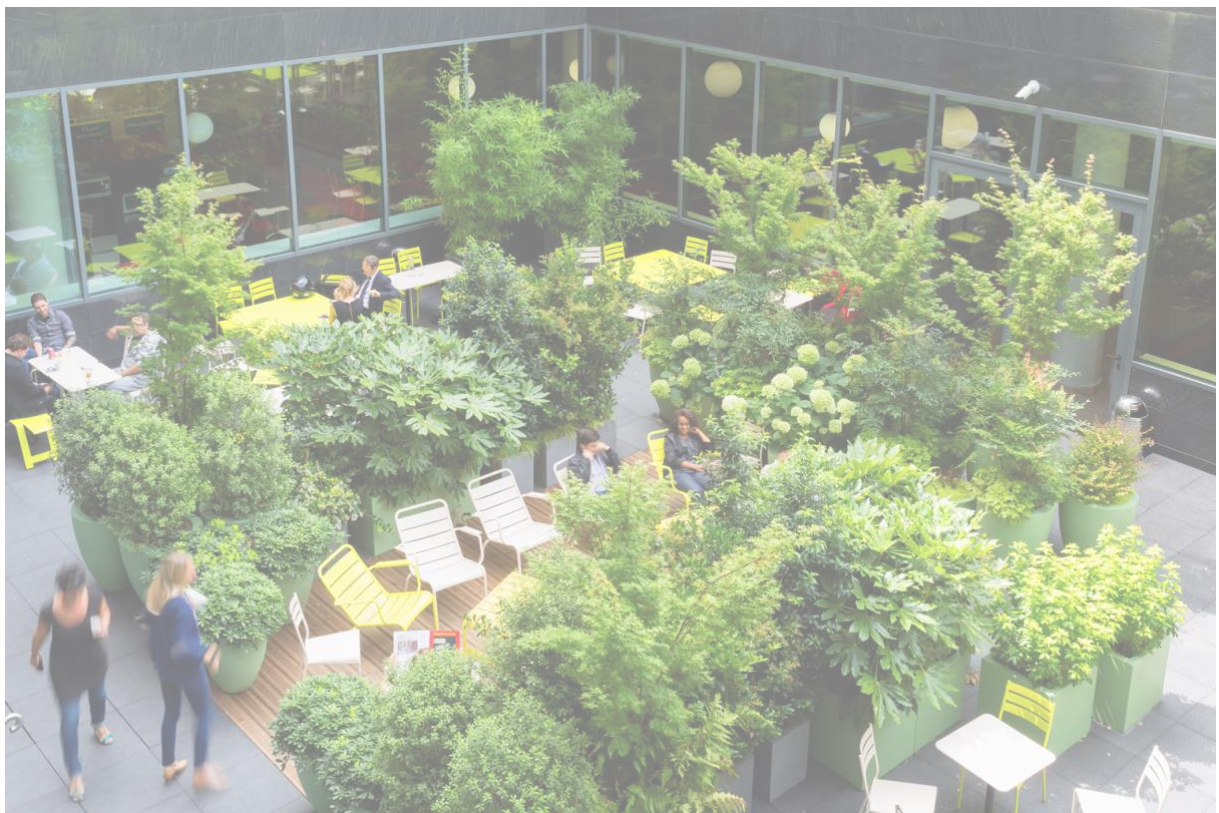




Communication On Progress

September 2019



« 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 eight 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 eight 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.

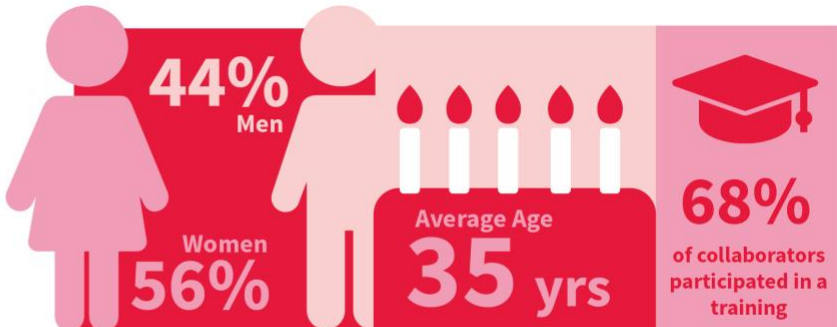
Communications mirror society and also act as a driving force, and through the values and representations used, they are also highly instrumental in the development of society, its standards, morals and mentality. Havas is fully aware of its responsibilities in this area and has reasserted its commitment 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.

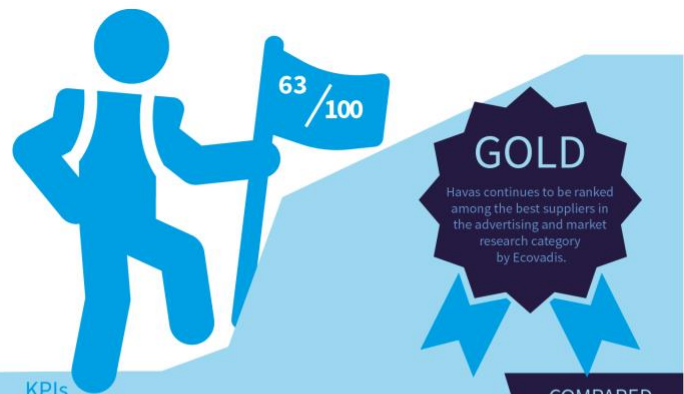
Havas group continues to address the key CSR issues in their field. Their CSR strategy encourages its agencies to use their creative potential to push forward initiatives for the betterment of society.

1 Promoting a harmonious and healthy working environment

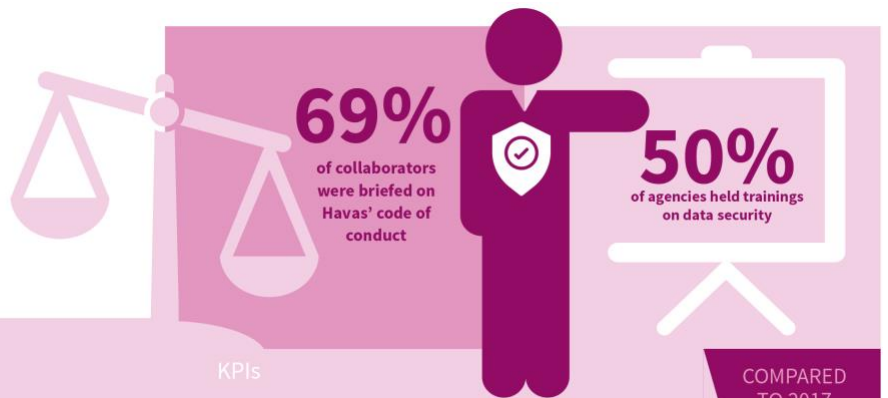
that supports collaborators' growth and development



2 Reinforcing socially responsible procurement policies in our supply chain



3 Promoting transparency and ethics in our business



4 The creation and diffusion of responsible communications

throughout our agencies and in collaborations with clients and partners

56

Agencies have donated to associations



272 campaigns were designed in collaboration with sustainable development experts (internal or consultants)

ACTIONS/OBJECTIVES	KPIs	COMPARED TO 2017
Promote tools and collaborative strategies dedicated to sustainable development	Number of consultations with stakeholders prior to the conception of a communication campaign	46 campaigns ↗

5 Reducing the environmental footprint of our operations



108,866 t.eq CO₂ that represents 5.5 t.eq CO₂ per collaborator
For 2018, the group has seen its emissions decrease 1.8 tons CO₂ per collaborator



A decrease of 20% in waste for 2018

Consumption paper 2% higher than last year



ACTIONS/OBJECTIVES	KPIs	COMPARED TO 2017
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	297 tons, = 16 kg per collaborator This ratio is 2% higher 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	73% 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	1,890 tons, = 115 kg per collaborator This represents a 20% decrease 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	239 agencies which represents 78% of all collaborators implemented recycling programs →
Lower CO ₂ emissions according to our 2015-2020 goals (-20% per collaborator)	Annual update	108,866 t.eq CO ₂ that represents 5.5 t.eq CO ₂ per collaborator This ratio is 3% higher than last year →

6 Maintaining our commitment to collaborative efforts in reducing climate change

23 client campaigns featured the issue of climate change



ACTIONS/OBJECTIVES	KPIs	COMPARED TO 2017
Become leaders in the media industry on the issue of climate change through events and client collaborations	Advancement on UN Common Ground initiative	9 agencies that participated in Common Ground related initiatives ↗

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

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