



2021 SASB REPORT

SUSTAINABILITY ACCOUNTING
STANDARDS BOARD ADVERTISING
AND MARKETING STANDARD

OmnicomGroup

2021 SASB REPORT

Omnicom's 2021 SASB Report has been prepared in alignment with the Sustainability Accounting Standards Board (SASB) Advertising and Marketing Standard, Version 2018-10. Disclosures and metrics cover calendar year 2021, unless otherwise indicated. This report complements our annual Corporate Responsibility Report, available at csr.omnicomgroup.com.

Topic	SASB Code	Accounting Metric	Response
Data Privacy	SV-AD-220a.1	Discussion of policies and practices relating to behavioral advertising and consumer privacy	Omnicom has a number of affiliates engaged in the business of buying and placing media using behavioral advertising practices. Such activities primarily occur through Omnicom Media Group and its subsidiaries OMD, PHD and Hearts & Science. At times, Omnicom and its subsidiaries use in-house tools and data to launch behavioral advertising campaigns for Omnicom's advertiser clients. At other times, Omnicom and its subsidiaries use industry standard providers to do so on Omnicom's behalf, such as Facebook, Google, numerous demand-side platforms and other providers. Omnicom and its subsidiaries take privacy compliance very seriously and have ingrained it into the company's culture. In the United States, Omnicom complies with the California Consumer Privacy Act (CCPA), guidance from the Federal Trade Commission (FTC) and generally accepted industry self-regulatory standards. In the EU and UK, Omnicom complies with the General Data Protection Regulation (GDPR). Each Omnicom subsidiary maintains a thorough privacy policy, including the following: https://omnicommediagroup.com/privacy-notice/ and https://www.annalect.com/privacy/ . Such policies and Omnicom's behavioral advertising practices are regularly reviewed to stay on top of new legal requirements and prevailing industry best practices. Consumers can exercise certain choices regarding the processing of their information as described in such privacy policies or by contacting privacy@omnicommediagroup.com .
	SV-AD-220a.2	Percentage of online advertising impressions that are targeted to custom audiences	Omnicom's aim is to help its advertiser clients achieve their goals by serving the right advertisement at the right time to the right audience. This benefits both the advertiser who wants to reach specific audiences and consumers who then receive advertisements that are relevant to their interests. Advertising campaigns may involve many methods to do so, including targeting advertisements to custom audiences. Campaigns may also involve contextual advertising, the use of influencers, promotions on social media and advertising on traditional media. Given the complexity of such campaigns and the wide variety of methods used for Omnicom's thousands of clients, it is not feasible to provide a specific percentage of impressions that are targeted to custom audiences.
	SV-AD-220a.3	Total amount of monetary losses as a result of legal proceedings associated with consumer privacy	In the ordinary course of its business, Omnicom may receive third-party subpoenas from regulators or private litigants regarding the customer privacy practices of Omnicom's advertising clients. These inquiries are generally not based on the activities of Omnicom. There have been no material monetary losses incurred by Omnicom as a result of legal proceedings associated with customer privacy to the extent based upon the acts or omissions of Omnicom.

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Advertising Integrity	SV-AD-270a.1	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive or unfair advertising	<p>In the ordinary course of its business, Omnicom may be involved in legal proceedings brought by regulators or private litigants who object to the advertising or marketing campaigns disseminated by Omnicom's advertiser clients. Such proceedings may involve allegations that the advertising at issue is false, deceptive or misleading. These proceedings, however, are typically based on the actions of Omnicom's clients and handled by such clients.</p> <p>There have been no material monetary losses incurred by Omnicom as a result of legal proceedings associated with allegations of false, deceptive or unfair advertising.</p>
	SV-AD-270a.2	Percentage of campaigns reviewed for adherence with the Advertising Self-Regulatory Council (ASRC) procedures, percentage of those in compliance	While Omnicom's advertiser clients are ultimately responsible for the advertising claims made about their products or services and for defending their campaigns before the Advertising Self-Regulatory Council (ASRC), Omnicom's attorneys and business affairs teams are familiar with the guidance and precedent set forth by the National Advertising Division (NAD), National Advertising Review Board (NARB), Children's Advertising Review Unit (CARU) and ASRC's other self-regulatory programs. Omnicom takes this ASRC guidance into account when reviewing the various U.S. advertising and marketing campaigns it develops on behalf of clients. Accordingly, Omnicom is confident that 100% of the advertising campaigns it develops that require review are reviewed for adherence with ASRC procedures.
	SV-AD-270a.3	Percentage of campaigns that promote alcohol or tobacco products	3.5% of 2019 revenue, 3.5% of 2020 revenue and 4.2% of 2021 revenue was associated with campaigns for alcohol and tobacco clients. In each of the years, alcohol clients comprised the large majority of these percentages and a portion of our work for tobacco clients promoted tobacco cessation programs and smoke-free tobacco products.

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Workforce Diversity & Inclusion

SV-AD-330a.1

Percentage of gender and racial/ethnic group representation for (1) management, (2) professionals and (3) all other employees

Omnicom's U.S. Equal Employment Opportunity Commission (EEOC) Data as of December 31, 2020 and December 31, 2021

	Black		Asian		Hispanic		White		Female	
	2020	2021	2020	2021	2020	2021	2020	2021	2020	2021
Executive Managers	3.1%	3.5%	7.7%	7.5%	5.0%	5.5%	82.6%	81.7%	49.7%	50.9%
Mid Managers	4.9%	5.5%	9.0%	9.2%	8.6%	9.6%	74.6%	72.6%	59.9%	58.5%
Professionals	5.6%	7.5%	11.2%	11.1%	10.7%	12.0%	69.4%	65.8%	59.7%	62.0%

We believe that these statistics, and the diversity of our Board with six of ten director nominees being women, four being African American and one being Latina, clearly reflect the value Omnicom places on workplace diversity and the strength of its efforts to promote professional opportunities for women and diverse individuals.

Activity Metrics

SV-AD-000.A

Median reach of advertisements and marketing campaigns

Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.

SV-AD-000.B

Number of exposures to advertisements or marketing campaigns

Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.

SV-AD-000.C

Median frequency of exposures

Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.

SV-AD-000.D

Number of employees

Omnicom had 70,000 employees as of December 31, 2019, 64,100 employees as of December 31, 2020 and 71,700 employees as of December 31, 2021.



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