



OmnicomGroup

DIVERSE TALENT

COLLECTIVE STRENGTH

2019

CORPORATE RESPONSIBILITY REPORT

WITH 2020 UPDATES

Omnicom is a group of thousands of individuals across more than 70 countries collectively bringing their passion and creativity to over 5,000 brands. The talent of this diverse group of people allows us to create a positive and lasting impact on the world the best way we know how: through our work.



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In a world that's rapidly changing, Omnicom grounds itself in its commitments to having the industry's most innovative, collaborative and diverse talent. Through diverse perspectives and collective strength, our organization is able to uphold the highest standards of excellence and creativity for our clients and the communities we share around the globe.

While this report focuses on our 2019 activities, its release comes at a time of uncertainty and unrest in the wake of the COVID-19 pandemic and the racial inequalities brought to light by George Floyd's tragic death.

While we have certainly seen tremendous progress in our diversity, equity and inclusion (DE&I) efforts over the last decade, we recognize our efforts to date have not been nearly enough. We are actively listening to and communicating with our people and management teams to create improvements, and our entire leadership team is committed to accelerating our efforts in building a more inclusive, diverse and aware organization. These efforts, along with our response to the global health crisis, will be covered in depth in future reports, but we have also summarized them in the following pages.

With this backdrop in mind, we'd like to share some of the noteworthy actions from 2019 that strengthened our inclusive culture and served as a foundation for our 2020 conversations. For example, we established five new chapters of OPEN (Omnicom People Engagement Network) Pride to help promote awareness, acceptance and advocacy for the LGBTQIA+ community. We also launched OPEN DisAbility, a new employee resource group addressing issues affecting individuals with disabilities.

Omnicom also promoted widespread inclusion as a strategic partner for The Valuable 500, which launched at the January 2019 World Economic Forum with the goal of persuading 500 CEOs to make a public commitment to advance disability inclusion in their organizations.

Such efforts helped us earn recognition as No. 1 in our industry for The Wall Street Journal's D&I ranking of S&P 500 companies, and we were also named a 2020 "Best Place to Work for LGBTQ Equality" by the Human Rights Campaign.

Furthermore, we supported Theirworld again in 2019 through its #WriteTheWrong campaign, which raised awareness of the 260 million children who do not attend school each day. Our work on the #WriteTheWrong campaign helped secure \$2.3 billion in commitments to education over one week and underscored our own commitment to UN Sustainable Development Goal 4.

We also continued our progress against our goals of reducing the environmental impact of our activities, enhancing employee ethics training and advancing a code of conduct for our supply chain. Taken together, these actions, plus the many others outlined in this report, demonstrate our support for the 10 Principles of the UN Global Compact.

As we move through and beyond our current challenges, we remain optimistic and undeterred. The people of Omnicom will continue to bring the highest standards of excellence to our clients, our shareholders, our neighbors and one another.

Sincerely,

John D. Wren
Chairman & Chief Executive Officer

This report focuses on 2019 activities occurring before the COVID-19 outbreak, but includes a summary of key response efforts by Omnicom and its agencies.

Omnicom is an interconnected global network of leading advertising, marketing and corporate communications companies. Our branded networks and agencies provide a diverse, comprehensive range of global, regional and local solutions in the following disciplines:

- Advertising
- Strategic Media Planning and Buying
- Customer Relationship Management
- Public Relations
- Health Care Communication Services

Our portfolio of companies provides the best talent, creativity, technology and innovation to some of the world's most iconic and successful brands.

FIVE MAJOR NETWORKS

AS PART OF OUR WORLDWIDE FAMILY OF COMPANIES:



Group of Companies

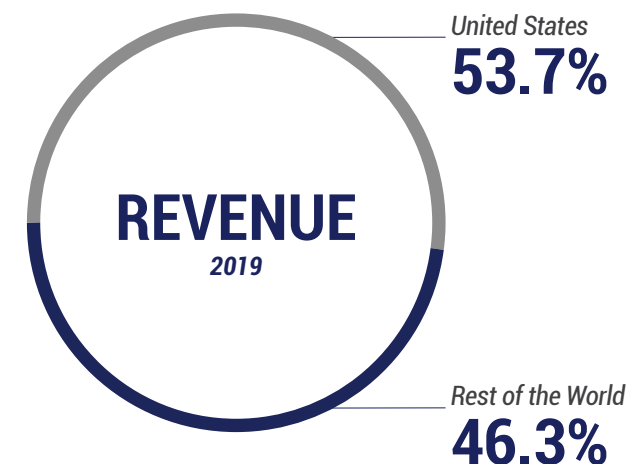
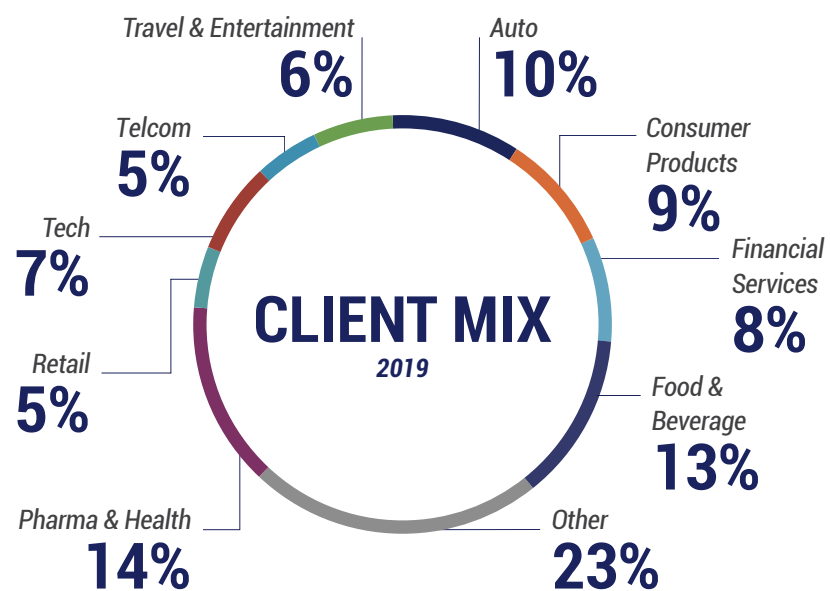
TBWA

OMG Omnicom MediaGroup

FINANCIAL SUMMARY

IN MILLIONS

| | 2019 | 2018 | 2017 |
|------------------|-------------|-------------|-------------|
| REVENUE | \$14,953.70 | \$15,290.20 | \$15,273.60 |
| OPERATING INCOME | \$2,122.30 | \$2,133.50 | \$2,083.80 |
| NET INCOME | \$1,339.10 | \$1,326.40 | \$1,088.40 |



Omnicom is dedicated to advancing our corporate responsibility goals year over year. Due to the uncertainty caused by the COVID-19 pandemic, we have temporarily paused announcing new goals while remaining focused on driving progress against our current commitments.

ENVIRONMENT

GOAL: *In Progress*

REDUCE ENERGY USE BY

**20% PER
PERSON**GLOBALLY BY 2023
USING A 2015 BASELINE

GOVERNANCE

GOAL: *Drafted and In Progress*

DEVELOP SUPPLIER

**CODE OF
CONDUCT**

BY JANUARY 1, 2020

GOAL: *In Progress*

INCREASE USE OF ELECTRICITY FROM

**RENEWABLE
SOURCES**

GLOBALLY TO 20% BY 2023

2019

**AWARDS AND
RECOGNITIONS
SNAPSHOT***HRC Corporate
Equality Index 2020
(100%)*

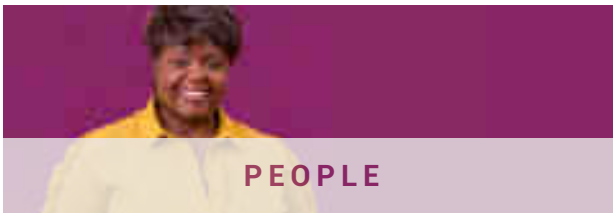
4th consecutive year

*Cannes Lions
Festival Holding
Company of the Year**Forbes' Best
Employers for
Diversity 2020**Forbes 2019
America's Best
Employers List*

3rd consecutive year

*Fortune Magazine*Recognized as 1 of 6
companies with a majority-
women board of directors*The Wall Street
Journal Diversity &
Inclusion Ranking*1st place in
Communication Services
industry, tied for 3rd
place overall*WARC Creative 100*

In 2019, we made significant progress across all four of our focus areas: People, Community, Environment and Governance. We describe these initiatives in this report and on our [website](#).




PEOPLE

- Supported The Valuable 500 in its inaugural year by providing creative and public relations work from nine Omnicom agencies, earning five industry awards. The Valuable 500 is a global movement to put disability on the business leadership agenda.
- Partnered with ADCOLOR and the American Advertising Federation (AAF) to launch THE APEX, a multicultural speakers bureau designed to encourage diverse thought leadership at industry events.
- Founded OPEN DisAbility, a new employee resource group in the United Kingdom with a mission to improve inclusion, visibility and awareness of issues that affect individuals with disabilities.
- Launched five new chapters of OPEN Pride in the United States and Europe dedicated to promoting awareness, acceptance and advocacy for the LGBTQIA+ community.
- Launched One Sandbox, an online directory of more than 250 diverse suppliers available to the entire Omnicom network.




COMMUNITY

- Partnered with Theirworld to take the #WriteTheWrong campaign to the 74th session of the United Nations General Assembly, using a classroom of empty desks to spread awareness of the global education crisis.
- Supported Girl Effect with the launch of Chhaa Jaa (Go Forth and Shine), a social media brand for adolescent girls in India.
- Continued to support the UN Sustainable Development Goals (SDGs) and our local communities through client and pro bono work, along with volunteer contributions from our agencies across the globe.



ENVIRONMENT

- Reduced our global energy footprint in excess of 5.5% year over year, and energy use per person by approximately 19% compared to our 2015 baseline.
- Increased use of electricity from renewable sources by approximately 37% compared to our 2015 baseline.
- Reduced companywide greenhouse gas emissions by approximately 16% in 2019 compared to our 2017 baseline.



GOVERNANCE

- Developed a Supplier Code of Conduct outlining our expectations for the businesses with which we work.
- Continued diverse representation on our nine-member board of directors with six women and four African American board members (as of June 9, 2020).
- Continued offering mandatory business ethics, security awareness and cybersecurity training to all Omnicom employees.

PEOPLE

Human connection drives the work that Omnicom agencies do for our clients. We are able to deliver ideas that resonate with consumers and businesses across the globe because of our top-notch employees who bring a wealth of knowledge, experiences and perspectives.



Our award-winning creativity is fueled by this diverse community who collaborates as a team, inspires the best in each other and celebrates success together.

**Our Commitment
to Diversity & Inclusion**

**CULTIVATING AN INCLUSIVE WORKFORCE
AS DIVERSE AS OUR CLIENTS AND THE
PEOPLE THEY SERVE**

Our work demands dedicated employees with diverse backgrounds, experiences and perspectives. That's why we're relentlessly focused on recruiting, developing and retaining talent from a multitude of backgrounds and fostering inclusive environments for all employees.

Across our global network of agencies and consultancies, our employees champion awareness, acceptance and advocacy initiatives both in the workplace and in their communities to create personal and professional opportunities for all.

OPEN 2019 Chief Diversity Champions ▶



OUR COMMITMENT AND APPROACH

We underpin our commitment to diversity, equity and inclusion through:

Leadership.

The OPEN Leadership Team, which is led by Omnicom’s Chief Diversity Officer and includes Diversity Champions from across our agencies and networks, provides structure, support, counsel and visibility to DE&I initiatives and policies throughout our organization.

Measurement.

We disclose five-year progress on diversity metrics for our U.S. employees.

Accountability.

Omnicom’s CEO pay is determined, in part, on qualitative factors that include diversity.

Transparency.

Following the tragic acts of racism in 2020 throughout the U.S., we reinforced our commitment to meaningful action to address inequalities. Understanding and providing transparency in where we currently stand is a necessary first step in paving a path forward. With this in mind, in this year’s report we’ve provided additional disclosures of Omnicom’s workforce diversity in the United States, as of June 15, 2020. It’s clear that we, and our entire industry, need to do more to truly reflect the businesses, communities and consumers we serve. With this in mind, we created OPEN 2.0, an action plan that builds upon the progress we’ve made thus far to achieve our ultimate goal: systemic equity throughout Omnicom. Additional details on OPEN 2.0 will be shared in future reports.

MEASURING OUR PROGRESS

This is the fourth year we have disclosed our five-year progress against key diversity metrics for U.S. employees. Disclosure in this report and on our website reinforces our commitment to transparency and keeps us accountable to strengthening the diverse perspectives that inform our client work.

OUR PEOPLE
AT A GLANCE



Accelerating Change
for a More Inclusive World

Advancing diversity, equity and inclusion efforts requires the action and passion of an entire community. That's why we collaborate not only with network leadership, but also community partners to more quickly achieve equal opportunities for individuals everywhere.

EMBRACING ALL ABILITIES:
THE VALUABLE 500

Among the most meaningful new ways we advanced inclusion in 2019 was our work promoting The Valuable 500, an organization that seeks to elevate disability on the business leadership agenda. The Valuable 500 launched at the World Economic Forum Annual Meeting in Davos in January 2019 with the ambitious goal of persuading 500 CEOs to make a public commitment to advance disability inclusion in their organizations. Since then, over 250 businesses, representing more than 10.25 million employees and over \$4 trillion in combined revenue, have committed to making disability inclusion a priority of leadership.



Omnicom is more than just a signatory to The Valuable 500, we're also a strategic partner. Our collaboration is led by campaign director Marianne Waite, who is charged with helping as many Omnicom agencies as possible interact with the organization. To date, nine of our agencies (**RAPP, AMV BBDO, Interbrand, Ketchum, Manning Gottlieb, Porter Novelli, ONE HUNDRED, Changing Our World** and **Fuse**) have provided creative and public relations support for this important movement.

In 2019, our agencies' work for The Valuable 500 earned three awards from the Cannes Lions Festival, a British Interactive Media award and a British Design & Art Direction (D&AD) award for Creative B2B Campaign. We also helped The Valuable 500 participate in 75 events in 10 countries, ranging from small roundtables to large festivals like SXSW, to raise awareness of the untapped potential of the disability community. As a result, the number of companies joining The Valuable 500 continues to grow, with more than 200 potential signatories in the pipeline.

"The Valuable 500 is transforming the global business system, thereby creating an equal and inclusive society for all of us. Its achievements would not have been possible without Omnicom's ongoing passion and support."

Marianne Waite
Director of Inclusive Brands,
The Valuable 500



"Most Promising University helped my overall confidence as a professional, pushing me to vocalize my strengths and celebrate my individuality. With help from the program's mentors, I was able to create a personalized hashtag and tagline that I still use to brand who I am—something that has proven to be extremely valuable as I start my career."

Jayda Hill

AAF MPMS 2020 | 2020 MAIP Fellow

MENTORING THE NEXT GENERATION OF DIVERSE LEADERS

To build a more inclusive future, we're leveraging our passion for communications and marketing to strategically partner with organizations that help diverse young professionals hone their creative skills and feel confident taking on leadership roles. Our key partnerships in this area include:

- **ADCOLOR:** Omnicom is a proud partner of ADCOLOR, an organization founded by our own Chief Diversity Officer, Tiffany R. Warren. ADCOLOR celebrates and champions diversity in the creative industries through its annual conference, award show and FUTURES program. Each year, the FUTURES program identifies a class of 30 young professionals and nurtures them as leaders through training, mentorship and empowerment.
- **AAF's Most Promising Multicultural Students (MPMS) Program:** Omnicom is the premiere sponsor of AAF's MPMS Program, a program that connects the advertising industry with the nation's top multicultural college seniors. As part of the program, Omnicom sponsors/produces Most Promising University, a daylong immersive advertising and media curriculum that hosts 50 college students each year.

- **4A's Multicultural Advertising Intern Program (MAIP):** Omnicom is also a partner of MAIP, whose mission is to provide and showcase the advertising industry with the best talent through world-class development opportunities. Many of our agencies support the program by hiring MAIP fellows and offering internship opportunities.
- **The LAGRANT Foundation:** Omnicom proudly supports The LAGRANT Foundation, which provides scholarships, career development workshops, professional development, mentors and internships to ethnically diverse undergraduate and graduate students.
- **Ghetto Film School (GFS):** Omnicom also supports the GFS fellow programs, which educate, develop and celebrate the next generation of great American storytellers. With locations in New York City, Los Angeles and London, GFS is the most elite and inclusive film academy in the world.

Supporting Diverse Young Professionals at Cannes ▶
Cannes Can: Diversity Collective (CC:DC) brings previously absent faces of color to the Cannes Lions International Festival of Creativity. In support of CC:DC, Omnicom's Chief Diversity Officer Tiffany R. Warren mentored members of its 2019 scholars program.



ELEVATING DIVERSITY, EQUITY
AND INCLUSION CONVERSATIONS
THROUGH COLLABORATION

Omnicom strives to inspire transformative change by collaborating with numerous partners to draw attention to issues of inequality that persist in our society. These include:

- **Ad Council:** We serve on the board of Ad Council, the leading producer of public service advertisements in the United States, to raise awareness of LGBTQIA+ acceptance, diversity, equity and inclusion, sexual harassment, empowerment of girls and other issues.
- **Makers:** As a Makers partner, we are shining a light on game-changing women within organizations, sharing diversity, equity and inclusion best practices, and promoting the work companies are doing to advance equality for women in the workplace.
- **GLAAD:** We have supported GLAAD's work tackling tough issues to shape the narrative of LGBTQIA+ acceptance since 2011.
- **Unstereotype Alliance:** We are a founding member of the Unstereotype Alliance, a consortium of global advertisers, digital media partners, associations and industry champions who have committed to a global and universal agenda to eradicate harmful gender stereotypes in advertising.

- Our agencies are also partnering with nonprofit organizations in their communities to complement Omnicom's diversity and inclusion efforts.
- In 2019, **eg+ worldwide** partnered with the charity Imaan to provide creative support for an awareness campaign with the goal of helping the Muslim LGBTQIA+ community reconcile faith with sexuality and gender identity.
 - Recognizing how difficult it is for refugees to find employment, **180 Kingsday** partnered with the Refugee Talent Hub to help connect displaced people to meaningful employment in their chosen fields.
 - In 2019, **CPM International** sponsored PRIDE Barcelona for the third consecutive year to show its support for the rights of the LGBTQIA+ community. As an official sponsor, a team of 200 CPM employees were involved in the design and creation of the float, social media engagement, photography and participation in the parade.



BRINGING
MULTICULTURAL VOICES
TO THE FOREFRONT

In early 2020, we formed a new partnership with ADCOLOR and AAF to support the launch of THE APEX—a Multicultural Speakers Bureau. THE APEX seeks to increase the diversity of thought leaders who present at industry conferences, seminars, webinars, podcasts and other discussions. We aim to make it easier for event organizers to be more inclusive of different vital perspectives at industry events by making THE APEX a go-to source for multicultural talent.

FOSTERING A CULTURE OF INCLUSION

At Omnicom, we are continuously striving to create a work environment where all employees feel comfortable, confident and supported. This culture of inclusion is critical to the progress and innovation we hope to see within our company. As part of this vision, we've established and grown the [Omnicom People Engagement Network \(OPEN\)](#) and its complementary employee resource groups: OPEN DisAbility, Omniwomen and OPEN Pride.

OPEN DisAbility

In 2019, we founded OPEN DisAbility, a new employee resource group in the UK, which aims to improve inclusion, visibility and awareness of issues affecting individuals with visible, invisible and/or learning disabilities, or people with long-term illnesses. OPEN DisAbility launched in March 2019 and multiple events have been held since, including a range of Basecamps and CEO panels discussing both seen and unseen disabilities.

In December 2019, OPEN DisAbility hosted its first Summit in the UK to dispel misconceptions about hiring workers living with disabilities and celebrate the unique strengths these individuals bring to the workplace. The Summit drew more than 150 people from 40 Omnicom agencies to participate in valuable conversations about the representation of people living with disabilities within our workforce and beyond.



SUPPORTING INDIVIDUALS

LIVING WITH DISABILITIES IN OUR AGENCIES

Omnicom agency, **Rabin Martin**, has pledged to The Valuable 500 to make disability inclusion a business priority and has been a champion of Omnicom's OPEN DisAbility+Allies UK employee resource group. The agency played an integral role in OPEN DisAbility's development of the #HowToDoMore Toolkit – a collection of tools and resources to support all agencies in their efforts to become “disability inclusion SMART.” This evolving toolkit includes a Disability Confident Guide and a Disability Experts Guide, among other vital information.

In 2019, **Ketchum London** partnered with Ambitious about Autism (AaA), a charity that provides services for young people on the autism spectrum and helps the public understand how to ensure individuals living with autism are valued members of our society. When Ketchum London hired an individual living with autism into its fall internship program, AaA delivered a specialized staff training session to members of Ketchum London's Corporate Team on how to create a supportive work environment.

Omniwomen

Since launching globally in 2014, Omniwomen has focused on promoting networking and career opportunities for women across our networks and agencies, as well as developing the female leaders of tomorrow. Over the last six years, participation in Omniwomen has grown to include more than 10,000 members.

In 2019, Omniwomen opened a new chapter in Dallas on International Women's Day, representing the 14th Omniwomen chapter across the globe. Since its launch, Omniwomen Dallas has focused on supporting High Tech High Heels, an organization that funds programs to increase the number of young women majoring in STEM fields in college.

Beyond Dallas, Omniwomen members unleashed their creativity and passion in 2019 to promote the professional advancement of women around the world:

Chicago: Omniwomen Chicago grew to more than 750 members and increased member engagement by 559%. The Chicago chapter now partners with 26 agencies, up from 10 in 2018. With this growth, the group revamped its mission and appointed its first-ever board of directors. In October, Omniwomen Chicago hosted author and fashion editor Elaine Welteroth for a fireside chat and book signing. The group's International Women's Day (IWD) celebration received one of the IWD organization's 2019 Best Practice awards.

United Kingdom: Omniwomen UK hosted its annual Leadership Summit and celebrated Omniwomen's five-year anniversary. In 2019, the theme was "Celebrating and Supporting Diverse Paths to the Top" and featured inspirational and diverse speakers, including Ketchum London CEO Jo-ann Robertson. The day saw men and women supporting one another, celebrating each other's achievements and acknowledging



how far women have come in the workforce. As Omniwomen UK's largest Leadership Summit yet, the event brought more than 300 women together and allowed attendees to focus on their personal interests, such as building confidence, understanding "imposter syndrome" and acknowledging and prioritizing the importance of mental health.

New York: Omniwomen New York hosted 17 hub events, including an art exhibit and three keynote speakers. These events reached every Omnicom agency in the city and addressed a variety of pertinent topics, including work-life balance, financial fitness, wellness and building a personal brand, among others.

Paris: Omniwomen France partnered with BVA Group prior to its annual summit to conduct a survey challenging stereotypes around gender parity. This research helped inspire Omniwomen France to include male allies who were sensitive to Omniwomen goals into its ranks.

China: Omniwomen China created a video titled "I am an Omniwoman," featuring women from diverse backgrounds sharing their experiences and supporting the Spring Bud Project, an organization that helps girls who have dropped out of school return to complete their education. They also created a WeChat gallery filled with images of women across the Omnicom network celebrating and supporting each other.

Looking ahead, Omniwomen aims to exceed 20 chapters globally by 2021. It also plans to develop a training module in partnership with Omnicom University and pursue more global content and research focused on women in leadership.

SUPPORTING GENDER PARITY

ACROSS OUR NETWORK

In 2019, Omnicom agencies actively took part in International Women’s Day advocacy events around the world. Highlights include:

- **Advocacy and Partnership:** In honor of International Women’s Day, **Harrison and Star** hosted leadership trainer Carol DiSanto of Omnicom Health Group for a Q&A session with employees. They also held a raffle with proceeds going to the Pad Project, a nonprofit that brings affordable feminine hygiene products to women in underdeveloped nations.
- **Supporting Female Entrepreneurs:** As part of its International Women’s Day celebrations, **Haygarth Group** launched WomanMade, an initiative to find and support one female founder at the start of her small business journey. In 2019, the agency chose a hairstylist who was in the process of creating a customized wig-styling business with a first-of-its-kind augmented reality app that would allow customers to test wigs

virtually before purchasing them. In a year of working together, Haygarth Group helped its entrepreneurial client create her business plan and company goals, as well as assisted with branding, collateral materials and public relations.

- **Small Business Workshops:** To celebrate International Women’s Day, 10 female-run small businesses were invited to **RAPP UK** for PowerHouse – a series of workshops covering marketing disciplines such as social media, SEO, brand tone of voice, digital presence and the user experience. Businesses participating in the inaugural PowerHouse ranged from coffee production to architecture.

“There are many talented women who are experts in what they do, but who might be struggling to maximize their business’ potential or failing to use digital marketing tools to their advantage. We can hopefully make a tangible difference on the future success of their ventures.”

Chris Freeland
CEO at RAPP UK



OPEN Pride

Founded in 2016, OPEN Pride fuels the personal growth, organizational inclusion and business success of Omnicom Group's lesbian, gay, bisexual and transgender, queer or questioning, intersex, and asexual or allied (LGBTQIA+) employees and allies. In 2019 and early 2020, OPEN Pride established six new chapters in Dallas, Denver, Houston, Southern California, Barcelona and Brussels, bringing the total number of active OPEN Pride chapters in the Omnicom network to twelve.

OPEN PRIDE

CHICAGO

In 2018, when DDB Senior Designer Joseph Klomes learned there was no LGBTQIA+ group in his office in Chicago, he decided to start one. When a colleague subsequently informed him about OPEN Pride, Joseph immediately got to work connecting with other Omnicom agencies in the area to expand the OPEN Pride Chicago chapter. By the end of 2019, approximately 20 Omnicom agencies in Chicago had joined the chapter, and members led a series of fundraising activities that generated more than \$1,900 in donations for the AIDS Foundation. Joseph also led the design and branding for the Human Rights Campaign's 2019 Chicago gala, earning DDB Chicago a sponsorship at the event. In 2020, OPEN Pride Chicago hopes to grow its partnerships with the AIDS Foundation and Human Rights Campaign, as well as find new opportunities to partner more with the local community.

Omnicom tapped into its talent to offer support to the LGBTQIA+ community in many ways in 2019. Highlights included:

- **Sponsorship:** Omnicom worked with NYC Pride as a Platinum Sponsor for the 2019 WorldPride celebration. As part of its sponsorship, Omnicom agencies provided in-kind work to promote the historic event, which marked the first WorldPride celebration in the United States, the 50th anniversary of the Stonewall riots and a half-century of LGBTQIA+ liberation. Many Omnicom agencies assisted NYC Pride in its branding and communications efforts, including **Interbrand, RAPP Worldwide, Siegel + Gale, TBWA\WorldHealth, Harrison and Star, FleishmanHillard, Ketchum, Porter Novelli** and **RXMOSAIC**.
- **Legislation:** The chair of OPEN Pride's Manila chapter participated in a campaign for the SOGIE Equality Bill. The legislation is intended to prevent various economic and service-related acts of discrimination against people based on their sexual orientation, gender identity or expression.
- **Career Opportunities:** OPEN Pride Dubai developed and launched a new internship program, called DDBTransit, specifically designed to help transgender workers find fulfilling career experiences in an inclusive work setting.
- **Workplace Sensitivity:** Sometimes, unintentionally and simply out of curiosity, LGBTQIA+ employees may get questions from colleagues that could be perceived as invasive, and in some cases, they may be misgendered or placed in awkward situations. To avoid such scenarios, OPEN Pride's Global Board created globally curated guidelines that can serve as a helpful reference when engaging with colleagues from the LGBTQIA+ community.



Looking ahead, OPEN Pride has several goals for 2020. They include:

- Serving, again, as a Platinum Sponsor for NYC Pride's fully digital 2020 celebration;
- Credentialing OPEN Pride members as experts in understanding how to appropriately and accurately communicate to and with the LGBTQIA+ community;
- Creating a business consultancy specifically to help clients improve engagement with LGBTQIA+ consumers;
- Developing partnerships with Omnicom's other employee resource groups to make a bigger impact on the community; and
- Continuing to champion, through partnerships or in-kind work, local/grassroots organizations with a mission to offer support to the LGBTQIA+ community, including NYC Pride, GLAAD, the Human Rights Campaign, the Trevor Project, the Point Foundation and the AIDS Foundation.

OMNICOM MEDIA GROUP'S

BUSINESS RESOURCE GROUPS

In 2019, Omnicom Media Group (OMG) launched three Business Resource Groups (BRGs) across the United States. BRGs are employee-led impact groups that share in Omnicom's commitment to create inclusive workplaces for underrepresented populations.

The Black Leadership Network was the first of the BRGs to launch. During Black History Month 2019, the BRG hosted 13 events across the country. Highlights included:

- **Black Girl Magic:** Black women are trendsetters, brand loyalists and early adopters who care about projecting a positive self-image and influencing mainstream culture in areas like fashion, beauty, television and music. Together with Turner, now part of WarnerMedia, OMG explored the magic of black woman consumers and discussed the factors that drive their purchase considerations and intent.
- **Pride Campaign:** OMG encouraged employees to show their pride on social media by sharing pictures of their family, community or service events with a description of what Black History Month means to them. Social posts included the hashtag #OMGBHM2019.
- **Screening of Railroad Ties:** The OMG DE&I team screened the short film "Railroad Ties" in offices across the United States. The film featured six descendants of fugitive slaves and abolitionists who learned about their lineage – and how they shared a common bond with complete strangers. In New York, OMG Director of Diversity and Inclusion Justin Reyes moderated a panel discussion featuring senior leaders from Sundance TV for a behind-the-scenes look at the making of the film.

Following the launch of the Black Leadership Network, OMG formed the Latino Leadership Network and Asian Leadership Network. In 2020, OMG plans to launch at least two additional BRGs, including a Working Parents Network.

AMPLIFYING

AFRICAN AMERICAN VOICES

In celebration of Black History Month, OHG Voices – Omnicom Health Group's diversity and inclusion group – hosted a series of events throughout the month to recognize the contributions of both prominent and lesser-known African Americans alike. The events included the group's inaugural Black History Month movie night showing of "The Hate U Give," an OHG Voices Mixer featuring artwork and jazz music from Harrison and Star employees, and a speaker panel hosted by Patients & Purpose titled "Going Beyond Diversity and Inclusion: Let's Get Real About Race."





SUPPORTING

SUPPLIER DIVERSITY

Across Omnicom networks and agencies, we are committed to ensuring our creative and production directors can draw from a diverse supplier base when assembling project teams. We recognize we need to do better to ensure that we're tapping into the wealth of underutilized diverse talent around the world.

In 2019, we rolled out One Sandbox – a curated, web-based directory developed by TBWA\WorldHealth that features more than 250 women-owned, multicultural and LGBTQIA+ suppliers – to agencies across the Omnicom network. Agencies have leveraged One Sandbox in addition to their own innovative tools and aggressive goals to boost diversity in their respective supplier networks and maintain a reputation for responsible purchasing:

- **Critical Mass** enacted a tracking system to easily identify vendors with diverse ownership to ensure a healthy percentage of its outsourcing supported supplier diversity. In 2019, the agency spent approximately \$500,000 with minority-owned vendors – a \$240,000 increase from the prior year. The agency also increased spending with women-owned vendors by \$40,000.
- **GUTENBERG's** commitment to establishing mutually responsible and lasting relationships with its suppliers has earned the agency France's Supplier Relations and Responsible Purchasing label for six years.

BLACK LIVES MATTER

Recent acts of racism and violence against diverse communities around the globe have been tragic and heartbreaking. We condemn this hatred and bigotry and stand in solidarity with the Black Lives Matter movement.

Since the formation of Omnicom, diversity and equality have been among our core values. And while Omnicom and its agencies have made tremendous progress over the past decade, we know it is not enough. Through ongoing discussions with our diversity leaders, employees and community partners, we are learning how we can better support our diverse colleagues and hold ourselves accountable in the areas of training, recruitment, talent development and retention, and compensation.

As part of our recent efforts, we recognized June 19th, or Juneteenth, as a companywide day off from work to allow for reflection on issues around race and inequality. In addition, Omnicom's Chief Diversity Officer and OPEN Leadership Team launched a new video series titled "Open Conversation," which explores Omnicom initiatives, DE&I resources and global issues inspiring change.

We also have long supported and invested in educational and career development programs that have created greater diversity in our industry. These include AAF Most Promising Multicultural Students Program, The LAGRANT Foundation, 4A's Multicultural Advertising Intern Program and ADCOLOR. Moving forward, we plan to strengthen our support of these programs and adopt new programs where appropriate.

We will turn these acts of injustice into a catalyst for lasting change – as individuals, as a company and as a community.



Investing in Training and Development

Learning and growth never stops at Omnicom. Each year, we make substantial investments in education and training, which include basic skills training all the way through our advanced Omnicom University for current and future leaders. We also continue to ramp up digital training so that all of our employees have a deep understanding of how to leverage new technologies and channels for clients and their brands.

OMNICOM UNIVERSITY

Omnicom University is considered one of the preeminent management and leadership development programs in the industry. The format is based on the Harvard Business School case study method and is led by professors from Harvard Business School and IESE Business School in Spain.

Founded in 1995, Omnicom University will be celebrating its 25th anniversary in 2020. This prestigious program has grown to offer 12 programs a year on two continents with nearly 5,200 global alumni, many of whom have gone on to rise in the ranks

of leadership within our organization. In December 2019, Karen van Bergen was named the new dean of Omnicom University, the third in the program's history, following Janet Riccio and founder Tom Watson.

Omnicom University is structured into several programs to cultivate leaders at different stages in their career:

- **Senior Management Undergraduate and Graduate Programs (SMP)** – SMP is an invitation-only, two-year commitment for the most senior executives in the company. Students attend a six-day Undergraduate Program focused on leading-edge management thinking, followed by a four-day Graduate Program one year later.
- **Senior Management Postgraduate Program** – A four-day Postgraduate Program is offered to SMP graduates to reinforce concepts and refresh the enthusiasm found in the original SMP experience.
- **Advanced Management Program (AMP)** – AMP is a three-day immersive training experience for future leaders and “rising stars” throughout Omnicom that teaches the core principles of managing a professional service firm. Three AMPs are taught each fall: two in the United States at Babson College and one in Europe in Milan.
- **Agency Leadership Program (ALP)** – ALP is a hands-on course designed for relatively new leaders running an office, a large account or team. Over the week-long course, students are broken out into teams to work on an agency-simulation program, with situations and events that our agency leaders face on a regular basis.

OMNICOM UNIVERSITY

TESTIMONIALS

Omnicom University programs consistently receive ratings from students in the 4.7 to 4.9 range (on a scale of 5) for program excellence. These programs are often regarded as high points in the careers of participants. Here is what a few had to say about their experience:

“The quality of the professors, combined with the intellectual horsepower of the group, is lifechanging.”

Bill Mulligan
Group CEO, Chameleon Communications New York

“I did not anticipate, or perhaps underestimated, the depth of life lessons we’d learn. ‘Thank you’ is simply not enough.”

Emily Caine
SVP, Senior Partner, FleishmanHillard St. Louis

“There is an amazing balance of providing a physical, mental, emotional and intellectual education between both what is being taught and how it is being taught. Truly motivating!”

Gati Curtis
SVP, Senior Director, BBDO New York

“The faculty is like a well-tuned orchestra – they build on content; challenge what you believe is the right answer; and make you acknowledge a different answer may be the one that makes more sense.”

Shalini Gupta
SVP, Client Partner, RAPP Chicago

TRAINING YOUNG TALENT

ACROSS DISCIPLINES

Across our networks and agencies, multidisciplinary training for entry-level employees and candidates has been a key focus.

In 2019, IMS invited its first class of young professionals to participate in its Associate Development Program (ADP). The two-year program rotates associates through four different assignments in various roles within the organization to develop cross-functional skills and a well-rounded understanding of marketing. For their first rotations, associates held roles in account management, digital marketing, data analytics and vendor management. As the program grows, ADP graduates will assist with the selection and mentoring of future participants.

Designory has partnered with California State University Long Beach's (CSULB) Senior Design Program – an initiative where students work with Designory mentors on a selected assignment that exposes the students to real-world marketing challenges and pushes them to design creative solutions. The students gain valuable agency experience and a chance at an internship, and Designory gains insights into the best talent coming out of the CSULB graduating class.



EMERGING STARS

TESTIMONIALS

Emerging Stars is not just a valuable opportunity for young professionals in the Omnicom Network, but also for our client partners. Here's what they had to say:

"Omnicom friends, what an amazing experience! Thank you again for choosing Olay to be your partner in the Emerging Stars program. The talent, the ideas, the energy and the partnership were amazing. It says a lot about the Omnicom family when you see this type of focus and investment in top talent. Thank you for choosing Proctor & Gamble and Olay to be your partner."

Leigh Radford
Global GM Skin Care, P&G

"I rarely get the opportunity to step away from my business – but this was so worth it! The insights and ideas presented were fantastic. The young talent on this program are lucky to be part of a holding company that invests in developing and connecting talent in this way – because we need our agency partners to work in a cross-discipline way, and this program proves the magic of what happens when you do."

Valerie Vargas
Vice President - Advertising & Marketing
Communications, AT&T



"Emerging Stars is my favorite program because it works on so many different levels. Our young talent gets to experience the power of all our specialty expertise working together. The clients we involve are blown away by the quality of the talent, the ideas and the true sense of partnership they experience firsthand. For our senior leaders who mentor and judge the final day, it's a chance to feel the excitement and the energy of what we can achieve together. Congratulations to all involved."

Dale A. Adams
Chairman and CEO, the DAS Group of Companies

Emerging Stars

Emerging Stars brings together top junior talent from across all Omnicom networks, exposes them to multiple marketing disciplines and gives them the experience of working on an integrated team.

The program begins with a three-day workshop that allows participants to learn from experts in various disciplines and immediately put that knowledge to work. A marketing brief from one of Omnicom's largest clients is delivered to the group, and participants work in multidiscipline teams with senior-level Omnicom agency mentors over the course of three weeks following the workshop. The session culminates in a competition where teams deliver an integrated pitch to selected Omnicom agency CEOs and a senior representative from the client involved in the brief.

This talented and ambitious group builds a fantastic network and pipeline for future leadership.

A HOLISTIC APPROACH TO WELLNESS

Beyond offering quality health care benefits, our agencies and networks encourage employees to stay healthy with programs and initiatives that promote physical, mental and financial well-being.

- In 2019, **Omnicom Media Group** offered five in-office fitness lessons to employees each week, enabled the services of a chiropractor in the workplace once per week, provided fresh fruit in the office year-round and held multiple stress reduction and mental health seminars throughout the year. These initiatives helped Omnicom Media Group earn the “Health Promoting Enterprise” accreditation from the Ministry of Health of the Czech Republic.
- At **darwin BBDO in Belgium**, employees welcomed a new Chief Executive “Woofficer,” a canine named Basille. The office dog has been a hit with employees and shown to reduce stress, boost office productivity and improve social engagement among employees who struggle to socialize with others.
- In 2019, **Proximity** launched Feel Good – a series of workshops and initiatives to promote mental, physical and financial well-being. External speakers were brought in to address a range of topics, including mindfulness, sleep, breathing and nutrition.

Advancing the Health and Well-Being of Our People

Omnicom continues to offer comprehensive and quality health care benefits to U.S. employees while maintaining a degree of individual choice to meet our employees’ diverse needs. Since 2016, Omnicom has covered transgender-related services under its medical plans, which cover almost all U.S. employees and their eligible family members.

PARENTAL LEAVE POLICY EXPANSION

In 2019, we updated our U.S. parental leave policies, which went into effect on January 1, 2020. First, any employee who has been with Omnicom for at least one year can claim up to eight weeks of paid short-term disability. Omnicom also now offer six weeks of paid parental leave in addition to eligible short-term disability benefits for all U.S. agencies.



COMMUNITY

Omnicom has a long-standing commitment to serve the areas where we live and work.

We use our expertise and passion to strengthen our communities and contribute to the greater good.



Through industry initiatives, employee volunteerism and client and pro bono campaigns, our work is making an impact around the world.



Education: A Right for All

Omnicom is a founding member of Common Ground, a commitment by agencies in the marketing and communications industries to support the United Nations (UN) Sustainable Development Goals (SDGs). As the pro bono global partner of Theirworld and Girl Effect, we focus on SDG No. 4, ensuring inclusive and quality education for children around the world.

RAISING VISIBILITY AND FUNDS FOR THEIRWORLD

Theirworld is a global children's charity committed to ending the education crisis by mobilizing support for funding partners through advocacy, campaigning and partnerships.

In 2019, Omnicom agencies BBDO and Porter Novelli partnered with Theirworld to increase world leaders' awareness of the global education crisis through the #WriteTheWrong campaign. At the 74th session of the UN General Assembly in New York, we took #WriteTheWrong to the next level with an art installation in the main UN plaza. We built an "infinity classroom" of empty desks, using walls full of mirrors to visually depict the 260 million children who do not attend school each day. The campaign was amplified with billboards in Times Square, an online video and posts on social media using #WriteTheWrong.

During the week, **\$2.3 billion** was committed to education, making it the single largest mobilization for education. In addition, Theirworld mobilized several million dollars in grants to support refugee education around the world and promote more protective learning environments for **more than 160,000 students**.

"It's clear that the vast majority of young people will be left behind and without hope for a brighter future. This is why education is so important."

Sarah Brown
Founder, Theirworld

◀ Viewers in-person and online were left with a powerful story. The display captured the attention of presidents and prime ministers from around the world, but more importantly, it helped raise financial support.



Chhaa Jaa

Nutrition International Partnership

In June 2018, Girl Effect embarked on a partnership with Nutrition International to improve Indonesian girls' knowledge, attitudes toward and practices around nutrition. Teenage girls in Indonesia are significantly malnourished due to a lack of proper nutrients in their typical diets of rice and rice cakes. In 2019, Omnicom agency **PHD** supported the partnership with an SEO strategy and paid search to drive traffic to a Springster site – a mobile platform made for girls – with nutrition-specific stories. In three months, the site attracted 104,000 unique page views, helping Girl Effect and Nutrition International reach 11.3 million Indonesians over the length of the campaign.

Making a World of Difference

Omnicom agencies around the globe have a history of volunteering in, and engaging with, their local communities, with many agencies providing paid time off for employees to partake in volunteer activities – many of which contribute to aspects of the UN SDGs.



PREGNANT AND PARENTING YOUTH

DAS Gives Back, the corporate volunteer initiative of the **DAS Group of Companies**, held a baby-supply drive to support Court Appointed Special Advocates (CASA) for children in New York City and the organization's Pregnant and Parenting Youth (PPY) Initiative. The PPY Initiative is designed to support young parents and provide goods to reduce economic stressors. DAS Gives Back donated more than 2,300 items to CASA-NYC to help the PPY Initiative.



I GOT YOUR BACKPACK

Since 2014, the **FleishmanHillard** St. Louis office has collected, donated and delivered a backpack of food every week to each of 25 local elementary school students who would otherwise go without food for the entire weekend. The students receive enough food for two breakfasts, lunches and dinners, and snacks for the weekend. Through 2019, FleishmanHillard donated nearly 400 backpacks of food.



FPO



DO GOOD. PERIOD.

In 2019, **TBWA\WorldHealth** collected more than 200 feminine hygiene product kits and donated them to The Period Collective, a nonprofit organization that provides impoverished women with access to free products. The initiative raised awareness about the challenges many women face accessing these crucial supplies.



SUPPORTING EDUCATION IN SOUTH AFRICA

For two years, **Omnicom Media Group South Africa (Pty) Ltd.** has provided financial support for education and living expenses for more than 200 disadvantaged and disabled students. Students learn computing and entrepreneurial skills to help prepare them for the workforce, and the program has led to a 90% success rate in finding employment for participants.



EMPOWERING IMMIGRANT WOMEN

In 2019, **Critical Mass** partnered with the Calgary Immigrant Women’s Association to host a Learn to Code seminar for young women. This nonprofit organization recognizes, responds to and focuses on the unique concerns and needs of immigrant and refugee women, girls and their families. The seminar provided each participant the opportunity to learn basic coding languages, skills and tools.





BARNABUS CHARITY COLLABORATION

Throughout 2019, **Healthcare Consultancy Group's** (HCG) Chameleon Communications' office in Manchester, England, supported Barnabus, a charity that helps homeless individuals find employment opportunities and rebuild their lives through access to food and clothing, health care and rehabilitation. HCG employees helped Barnabus through volunteering days, donation drives, cake sales and a sponsored sky dive event.



CLOTH BAGS FOR PATIENTS

Omnicom Media Group (OMG) Thailand created a "No Plastic Bag" campaign for hospitals after becoming aware of the large volume of nonrecyclable plastic bags used every day for patients and their medications, which contribute to the global plastics crisis. Colleagues from OMG Thailand set up public collection boxes for reusable cloth bags and invited their clients and media partners to join them in decorating the bags. As a result, almost 10,000 cloth bags were donated to 25 hospitals nationwide.



CLEAN UP AUSTRALIA

In March 2019, **PHD Sydney** closed early to participate in its annual "PHD's Big Hug" initiative that encourages employees to volunteer in the community. One group of employees took to the beaches and spent the afternoon cleaning up rubbish to restore and preserve the area's natural state.



Reimagining an iconic childhood toy

► #BRAILLEBRICKSFORALL

Lew'Lara\TBWA, TBWA

Nineteen million children around the world are vision impaired. Born from the discovery that toy building bricks have the same pattern as the braille alphabet, Lew'Lara\TBWA teamed up with the Dorina Nowill Foundation in Brazil to launch an online campaign aimed to convince toy manufacturers to embrace Braille Bricks and produce them on a much wider scale. Using the #BrailleBricksForAll hashtag, the campaign reached over 141 million impressions. As a result, LEGO® announced they would modify their iconic toy bricks to help blind and visually impaired children learn and develop critical skills. Following initial pilots, the final LEGO® Braille Bricks kit will be launched in 2020 and distributed free of charge to select institutions.

For additional highlights, please visit csr.omnicomgroup.com.



Uncovering the truths of modern slavery

► REALITY CHECK

DDB Group Hong Kong, DDB

Created by DDB Hong Kong on the eve of the 25th anniversary of anti-slavery organization Hagar International, the Reality Check campaign raised awareness that slavery is not only rife throughout the world but is also cheaper now than any time in human history. In a live activation shown in the campaign's video, unsuspecting Hong Kong diners are presented with bills showing the number of human lives they could buy for the same price as their meal. DDB also developed a campaign microsite featuring the stories of survivors of slavery and information for visitors to learn more about how to support Hagar International's efforts around the world. The campaign resulted in a 140% increase in donations made to Hagar.

For additional highlights, please visit csr.omnicomgroup.com.

Challenging

taboos around
the female body

► VIVA LA VULVA

AMVBBDO and Ketchum, BBDO

Viva La Vulva is a campaign with at its heart, a lip-sync music video with a twist: it shows a beautiful diversity of vulvas singing loud and proud to the women who love them. Girls are not born ashamed of their genitals. Yet over half of women are embarrassed by theirs and a growing number wonder how to “get the perfect vagina”. How can you care for something if you do not love it the way it is? Libresse, a feminine care brand, who was new to intimate care in Europe, along with AMVBBDO and Ketchum, decided to dynamite the myth of the perfect vulva through much-needed diversity and positivity that culture and the category were denying because the only imperfect vulva is the one that is silenced and unloved.

For additional highlights, please visit csr.omnicomgroup.com.

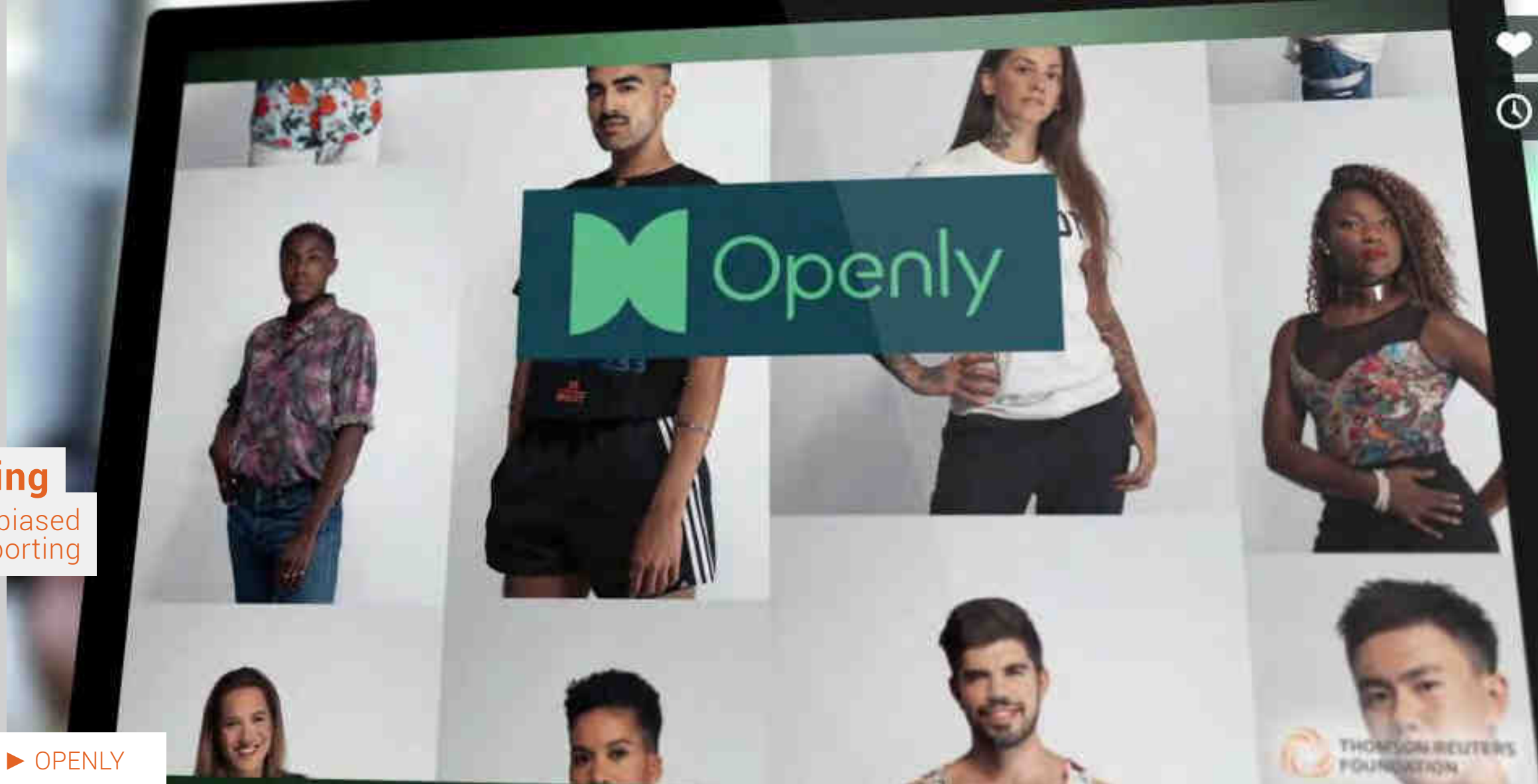
Enabling unbiased news reporting

► OPENLY

FleishmanHillard, DAS

FleishmanHillard worked with the Thomson Reuters Foundation to launch OPENLY — an impartial LGBTQIA+ news platform that removes western bias to tell stories across the map. On top of 1.1 million-plus organic Facebook video views and 118 million-plus readers in 48 countries, the unbiased reporting through OPENLY influenced Malaysia's National Health Ministry to drop its "gender identity disorder" language. The powerful work earned recognition at the 2019 ICCO Global Awards and the first-ever PRWeek Campaigns for Good Awards.

For additional highlights, please visit csr.omnicomgroup.com.



**Instilling
confidence**
in the leaders
of tomorrow

► LESSONS IN HERSTORY

Goodby Silverstein & Partners, DAS

Less than 11% of stories in U.S. history textbooks are about women, giving children a false picture of what is possible. Timed with Women's History Month, GS&P helped Daughters of the Evolution launch "Lessons in HerStory," an app that uses augmented reality to rewrite popular U.S. history textbooks. Lessons in HerStory tackles the power imbalance between men and women in society and shows young girls they can make history too. The app has reached thousands of schools and a potential audience of more than 59 million students, expanding history and instilling confidence in the leaders of tomorrow.

For additional highlights, please visit csr.omnicomgroup.com.

COVID-19 Response: A 2020 Summary

As the COVID-19 pandemic has upended the world, Omnicom agencies have worked tirelessly to support their communities and provide clients the services and solutions they need during these unprecedented times. Here are a few examples.

HANDLE WITH CARE

TBWA\Helsinki, TBWA (Finland)

Public places are hot spots for contagious diseases. To help control the spread of COVID-19, clean-energy company Fortum developed Vipu, a hands-free handle made from recycled plastics that enables people to open doors with their forearms. TBWA helped develop an advertising campaign for the product launch to demonstrate its innovative and sustainable design, which gives new life to plastic waste while reducing people's contact with potentially contaminated surfaces.



COMMUNITY SHIELDS

BBDO Guerrero, BBDO (Philippines)

Due to a shortage of personal protective equipment (PPE), nonmedical frontline workers, such as delivery persons and security personnel, can often be left without proper protection. BBDO Guerrero teamed up with the Philippine Chamber of Business and Professionals to raise awareness of the issue and launch #CommunityShields – a series of instructional posters and social posts that teach people how to construct masks and shields for community frontliners using everyday materials.

DRAFT-A-THON

OMD, DAS (United States)

To raise money for COVID-19 relief, OMD worked with the National Football League (NFL) to develop a campaign for Draft-A-Thon – a fundraiser held in conjunction with the iconic NFL Draft. Using targeted messaging, social media, digital assets and search functions, the team amplified awareness of the event, directing audiences to stream the fundraiser alongside the NFL Draft. Draft-A-Thon generated 23 million-plus views, with 46 million-plus minutes watched and an Ask Me Anything of 55,000-plus across multiple platforms – all while raising over \$100 million for COVID-19 relief.

SUPPORTING NONPROFIT PARTNERS

OMG MENA, DAS (Middle East)

To contribute to critical relief campaigns during the COVID-19 pandemic, Omnicom Media Group MENA joined forces with regional media owners in the Middle East to provide complimentary media space to its long-standing partner charities. With this support, Dubai Cares, Gulf for Good and Médecins Sans Frontières were able to reach a larger audience with their call to action. Their COVID-19 campaigns are focused on education, health, and critical support for people, particularly children, in need in the region and beyond.

COVID-19 RETAILER TOOLKIT

The Integer Group (United States)

The United Nations issued an open call to creatives around the globe to help in “translating critical public health messages into different languages, different cultures, communities and platforms, reaching everyone, everywhere.” In response, the Integer Group created the COVID-19 Retailer Toolkit, featuring clear, visual “two carts apart” guidelines that will help retailers promote social distancing requirements and ensure the safety of shoppers. The toolkit is turnkey and its files are open, allowing for customization in language, color palette and logos.



SIGNAL FOR HELP

Juniper Park\TBWA, TBWA (Canada)

During quarantine, domestic violence reports escalated globally. The Canadian Women's Foundation initiated "Signal For Help" to identify victims of domestic abuse through a simple hand gesture used during virtual gatherings. Toronto-based Juniper Park\TBWA helped develop a social media plan that demonstrated how to perform the signal, along with sharable [web-based materials](#). The campaign has expanded to Australia, France, Spain and the United States, providing resources for victims around the world.

WHATSAPP INTEGRATION

DDB Singapore, DDB (Singapore)

Receiving timely, accurate information is critical during a pandemic. DDB Singapore worked with the local government to create an official WhatsApp channel to deliver daily COVID-19 updates. This tool gave subscribers access to trusted communications from the government and provided a platform for health officials to clarify misinformation and share key announcements.

REOPEN CONNECTICUT

BBDO, Critical Mass, DDC Public Affairs, FleishmanHillard, OMD, Porter Novelli, Omnicom (United States)

As part of Connecticut's efforts to reopen in a responsible and safe manner, several Omnicom agencies worked to support the governor's Reopen Connecticut Advisory Group, composed of business leaders and health and education experts. Agency representatives developed an integrated communications plan featuring messaging, paid media, [website development](#), creative for PSAs and stakeholder outreach to ensure messages were shared across the state.

BLACK HEALTH NOW

TBWA\WorldHealth, TBWA (United States)

Beginning as an awareness campaign around medical bias, TBWA\WorldHealth's Black Health Now quickly transformed into a series of virtual sessions with doctors, athletes, fitness experts and community leaders to help promote preventative health care and provide COVID-19 information tailored to the needs of Black Americans. The social media series presents a different guest each week to address COVID-19's disparate impact on people of color. Guests have included Olympian Tianna Bartoletta, National Urban League CEO Marc H. Morial and emergency medical physician Dr. Garth Walker.



ENVIRONMENT

At Omnicom, we're taking strategic actions to reduce the environmental impact of our operations across our networks and agencies in locations around the world.



Our teams are empowered to enhance and expand their efforts to advance our environmental priorities.

Minimizing the Impact of Our Global Operations

Being sustainable starts with holding ourselves accountable and requires taking an innovative approach to increasing efficiency and reducing waste. As a provider of professional services, the primary environmental impact of our operations is from energy use in our buildings. As a result, our [Environmental Policy](#) focuses on the following principles to minimize the environmental impact across our real estate footprint:

- Efficient use of space
- Proactive energy management
- Smart travel and commuting
- Waste minimization

We have established goals to reduce our overall energy use and increase the amount of electricity we consume from renewable resources. The following table shows our progress to date against these goals.

| | |
|---|--|
| <div>OUR GOAL for 2023</div> <div>REDUCE ENERGY USE BY</div> <div>20% PER PERSON</div> <div> Globally by 2023 using a 2015 baseline</div> | <div>OUR PROGRESS in 2019</div> <div>ENERGY USE</div> <div>↓ 19% PER PERSON</div> <div> Globally per 2015 baseline</div> |
| <div>OUR GOAL for 2023</div> <div>INCREASE USE OF ELECTRICITY FROM RENEWABLE SOURCES</div> <div> Globally to 20% by 2023</div> | <div>OUR PROGRESS in 2019</div> <div>↑ 37%</div> <div> In use of electricity from renewable sources per 2015 baseline, from 8% in 2016, to 16% in 2019</div> |

Photo provided by GSD&M. ▶



Making Efficient Use of Space, Increasing Efficiency and Collaborating Across Agencies

Around the world, our goal is to use the spaces we own and lease more efficiently, to reduce environmental impacts, while also promoting collaboration and creativity between agencies.

The United Nations Environment Programme reports that buildings account for 36% of global energy use and 39% of greenhouse gas emissions annually. To reduce our contribution to this global challenge, we continually advanced efforts to reduce the footprint of our offices by transitioning to hub buildings with open floor plans and shared spaces for our agencies.

In 2019, we completed the consolidation of agencies in multiple locations around the world. For example, in Dallas, we consolidated our agencies within an existing hub building by implementing an open office plan, cutting our office footprint by nearly half. Work is currently underway to consolidate more spaces in 2020, including moving our headquarters in New York City to a building with a smaller environmental footprint.

Across our footprint, we've begun moving to agile work environments that bypass traditional dedicated workstations wherever it makes sense for our agencies and employees. As of this writing, we are still assessing what impact the COVID-19 pandemic will have on the way we work together in office spaces going forward.



GOING PAPERLESS

*The finance departments for **Quantum Market Research** and **Hall & Partners** eliminated the use of paper in 2019. The eco-friendly move not only came with the added benefit of reduced paper and ink costs, but also increased productivity by giving the teams one-click access to supporting documentation.*

The goal of agile workplaces is to make the most efficient use of our spaces while giving people the room and comfort they need to work productively. In certain offices where we implemented this measure, such as Dallas and New York City, employees have already transitioned from assigned to unassigned workspaces.

Our global planning standard guides our building and retrofitting activities, which includes following Leadership in Energy and Environmental Design™ (LEED®) principles. We're introducing energy-efficient lighting, heating and cooling, while also reducing and reusing materials. In these new and updated spaces, we're driving ongoing energy and waste savings through shared conference rooms and service areas, state-of-the-art video conferencing, virtual file storage and printing centers. We also seek to replace existing building mechanical systems wherever possible and cost-effective to more efficient systems. For example, in Los Angeles, we are replacing 50 air-conditioning units with more efficient models in 2020.

We regularly collect employee feedback through surveys, workshops and leadership meetings to ensure we're implementing the best solutions for our agencies. We are testing desk reservation systems to better gauge the usage of space in shared environments. We're encouraging our employees everywhere to make more efficient use of technology, such as video conferencing and collaboration tools, to cut down on travel and reduce the associated environmental impacts. A few of our agencies that have car fleets to execute their work are investing in hybrid and electric vehicles. Wherever possible, we encourage our employees to bike to work, use public transportation and choose train travel over flying. However, at the time of reporting, travel and commuting recommendations have been adjusted to adhere to COVID-19 guidelines and prioritize employee health and safety.

ARTFUL

RECYCLING

Marina Maher Communications has turned recycling into an art form. The agency donates its used poster boards, easels and other items made of glass, metal or plastic to Materials for the Arts, a program that provides goods to artists, nonprofit groups and public schools in New York City.

GRACE
OF WASTE

The Peter Schmidt Group turned their daily coffee grounds into a nourishing beauty product. Used as a high-quality holiday gift for business partners, even the packaging is made from discarded coffee cups, and the amount of ink used is minimal.



Shrinking Our Energy Footprint

In 2019, we continued to cut our global energy consumption, using 146,119 megawatt-hours (MWh) of energy, a 5% reduction compared to 2018. We also cut our electricity use by 6.4%, from 140,929 MWh in 2018 to 131,990 MWh in 2019.

We reduced our companywide greenhouse gas emissions by 16% in 2019, compared to 2018, thanks to lower business-travel emissions, which were down 23% compared to 2018, and lower purchased-electricity emissions, down nearly 12% year over year.

As part of Omnicom’s strategy to curb our carbon footprint, we derive a portion of our electricity needs from renewable sources. These efforts are spearheaded in the UK, where we are buying green power in buildings that we manage through electricity purchasing agreements. In the United States, more than 90% of our electricity spend is through landlords in our leased spaces, and we encourage them to seek renewable energy sources whenever possible. In 2019, total electricity purchased from renewable resources was up 30% year over year to 16% of total electricity in 2019 from 10.6% in 2018. This is advancing our goal to increase our use of electricity from renewable sources globally to 20% by 2023.

GLOBAL ENERGY FOOTPRINT

| | 2019 | 2018 | 2017 | 2016 |
|--|---------|---------|---------|---------|
| Total energy used (MWh) | 146,119 | 153,023 | 175,964 | 188,365 |
| Total electricity used (MWh) | 131,990 | 140,929 | 152,841 | 161,903 |
| Total GHG emissions (Metric Tonnes of CO ₂ e (MT CO ₂ e) | 200,376 | 240,124 | 260,233 | 289,685 |

GLOBAL GHG EMISSIONS (MT CO₂e)

| | 2019 | 2018 | 2017 | 2016 |
|---------------------|---------|---------|---------|---------|
| Scope 1 | 32,409 | 30,614 | 23,961 | 39,764 |
| Scope 2 | 58,005 | 65,407 | 77,445 | 73,905 |
| Scope 3 | 109,962 | 144,103 | 158,827 | 176,016 |
| Total GHG Emissions | 200,376 | 240,124 | 260,233 | 289,685 |

GLOBAL ELECTRICITY FROM RENEWABLE SOURCES (MWH)

| | 2019 | 2018 | 2017 | 2016 |
|-----------------|--------|--------|--------|--------|
| Purchased (MWh) | 21,200 | 14,987 | 15,689 | 16,401 |
| % of total | 16.1 | 10.6 | 10.1 | 10.3 |

DEDICATING

A DAY TO THE ENVIRONMENT

Around the globe in 2019, our agencies celebrated our planet by dedicating days of activities and initiatives to care for the environment. Here are few examples:

- In St. Louis, the **FleishmanHillard** Green Team encouraged employees to bring a reusable container to work on World Environment Day in order to promote the habit and phase out the use of paper cups. Team members also led a sustainability workshop where they discussed sustainability tips for work and home and offered attendees the opportunity to make sustainability pledges. In Germany, the FleishmanHillard offices introduced “job bike,” a service through which employees can lease an insured bike to reduce the carbon footprint of their commutes, and employees participated in a Zero Waste Workshop with a local sustainable partner.
- On World Environment Day, **Proximity London** completely stripped the office kitchen of single-use cups and promoted the “If you can’t reuse it, refuse it” message as part of its “Cut the Plastic” campaign.
- **Resolution Media** teams participated in Clean Up Australia Day to show appreciation for their communities by sending out teams of employees with plastic bags and gloves to clean up their neighborhoods.

COMING TOGETHER

Agency employees are passionate about the environment, and they demonstrate that enthusiasm by working together to raise awareness among their teams. Here are some ways they increased internal engagement in 2019:

- **PHD Australia** kicked off an effort to “gamify” printing with a friendly competition between teams to see who could print the least. Since launch, the agency has reduced paper consumption by 42%.
- In every city across its network, **OMD** has a “greenkeeper” who helps the agency meet its sustainability and environmental protection goals. OMD also offers a bike-leasing program, called JobRad, to encourage employees to cycle to work instead of driving.
- **BBDO Düsseldorf, Proximity, Batten & Company** and **Craftwork** partnered on an internal campaign named “Don’t be stupid. Stay clean.” The initiative reminds employees in a cheeky and funny way to act sustainably in the office, with posters in environmental “hot spots” by the printer and in the kitchen.
- The **CPM “ROOT”** team launched several initiatives, including the development of a gardening club, swapping single-use plastic cups with plant-based packaging, adding three charging ports in the parking lot for electric cars and raising awareness of new recycling bins.
- **Omnicom Media Group Malaysia** participates in the Plant Cartridge Green Office program, which encourages employees to adopt a healthy lifestyle and diet while supporting local, sustainable farms. The office receives fresh vegetables daily, and any unused produce is donated to the local soup kitchen.



UK NATIONAL GRID

DEMAND SIDE RESPONSE

Omnicom's London headquarters participates in the National Grid Demand Side Response (DSR) program. By balancing the grid during times of high-energy demand, DSR helps negate the need for new fossil fuel-fired generation plants to address peak power needs. In 2019, Omnicom provided 2.5 megawatts of demand response, helping lower carbon emissions and ensure continuity of supply.

Tackling the biodiversity and climate crises

That smile can stop a bulldozer.

Animals in ads are just great, aren't they? They're adorable. And they sell more product than humans. Right? It's why advertisers spend \$18 billion on ads featuring animals every year. More animals = bigger profits. Yep, in ads, animals are thriving. Yet, in real life, they're in trouble. 80% of the animal population has been wiped out in just 50 years and we stand to lose over a million species over the next decade. Take a moment to let that sink in. The Lion's Share initiative asks brands who use images of animals in their marketing (just like this one) to donate part of their media spend to protect animals in the wild, their habitats and our biodiversity. The United Nations Development Programme uses that money to address the crises we're facing in nature, save species from extinction and preserve habitats. That's why we've helped to safeguard the world's last Sumatran Tigers and stop elephant poaching in Nepal, Madagascar. So it's working. We just need more brands to get on board in help in help wildlife. If you're an advertiser, brand if that is. [TheLionsShareFund.com](https://www.thelionssharefund.com)



► LION'S SHARE

Cute. Fluffy. Deadly to poachers.

Animals in ads are just great, aren't they? They're adorable. And they sell more product than humans. Right? It's why advertisers spend \$18 billion on ads featuring animals every year. More animals = bigger profits. Yep, in ads, animals are thriving. Yet, in real life, they're in trouble. 80% of the animal population has been wiped out in just 50 years and we stand to lose over a million species over the next decade. Take a moment to let that sink in. The Lion's Share initiative asks brands who use images of animals in their marketing (just like this one) to donate part of their media spend to protect animals in the wild, their habitats and our biodiversity. The United Nations Development Programme uses that money to address the crises we're facing in nature, save species from extinction and preserve habitats. That's why we've helped to safeguard the world's last Sumatran Tigers and stop elephant poaching in Nepal, Madagascar. So it's working. We just need more brands to get on board. You can help us help wildlife. Next time you see an animal in an ad, let the brand if they're part of [TheLionsShareFund.com](https://www.thelionssharefund.com)



So sweet. So nasty to ivory traders.

Animals in ads are just great, aren't they? They're adorable. And they sell more product than humans. Right? It's why advertisers spend \$18 billion on ads featuring animals every year. More animals = bigger profits. Yep, in ads, animals are thriving. Yet, in real life, they're in trouble. 80% of the animal population has been wiped out in just 50 years and we stand to lose over a million species over the next decade. Take a moment to let that sink in. The Lion's Share initiative asks brands who use images of animals in their marketing (just like this one) to donate part of their media spend to protect animals in the wild, their habitats and our biodiversity. The United Nations Development Programme uses that money to address the crises we're facing in nature, save species from extinction and preserve habitats. That's why we've helped to safeguard the world's last Sumatran Tigers and stop elephant poaching in Nepal, Madagascar. So it's working. We just need more brands to get on board. You can help us help wildlife. Next time you see an animal in an ad, let the brand if they're part of [TheLionsShareFund.com](https://www.thelionssharefund.com)



Clemenger BBDO Melbourne, BBDO

Led by the United Nations Development Programme (UNDP) and a coalition of businesses including founder FINCH, founding partner Mars, Clemenger BBDO and Nielsen, The Lion's Share was created to tackle the biodiversity and climate crises. The initiative asks advertisers worldwide to contribute 0.5% of their media spend for each advertisement that features an animal. The funds are distributed to projects around the world that make a significant impact on animal conservation, habitat loss and climate change. As a campaign partner, Clemenger BBDO brought the concept to life and used its creative thinking to drive meaningful impact.

For additional agency highlights, please visit csr.omnicomgroup.com.

Ring in

Smokey Bear's
75th birthday



► KEEPING WILDFIRE PREVENTION FROM “GETTING OLD”

Hearts & Science, OMG

As Ad Council's pro bono partner of the year, Hearts & Science partnered with the organization to celebrate the 75th birthday of its iconic Smokey Bear. Supported only by donated media space and strategic audience insights, the team executed a fully refreshed digital campaign targeting millennial outdoor enthusiasts with tips and resources to prevent wildfires. Hearts & Science negotiated close to 10 million impressions in free display media, including customized assets triggered by high fire-risk weather, which created a more unique experience for audiences. Following the campaign's success, Ad Council adopted Hearts & Science's partner outreach process for use with other partners as well.

For additional agency highlights, please visit csr.omnicomgroup.com.

GOVERNANCE

Omnicom is dedicated to continually strengthening the structure and policies that govern our business. We know our success stems from a clear strategy and a transparent set of controls that align with the needs of all our stakeholders.



Each member of our board of directors and leadership team has extensive experience and diverse perspectives to ensure ethical standards are upheld and exemplary oversight is maintained across our networks and agencies.

Governing Our Business

Omnicom is led by our senior management team under the direction of our board of directors. The board has adopted, and periodically reviews, policies and procedures that guide the discharge of its oversight responsibilities. These policies and procedures provide a framework for managing our company, consistent with our shareholders' best interests and requirements of the law.

Our board consists of nine directors: eight independent or outside directors and our Chairman and Chief Executive Officer, John D. Wren. Each director stands for election annually. Our four board committees are all composed solely of independent directors:

- Audit Committee
- Compensation Committee
- Finance Committee
- Governance Committee

We seek to align our directors' collective expertise with the skill areas most important to strong oversight of management. Accordingly, we periodically evaluate board composition to help inform board succession planning efforts, maintain close alignment between board skills and our long-term strategy, and promote board effectiveness.

We elect our Lead Independent Director annually and evaluate the scope and nature of this role on an ongoing basis to ensure that its responsibilities are robust.



John D. Wren



Mary C. Choksi



Leonard S. Coleman, Jr.



Susan S. Denison



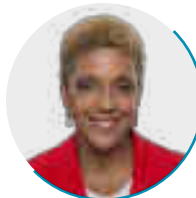
Ronnie S. Hawkins



Deborah J. Kissire



Gracia C. Martore



Linda Johnson Rice



Valerie M. Williams

Ethics and Integrity

Our [Code of Business Conduct](#) underscores our commitment to upholding the highest ethical standards. The Code spells out what we value, what we believe and the policies that all Omnicom employees – both full- and part-time, at every level, in every location around the world – must uphold. The Code also applies to everyone who represents Omnicom, from contractors to our board of directors.

With an enhanced Code of Business Conduct rolled out across the Omnicom network in 2018, we focused on, and achieved, our goal to establish business ethics and/or anti-bribery training for our full-time, regular employees worldwide in 2019.

We also developed a Supplier Code of Conduct. Similar to our own Code of Business Conduct, the Supplier Code of Conduct outlines the expectations and high standards we expect from the businesses that provide us with goods and services. We require that all members of our supply chain – meaning any person or organization that provides a product or service to Omnicom, our agencies or indirectly to our clients – endorse our values by operating in compliance with this Code. Topics include creating a positive work environment, safeguarding our resources, establishing and maintaining trust, complying with industry laws and regulations, protecting the environment and respecting human rights.

UPHOLDING
THE CODE

If employees or others see or hear about activities that may violate the Code, the law or our policies, they are encouraged to ask questions and share their concerns by:

- Talking with their supervisor or any senior manager, the financial manager for their agency or network, or the legal department of their agency or network.
- Reaching out to Omnicom's Legal Department via email or mail.
- Contacting the Internal Control Line – a 24/7, anonymous phone line.

HUMAN RIGHTS
POLICY

As a signatory to the United Nations Global Compact, we are committed to supporting and respecting the protection of internationally proclaimed human rights and eliminating discrimination with respect to employment and occupation. This commitment is outlined in our [Human Rights Policy](#).

COMPLIANCE WITH

DATA PRIVACY LAWS AND REGULATIONS

Since the European Union's (EU) Global Data Protection Regulation (GDPR) took effect in 2018, we implemented global policies and additional awareness training to all our employees around the world, regardless of their location or level of exposure to personal identification information or related high-risk situations. We also updated our online Privacy Notice in 2019 in response to the California Consumer Privacy Act.



SAFEGUARDING INFORMATION

By the nature of our business, we rely extensively on information technology systems at Omnicom and all our agencies and networks. Cybersecurity threats and attacks, which are becoming both more frequent and sophisticated, may pose a risk to our systems and networks. We have systems and processes in place designed to protect against, detect, prevent, monitor, and respond to and mitigate cybersecurity incidents.

Interactive security awareness and cybersecurity training is offered in more than a dozen languages, every quarter, to all Omnicom employees. Mandatory training modules include topics such as:

- Email, Passwords and Phishing
- Information Classification and Social Engineering
- The Clean Desk Principle and Working Remotely
- Cloud Computing and Mobile Devices
- Intellectual Property

In 2019, we implemented a cloud access security broker, which restricts the use of several unsupported cloud platforms for storing documents or collaborating. This enables us to better control data storage and manage the security of our clients' intellectual property.

With regard to consumer data use and privacy, Omnicom and its agencies act as data integrators, connecting separate data sources in order to deliver valuable insights to clients. This interconnected data is completely anonymous, and we work continuously with our partners to ensure it is protected from potential security threats.



This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2019 and includes some anecdotal information from early 2020. The report is organized to reflect our four focus areas: People, Community, Environment and Governance. In this report and online at csr.omnicomgroup.com, we have included key case studies from our diverse network of agencies to characterize our positive impact on society and the environment around the world.

◀ Photo provided by GSD&M.

Material Topics Identification

In developing this report, we consulted various global reporting frameworks – including the Global Reporting Initiative (GRI) Standards and G4 Media Sector Disclosures, the Sustainability Accounting Standards Board (SASB) Marketing and Advertising Sector Guidelines, the United Nations Global Compact (UNGC) and the United Nations Sustainable Development Goals (SDGs) – and internal and external stakeholders to determine relevant material topics.

OUR MATERIAL TOPICS ARE:

- Diversity, equity and inclusion
- Employee attraction, development and retention
- Community engagement
- Environment
- Ethics and integrity
- Governance

Stakeholder Engagement

The content of this report was developed primarily through interviews with Omnicom executives, subject matter experts and Omnicom agency employees. We also engaged in conversations with some of our largest shareholders and interviewed NGO partners, clients and investors to solicit feedback on our recent corporate responsibility reports. These interviews informed our reporting strategy and provided further stakeholder input into our corporate responsibility efforts.

As part of our regular governance efforts, we reached out to shareholders holding more than 60% of our outstanding shares, and we spoke to every shareholder who accepted our invitation for engagement. The constructive feedback we received from shareholders – which often included corporate responsibility topics such as diversity, equity and inclusion and environmental sustainability – is shared with and discussed by the full board of directors on a regular basis.

Feedback received from clients centered around requiring more accountability throughout the supply chain, ensuring data privacy and information security practices are upheld, being more proactive in sharing corporate responsibility efforts, and exploring ways to track and disclose additional information requested from SASB, other reporting frameworks and related raters/rankers. These topics will help inform our path forward.

Scope

The quantitative data in this report covers Omnicom's global operations in fiscal year 2019 (from January 1 to December 31, 2019). Numbers throughout the report are estimates based on available data. Unless otherwise noted, data within the report reflects our United States operations. Our last report was published in 2018.

We plan to continue publishing an annual comprehensive corporate responsibility report that references the GRI Standards and fulfills our commitment as a UNGC signatory to produce a Communication on Progress.

This report provides information on our corporate responsibility strategy and performance for fiscal year 2019 and covers the UN Global Compact Communication on Progress requirements.

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: Make sure that they are not complicit in human rights abuses.

Omnicom's commitment to support and respect human rights is embodied in our Human Rights Policy, Code of Business Conduct and Supplier Code of Conduct (expected to go into effect prior to December 31, 2020). The Code of Business Conduct covers our commitment to comply with all laws of the places where we do business, our prohibition against insider trading, our duty to advance our employer's legitimate interest and our commitment to equal opportunity. Our Supplier Code of Conduct will hold our vendors to the same high standards we hold ourselves. The Human Rights Policy and Code of Business Conduct are available on our Corporate Governance website. For more information on our commitment to respecting human rights, see the Governance section of this report.

Labor

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: The elimination of all forms of forced and compulsory labor;

Principle 5: The effective abolition of child labor; and

Principle 6: The elimination of discrimination in respect of employment and occupation.

Omnicom's directors, officers and employees are required to comply with our Code of Business Conduct, which sets the foundation for how we should do business on a day-to-day basis. We are an equal opportunity employer and do not discriminate against employees or job applicants on the basis of race, religion, sex, national origin, age, disability, sexual orientation, gender identity and/or expression, pregnancy or any similar status or condition. For more information on our commitment to fair labor, see the People section of this report.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Omnicom is committed to promoting greater environmental responsibility and regularly reports on environmental performance throughout our operations. Omnicom's Environmental Policy outlines our approach to minimize our impact by encouraging our companies to consider their environmental footprint in terms of conscious design of office space; energy efficiency; travel and commuting; procurement; and recycling and waste management. For more information on our commitment to environmental sustainability, see the Environment section of this report.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Omnicom operates in an increasingly complex global environment, and our commitment to the highest ethical standards in the communities where we do business is outlined in our Code of Business Conduct. Omnicom directors, officers and employees undergo mandatory training for, and are required to comply with, all applicable anti-corruption and anti-bribery laws, including the U.S. Foreign Corrupt Practices Act, the UK Bribery Act of 2010, and any other local anti-corruption and anti-bribery laws where we do business. For more information on our commitment to ethics and compliance, see the Governance section of this report.

| TITLE | DISCLOSURE | GRI STANDARDS DISCLOSURE TITLE | 2019 LOCATION/RESPONSE |
|---------------------|------------|--|---|
| General Disclosures | | | |
| General Disclosures | 102-01 | Name of the organization | Omnicom Group |
| General Disclosures | 102-02 | Activities, brands, products, and services | 2019 10-K , p. 1 (Our Business) |
| General Disclosures | 102-03 | Location of headquarters | 437 Madison Avenue, New York, New York |
| General Disclosures | 102-04 | Location of operations | 2019 10-K , p. 7 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations) |
| General Disclosures | 102-05 | Ownership and legal form | 2019 10-K , p. 1 (Our Business), p. 6 (Item 5: Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities) |
| General Disclosures | 102-06 | Markets served | 2019 10-K , p. 1 (Our Business), p. 2 (Our Clients), p. 7 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations) 2019 CR Report, p. 5 (About Omnicom Group) |
| General Disclosures | 102-07 | Scale of the organization | 2019 CR Report, p. 5 (About Omnicom Group) 2019 10-K , p. 2 (Our Employees), p. 5 (Item 2: Properties), p. 6 (Item 6: Selected Financial Data) |
| General Disclosures | 102-08 | Information on employees and other workers | 2019 CR Report, p. 5 (About Omnicom Group), p. 10 (Measuring Our Progress), p. 10 (Our People at a Glance) |
| General Disclosures | 102-09 | Supply chain | 2019 CR Report, p. 50 (Ethics and Integrity), p. 21 (Supporting Supplier Diversity) |
| General Disclosures | 102-10 | Significant changes to the organization and its supply chain | 2019 10-K , p. 10 (Acquisitions and Goodwill) |
| General Disclosures | 102-11 | Precautionary Principle or approach | Omnicom Environmental Policy 2020 Proxy Statement , p. 20 (Risk Oversight) |
| General Disclosures | 102-12 | External initiatives | CEO Action, Common Ground, Partnership for Global LGBTI Equality, The Valuable 500, UN Global Compact, UN Unstereotype Alliance |

| TITLE | DISCLOSURE | GRI STANDARDS DISCLOSURE TITLE | 2019 LOCATION/RESPONSE |
|---------------------|------------|---|--|
| General Disclosures | 102-13 | Membership of associations | 4A's Advertiser Protection Bureau, 4A's Multicultural Advertising Intern Program, AAF Mosaic Center for Multiculturalism, Ad Council, ADCOLOR, Advertising Research Fund, Girl Effect, GLAAD, Makers, Trustworthy Accountability Group, Theirworld, Time's Up |
| General Disclosures | 102-14 | Statement from senior decision-maker | 2019 CR Report, p. 4 (Letter from Our CEO) |
| General Disclosures | 102-15 | Key impacts, risks, and opportunities | 2019 10-K , p. 3 (Item 1A: Risk Factors) |
| General Disclosures | 102-16 | Values, principles, standards, and norms of behavior | Omnicom Code of Business Conduct 2019 CR Report, p. 50 (Ethics and Integrity) |
| General Disclosures | 102-17 | Mechanisms for advice and concerns about ethics | Omnicom Code of Business Conduct Internal Control Line |
| General Disclosures | 102-18 | Governance structure | The Company's Governance Committee works with management to adopt and make recommendations to the Company's Code of Business Conduct, which includes economic, environmental and social topics. See also: 2019 CR Report, p. 49 (Leadership Diversity) 2020 Proxy Statement , p. 25-28 (Board Leadership Structure) |
| General Disclosures | 102-19 | Delegating authority | 2020 Proxy Statement , p. 21 |
| General Disclosures | 102-20 | Executive-level responsibility for economic, environmental, and social topics | Omnicom's leadership team oversees economic, environmental, social and governance initiatives. The leadership team includes our Chief Financial Officer, General Counsel and Secretary, Chief Diversity Officer, Dean of Omnicom University and Chief Communications Officer. |
| General Disclosures | 102-21 | Consulting stakeholders on economic, environmental, and social topics | 2019 CR Report, p. 52 (Stakeholder Engagement) 2020 Proxy Statement , p. 6 (Shareholder Engagement) |
| General Disclosures | 102-22 | Composition of the highest governance body and its committees | 2019 CR Report, p. 49 (Leadership Diversity) 2020 Proxy Statement , p. 13-18 (2020 Director Nominees) |

| TITLE | DISCLOSURE | GRI STANDARDS DISCLOSURE TITLE | 2019 LOCATION/RESPONSE |
|---------------------|------------|--|--|
| General Disclosures | 102-23 | Chair of the highest governance body | 2020 Proxy Statement , p. 25 (Board Leadership Structure) |
| General Disclosures | 102-24 | Nominating and selecting the highest governance body | 2020 Proxy Statement , p. 19 (Shareholder Nomination Process), p. 20 (Majority Voting Standard for Election of Directors) |
| General Disclosures | 102-25 | Conflicts of interest | 2020 Proxy Statement , p. 30-31 (Ethical Business Conduct) |
| General Disclosures | 102-26 | Role of highest governance body in setting purpose, values, and strategy | 2020 Proxy Statement , p. 20-21 (Board's Role and Responsibilities) Governance Committee Charter |
| General Disclosures | 102-27 | Collective knowledge of highest governance body | Senior management (see Disclosure 102-20) regularly discusses economic, environmental, social and governance topics during shareholder engagement meetings conducted annually. |
| General Disclosures | 102-28 | Evaluating the highest governance body's performance | 2020 Proxy Statement , p. 11-12 (Qualifications of the Members of the Board) |
| General Disclosures | 102-29 | Identifying and managing economic, environmental, and social impacts | 2020 Proxy Statement , p. 20-21 (Board's Role and Responsibilities) Governance Committee Charter |
| General Disclosures | 102-30 | Effectiveness of risk management processes | 2020 Proxy Statement , p. 20-21 (Board's Role and Responsibilities) |
| General Disclosures | 102-31 | Review of economic, environmental, and social topics | 2020 Proxy Statement , p. 20-21 (Board's Role and Responsibilities), p. 26-27 (Board Operations and Committee Structure) |
| General Disclosures | 102-32 | Highest governance body's role in sustainability reporting | Reviewed by Chief Financial Officer. |
| General Disclosures | 102-33 | Communicating critical concerns | 2020 Proxy Statement , p. 24 (Shareholder Communications with Board Members) |
| General Disclosures | 102-34 | Nature and total number of critical concerns | 2020 Proxy Statement , p. 4-8 (Meeting Agenda and Voting Recommendations) |
| General Disclosures | 102-35 | Remuneration policies | 2020 Proxy Statement , p. 7 (Executive Compensation Highlights), p. 31 (Directors' Compensation for Fiscal Year 2019), p. 35-65 (Executive Compensation) |
| General Disclosures | 102-36 | Process for determining remuneration | 2020 Proxy Statement , p. 43 (Compensation Discussion & Analysis), p. 55 (Role of the Independent Compensation Consultant) |

| TITLE | DISCLOSURE | GRI STANDARDS DISCLOSURE TITLE | 2019 LOCATION/RESPONSE |
|---------------------|------------|--|--|
| General Disclosures | 102-37 | Stakeholders' involvement in remuneration | 2020 Proxy Statement , p. 33 (Item 2: Advisory Resolution to Approve Executive Compensation) |
| General Disclosures | 102-38 | Annual total compensation ratio | 2020 Proxy Statement , p. 65 (Pay Ratio Disclosure) |
| General Disclosures | 102-40 | List of stakeholder groups | 2019 CR Report, p. 52 (Stakeholder Engagement) |
| General Disclosures | 102-41 | Collective bargaining agreements | 0% of Omnicom employees in the United States are covered by collective bargaining agreements. |
| General Disclosures | 102-42 | Identifying and selecting stakeholders | 2019 CR Report, p. 52 (Stakeholder Engagement) |
| General Disclosures | 102-43 | Approach to stakeholder engagement | 2019 CR Report, p. 52 (Stakeholder Engagement) |
| General Disclosures | 102-44 | Key topics and concerns raised | 2019 CR Report, p. 52 (Stakeholder Engagement) |
| General Disclosures | 102-45 | Entities included in the consolidated financial statements | 2019 10-K , Exhibit 21 (Subsidiaries of the Registrant) |
| General Disclosures | 102-46 | Defining report content and topic Boundaries | 2019 CR Report, p. 52 (About This Report) |
| General Disclosures | 102-47 | List of material topics | 2019 CR Report, p. 52 (Material Topics Identification) |
| General Disclosures | 102-48 | Restatements of information | No material restatements |
| General Disclosures | 102-49 | Changes in reporting | None |
| General Disclosures | 102-50 | Reporting period | Calendar year 2019 |
| General Disclosures | 102-51 | Date of most recent report | 2018 |
| General Disclosures | 102-52 | Reporting cycle | Annual |
| General Disclosures | 102-53 | Contact point for questions regarding the report | Katie.Beaule@omnicomgroup.com |
| General Disclosures | 102-54 | Claims of reporting in accordance with the GRI Standards | This report references disclosures from the GRI Standards 2018 and the GRI G4 Media Sector Disclosures, as detailed in this index. |
| General Disclosures | 102-55 | GRI content index | 2019 CR Report, p. 54 (2019 GRI Content Index) |

| TITLE | DISCLOSURE | GRI STANDARDS DISCLOSURE TITLE | 2019 LOCATION/RESPONSE |
|---------------------------|------------|--|--|
| General Disclosures | 102-56 | External assurance | This report has not been externally assured. |
| Management Approach | 103-1 | Explanation of the material topic and its Boundary | 2019 CR Report, p. 10 (Our Commitment and Approach), p. 21 (Supporting Supplier Diversity), p. 23 (Investing in Training and Development), p. 27 (Community), p. 30 (Making a World of Difference), p. 41 (Minimizing the Impact of Our Global Operations), p. 48 (Governance) |
| Management Approach | 103-2 | The management approach and its components | See Disclosure 103-1 |
| Management Approach | 103-3 | Evaluation of the management approach | See Disclosure 103-1 |
| Economic Disclosures | | | |
| Economic Performance | 201-1 | Direct economic value generated and distributed | 2019 10-K , p. 6 (Item 6: Selected Financial Data), p. F4-F8 (Consolidated Balance Sheets) |
| Economic Performance | 201-2 | Financial implications and other risks and opportunities due to climate change | 2019 10-K , p. 5 (Item 1A: Risk Factors) |
| Economic Performance | 201-3 | Defined benefit plan obligations and other retirement plans | 2019 10-K , p. F25-F26 (Defined Benefit Pension Plans) |
| Market Presence | 202-2 | Proportion of senior management hired from the local community | Partially reported: The majority of our senior management at the Omnicom holding company level are hired from the countries they work in. |
| Indirect Economic Impacts | 203-1 | Infrastructure investments and services supported | 2019 CR Report, p. 27 (Community) |
| Indirect Economic Impacts | 203-2 | Significant indirect economic impacts | 2019 CR Report, p. 27 (Community), p. 30 (Making a World of Difference) |
| Procurement Practices | 204-1 | Proportion of spending on local suppliers | Most of Omnicom's buying decisions are made at the agency level in the context of the production of client products and campaigns. |
| Anti-corruption | 205-1 | Operations assessed for risks related to corruption | 2019 CR Report, p. 53 (UN Global Compact Communication on Progress: Anti-Corruption) 2019 10-K , p. 4-5 (Item 1A: Risk Factors) |
| Anti-corruption | 205-2 | Communication and training about anti-corruption policies and procedures | 2019 CR Report, p. 50 (Ethics and Integrity) Omnicom Code of Business Conduct |

| <u>TITLE</u> | <u>DISCLOSURE</u> | <u>GRI STANDARDS DISCLOSURE TITLE</u> | <u>2019 LOCATION/RESPONSE</u> |
|---------------------------|-------------------|--|--|
| Environmental Disclosures | | | |
| Energy | 302-1 | Energy consumption within the organization | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Energy | 302-2 | Energy consumption outside of the organization | 2019 CR Report, p. 41 (Minimizing the Impact of Our Global Operations) |
| Energy | 302-3 | Energy intensity | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Energy | 302-4 | Reduction of energy consumption | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Emissions | 305-1 | Direct (Scope 1) GHG emissions | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Emissions | 305-2 | Energy indirect (Scope 2) GHG emissions | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Emissions | 305-3 | Other indirect (Scope 3) GHG emissions | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Emissions | 305-4 | GHG emissions intensity | 2019 Climate Change CDP Response |
| Emissions | 305-5 | Reduction of GHG emissions | 2019 CR Report, p. 44 (Shrinking Our Energy Footprint) |
| Social Disclosures | | | |
| Employment | 401-2 | Benefits provided to full-time employees that are not provided to temporary or part-time employees | The percentage of part-time employees at the Omnicom holding company level is insignificant. Omnicom doesn't track this information at the agency level. |
| Employment | 401-3 | Parental leave | 2019 CR Report, p. 26 (Parental Leave Policy Expansion) |
| Training and Education | 404-1 | Average hours of training per year per employee | Partially reported: 2019 CR Report, p. 23 (Omnicom University) Omnicom offers employees training related to cybersecurity, sexual harassment, and ethics and integrity. |
| Training and Education | 404-2 | Programs for upgrading employee skills and transition assistance programs | 2019 CR Report, p. 23 (Omnicom University) |
| Training and Education | 404-3 | Percentage of employees receiving regular performance and career development reviews | Employee performance and career development reviews are conducted at the agency level. |

| <u>TITLE</u> | <u>DISCLOSURE</u> | <u>GRI STANDARDS DISCLOSURE TITLE</u> | <u>2019 LOCATION/RESPONSE</u> |
|------------------------------------|-------------------|--|---|
| Diversity and Equal Opportunity | 405-1 | Diversity of governance bodies and employees | 2019 CR Report, p. 10 (Measuring Our Progress), p. 49 (Governing Our Business) |
| Human Rights Assessment | 412-2 | Employee training on human rights policies or procedures | 2019 CR Report, p. 50 (Ethics and Integrity) Human Rights Policy Omnicom Code of Business Conduct |
| Local Communities | 413-1 | Operations with local community engagement, impact assessments, and development programs | 2019 CR Report, p. 27 (Community) |
| Public Policy | 415-1 | Political contributions | Partially reported: Omnicom Group does not make direct monetary contributions to political candidates or party committees. In accordance with all applicable laws, persons working at Omnicom agencies are permitted to make contributions whether directly or through in-kind support using their own resources. |
| Sector-Specific Disclosures | | | |
| Media | G4-DMA | Portrayal of Human Rights | Various Omnicom agencies are doing positive work in this area. See: 2019 CR Report, p. 27-32 (Community), p. 33-37 (Our Agencies in Action) |
| Media | G4-DMA | Cultural Rights | Various Omnicom agencies are doing positive work in this area. See: 2019 CR Report, p. 33-37 (Our Agencies in Action) |
| Media | G4-M7 | Media Literacy | Omnicom at the holding company level contributes to partners who empower audiences and society to develop skills. See: 2019 CR Report, p. 27 (Community) |



2019 CORPORATE RESPONSIBILITY REPORT

If you have questions or comments regarding this report,
please email Katie.Beaule@omnicomgroup.com.

Read more at csr.omnicomgroup.com.

