

“We understand that the success of our company is not only grounded in our growth and financial health, but also in the health of our people, and the communities in which we live and work.”

– IPG CEO, Philippe Krakowsky



## A Message from Our CEO

For several years, IPG has invested significant time, effort and resources in support of our environmental, social and governance (ESG) programs, which are foundational to our company’s mission and purpose.

We understand that the success of our company is not only grounded in our growth and financial health, but also in the health of our people, and the communities in which we live and work.

The global pandemic has underscored this truth—highlighting the need to protect both lives and livelihoods, as well as demonstrating how interconnected sustainability has become with our collective future, and the potential to build on our success.

As we look ahead, we see an opportunity to accelerate our transition to a lower-carbon future,

and to recommit to progress on a broad range of social issues, related to equity as well as responsible engagement in digital media and data. We understand that measuring and reporting on our ESG journey is imperative to furthering our progress—the following report therefore provides a comprehensive review of our work in the areas of climate action, human capital, diversity, equity and inclusion, media responsibility, privacy and the ethical use of data.

We believe this integrated approach to environmental, social and governance factors will help IPG continue to make positive contributions for all of our stakeholders—as a stronger partner to our clients, an organization that better supports our people and one that contributes positively to the world around us for the long-term.



**“IPG is a signatory to The Climate Pledge with the overall goal to reach net-zero carbon across our global operations by 2040.”**

## Climate Action

In 2021, we took significant action on climate change, building upon our previous Scope 2 intensity target to establish a new set of climate goals aimed at reducing our global emissions in line with the Paris Agreement on climate change.

As a signatory to The Climate Pledge, our overall goal is to reach net-zero carbon across our global operations by 2040. To reach this goal, we are working toward a number of targets by 2030, including sourcing 100% renewable electricity, reducing our Scope 1 and Scope 2 emissions by 50%, as well as reducing our Scope 3 emissions by 30% (all relative to a 2019 baseline).

IPG has submitted our Scope 1, 2 and 3 science-based targets in line with limiting global temperature rise to 1.5°C to the Science Based Targets initiative (SBTi) for validation.

As we have set these targets, we have also taken actions to change our behavior so as to lessen our carbon footprint. This includes a re-working of our

travel policies with an eye toward sustainability, and an understanding of the importance of traveling smarter and more responsibly.

We continue to work with some clients who operate in carbon-intensive businesses. We are working with these clients as they pivot to new areas of business that are less carbon-intensive, and we are moving toward improved disclosure relating to these partnerships.

In addition, we have continued to re-examine areas of our own business that are relatively carbon-intensive, including our real estate portfolio. We have decreased our physical office footprint, continued to offer flexible and remote working options for our employees and are working toward greater responsibility in the spaces we occupy, including the introduction of composting at our corporate headquarters and many of our offices.

This is the first year that IPG is expanding on our Scope 3 categories of emissions measurement, highlighting our work to take measurable responsibility for our supply chain.

## Human Capital

IPG again renewed our support of the United Nations Global Compact and signed on to uphold the Compact's 10 principles in the areas of environmental sustainability, fair labor practices, human rights and anti-corruption. We have consistently continued to renew our support through our annual Communication on Progress. We have also, for the first time, adopted a Human Rights Policy that serves as a statement of our commitment to the highest ethical standards and fulfillment of our social responsibilities, which applies to all companies in our global network, to all of our employees and to our suppliers.

At the outset of the COVID-19 pandemic, we responded swiftly in support of our people, our clients and our communities, pivoting quickly to remote work for more than 90% of our people. We continue to provide resources around mental health and inclusion for our people, covering topics such as navigating political turmoil in a work environment and promoting inclusivity when we work virtually.

Going forward, we are adopting an approach of "permanent flexibility" and continue to adjust our policies and practices to take into account employees' needs to balance work responsibilities with their home lives.

It is also worth noting that, during the past year, we made further progress on a number of important governance issues, and consequently, have seen an increase in our Institutional Shareholder Services (ISS) scores in that area.

**In 2020, we set a precedent for our industry.**

**We became the first company to release data relating to the race and gender composition of leadership at our U.S. operations.**

## Diversity, Equity & Inclusion

IPG's commitment to inclusion and equity remains a key element of our culture.

In 2020, we set a precedent for our industry, as the first company to release data relating to the race and gender composition of leadership at our U.S. operations. Since that time, we've made progress by hiring Black Americans at levels that are ahead of the makeup of the total U.S. population, and increasing the number of promotions of Black Americans at senior levels by a factor of 50%. Yet there is still much work left for us to do – both within the Black and African American communities, as well as with other groups who continue to experience discrimination, violence and inequitable treatment around the world.

We are continuing work across a broad range of equity and inclusion initiatives, including support for our business resource groups, ensuring equitable pay, creating client work that positively represents historically underrepresented groups and forging partnerships with local organizations that work to improve the quality of life in their communities.



# ///EQUITY<sup>BY</sup> ///UPFRONT<sup>M/GNA</sup>

## Responsible Media & Content

As a marketing services company, we can play an important role in shaping cultural norms. Therefore, we seek to create marketing programs that are sensitive to racial, ethnic, religious and gender identities, and that put forward affirmative portrayals of members of marginalized communities. This important work is underscored by my role as Vice Chair of the Unstereotype Alliance, convened by UN Women, which focuses on eradicating harmful stereotypes in media and advertising content.

Similarly, IPG Mediabrands' Media Responsibility Principles – which were a first for our sector – are part of a larger effort to promote brand safety in advertising. These principles were designed to help guide our clients in making responsible, fair and safe choices around media. We measure the behavior of top social platforms against these principles on an annual basis.

Last year, we also launched the IPG Mediabrands IPG Equity Upfront™ to raise visibility for Black-owned and Black-targeted media businesses. This program has already enabled us to make significant progress in fulfilling our commitment to investing no less than 5% of media billings in Black-owned media by 2023.

## Data Ethics & Privacy

Another core value for IPG is the fundamental tenet of respectful and responsible data use to support our media and marketing solutions. Acxiom, our foundational data capability, is a vocal advocate for a national U.S. privacy law that benefits people and businesses by providing transparency, uniformity and certainty as relates to the use of personal data in a way that also supports innovation and competition. Acxiom has already begun to extend the same privacy rights provided to California residents under the landmark California Consumer Privacy Act (CCPA) to all U.S. residents, an example of how we go beyond what is required by law to uphold the highest standards of data ethics in our business practices.

## Reporting Expansion & Enhancement

We share our 2021 ESG Report with both a measure of pride and the recognition that we have more work to do across many areas of ESG. This year's report continues to reflect our long-standing focus on transparency, and our support for the kind of multi-stakeholder approach set forth by leading sustainability and integrated reporting organizations.



Following six years of GRI reporting, we are publishing our first comprehensive ESG report. This report uses a multi-standard approach that includes GRI, SASB, TCFD, the UN Global Compact and the UN Sustainable Development Goals. Additionally, this report includes expanded Scope 3 data, along with strengthened climate commitments and strategy.











We remain committed to building a sustainable business – working with our clients, our people and all of our stakeholders – as we further our understanding of how best to positively impact our people, our clients and our communities.











**Philippe Krakowsky**  
Chief Executive Officer, IPG

## IPG 2021 GRI Standards Content Index

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
<b>GRI 102: General Disclosures 2016</b>			
<b>Organizational profile</b>			
102-1 Name of the organization	Interpublic Group of Companies, Inc. (IPG)		
102-2 Activities, brands, products, and services	<b>2021 ESG Report:</b> About IPG, pages 8-14 Responsible Media & Content, pages 119-123		
102-3 Location of headquarters	909 Third Avenue, New York, NY 10022		
102-4 Location of operations	<b>2021 ESG Report:</b> About IPG, page 10  <b>2020 Annual Report:</b> Our People, page 5		
102-5 Ownership and legal form	<b>2020 Annual Report:</b> Business, page 2-10 Security Ownership of Certain Beneficial Owners & Management & Related Stockholder Matters, page 103		
102-6 Markets served	<b>2021 ESG Report:</b> About IPG, pages 8-10 Responsible Media & Content, pages 119-123		
102-7 Scale of the organization	<b>2021 ESG Report:</b> About IPG, pages 8-12 Data Performance Tables, page 141  <b>2020 Annual Report:</b> Business, pages 2-8 Financial Statements & Supplementary Data, pages 51-61		
102-8 Information on employees and other workers	<b>2021 ESG Report:</b> Diversity, Equity & Inclusion, page 67 Data Performance Tables, page 141 SASB Table, page 145	 	<b>Principle 6:</b> Labour
102-9 Description of the organization's supply chain	<b>2021 ESG Report:</b> Responsible Supply Chain, pages 85-89		
102-10 Significant changes to the organization and its supply chain	<b>2021 ESG Report:</b> About this Report, page 124  <b>2020 Annual Report:</b> Acquisitions, pages 75-78		
102-11 Precautionary Principle or approach	The precautionary approach generally applies to manufacturing, rather than service companies. Since IPG is a provider of marketing services, we do not consider the precautionary approach.		
102-12 External initiatives	<b>2021 ESG Report:</b> ESG Strategy, pages 18-19		

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
102-13 Membership of associations	2021 ESG Report: Membership List, pages 127-138		
Strategy			
102-14 Statement from senior decision-maker	2021 ESG Report: CEO Letter, pages 4-7		
Ethics and integrity			
102-16 Values, principles, standards, and norms of behavior	2021 ESG Report: ESG Strategy, pages 15-20 Ethics & Integrity, pages 106-109		Principle 10: Anti-Corruption
102-17 Mechanisms for advice and concerns about ethics	2021 ESG Report: Ethics & Integrity, page 109  <a href="#">Alertline Document</a>		
Governance			
102-18 Governance structure	2021 ESG Report: Corporate Governance & Risk, pages 101-103  2021 Proxy Statement: Election of Directors, pages 4-8 Our Corporate Governance Framework, pages 9-17		Principle 10: Anti-Corruption
102-20 Executive-level responsibility for economic, environmental, and social topics	2021 ESG Report: ESG Strategy, page 17 Climate Action, pages 43-44 Corporate Governance & Risk, page 103		
102-21 Consulting stakeholders on economic, environmental, and social topics	2021 ESG Report: ESG Strategy, pages 21-23		
102-22 Composition of the highest governance body and its committees	2021 ESG Report: Corporate Governance & Risk, page 102-103  2021 Proxy Statement: Election of Directors, pages 4-8 Our Corporate Governance Framework, pages 9-17	 	
102-23 Chair of the highest governance body	2021 Proxy Statement: Board Leadership Structure, pages 14		
102-24 Nominating and selecting the highest governance body	2021 Proxy Statement: Election of Directors, pages 4-8 Our Corporate Governance Framework, pages 9-17	 	
102-25 Conflicts of interest	2021 ESG Report: Corporate Governance & Risk, page 105 Ethics & Integrity, pages 108-109  2021 Proxy Statement: Board's Role in Risk Oversight & Transactions with Related Persons, pages 6-7		








GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
102-26 Role of highest governance body in setting purpose, values, and strategy	<b>2021 ESG Report:</b> ESG Strategy, page 17 Corporate Governance & Risk, pages 101-105  <b>2021 Proxy Statement:</b> Board's Role in Risk Oversight, page 15  <b>Corporate Governance &amp; Social Responsibility Committee Charter</b>		
102-27 Collective knowledge of highest governance body	<b>2021 Proxy Statement:</b> Election of Directors, pages 4-8		
Stakeholder engagement			
102-40 List of stakeholder groups	<b>2021 ESG Report:</b> ESG Strategy, pages 21-23		<b>Principle 10:</b> Anti-Corruption
102-41 Collective bargaining agreements	<p>In the United States, IPG has not had any labor union organizing activity at our offices, nor do we have employees who are covered by collective bargaining agreements. In Europe, some IPG offices do have employee-led, Works Councils. At these locations, IPG management teams and the Works Councils collaborate and cooperate, as applicable, on labor relations.</p> <p>The percentage of IPG employees covered by collective bargaining is 0%.</p>	 	<b>Principle 3:</b> Labour
102-42 Identifying and selecting stakeholders	<b>2021 ESG Report:</b> ESG Strategy, pages 21-23		<b>Principle 10:</b> Anti-Corruption
102-43 Approach to stakeholder engagement	<b>2021 ESG Report:</b> ESG Strategy, pages 21-23		
102-44 Key topics and concerns raised	<b>2021 ESG Report:</b> ESG Strategy, pages 21-23		
Reporting practice			
102-45 Entities included in the consolidated financial statements	<b>2021 ESG Report:</b> About IPG, pages 8-12  <b>2020 Annual Report:</b> Business, pages 2-9 Selected Financial Statements, page 20		
102-46 Defining report content and topic Boundaries	<b>2021 ESG Report:</b> ESG Strategy, pages About this Report, page 124		
102-47 List of material topics	<b>2021 ESG Report:</b> ESG Strategy, page 16		<b>Principle 10:</b> Anti-Corruption

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
102-48 Restatements of information	<b>2021 ESG Report:</b> About this Report, page 124		
102-49 Changes in reporting	<b>2021 ESG Report:</b> About this Report, page 124		
102-50 Reporting period	<b>2021 ESG Report:</b> About this Report, page 124		
102-51 Date of most recent report	March 2021		
102-52 Reporting cycle	Annual basis		
102-53 Contact point for questions regarding the report	IPG, Vice President of Sustainability & Communications		<b>Principle 10:</b> Anti-Corruption
102-54 Claims of reporting in accordance with the GRI Standards	In Accordance - Core		
102-55 GRI content index	<b>2021 ESG Report:</b> GRI Content Index, pages 155-164		
102-56 External assurance	<b>2021 ESG Report:</b> External Assurance, pages 148-154		
<b>Economic Topics</b>			
<b>GRI 2021: Economic Performance 2016</b>			
201-1 Direct economic value generated and distributed	<b>2021 ESG Report:</b> About IPG, pages 8-14 Performance Data Tables, page 141  <b>2020 Annual Report:</b> Business, pages 2-9 Selected Financial Statements, page 20		<b>Principle 10:</b> Anti-Corruption
201-2 Financial implications and other risks and opportunities due to climate change	<b>2021 ESG Report:</b> Climate Action, pages 41-42 TCFD Table, pages 146-147		<b>Principle 7:</b> Environment
201-3 Defined benefit plan obligations and other retirement plans	<b>2021 ESG Report:</b> Human Capital, pages 74-75  <b>2020 Annual Report:</b> Consolidated Statements of Operations, page 56		<b>Principle 6:</b> Labour

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
GRI 205: Anti-corruption 2016			
103-1; 103-2; 103-3:Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Corporate Governance & Risk, pages 101-105 Ethics & Integrity, pages 106-109 About this Report, page 124		<b>Principle 2:</b> Human Rights  <b>Principle 10:</b> Anti-Corruption
205-1 Operations assessed for risks related to corruption	<b>2021 ESG Report:</b> Corporate Governance & Risk, pages 103, 105 Ethics & Integrity, pages 107-108		
205-2 Communication and training about anti-corruption policies and procedures	<b>2021 ESG Report:</b> Corporate Governance & Risk, page 105 Ethics & Integrity, pages 106, 108		
GRI 206: Anti-competitive Behavior 2016			
206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	In 2020, IPG did not have any legal and/or regulatory fines, penalties, or other legal action associated with violations of anti-competitive behavior, anti-trust, or monopoly practices. Additionally, in 2020, IPG did not have any legal and/or regulatory fines, penalties, or other legal action associated with violations of bribery or corruption standards.		<b>Principle 10:</b> Anti-Corruption
GRI 207: Tax 2019			
103-1; 103-2; 103-3: Management Approach 2016	<u><a href="#">Tax Strategy</a></u>		<b>Principle 10:</b> Anti-Corruption
207-1 Approach to tax	<u><a href="#">Tax Strategy</a></u>		
207-2 Tax governance, control, and risk management	<u><a href="#">Tax Strategy</a></u>		
Environmental Topics			
GRI 302: Energy 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Sustainable Operations, pages 32-37 Climate Action, pages 38-50 About this Report, page 124	  	<b>Principle 8:</b> Environment  <b>Principle 9:</b> Environment
302-1 Energy consumption within the organization	<b>2021 ESG Report:</b> Environmental Data Table, page 140		
302-3 Energy intensity	<b>2021 ESG Report:</b> Environmental Data Table, page 140		
302-4 Reduction of energy consumption	<b>2021 ESG Report:</b> Environmental Data Table, page 140		

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
GRI 305: Emissions 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Sustainable Operations, pages 32-37 Climate Action, pages 38-50 About this Report, page 124	  	<b>Principle 8:</b> Environment  <b>Principle 9:</b> Environment
305-1 Direct (Scope 1) GHG emissions	<b>2021 ESG Report:</b> Climate Action, pages 48-49 Environmental Data Table, page 140		
305-2 Energy indirect (Scope 2) GHG emissions	<b>2021 ESG Report:</b> Climate Action, pages 48-49 Environmental Data Table, page 140		
305-3 Other indirect (Scope 3) GHG emissions	<b>2021 ESG Report:</b> Climate Action, pages 48-49 Environmental Data Table, page 140		
305-4 GHG emissions intensity	<b>2021 ESG Report:</b> Environmental Data Table, page 140		
305-5 Reduction of GHG emissions	<b>2021 ESG Report:</b> Climate Action, pages 39, 48-49 Environmental Data Table, page 140		
GRI 307: Environmental Compliance 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Sustainable Operations, pages 32-37 Climate Action, pages 38-50 About this Report, page 124	 	<b>Principle 8:</b> Environment  <b>Principle 9:</b> Environment
307-1 Non-compliance with environmental laws and regulations	In 2020, IPG did not have any significant fines, violations, or other non-monetary sanctions for non-compliance with environmental laws and/or regulations.		
GRI 308: Supplier Environmental Assessment 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Responsible Supply Chain, pages 85-89 About this Report, page 124	 	<b>Principle 1:</b> Human Rights  <b>Principle 6:</b> Labour
308-1 New suppliers that were screened using environmental criteria	<b>2021 ESG Report:</b> Responsible Supply Chain, pages 85-89		

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
Social Topics			
GRI 401: Employment 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Human Capital, pages 69-77 About this Report, page 124		<b>Principle 6:</b> Labour
401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	<b>2021 ESG Report:</b> Human Capital, pages 74-75		
401-3 Parental leave	<b>2021 ESG Report:</b> Human Capital, page 75	 	
GRI 403: Occupational Health and Safety 2018			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Employee Health & Safety, pages 78-84 About this Report, page 124	 	<b>Principle 1:</b> Human Rights
403-2 Hazard identification, risk assessment, and incident investigation	<b>2021 ESG Report:</b> Employee Health & Safety, pages 79, 82		
403-3 Occupational health services	<b>2021 ESG Report:</b> Employee Health & Safety, pages 78-84		
403-4 Worker participation, consultation, and communication on occupational health and safety	<b>2021 ESG Report:</b> Employee Health & Safety, pages 81-84		
403-5 Worker training on occupational health and safety	<b>2021 ESG Report:</b> Employee Health & Safety, pages 83-84		
403-6 Promotion of worker health	<b>2021 ESG Report:</b> Employee Health & Safety, page 84		
GRI 404: Training and Education 2016			
103-1; 103-2; 103-3: Management Approach 2016	<b>2021 ESG Report:</b> ESG Strategy, pages 15-23 Human Capital, pages 76-77 About this Report, page 124		<b>Principle 1:</b> Human Rights
404-1 Average hours of training per year per employee	<b>2021 ESG Report:</b> Human Capital, pages 76-77 Data Performance Tables, page 141		

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
404-2 Programs for upgrading employee skills and transition assistance programs	2021 ESG Report: Human Capital, pages 76-77		Principle 1: Human Rights
404-3 Percentage of employees receiving regular performance and career development reviews	2021 ESG Report: Human Capital, page 76		
GRI 405: Diversity and Equal Opportunity 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: ESG Strategy, pages 15-23 Diversity, Equity and Inclusion, pages 52-68 Human Capital, pages 69-77 About this Report, page 124		Principle 6: Labour
405-1 Diversity of governance bodies and employees	2021 ESG Report: Diversity, Equity and Inclusion, pages 53-54, 67 Corporate Governance & Risk, pages 101-102 SASB Table, page 145		
405-2 Ratio of basic salary and remuneration of women to men	2021 ESG Report: Diversity, Equity and Inclusion, page 57		
GRI 413: Local Communities 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: ESG Strategy, pages 15-23 Community Engagement, pages 90-99 About this Report, page 124		Principle 1: Human Rights
413-1 Operations with local community engagement, impact assessments, and development programs	2021 ESG Report: Pandemic Response, pages 24, 28-29 Community Engagement, pages 90-99	 	Principle 8: Environment
GRI 414: Supplier Social Assessment 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: ESG Strategy, pages 15-23 Responsible Supply Chain, pages 85-89 About this Report, page 124		Principle 1: Human Rights
414-1 New suppliers that were screened using social criteria	2021 ESG Report: Responsible Supply Chain, pages 85-89	 	Principle 2: Human rights Principle 6: Labour
414-2 Negative social impacts in the supply chain and actions taken	2021 ESG Report: Responsible Supply Chain, pages 85-89		

GRI Disclosure	IPG Reference Location	SDGs	UN Global Compact
GRI 415: Public Policy 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: ESG Strategy, pages 15-23 Public Policy, pages 110-111		Principle 10: Anti-Corruption
415-1 Political contributions	2021 ESG Report: Public Policy, pages 110-111		
GRI 417: Marketing and Labeling 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: CEO Letter, page 7 ESG Strategy, pages 15-23 Responsible Media & Content, pages 119-123 About this Report, page 124		Principle 2: Human Rights
417-3 Incidents of non-compliance concerning marketing communications	2021 ESG Report: Responsible Media & Content, page 123 SASB Table, page 143		Principle 10: Anti-Corruption
GRI 418: Customer Privacy 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: CEO Letter, page 7 ESG Strategy, pages 15-23 Data Ethics & Privacy, pages 112-118 About this Report, page 124		Principle 2: Human Rights  Principle 10: Anti-Corruption
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	2021 ESG Report: SASB Table, page 143		
GRI 419: Socioeconomic Compliance 2016			
103-1; 103-2; 103-3: Management Approach 2016	2021 ESG Report: ESG Strategy, pages 15-23		Principle 2: Human Rights  Principle 10: Anti-Corruption
419-1 Non-compliance with laws and regulations in the social and economic area	In 2020, IPG did not have any significant fines or non-monetary sanctions for non-compliance with laws or regulations in the social and economic area.		