



Arthur Sadoun  
*Président du Directoire*

Paris, September 4<sup>th</sup>, 2021

Dear Mr. Secretary General,  
Dear Stakeholders,

Publicis Groupe is the third largest company in the advertising & communication sector. In these unprecedented times, with tough issues affecting all countries and everyone on the planet, we want to contribute to the solution.

In 2020, with the Covid-19 pandemic and its consequences all over the world, we asked our main stakeholders to check eventual changes in their perception of our priorities. Their feedback is consistent with the previous years.

Our first priority is Diversity, Equity & Inclusion – because our people are at the heart of the company. Within the “new normal” world, we are adapting our work organization and the work/life balance of our teams, and reinforcing our inclusiveness and fighting for more social justice.

Our second priority is about Responsible Marketing and Business Ethics, to help our clients to navigate these uncertain times and for them to strengthen their business relations with their customers, through *ad hoc* contents and conversations.

Our third priority is to limit drastically our impacts on the Planet. With the urgency to act, we have joined [Science Based Targets Initiative](#) (SBTi) who approved our 2030 targets (following scenario 1.5°).

Our [2020 CSR Report](#) is part of the company’s Universal Registration Document, publicly available and where we share facts, figures and stories, including an attestation from an external auditor.

On a voluntary basis and above regulatory expectations, we are tracking our ESG impact on [10 of the 17 Sustainable Development Goals](#), aligned with the GRI Content Index, the UNGC principles, the SASB standard and the TCFD framework.

With the commitment from our Supervisory Board including now a specific ESG Committee, on behalf of the members of the Directoire and the Management Committee, I am reiterating our support to the UN Global Compact; we still believe in co-building solutions by engaging various stakeholders and joining forces is really effective in achieving ambitious goals.

Arthur Sadoun