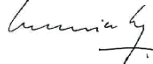


Approved
by the
Chairman
& CEO




Maurice Lévy

The Publicis way to do business



PUBLICIS GROUPE

II.10

Corporate Social Responsibility

Why?

Sustainability is part of our company responsibility, in interaction with all our stakeholders. Business Units and Brands need to act in accordance with the French and European regulation. The Groupe strategy embraces all aspects of Corporate Social Responsibility (CSR). The annual CSR Report, publicly available, disclose data and information.

Whom?

The Groupe CSR Department is responsible for CSR Reporting, under the Groupe CEO authority and in cooperation with the Groupe CFO and the Groupe General Secretary. All Business units and Brands must participate in sustainability (CSR) reporting.

What?

Groupe Corporate Social Responsibility policy is built around 4 main areas:

- **Social:** what we are doing for and with our employees (i.e. Training, Gender equality, Diversity Programs, Career evolution, Health and Safety prevention...).
- **Pro bono/Charities:** BUs CEOs are free to choose how they will serve the community, aligned with Publicis Groupe values.
- **Governance/Ethics:** the Janus Code including Publicis Groupe Values, Commitments towards our people, Anti-bribery policy, Data privacy policy, including our trade Code reference (www.iccwbo.org/Advocacy-Codes-and-Rules).
- **Environment:** Impacts' evaluation is mandatory (Carbon Footprint calculation). The Groupe environmental policy is: "Consume Less & Better".

The Groupe commits to United Nations Global Compact (signed in 2003) and its four-area values that are derived from:

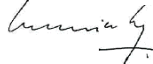
- Universal Declaration of Human Rights,
- International Labor Organization's Declaration on Fundamental Principles and Rights at Work
- Rio Declaration on Environment and Development,
- United Nations Convention Against Corruption

The ten United Nations Global Compact principles are:

1. Businesses should support and respect the protection of internationally proclaimed human rights;
2. Make sure that they are not complicit in human rights abuses;
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 labor;
5. The effective abolition of child labor;
6. The elimination of discrimination in respect of employment and occupation;
7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility;

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9. Encourage the development and diffusion of environmentally friendly technologies;
10. Businesses should work against corruption in all its forms, including extortion and bribery;

Publicis Groupe signed in 2007 the United Nations pledge “Caring For Climate”. Publicis Groupe voluntarily follows the GRI framework (Global Reporting Index), the ISO 26 000 guidelines; and the Groupe participates to the CDP (Carbone Disclosure Project) and other sustainability index.

Who?

Brand & Business Unit CEOs, Groupe CSR Department.