



PUBLICIS GROUPE

MAURICE LÉVY

*Chairman of the Management Board
Chief Executive Officer*

Paris, September 9, 2016

Dear Mr. Secretary General,
Dear Stakeholders,

Our "Communication on Progress 2015/2016" reaffirms our long-term approach to see the world changing. Year after year, Publicis Groupe has been reinforcing its commitment to the United Nations Global Compact 10 Principles. Our engagement embraces also the UN SDGs, considering that we could have an impact on a certain number of them, both on our own and with other players.

Publicis Groupe is in midst of strategic transformation. Sustainable development challenges are an integral part of that. In the 2015 Publicis Groupe CSR Report, we explain our vision for sustainability and how we can contribute ("Creativity and Technology for Good"), how we are making progress, and where we can implement changes. More than ever, we still have a lot to do, and the feedback we get from our stakeholders provide strong insights on priorities.

2015 CSR Report is a public document (externally audited) to share facts, figures and stories. (http://rse2015.publicisgroupe.com/en/assets/pdf/2015-Corporate-Social-Responsibility-Report_Publicis-Groupe.pdf)

The 10 Principles which are in "Janus" (our internal Code of Conduct) confirm consistency between words and reality, to ensure our employees are aware of our values and principles driving our business behavior. It is part of our responsibility to oversee the alignment in our operations with our teams, through clear rules and ethics, thus addressing our clients' needs in the most responsible way. Talents are our strongest asset, and our imperative is to support them as best as we can. We encourage a more diverse workforce, we organize regular training programs to improve our teams' skills with greater access to all digital innovation, to keep our employees agile and creative.

Our clients share with us strategic topics; some are deeply related with the 10 Principles. Sustainable growth is an imperative for obvious economic and social reasons. We are working together on several subjects such as education, gender equality, healthcare, better nutrition, or environmental impact reduction. Our clients are also expecting more responsible marketing and communication, on which we are working together; as with the citizen-consumers also.

We sincerely think that business cooperation, joint projects (like Common Ground in which we participate) and business community activities could encourage other players to engage themselves as well. We also support our agencies and employee's engagement in communities' efforts.

We are in very challenging times, offering incredible opportunities to invent new solutions. We truly believe that's a combination of collective and individual efforts which allow us to end critical issues around the world.

Best regards

Maurice Lévy