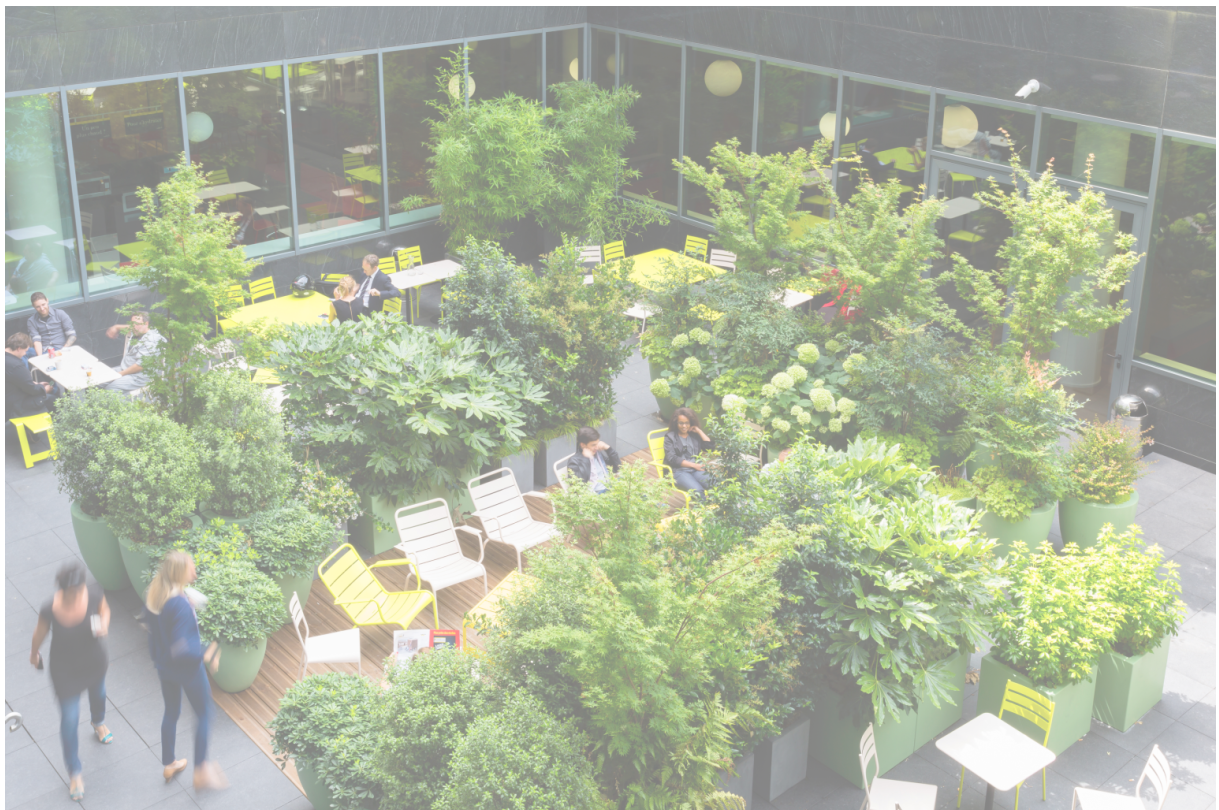




Communication On Progress

September 2018



« With this document, I reaffirm Havas Group's commitment to the ten principles of the Global Compact and renew our engagement to respect, promote and implement them in our daily business activities »

Yannick Bolloré

Chairman and Chief Executive Officer, Havas Group



Foreword

This document aims to transparently reflect our approach and the actions taken within the Group, as well as the progress achieved throughout the years.

This document is structured around our six commitments to progress:

- 1. Promoting a harmonious and healthy working environment that supports collaborators' growth and development.**
- 2. Reinforcing social responsible procurement policies in our supply chain.**
- 3. Promoting transparency and ethics in our business.**
- 4. Taking the lead in the creation and diffusion of responsible communications throughout our agencies and in collaborations with clients and partners.**
- 5. Reducing the environmental footprint of our operations.**
- 6. Maintaining our commitment to collaborative efforts in reducing climate change.**

Many steps have been taken to advance our CSR strategy such as setting up the extra-financial reporting, which enabled us to fully trace all of our quantitative data for the past seven years; the development of internal tools and international platforms as well as the continuous work of promoting and sharing CSR practices between our agencies.

It's up to us to continue working to contribute within our capabilities to a positive change in this world.

Methodology

Havas has introduced a specialized sustainable development reporting software for the decentralized gathering and subsequent consolidation of non-financial indicators. The system is fully operational and was deployed for the seventh year in a row. The reporting covers all domains of our CSR strategy and an array of indicators was defined, covering every aspect of CSR and divided into five themes: Environment, Human Resources, Ethics and Governance, Economics and Purchasing and Responsible Communication.

The indicators refer in part to the NRE law, GRI guidelines, Global Compact commitments and also to specific indicators relating to the activity, challenges and commitments adopted by the Group.

HAVAS CSR STRATEGY

The communications sector has a considerable influence on society at large. It plays a part in the economic development of companies by raising brand awareness and image in an increasingly global and competitive world. However, people's motives and expectations with regard to consumption change over time, and the relationship between brands and consumers is becoming more fragile.

Communications must innovate in order to re-establish a relationship based on trust, by focusing on how companies and brands really help build a new social model. The creation of brand capital, which is the core function of communications, must now be based on the value created for society. This will probably entail greater transparency, greater humility and greater consideration for all stakeholders.

Communications mirror society and also act as a driving force, and through the values and representations used, they are also highly instrumental in the development of society, its standards, morals and mentality. Havas is fully aware of its responsibilities in this area and has reasserted its commitment to implementing the 10 principles of the Global Compact to which it has subscribed to since 2003.

After 2009, the group has set six commitments to progress that act as guidelines for all its businesses, wherever it operates, whether in France or abroad. These six guidelines serve as a framework for the Havas group's corporate and social responsibility (CSR) undertakings. They are aimed at reducing the impact of our activities on the environment and on social and societal issues, with quantitative and qualitative objectives set for 2020 to engage our collaborators in the CSR strategy.

Havas group continues to address the key CSR issues in their field. Their CSR strategy encourages its agencies to use their creative potential to push forward initiatives for the betterment of society.

1 / PROMOTING A HARMONIOUS AND HEALTHY WORKING ENVIRONMENT

THAT SUPPORTS COLLABORATORS' GROWTH AND DEVELOPMENT

FEMALE/ MALE DISTRIBUTION



AVERAGE AGE OF COLLABORATORS

35 yrs



55%

OF ALL COLLABORATORS HAVE PARTICIPATED IN A TRAINING ON DIVERSE SUBJECTS

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Support equal opportunity initiatives in our agencies	Number of individuals with disabilities working on behalf of Havas group	101 collaborators that identify as disabled
	Gender diversity in creative and managerial positions	Executive ♂60% ♀40% Creative ♂59% ♀41%
	Number of diversity initiatives	137 initiatives
Attract and retain talent by offering engaging career opportunities and leadership development programs	Number of Havas loft participants	150 collaborators have participated in the Havas loft program since its launch in 2014
	Number of training hours delivered in 2017 and number of training participants in 2017	129 195 hours 9466 collaborators representing 55% of all Havas Group collaborators
	Turnover rate	34%
	Absenteeism	3%

2/ REINFORCING SOCIALLY RESPONSIBLE PROCUREMENT POLICIES IN OUR SUPPLY CHAIN





SILVER

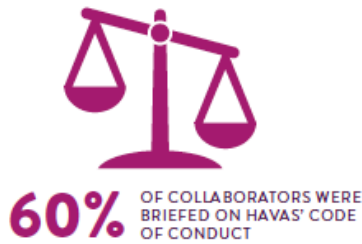
HAVAS CONTINUES TO BE RANKED AMONG THE BEST SUPPLIERS IN THE ADVERTISING AND MARKET RESEARCH CATEGORY BY ECOVADIS





IN 2017 RESPONSIBLE PURCHASING GUIDELINES WERE CREATED AND WILL BE IMPLEMENTED IN 2018

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Integrate CSR clauses in suppliers' contracts and CSR criteria in invitations to tender	Number of supplier contracts with a CSR clause on environmental and/or social practices	691 suppliers 
Sustain our responsible supplier conduct to clients and other stakeholders	Ecovadis classification and certification level	Havas group rating 59/100 Certification Silver 

3 / PROMOTING TRANSPARENCY AND ETHICS IN OUR BUSINESS



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Ensure collaborators incorporate the Havas code of ethics in all aspects of their work	Percentage of collaborators presented and trained on the Havas Code of Ethics	60% of headcount 
Guarantee rigor on data security and data integrity by preserving the confidentiality, value and availability of proprietary, consumer and client third-party and open data	Accreditations: ISO 27001:2013 and ISO 9001 Affiliation to data protection agencies such as: FEDMA, ICO DMA	Artemis Alliance and Havas Helia are certified ISO27001 1477 trainings on data security 





4/ TAKING THE LEAD IN THE CREATION AND DIFFUSION OF RESPONSIBLE COMMUNICATIONS THROUGHOUT OUR AGENCIES AND IN COLLABORATIONS WITH CLIENTS AND PARTNERS



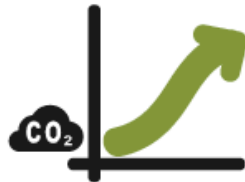
52 AGENCIES
REPRESENTING 36% HAVE DONATED TO ASSOCIATIONS...



OUT OF **3280** CREATIVE PROJECTS SUBMITTED FOR REVIEW BEFORE BROADCASTING, ONLY 5% WERE JUDGED NON-COMPLIANT

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
Promote tools and collaborative strategies dedicated to sustainable development	Monitoring of Responsible communication initiatives in all of the group's agencies	In 2017, 378 campaigns were designed in collaboration with sustainable development experts (internal or consultants) 
	Number of consultations with stakeholders prior to the conception of a communication campaign	13 campaigns were conceived after consulting client stakeholders 
Engage our communities and partners through pro bono work	Number of pro bono campaigns and corresponding number of working days	112 pro-bono campaigns resulting in 3885 working days 
Up hold our promise to combat stereotypes in our work	Number of complaints or suits brought against any of our communication campaigns and percentage of campaigns found non-compliant	Out of 3280 creative projects submitted for review before broadcasting, only 5% were judged non-compliant 

5/ REDUCING THE ENVIRONMENTAL FOOTPRINT OF OUR OPERATIONS



GROUP'S CARBON FOOTPRINT
LOW GHG - INCREASE OF GHG/
COLLABORATORS OF 0.8 T.EQ CO₂

THROUGH THEIR PROGRAM "ACTVERTISING"
BETC COLLECTED OVER



40K€
FOR THE CARBON COMPENSATION

OF THE PRODUCTION OF ADVERTISING
CAMPAIGNS FOR THEIR CLIENTS
SUCH AS YVES SAINT LAURENT, LA
FRANÇAISE DES JEUX OR LACOSTE

ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2015
Lower CO ₂ emissions according to our 2015-2020 goals (-20% per collaborator)	Annual update	Update of carbon footprint for 2017. The GHG emissions have increased to 143 683 t.eq CO₂ , equal to 7,3 t.eq CO₂ per collaborator . For 2017, the group has seen its emissions increase 0,8 t.eq CO₂ per collaborator
Reduce consumption of standard office paper by 40% for the period 2015-2020	Quantity of paper consumed. The goal for 2020 is a 40% reduction	In 2017, total paper consumption decreased to 249 tons, equal to 16 kg per collaborator . This ratio is 12% lower than last year
Use of 100% recycled or certified paper FSC/ PEFC	Percentage of recycled and/or FSC/PEFC-certified paper and variance from goal of 100% recycled or certified paper in 2017	Recycled and/or certified paper represents 76% of all global office paper consumption
Reduce volume of waste per collaborator by 20% for the period 2015-2020	Total waste and variance from the goal of a 15% reduction in 2015. The new goal for 2020 is a 20% reduction in total waste	In 2017, total waste was 2252 tons, equal 144 kg per collaborator . This represents an increase of 12% per collaborator
Implement recycling systems throughout all Havas agencies	Number of entities (and corresponding percentage of group headcount) to implement recycling programs for paper and waste	218 agencies which represents around 75% of all collaborators implemented recycling programs

6/ MAINTAINING OUR COMMITMENT TO COLLABORATIVE EFFORTS IN REDUCING CLIMATE CHANGE



ACTIONS/OBJECTIVES	KPIs	ADVANCEMENT COMPARED TO 2016
<p>Become leaders in the media industry on the issue of climate change through events and client collaborations</p>	<p>Advancement on UN Common Ground initiative</p>	<p>8 agencies have participated in Common Ground related initiatives</p> 
<p>Employ our influence to raise awareness on the issue of climate change</p>	<p>Number of campaigns related to the issue of climate change</p>	<p>45 campaigns dedicated to climate change were created this year</p> 

Reference table

Principles	
1. Businesses should support and respect the protection of internationally proclaimed human rights; and	Commitments 1 , 2 & 3
2. make sure that they are not complicit in human rights abuses.	Commitments 1 , 2 & 3
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;	Commitment 1 & 3
4. the elimination of all forms of forced and compulsory labour;	Commitments 2 & 3
5. the effective abolition of child labour; and	Commitments 2 , 3 & 4
6. the elimination of discrimination in respect of employment and occupation	Commitments 1 , 2 & 4
7. Businesses should support a precautionary approach to environmental challenges;	Commitments 5 & 6
8. undertake initiatives to promote greater environmental responsibility; and	Commitments 5 & 6
9. encourage the development and diffusion of environmentally friendly technologies.	Commitments 4 , 5 & 6
10. Businesses should work against corruption in all its forms, including extortion and bribery.	Commitments 2 & 3

For more information please contact :

Maria Escobar-Granet

Global CSR manager

maria.escobar-granet@havas.com

29-30 quai de Dion Bouton 92817 Puteaux Cedex, France

Tel +33 (0) 1 58 47 80 00 Fax +33 (0) 1 58 47 99 99

www.havas.com – Suivez-nous sur Twitter : <http://www.twitter.com/HavasGroup/>