

OMNICOM DIVERSITY EQUITY & INCLUSION GUIDING PRINCIPLES

The Omnicom Diversity, Equity & Inclusion Guiding Principles are our commitment to every Omnicom client and employee worldwide.

We believe that meaningful and mutually respectful relationships with and between our employees, clients and communities are central to the success of our agencies and the brands we represent. Diversity, Equity & Inclusion are essential tools for delivering on this promise.

We also believe that discomfort can be a bridge to uncover essential truths and unlock understanding required to build great organizations and do great work. Diversity, Equity & Inclusion goes beyond being good for business – it is a crucial and defining value.

Our ambition and responsibility is to make Diversity, Equity & Inclusion part of the fabric of who we are and intrinsic to the culture at our agencies.

Our ambition and responsibility as agency partners is to consider Diversity, Equity & Inclusion in every aspect of our engagements across markets and cultural contexts, including how our **client teams are formed, the counsel and points of view we offer, and the work we deliver.**

OUR COMMITMENT

To Our People

- Creating environments that encourage diversity of thought and lived experiences
- Building inclusive teams that reflect the diversity of our communities
- Creating clear paths to leadership for people from diverse groups
- Offering education and development programs to improve cultural understanding of DE&I and our priorities within OPEN 2.0 – our plan to achieve systemic equity across all Omnicom agencies

To Our Clients

- Helping you realize the power in DE&I
- Building teams that reflect diverse voices
- Providing timely communications on the DE&I landscape and implications for our work
- Implementing DE&I best practices that lay the foundation for more inclusive work
- Having thoughtful, sometimes challenging, conversations that will strengthen our relationship and the work we do together
- Sharing accountability and mutual transparency on DE&I commitments and progress

To Our Communities

- Taking time to consider, better understand and be inclusive of the diverse global communities in which we operate
- Being intentional about how we represent people of different races, ethnicities, abilities, religions, political affiliations, sexual orientations and more in our work
- Working with diverse partners that help us address systemic inequities
- Giving back to, and investing in, underrepresented communities

Through transparency, collaboration and commitment to a foundation of DE&I principles, we pave the path for continued progress in building stronger relationships, transforming our culture, delivering outstanding work, and driving long-term business success.