

Arthur Sadoun
Chairman and CEO

Paris, October 5th, 2018

Dear Mr. Secretary General,
Dear Stakeholders,

2018 is an active year for Publicis Groupe, coming 15 years after our first commitment to the United Nations Global Compact 10 Principles. Our company transformation journey around the concept of 'Power of One' includes sustainability as an important component of our strategy. Our [2017 CSR Report](#) is publicly available to share facts, figures and stories, accompanied by an external auditor's statement. We truly believe in our capacity to make positive and material impacts, in a transparent way for all of our stakeholders. This is why, two years ago, we adopted the United Nations Sustainable Development Goals framework to align our impact measurement.

The 10 Principles of the Global Compact are included in "Janus" (our internal Code of Conduct). Our values and clear principles are driving our business behavior. Our corporate responsibility is to ensure we are addressing our clients' needs in the most responsible way, with respect to all of our stakeholders' interests: talents, clients, business partners and providers, shareholders, communities. We have significantly reinforced our corporate support to the UN SDGs through different ways:

- As one of the 6 industry members of [Common Ground](#), we are supporting the UN SDGs, with a focus on SDG2 'Zero Hunger'. It's a long term commitment around clear goals such as reducing the food waste or improving food nutrition, through internal actions and external work with clients, partners and NGOs, under the dedicated programme called [One Table](#).
- We decided to join [Unstereotype Alliance](#), led by UN Women, another industry initiative bringing together peers and clients to fight against stereotypes and gender bias in advertising and communication to better empower women in all of their diversity.
- We signed the UN Women Empowerment Principles, to join forces with other organizations to help women across the globe to recognize that women and girls inclusion drives development. Our own engagement through the [Women's Forum](#) is an illustration of our determination to demonstrate the powerful contribution women make to social and economic growth. Our company D&I plan is an accelerator for building an inclusive workplace.
- As a signatory of the UN "Caring for Climate" pledge for more than 10 years, even if we are in a services business sector with intangible impacts, we are engaged to do our part to reduce climate change impacts with clear goals for 2030.

Our vision of sustainability means continuous improvement for us. Also, we truly believe in cooperation and joint projects between players, engaging stakeholders, as one of the most effective ways to move forward and achieve ambitious goals.

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