatory of the United Nations Global Compact in 2003, reiterates and extends the commitment of the Group and its subsidiaries with respect to the 10 founding principles. It is our responsibility to ensure first and foremost that these principles are carried out internally, and to see they are applied outside our Groupe by spreading them as extensively as possible.

We feel it is essential to contribute to awareness of the Global Compact, thus continuously improving practices in its various areas of application.

Eve Magnant, Vice President, Group Corporate Social Responsibility Director

Introduction

To avoid duplicating information, and in the interest of consistency, Publicis Groupe invites readers to consult the 2009 CSR Report, openly available at www.publicisgroupe.com.

This CSR report differs from those presented in previous years, as it both more structured and more comprehensive.

It comprises the four main chapters of Publicis Groupe's CSR policy.

- Social: for employees;
- Community actions: initiatives launched within the society with third parties;
- Governance/Economy: includes rules of ethics and CSR reporting;
- Environmental: evaluation of impacts.

The CSR Report covers qualitative and quantitative factors linked to various indicators associated with Publicis Groupe's decision to adopt the Global Reporting Initiative. This report also highlights the points of consistency with the United Nations Global Compact and France's NRE Law (law on new economic regulations - Publicis Groupe is a French company listed in Paris).

This is why the "Communication on Progress 2010 for the year 2009" deliberately provides a more global picture, stressing a few key points that are only touched on in the CSR Report and more in accordance with the principles of the Global Compact.



1. **Human Rights principles**

1. *Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence; and...*
2. *... make sure that they are not complicit in human rights abuses.*

a) Signs of progress:

- Under the Global Compact, we formally refer to the Universal Declaration of Human Rights in Article 1 of our Code of Ethics ("Janus"), which applies to all managers and employees at all Group entities. *"All human beings are born free and equal in dignity and rights..."*
- The Group's Purchasing policy expressly refers to the Global Compact and its 10 articles.
- Furthermore, the Group's values as set forth in the introduction to the internal Code of Conduct make reference to the values of Respect and Humanism. These values, both integral to the Group's internal culture since its foundation, are in complete harmony with the fundamental components of French culture, as well as the Declaration of the Rights of Man and of the Citizen, which appears in the Preamble to the French Constitution.

b) Objectives

- To increase the formal references to our commitment to respecting Human Rights, and to ensure that our partners hold the same standards.
Work in progress, based on a Charter for Responsible Purchases. This project is in close cooperation with ongoing projects at the national and international levels.

2. **Labour Principles**

3. *Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;*
4. *the elimination of all forms of forced and compulsory labour,*
5. *the effective abolition of child labour; and*
6. *the elimination of discrimination in respect of employment and occupation.*

a) Signs of progress:

- Under the Global Compact, we included a reference that embraces the missions of the International Labour Organisation in our Code of Ethics ("Janus"), which applies to all managers and employees at all Group entities. These missions include:
 - encouraging the application and observation of conventions and recommendations promoting fundamental labour rights;
 - encouraging equality between men and women in employment and wages;



- increasing the scope and effectiveness of social protection for all;
 - enhancing employer-employee communications.
- Bear in mind that the internal Code of Conduct refers to the responsibilities that managers must assume vis-à-vis their teams (above and beyond the application of the local legal framework in force) in terms of:
 - basic respect for individuals and their diversity;
 - freedom of expression and creative capacities;
 - training and employability.
- b) Objectives
- To improve the policy on raising employee awareness of healthcare concerns: this project will be managed by each entity, preferably with an expert partner.

3. **Environment Principles**

- 7. Businesses should support a precautionary approach to environmental challenges;*
- 8. Initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally friendly technologies.*

a) Signs of progress:

- Completion of the first Group Carbon Footprint, according to the European/Ademe (France) method and the US method of the GHG Protocol.
See the 2009 SCR Report at www.publicisgroupe.com
The Group's first carbon footprint examines the environmental impacts of its activities Group-wide, covering more than 90% of its entities. It provides an initial snapshot of our types of consumption and their respective contributions in terms of impacts on the environment. Not surprisingly, it turns out that energy is the primary source of environmental impact, followed by transport. Both areas are the focus of priority initiatives. Of course, the Group is also committed to making as much progress as possible in other areas (property, plant and equipment; materials and materials used; consumables; waste).

b) Objectives

- Quantified impact reduction targets are in the process of being defined, for application in the coming years.
They will be published in the next edition of Publicis Group's environmental policy.



4. **Anti-Corruption Principles**

10. Businesses should work against corruption in all its forms, including extortion and bribery.

a) Signs of progress:

- **Training and Awareness-Raising for Managers**

As indicated in the 2009 CSR Report (page 25), the Audit and Internal Control Team has significantly increased the number of internal audits and reviews performed. The scope of points and indicators examined is vast. The risk of corruption is one of the points reviewed. Each audit or review provides an opportunity to work with the managers of the entities/agencies on risk management centred on these issues, and to review the procedures and rules of operation.

Some 600 CEOs and CFOs took part in awareness-raising initiatives and training sessions focused on corruption risk.

b) Objectives

- To increase the number of CEOs and CFOs participating in awareness-raising initiatives and training courses; and to improve the information disseminated to all employees ("cascade" principle).