



PUBLICIS GROUPE

Sponsorship Charter

Publicis Groupe principles of community engagement

Involvement in society at large and in the life of neighboring communities is a tradition that goes back to the origin of our Company in 1926. It is now an essential part of the life of the Groupe as a whole, in all its diversity, and across our subsidiaries in all parts of the world. Publicis Groupe makes a significant overall commitment to many different causes, with actions taken on a decentralized basis.

1 - Type of support

While financial support for institutions and associations dedicated to the public interest is essential, it is not the only effective form of assistance. At Publicis Groupe, the emphasis is instead on “pro-bono” campaigns that provide an opportunity to put our professional skills to the service of good causes. Our teams contribute their time, their creativity and their specialized know-how to work at no charge for the beneficiaries, who incur only technical expenses.

The financial value of the services provided is assessed after completion to measure support for these special clients. For examples of “pro-bono” campaigns, see www.publicisgroupe.com.

2 - Beneficiaries

Our priority goes to national and international institutions, associations and NGOs dedicated to the defense of public interests, combating injustice or working for an important cause, or providing practical assistance to enhance information flow and awareness, or expanding the scope of effective action in the field.

A guiding principle at all times is proximity, since it is often easier to contribute time and energy for a worthwhile cause close to home. It is thus up to the local heads of individual agencies to select the causes to support each year. Decisions naturally have to factor in existing workloads and are a matter for management, since available resources are not unlimited.

We thus receive many more appeals for assistance than we can accept, but each agency does what it can to contribute to the general interest.

Volunteer employee groups also play their part in this, particularly in the US and UK and other countries, where this type of support is relevant.

Staff members involved in “pro-bono” campaigns are volunteers and highly enthusiastic. We owe them all our thanks.



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All told, the beneficiaries of support from Groupe entities are numerous and represent a very wide variety of concerns. A list of the main causes involved can be found on www.publicisgroupe.com.

3 - Action at Groupe level

Publicis Groupe's headquarters may provide some support by itself or in a complementary way with the actions of its networks and agencies in three ways.

- a) Considering the principle of proximity explained above, the HQ voluntarily limits its own commitments so as not to get in the way of subsidiaries implementing campaigns, a task for which it is not itself equipped to managers. As an exception to this, in 2003, the Groupe, at the initiative of the Chairman & CEO, Maurice Lévy, made a special commitment to the Global Fund to Fight AIDS, Tuberculosis and Malaria. Drawing on the support of several agencies in different sectors, we are thus able to provide support for the Global Fund in eight countries. This does not in any way interfere with the commitment of many agencies to participate locally in the fight against AIDS; on the contrary, there is a genuine convergence of efforts at different levels to combat the same evil. Involvement at the Groupe level can also be as a signatory in favor of important causes such as the Global Compact's Caring for Climate pledge, representing a commitment to one of today's most important issues.
- b) The Groupe may also, exceptionally, step in for special causes, generating broader commitment among staff members and calling on subsidiaries to contribute relevant competencies. This may be to reflect specific geographical requirements associated with a cause, or to lend greater effect to a holistic campaign calling on a wide variety of professional know-how and communications sectors at the same time. This is an exceptional mobilization and decided case by case.
- c) Finally, Publicis Groupe may decide to support a particular project in one of the three priority areas listed below.
 - ❖ **Education**: Directly related to our business and favoring Diversity. We recognize that Human capital is our main asset as a provider of intellectual services, and our industry has a special responsibility in this area. We also owe it to ourselves to show the respect for La Difference that is one of our core values.
 - ❖ **Arts**: The creativity of our business is inseparably linked to artistic creativity as such. It is part of our role to be active in this area, supporting a small number of artistic projects with symbolic importance.
 - ❖ **Health**: As responsible corporate citizens and in keeping with our commitment to human progress, we make an active contribution to selected, highly targeted public health initiatives we consider relevant to our general approach.