



OmnicomGroup

2018 CORPORATE
RESPONSIBILITY
REPORT

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A Letter from Our CEO

Change continues to be the predominant factor impacting our industry. Changing consumer behaviors, transformational digital technologies, increasing media channels and hyper-connectivity are driving our business, and business models.

In response to the shifting marketplace, in 2018 we continued to streamline Omnicom's model to allow us to deliver clients a single point of access to our network of thousands of industry specialists in specific marketing disciplines.



The reach of our networks is matched by the diversity of perspectives we bring to the creative process. In 2018, we continued to strengthen our diverse teams, expanding our Omnicom Women's chapter network in Mexico and the United States and celebrating our OPEN Pride UK chapter, which was shortlisted by the British LGBT Awards as one of the UK's top 10 Employee Resource Groups. We also lent a hand to a number of industry initiatives, including The Valuable 500, the Partnership for Global LGBTI Equality and the promotion of the 2019 WorldPride events in New York City. And we marked another year of diversity accomplishments: in addition to our diverse board of directors, 56% of our U.S. officials and managers were women and 21% were multicultural.

Our people also make possible our contributions to the communities where we live and work. We continued our commitment to the United Nations Sustainable Development Goal (UN SDG) 4, to ensure inclusive and equitable quality education. Our pro bono support of Theirworld's #WriteTheWrong campaign helped launch a \$10 billion plan to put 260 million children in school. This report also underpins our commitment to the UN Global Compact.

As we noted in our last report, in 2018 we implemented policies in human rights and environmental areas, and began tracking our progress against new goals – to reduce global energy use, increase electricity use from renewable energy sources, formalize business ethics training and strengthen engagement with our supply chain. I'm pleased to report we achieved or made progress against each.

Omnicom's success is rooted in the work we do for our clients and not in awards. Still, it is an honor to be recognized by industry peers as we were in 2018, receiving a holding company of the year award from Cannes Lions as well as The One Show and WARC.

These honors belong to 70,000+ specialists and their distinctive talents, who all bring common award-winning intangibles, such as creativity, flexibility and empathy, which deliver success for our clients, our shareholders and the communities we share.

Sincerely,

A handwritten signature in black ink that reads "John Wren". The signature is written in a cursive, slightly slanted style.

John D. Wren
Chairman & Chief Executive Officer



In today's challenging times, Omnicom's commitment to corporate responsibility is vital, now more than ever.

About Omnicom Group

We are a strategic holding company providing advertising, marketing and corporate communications services to clients through our branded networks and agencies around the world. On a global, pan-regional and local basis, our networks and agencies provide a comprehensive range of services in the following fundamental disciplines:

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

70K+
EMPLOYEES

5K+
CLIENTS

70+
COUNTRIES



Our portfolio includes: Three global advertising agency networks: BBDO, DDB and TBWA; and three of the world's premier providers of media services: Hearts & Science, OMD and PHD, part of Omnicom Media Group. We also manage a global diversified group of agencies under the DAS Group of Companies.

Financial Summary (in Millions)

	2018	2017	2016	2015	2014
Revenue	\$15,290.20	\$15,273.60	\$15,416.90	\$15,134.40	\$15,317.80
Operating Income	\$2,133.50	\$2,083.80	\$2,030.50	\$1,920.10	\$1,944.10
Net Income	\$1,326.40	\$1,088.40	\$1,148.60	\$1,093.90	\$1,104.00

Omnicom Corporate Responsibility Goals



PEOPLE

Goal:

Omnicom established sexual harassment training for its full-time, regular employees in the United States.



ENVIRONMENT

Goal:

Reduce energy use 20% per person globally by 2023, using a 2015 baseline.

In progress.

Goal:

Increase use of electricity from renewable sources globally to 15% by 2023.

In progress.



GOVERNANCE

Goal:

Develop Supplier Code of Conduct by January 1, 2020.

In progress.

Goal:

By January 1, 2020, Omnicom will establish business ethics and/or anti-bribery training for its full-time, regular employees worldwide.



Year in Review: Omnicom Corporate Responsibility Highlights

Since our last report, we made progress across the four areas on which we focus: People, Community, Environment and Governance. We describe these initiatives in this report and on our [website](#).



PEOPLE

- Collaborated on the launch of the Partnership for Global LGBTI Equality and assisted on the launch of The Valuable 500 at Davos
- Received a perfect score on the Corporate Equality Index conducted by the Human Rights Campaign for the third consecutive year
- Launched Omniwomen chapters in New York and Mexico in 2018, and Dallas on International Women's Day 2019
- Selected as Platinum sponsor for 2019 WorldPride in New York City
- OPEN Pride UK shortlisted by the British LGBT Awards as one of the UK's top 10 Employee Resource Groups



COMMUNITY

- Provided pro bono creative for Theirworld's #WriteTheWrong campaign in support of a \$10 billion UN-backed plan to put 260 million children in school
- Supported the UN SDGs through pro bono and volunteer contributions by our agencies across the globe
- Helped build more resilient communities worldwide through our volunteer work where we live and work, and through pro bono creative contributions around the world



ENVIRONMENT

- Reduced global energy footprint in excess of 10% year over year, and energy use per person by approximately 14% compared to 2015 baseline
- Increased use of electricity from renewable sources by approximately 12% compared to 2015 baseline
- Reduced company-wide greenhouse gas emissions by approximately 8% in 2018 compared to 2017 baseline



GOVERNANCE

- Continued diverse representation on our Board; six of 11 board members are women and four are African American
- Achieved our goal to establish business ethics and/or anti-bribery training for our full-time, regular employees by the end of 2019
- Amended our by-laws to reduce the ownership threshold required for shareholders to call a special meeting from 25% to 10% in response to a shareholder proposal

PEOPLE

Omnicom's people deliver big ideas, powerful branding and award-winning campaigns built on deep consumer insights and fueled by their boundless creativity. Together we are a richly diverse community that is reflected in the work we produce for clients worldwide.



Our Commitment to Diversity and Inclusion

Omnicom is committed to fostering diverse and inclusive workplaces where all employees, regardless of race, gender, sexual orientation, age, disability or experience feel comfortable and confident in bringing their whole selves to work.

Across our global network of communications and marketing consultancies, we promote awareness, acceptance and advocacy of our diverse communities, creating opportunities for leadership, visibility, networking and business development for all.

We underpin our commitment with:

Leadership: Collaborating with Omnicom's chief diversity officer, diversity champions across our agency networks help ensure we meet our diversity and inclusion objectives, while representing the unique needs and cultures within their organizations.

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.

SPOTLIGHT ON OUR AGENCIES:

DIVERSITY & INCLUSION

Omnicom agencies are building diverse and inclusive cultures through targeted training, mentorship and engagement.

Leadership in Talent Diversity: FleishmanHillard's diversity and inclusion (D&I) efforts, from hiring to recognition to leadership opportunities, are coordinated under the FH Perspectives umbrella. Its 2018 initiatives included Lose the Whisper, a lunch-and-learn series that engaged colleagues in open dialogue around such topics as gender parity, cultural appropriation and LGBTQ+ rights. Critical Mass' D&I board was established in 2018 to lead the agency's inclusion efforts. Among its initial activities, it launched new D&I-focused employee resource groups and introduced training for hiring managers to remove unintentional bias from the interview process.

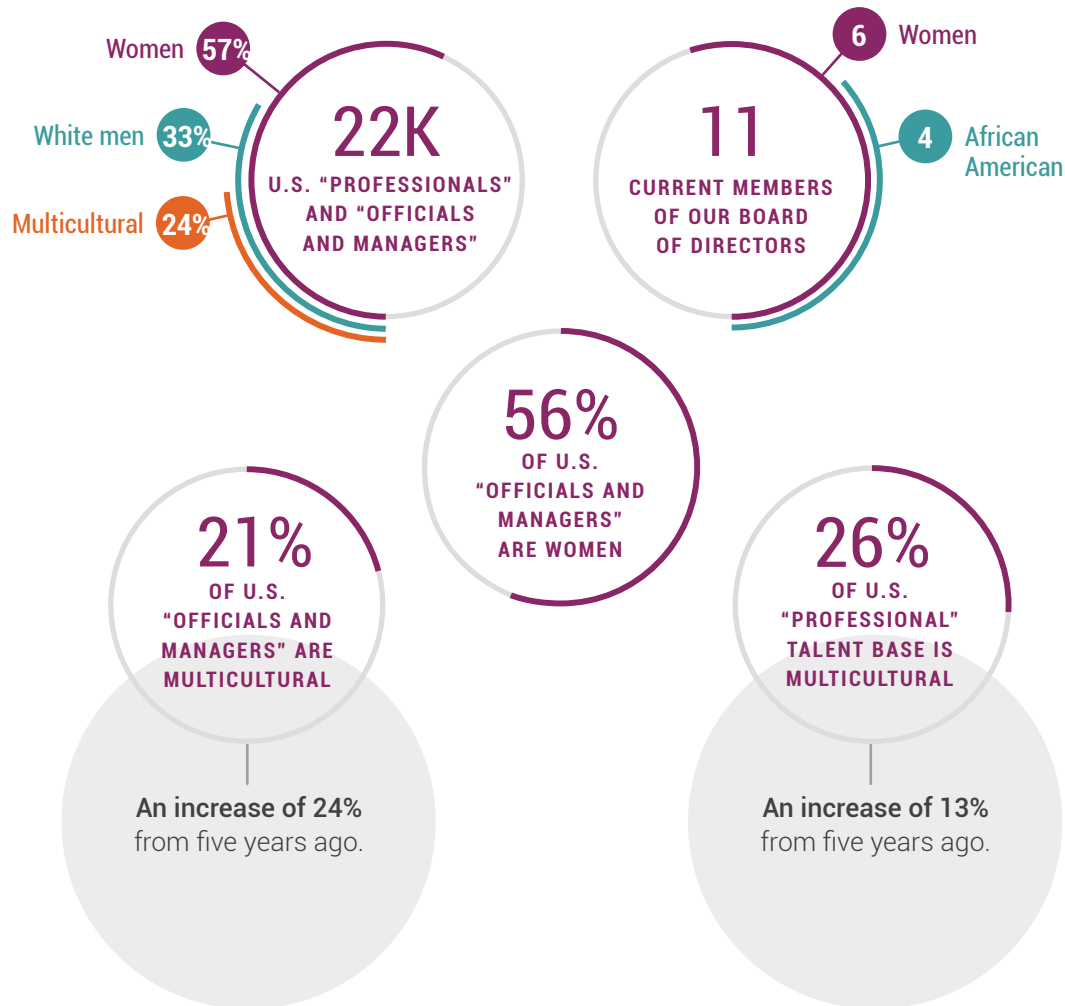
Advancing Women: A Milwaukee office initiative, GMR Marketing's GLOW (Growth, Leadership, Opportunities for Women) rallied employees with signature speaker events, personal growth GLOW chats, valuable social and networking events, and inspiring film and Ted Talk screenings. DDB Worldwide's The Phyllis Project – named after Phyllis Robinson, DDB Worldwide's first copywriter and the first female copy chief in U.S. history – is designed to increase the number of female creative leaders. Selected participants receive mentorship, assignments on pitches for DDB Worldwide's top global clients and enrollment in networks' leadership training programs. See more examples of our agencies advancing women on [page 13](#).

Welcoming Everyone: Agencies such as C Space, London, Hall & Partners and Lew'Lara \TBWA Brazil have removed the requisite to be a university graduate to work with them. C Space reports that the more inclusive criteria means that about one in five new hires now come from a non-traditional background.



Measuring Our Progress

This is the third year we have disclosed our five-year progress against key diversity metrics for U.S. employees. Disclosure in this report and on our website underlines our commitment to strengthen the diverse perspectives that inform our client work.



Building our diverse, world-class workforce didn't happen by accident. Companies must build it into their DNA to achieve long-term success.

John Wren

Chairman & Chief Executive Officer

For the third consecutive year, Omnicom received a perfect score on the Corporate Equality Index conducted by the Human Rights Campaign, demonstrating our commitment to LGBTQ+ equality and inclusion and designating us as a 2019 "Best Place to Work for LGBTQ+ Equality."

Omnicom was once again named to Forbes Magazine's list of America's Best Large Employers, coming in at #104. This recognition marks the third straight year Omnicom was included on the list. It also marks the first time Forbes included Omnicom on its World's Best Employers list, ranking #89 out of 2,000 global companies.

Collaborating for an **Inclusive Today and Tomorrow**

Creating diverse and inclusive workplaces, as with all complex business issues, demands a long-term view. We collaborate with leaders within our networks and across industries to accelerate efforts and more quickly achieve equitable workplaces everywhere.



I am so grateful to Omnicom for dedicating itself to the inclusion revolution and giving #valuable the wings it deserved. This is a zeitgeist moment for inclusion, and Omnicom spotted it, supported us and will now be ahead of the curve. Many of its agencies were instrumental in the launch of the Valuable 500, proving my point that our greatest allies for change are creative minds and brands.

Caroline Casey
Founder, *The Valuable 500*

Partnering For Change

We joined one such effort in early 2019, partnering with a consortium of leading multinational companies (Accenture, Deutsche Bank, EY, Mastercard, Microsoft and Salesforce) in collaboration with the World Economic Forum, to launch the Partnership for Global LGBTI Equality. Announced at Davos in early 2019, the ambitious initiative aims to help accelerate LGBTQ+ workplace inclusion globally by encouraging businesses around the world to implement the United Nation's LGBTQ+ Standards of Conduct. The partnership is closely aligned with Omnicom's commitment to foster diverse and inclusive workplaces. We believe we can pave the way toward LGBTQ+ acceptance by changing hearts and minds through thoughtful and inclusive marketing and advertising.

Also at Davos, we were proud to assist with the launch of The Valuable 500, which encourages Fortune 500 companies to add disability inclusion to their leadership agendas. This is the first time that Davos has included disability on its main stage, featuring a distinguished panel of business leaders making the case for disability inclusion. With one in seven people living with some form of disability, the Valuable 500 aims to mobilize commitments from 500 corporate leaders to unlock the value of these 1.3 billion people around the world. In addition to being a signatory, Omnicom is a strategic partner of the Valuable 500, along with nine of our agencies (RAPP, AMVBBDO, Interbrand, Ketchum, Manning Gottlieb, Porter Novelli, One Hundred, Changing Our World, Inc., Fuse), who have provided creative and public relations support for the movement.



Raising Our Game Through Collaboration

Omnicom continues to collaborate with numerous industry and community organizations to elevate diversity and inclusion conversations, and actions, in our workplaces and across the industry. These include:

Ad Council: We serve on the board of Ad Council, the leading producer of public service advertisements in the United States, raising awareness and inspiring action on a variety of issues, including LGBTQ+ acceptance, diversity and inclusion, sexual harassment and empowering girls.

Makers: As a 2018-2019 Makers partner, we are helping accelerate the women's movement by shining a light on game-changing women within organizations, sharing diversity and inclusion best practices, and promoting the visionary work companies are doing to create internal change.

GLAAD: As a platinum partner for the 2019 Annual GLAAD media awards, we have supported GLAAD's work tackling tough issues to shape the narrative of LGBTQ+ 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.

AAF Mosaic Center for Multiculturalism: Omnicom is the AAF Most Promising Multicultural Students Program's premiere sponsor and is sponsor/producer of its Most Promising University, where we host 50 young people each year in a daylong immersive advertising and media curriculum.

ADCOLOR: Since 2007, we have celebrated diverse professionals through the ADCOLOR awards program and conference and ADCOLOR FUTURES, which nurtures the next generation of industry leaders through complementary admission to the ADCOLOR conference, career training through ADCOLOR University and mentorship.



Omnicom has supported, created and expanded numerous Mosaic Center programs designed to foster an industry culture that attracts and sustains high potential multicultural students pursuing an advertising career. It has also been an ardent supporter of AAF's thought leadership initiatives to advance the industry's understanding of the power of images and messages and its responsibility to use its influence to improve society.

Constance Cannon Fazier
Chief Operating Officer
American Advertising Federation



Fostering a Culture of **Diversity & Inclusion**

A culture of equality fosters trust, innovation, creativity and, ultimately, business success. We nurture a sense of connection through investments in our Omnicom People Engagement Network (OPEN) and its vibrant employee resource groups, Omniwomen and OPEN Pride.

Omniwomen + ALLIES

Since launching globally in 2014 and establishing its UK flagship chapter in 2015, Omniwomen has catalyzed the number and influence of women leaders across our networks and agencies. We continue to increase the number of women in leadership positions across our Omnicom network, and our business is stronger due to their growing numbers and contributions.

Omniwomen chapters launched in New York and Mexico in 2018, and we anticipate continued growth in 2019, with interest in another half-dozen global centers in countries such as Argentina, Australia, Belgium, Brazil and Singapore. In the U.S., our first 2019 chapter opened in Dallas on International Women's Day. These recent additions brought the total to 15 Omniwomen chapters across the globe.

In addition to an expanding reach, the Omniwomen experience is becoming increasingly rich. Around the world, members are deepening their skills and networks at:

- **Summits**, annual symposia focused on inspiring and activating women in leadership, including Omniwomen UK + Allies fifth annual leadership gathering, which welcomed more than 300 women and men to a day of workshops, discussions and reflection along with talks from inspirational and diverse speakers
- **Workshops**, such as Chicago's "Activate a Better You" and Canada's "Being Brave" sessions, to help women develop capabilities and confidence
- **Mentorship**, through events like 2018's match-up in Germany, where mentors and mentees from agencies across the country were partnered by way of speed mentoring events
- **Giving back**, by way of contributions to global and local initiatives, such as donations from Omniwomen France to La Cravate Solidaire, a charity that distributes gently used professional apparel to unemployed women to fight against appearance discrimination during job interviews



NEXT GEN LEADERSHIP

Omniwomen France is nurturing a new generation of bold leaders. Declaring the mold is broken, the chapter's younger members – and future leaders – published their vision of leadership for the 21st century. The hugely popular volume is being translated from French into English for distribution to all Omniwomen chapters.

OMNIWOMEN + ALLIES

Recognizing that support from our male colleagues is an important asset to promote women's leadership, Omniwomen chapters in Canada, Germany and the UK, evolved their strategies in 2018 inviting men to share leadership stories, participate in panels and contribute as mentors and allies.

DIVERSE TALENT

Our agencies are partnering with nonprofit organizations in their communities to prepare and hire diverse talent:

GSD&M collaborates closely with Huston Tillotson University, a historically black university, to sponsor networking opportunities at a national advertising competition and to help students prepare for the workforce through mock interviews.

OMD participates in "Creative Spirit," an initiative that helps agencies hire and retain individuals with intellectual, developmental and learning disabilities. OMD made their first Creative Spirit hire in 2018.

OPEN Pride

Omnicom's diversity and inclusion efforts are strengthened through our engagement of and advocacy for our LGBTQ+ employees and allies. We embrace our colleagues through OPEN Pride, which provides opportunities for leadership, visibility, community involvement, networking and business growth.

With 2018 chapter launches in Australia (Sydney and Melbourne) and the United States (St. Louis and Chicago), OPEN Pride continues to expand its global representation – already in India, China, The Philippines, UK and Canada, along with NYC in the U.S. and our newest chapter, in Germany (Berlin), which opened early in 2019.

OPEN Pride achieved two significant milestones in 2018. First, Omnicom was selected as Platinum sponsor for 2019 WorldPride, which is being celebrated in New York City in June 2019. In-kind campaigns from Omnicom agencies, including Interbrand, RAPP Worldwide, Ketchum, FleishmanHillard, Porter Novelli and RXMosaic, will assist NYC Pride in its branding and marketing efforts.

Across the pond, OPEN Pride UK is having a celebration of its own after being shortlisted by the British LGBT Awards as one of the UK's top 10 Employee Resource Groups. It's a proud accomplishment for the chapter, receiving the recognition only two years after its launch. A look at the incredible activities it activated in 2018 shows why:

- Keep the Noise Up, a documentary produced by the Proximity OPEN Pride team and featuring Black Pride's Phyll Opoku-Gyimah won Best in Show at a gala screening. #keepthenoiseup was shared well beyond the community, reaching more than 1.7 million people through 100,000-plus views.
- OPEN Pride UK named, branded and launched Openly, the first global LGBTQ+ news platform, through a pro bono partnership with the Thomson Reuters Foundation. It then teamed up with Free & Equal United Nations for LGBTQ+ Equality for September launch events in New York and London.

OPEN Pride UK has grown from 10 to more than 100 registered members, and employees from 44 Omnicom UK companies have participated in an OPEN Pride UK event.



International Women's Day

International Women's Day's 2018 theme #PressforProgress rallied Omnicom people around the world to fight for gender equality, with keynotes, panel discussions, networking events and project launches. We highlight a few here:

Global branding firm Siegel+Gale leveraged their network of leading female executives from across industries in New York, Los Angeles and San Francisco to discuss how women can #PressforProgress in the corporate workplace. Attracting more than 180 marketing leaders representing international brands, their inspiring three-day program earned them recognition among International Women's Day 2018 Best Practice Winners.



On this day, BBDO Singapore launched Heels of Steel, a diversity project that expanded across Southeast Asian markets in 2018. First launched in 2017 in Malaysia, the series hosts influential female leaders from all walks of life to give talks to employees about their personal paths to success. Its aim is to accelerate the progress of women in the workplace and inspire both female and male employees.

TBWA launched Circle of Women, which aims to create a pipeline to grow female leadership in the agency. The initiative offers group training and speakers as well as executive coaching for women on the cusp of leadership. Recently TBWA invited clients to join the program to attract, coach and advance top talent on both sides of the industry.

Cincinnati-based Barefoot Proximity marked the day by encouraging female employees to shout out their talents and accomplishments in self-produced "Brag Booth" video clips. In addition to women delivering their own promos, male colleagues shared videos celebrating the ideas and contributions of their female peers.



Our idea – hatched by several female leaders within Omnicom – was simple: create a forum to help other women advance to leadership positions.

Women account for 85% of the public relations industry, yet men make up 80% of the executive management. I'm proud of the work I've been able to do to help increase gender diversity and more broadly attract diverse talent into the companies.

Karen van Bergen
CEO, Omnicom Public Relations Group,
Founding Member and
Board Member, Omniwomen



We can't afford to limit ourselves to just 50% of the available talent pool. By placing our women in positions of leadership, we send a clear message that we

value, support and promote top talent, irrespective of gender. This message inspires young talent coming through. And it demonstrates to our clients, many of whom have women in positions of leadership themselves, that we are working hard to ensure we have diverse and balanced thinking across our agencies.

Kimberly Wells
CEO, TBWA\Melbourne
and TBWA\Adelaide



When we believe in something, we must fight for it. We all love to fight for a brilliant idea. We must also fight for our values. That's why I proposed launching Omniwomen in France. For three years now, it's been supported by more and more women, and by men.

Valerie Accary
President, BBDO Paris & CLM BBDO

Developing Our People

Omnicom's culture is distinguished by a long-standing belief in the power of learning and development. We offer the industry's richest opportunities for individual growth through Omnicom University and through our network programs, including Catalyst at DDB, BBDO University, Tiger Academy at TBWA, Ketchum University, OMD Foundations, and more — all contributing to enhancing employees' professional breadth and our success in retaining top talent.

Leadership Development

For 25 years, Omnicom University has led the way, providing advanced education for current and future leaders using real world case studies developed from the wealth and breadth of experiences at Omnicom agencies. To date, more than 5,000 students have completed programs at Omnicom University, including:

- **Senior Management Undergraduate and Graduate Programs**, providing senior executives with leading-edge management thinking on management and change leadership in a highly competitive and fast-changing global marketplace
- **Advanced Management Program**, three-day immersive sessions for future leaders tackling industry-challenging issues and trends through the Omnicom University's unique case-study approach
- **Agency Leadership Program**, delivering a personalized experience to new leaders to up their decision-making effectiveness and leadership acumen through an agency simulation program

Across our networks and agencies, unconscious bias training has been another area of recent focus. Recognizing that we all carry some level of unconscious bias, Omnicom Media Group India partnered with Facebook to help employees in Mumbai and Delhi understand common biases and how to manage them. Among others, BBDO Atlanta also provides unconscious bias training for its employees, as does Proximity London's Diversity and Inclusion Steering Committee, for its managers.



OMNICOM UNIVERSITY TESTIMONIALS

Omnicom University has a profound impact on participants. Here is how a few described their experience:



I loved the way the program is structured like a cumulative, growing tsunami of knowledge.

Luis Miguel Messianu,
CEO, Creative Chairman, Alma, Miami



It is the single best thing about Omnicom. I loved the recognition of the professional and personal challenges we face day-to-day. It was hard work, but I feel refreshed!

Mike Cooper,
OMG-Group CEO, APAC and EMEA, London



Good to be reminded that what I do matters. I love the balance between brilliant professors, cases and colleagues.

Sharon Love,
CEO, TPN, New York

MEDIA ARTS LAB ANTI-BIAS TRAINING

Media Arts Lab (MAL) Train-the-Trainer is a five-day immersive course available to Omnicom agencies that facilitates agency-led unconscious bias learning. The specially designed programming includes topics such as active listening, common workplace biases, and effective examples of diversity in industry ads. MAL piloted Train-the-Trainer with GMR Marketing, which has since held 18, four-hour intensive learning labs that received 59% employee enrollment.

Health and Well-Being

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

Mental Health Education and Wellbeing:

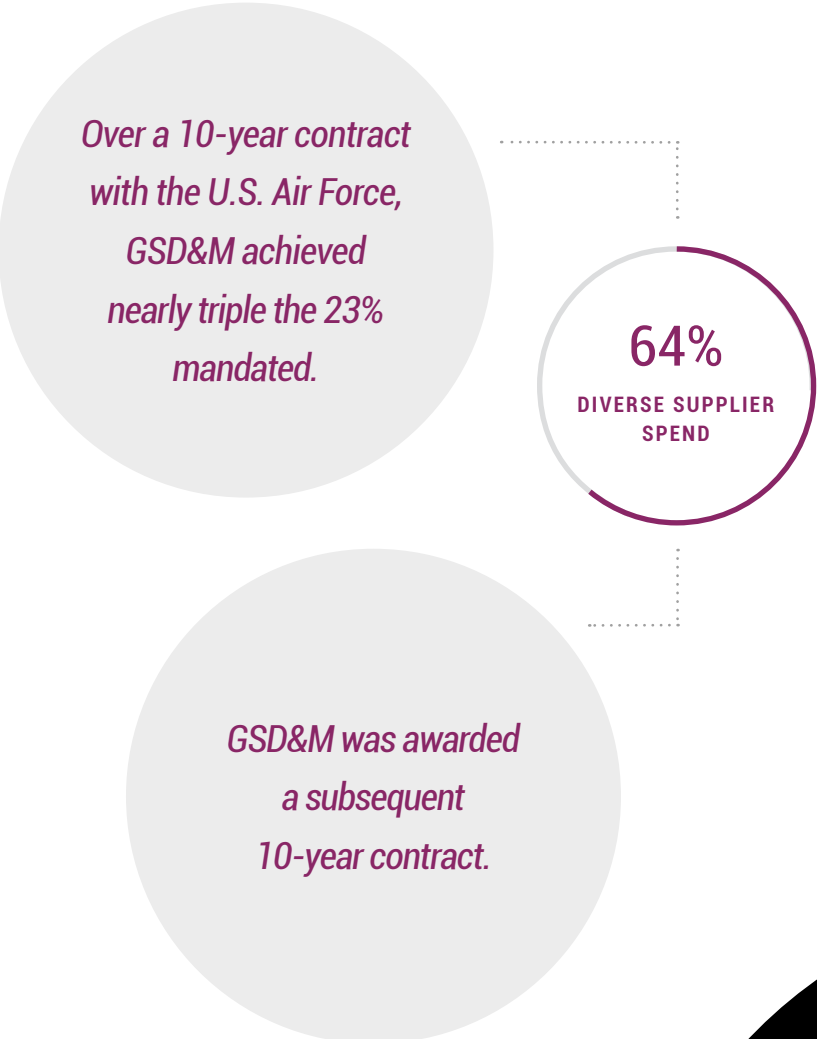
Mental health is increasingly being recognized as a workplace issue. We know that supporting employee mental health is as important as supporting their physical health. Creating a non-judgmental culture where employees are comfortable talking about mental illness is a first step. RAPP UK offers coaching sessions for staff to increase their confidence in talking about mental health with colleagues. adam&eve DDB deploys 25 volunteer mental health first aiders trained to recognize mental health concerns, offer initial support and inform about the options available for professional help.

Omnicom Health Group Stepping It Up:

Launched in October 2018, Omnicom Health Group's OHGfit challenged agencies across its global network to compete to get the most steps and win the opportunity to choose a charity to receive a donation. As the preeminent healthcare communications network in the industry, OHG partnered with a client, Fitbit, to encourage its talent to literally walk the talk and embrace the importance of healthy activity and wellness through this program. In one month, 1,100 OHG employees across 15 agency networks walked 212 million steps. Within three months, OHG exceeded its goal of 30% employee engagement. Three winning agencies – Snow Companies, Link9 and Harrison & Star – donated a total of \$30,000 in prize money to deserving charities.



Emphasizing **Supplier Diversity**



Across Omnicom networks and agencies, we are committed to bringing the most creative and technically savvy contractors to our client work. We continue to advance our efforts through conversations, connections and tools to ensure our creative and production directors can draw from a diverse supplier base when assembling project teams.

We recognize we need to move beyond simply meeting targets to ensuring that we're tapping into the wealth of underutilized diverse talent around the world. In 2018, we expanded our efforts in two areas to help that process.

TBWA launched One Sandbox, a curated, web-based directory of 250-plus women-owned, multicultural and LGBTQ+ suppliers. At year-end, One Sandbox was in beta test across 10 TBWA agencies. The member-based search platform was rolled out across additional Omnicom agencies in Spring 2019, where we hope it will catalyze diverse supplier hiring. TBWA agencies spent more than \$160 million with more than 300 diverse companies in the past five years.

GSD&M completed the rollout of its vendor partner mini-training capsules. Sent using EYEMAIL, a new pop-up electronic mail technology, the 60-second, executive-led videos covered topics describing the importance of vendor diversity and the ins and outs of small-business contracting. GSD&M exceeded its agency-wide diversity goals, achieving more than 12% spend on minority-owned and women-owned vendors in 2018.



COMMUNITY

Omnicom's commitment to serving our communities is long-standing. We contribute our passion, creativity and time to support causes that advance global education, equity and environmental protection—all of which are more important than ever.



Contributing to the **Global Good**

Advertising is a persuasive force that can change individual minds to create good for many. Omnicom and our agencies generously support communities and clients by investing in:

- Industry-wide initiatives to drive global change
- Agency-driven pro bono and volunteer programs
- Client campaigns that address poverty, human rights and other social equity issues

As a founding member of Common Ground, an unprecedented commitment by the marketing and communications industry to put aside their usual rivalry to support the United Nations Sustainable Development Goals, we are the pro bono global marketing and communications partner for Theirworld and Girl Effect. Through these initiatives, we work to ensure inclusive and quality education for children around the world, contributing to SDG 4.

In a significant achievement, Theirworld, a charity dedicated to putting education at the top of the global agenda, succeeded in getting the backing of the United Nations, World Bank and G20 nations for its bold education funding plan to put 260 million children in school. The \$10 billion plan, the single biggest investment in education in history, will establish the International Finance Facility for Education to target

some of the world's most marginalized youth and address issues that are denying them access to school, such as child labor, child marriage and discrimination against girls. The centerpiece of the campaign was an animated film #WriteTheWrong, which depicts a global education crisis that has left hundreds of millions of children out of school. It was created pro bono by Omnicom and our agencies, Ketchum PR, OMD and BBDO. #WriteTheWrong launched ahead of the United Nations General Assembly in New York in September 2018 and was featured at high-level UN meetings and on billboards throughout Times Square.

We also continued our pro bono strategic communications and media support with Girl Effect, a nonprofit that creates youth brands and mobile platforms to empower girls to change their lives.



SUSTAINABLE DEVELOPMENT GOALS



SPOTLIGHT ON OUR AGENCIES:

THE UN SDGs

The efforts of our agencies in communities around the world support the Sustainable Development Goals.



Marina Maher Communications with RXMOSAIC sponsored the primary school education of 14 girls through She's the First, a nonprofit that

supports girls who will be the first in their families to graduate high school. The 40-strong volunteer team has raised \$30,000 over seven years through a variety of events including #CheeseTheFirst, celebrating the International Day of the Girl with cheese and wine from local women-run wineries and female cheesemakers, and a Day of the Girl event featuring conversations between actress and advocate Monique Coleman and She's the First scholar Ellie Kaaya.



Entrée Health Princeton with partner Link9 provided pro bono work for the ZanaAfrica Foundation launch on International Woman's Day 2019. Zana Africa supports adolescent girls in Kenya with sanitary pads and health education, both scarce in their communities.

The creative team developed a campaign for use on billboards throughout the United States, including eight billboards in Times Square on launch day, with a companion Instagram and Facebook ad campaign that ran for the week surrounding it.

Rabin Martin employees serve on the Young Professionals Board of Amref Health Africa, the largest Africa-based healthcare nonprofit, and raise funds for the ongoing work to stop the practice of female genital mutilation and child marriage. For 50 years, Amref Health Africa has helped improve the health of thousands of people across 35 countries in sub-Saharan Africa, partnering with local communities and the private sector to scale their programs and realize sustainable change.



OMG MENA volunteer teams supported rural villages in India and The Philippines, building water filtration towers to provide access to clean running water. The teams also educated children on basic hygiene, volunteered at community projects and provided the communities with school and hygiene supplies.



RAPP volunteers fundraise on an almost monthly basis to support Shelter, a nonprofit that aims to end homelessness and housing inequality in the UK through donation drives for clothing, hygiene items and food for local shelters, as well as initiatives to ensure neighborhood caterers and restaurants divert their food waste to good causes.



Engaging with **Communities and Volunteering**

Agencies across Omnicom have a long history of contributing to their communities through volunteer and pro bono client work, with many agencies providing employees with paid time off to contribute to volunteer activities. We highlight a few recent efforts.

- Through Call in Time, 16 volunteers from OMG Age UK are matched with elderly people for weekly 20-minute calls. The national telephone befriending service was designed by Age UK to tackle loneliness in older people.
 - About 90 BBDO Russia employees volunteer with Our Children, a charity foundation that aims to prevent social orphanhood by helping children who lack parental care successfully integrate into society. Volunteers give lessons, organize educational and sporting activities in orphanages, and participate in fundraising actions.
 - The Clemenger Group companies teamed up to participate in Tour de Cure, a three-day ride through Tasmania to raise money for Peter MacCallum Cancer Institute in Australia.
- With 10 people on bikes, two filming and many, many more supporting the effort, the team raised almost \$90,000 for cancer research.
- Recognizing that access to medical equipment provides life-changing positive effects around the world, particularly in areas with limited resources such as Northern Ghana, Chameleon committed to raising funds for the Afrikids Medical Centre via a series of activities to provide a much-needed upgrade to the Centre's hematology laboratory.
 - Ramadan Sharing Fridges, an initiative of the Emirates Red Crescent and Islamic Affairs & Charitable Activities Department, gives back to the community by providing access to nourishment for people who may struggle otherwise. Starting on the first day of Ramadan, 100 refrigerators are distributed across Dubai. The BBDO group, including IMPACT BBDO, IMPACT Porter Novelli and IMPACT Proximity, participated in 2018, collecting nonperishable food items each week and stocking the refrigerators around the city.
 - For women who have been displaced from their homes and estranged from their families, the holidays can be a particularly challenging time. The Shoebox Project collects and distributes gift-filled shoeboxes to women impacted by homelessness. In 2018, CDM Montreal created specially designed wrapping paper for the more than 100 shoeboxes it assembled.



Improving Lives Through Client Work

PRESCRIBED TO DEATH

**Energy BBDO, BBDO;
Ketchum, Omnicom PRG**

The National Safety Council created Prescribed to Death, a memorial of 22,000 pills with carved faces of opioid victims on them. Energy BBDO created Warn Me Labels to urge Americans to see the risk in their own medicine cabinets, and Ketchum produced online video stories. The campaign's success earned an invitation to host the memorial at the White House.



THE PARALYMPIC NETWORK

BBDO Toronto, BBDO

The Canadian Paralympic Committee with BBDO Toronto created their own social media broadcast network made entirely of fans. Live event feeds were automatically posted to fans' social streams resulting in an 11,000% increase in viewership and making the 2018 Paralympic Games the most watched in Canadian history.



HEART HEALTHY

CDM NY, DAS

Many lower-income neighborhoods are "deserts" for heart-healthy food, which can put residents at risk for heart-related illnesses. Using Instagram, CDM NY created an awareness campaign for the American Heart Association, highlighting food access issues and educating residents on ways to make healthier choices.



THE COLOR OF OUR CHARACTER

Rodgers Townsend, DDB

Through music, poetry and prose, performers at the Black Rep theatre, the largest African-American theatre company in the U.S., communicate the passion and pain of being black. For the 42nd season, Rodgers Townsend created a collection of attention-grabbing posters that were as supercharged as the performances they promoted.



PRETTY

The Integer Group, TBWA

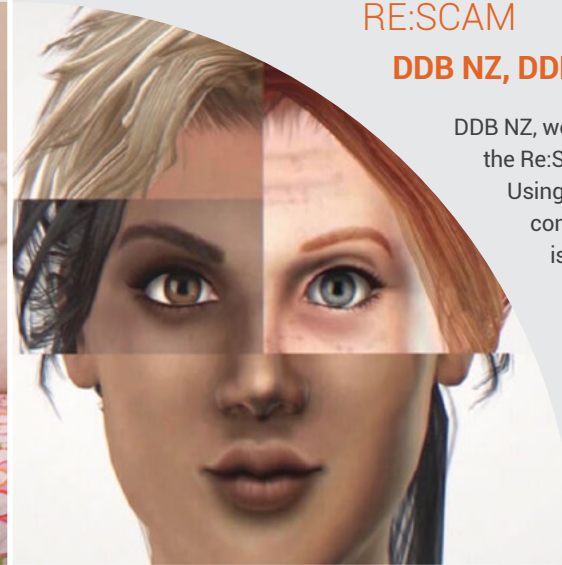
To stop the counting of selfie likes and start building self-worth, the Integer Group partnered with Girls Inc. of Metro Denver to publish Pretty. The picture book redefines what pretty means, going beyond appearance to teach girls that being pretty strong, pretty kind and pretty smart are pretty important, too.



RE:SCAM

DDB NZ, DDB

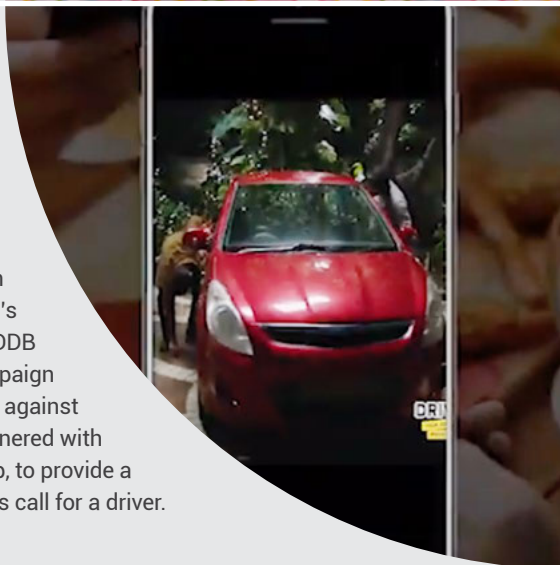
DDB NZ, working with Netsafe, devised the Re:Scam bot to combat scammers. Using AI, Re:Scam determines if email content is likely a scam and, if it is, engages the scammer in a never-ending trail of questions. The campaign had 279 million media impressions, sent 1 million emails to scammers, and wasted five years of scammers' time.



MCDOWELL'S DRIVEU APP

DDB Mudra Group, DDB

Drinking and driving causes most fatal road accidents in India's metro areas. McDowell's No. 1 Soda commissioned DDB Mudra Group to create a campaign urging friends to pledge against drunk driving. McDowell partnered with DriveU, a hire-a-driver app, to provide a solution that lets friends call for a driver.



SAVE THE CHILDREN AND P&G CORPORATE

BBDO Indonesia, BBDO

BBDO Indonesia, working with P&G and Save the Children, created a campaign aimed at educating secondary school students against the danger of domestic violence and underage marriage, and encouraging them to embrace their full potential before embarking into domestic life.



GRACIE AI

BBDO Atlanta, BBDO

Gracie is an artificially intelligent online presence created by BBDO Atlanta for Street Grace, a faith-based organization. Gracie impersonates minors selling sex with the aim of intercepting predators. "She" warns and directs predators to resources to find help, while also relaying their information to law enforcement.



MÉXICO LIBRE DE CORRUPCION (MEXICO FREE OF CORRUPTION)

TERAN, TBWA

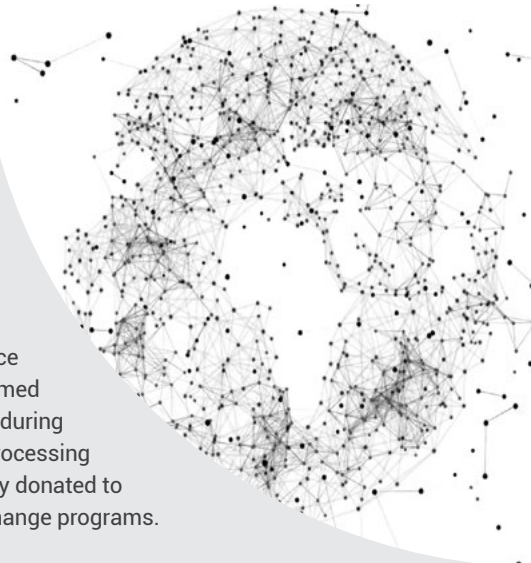
Working in support of México Libre de Corrupcion, TERAN's campaign takes action through TV ads, radio spots, in-theatre ads and digital media to end the corruption afflicting the country. The campaign reached more than 8 million people.



THE MINING SCREENSAVER

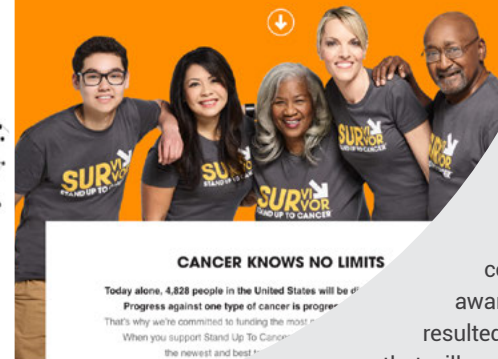
Tracylocke Brasil

Tracylocke Brasil designed the Mining Screensaver, putting idle computers to work raising funds for Change.org. Once installed, computers are programmed to mine for cryptocurrencies during downtime. Fees generated by processing transactions are automatically donated to Change.org to help fund social change programs.



WE WON'T STOP UNTIL EVERY CANCER PATIENT IS A CANCER SURVIVOR

Stand Up To Cancer (SU2C) funds and develops the newest and most promising cancer treatments to help patients today. SU2C dramatically accelerates the rate of new discoveries by connecting top scientists in unprecedented collaborations to create breakthroughs. SU2C innovations lead to better cancer prevention, diagnosis, and treatment, which means that we can help save lives now.



CANCER KNOWS NO LIMITS

Today alone, 4.828 people in the United States will be diagnosed with cancer. Progress against one type of cancer is progress against all. That's why we're committed to funding the most promising research. When you support Stand Up To Cancer, you help fund the newest and best treatments.

STAND UP TO CANCER

OMD, OMG

SU2C provides funding to top cancer researchers at more than 140 institutions. OMD continues to partner with SU2C, leveraging relationships to feature celebrity ambassadors and create awareness. Its work on SU2C's telecasts resulted in more than 4 billion impressions that will continue to drive cancer fundraising.

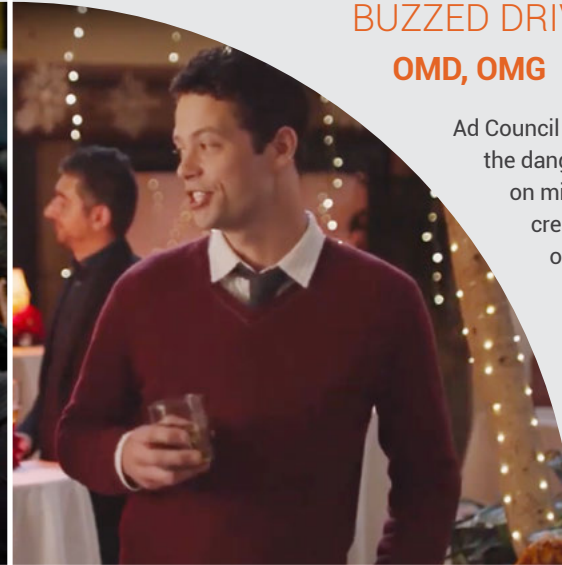
BUILD THE BLOCK OMD, OMG

Build the Block is a New York City neighborhood police initiative aimed at facilitating communication between officers and residents. OMD produced a media campaign that continued into 2018 to publicize the program through TV, radio and social media, bringing more than \$2 million in added value.



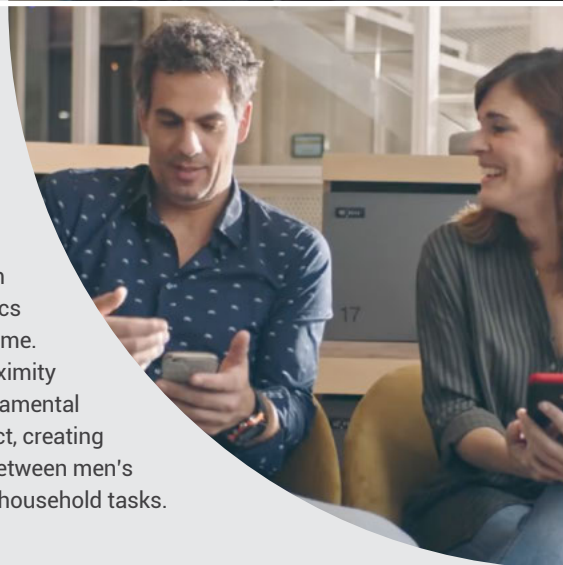
BUZZED DRIVING OMD, OMG

Ad Council partnered with OMD to address the dangers of buzzed driving, focusing on millennial males. OMD provided creative insight and donated media on YouTube and Facebook to make the campaign a viral success. One of the campaign videos even made #7 on AdAge's list of top viral videos.



#MENTALDOWNLOAD PROXIMITY SPAIN, DAS

Women are disproportionately affected by mental load, an invisible burden from being responsible for logistics and decision-making at home. P&G collaborated with Proximity Madrid to develop the #descargamental (#MentalDownload) project, creating awareness of the imbalance between men's and women's responsibility for household tasks.



DO SOMETHING DDB Health, DAS

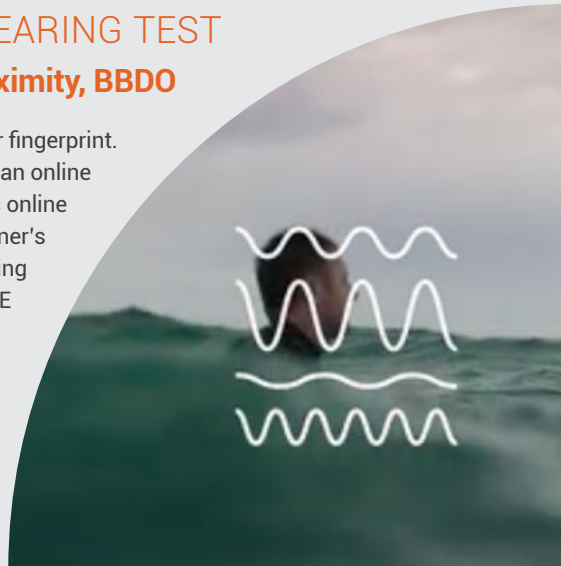
DDB Health created a poignant commercial for Children's Brain Tumor Project to raise awareness of the fact that every day, seven children are lost due to brain tumors. Focused on a child in danger of drowning and the inaction of bystanders, it asks the question, "If a child was in danger, you'd do something. Wouldn't you?"

COCHLEAR HEARING TEST

CHE Proximity, BBDO

Our hearing is as unique as our fingerprint.

Cochlear's Hearprint is an online application that calibrates online video and music to the listener's unique hearing ability, improving their audio experience. CHE Proximity supported this project through a visceral and captivating launch film and media campaign.



OVARIAN CANCER AUSTRALIA

GRACosway, BBDO

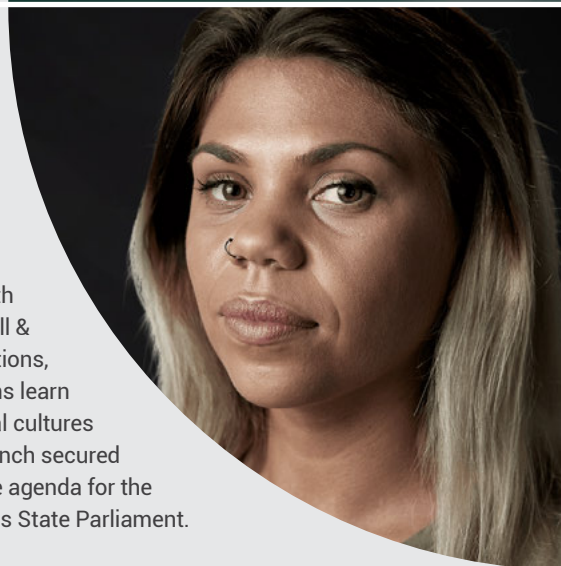
GRACosway works with Ovarian Cancer Australia to raise awareness of ovarian cancer, provide strategic counsel on OCA's engagement with government officials, and highlight the importance of funding for ovarian cancer research. In 2018, these efforts helped OCA secure \$2.9 million in federal government funding.



DEADLY QUESTIONS

Porter Novelli Australia, BBDO

Porter Novelli worked with Clemenger BBDO and Hall & Partners to create Deadly Questions, a campaign to help Victorians learn more about local Aboriginal cultures and Treaty. The campaign launch secured widespread support, setting the agenda for the historic first Treaty bill to pass State Parliament.



WHY GIVE?

The Integer Group, TBWA

The Integer Group, in support of Volunteers of America Colorado Branch, interviewed and photographed several men, women, families and veterans receiving assistance from VOA Colorado. Through their emotive images and stories, the storytellers communicated a more personal look at how generous donations benefit real people.



GEL FOR SHAME
DDB Warsaw, DDB

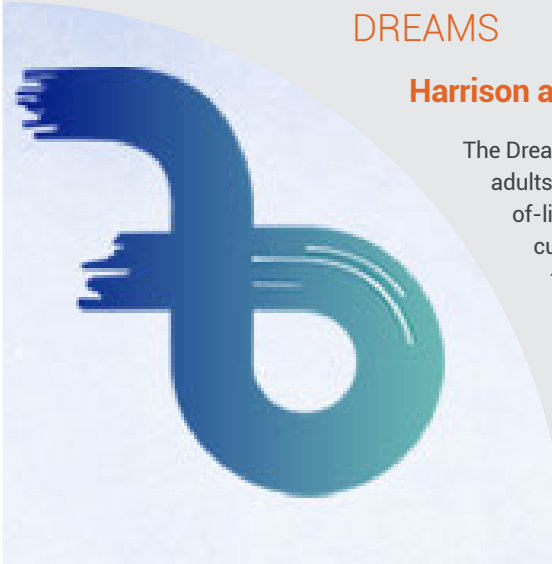
Aiming to free women of their shame and encourage them to get regular breast exams, DDB Warsaw collaborated with Avon to get people talking about a new “beauty” product. The new product was, in reality, just an ordinary ultrasound gel. The magazine and social media campaign reached more than 25 million.



DREAMS

Harrison and Star, DAS

The Dream Foundation serves terminally ill adults and their families by providing end-of-life dreams. Harrison and Star built a custom iPad app enabling attendees at the Foundation’s charity event to swipe through different “dreams” to find a touching story and then donate to that dream in a secure and seamless experience.



**JOHNSONVILLE'S
 BIG TASTE GRILL**

GMR Marketing, TBWA

In 2018, the Johnsonville Big Taste Grill raised nearly \$100,000 for 28 charities and supplied 9,000 meals to victims, first responders and volunteers in communities hit by natural disasters. GMR staffed the traveling road crew, recruited local volunteers, handled media and social media, and created the grill itself!

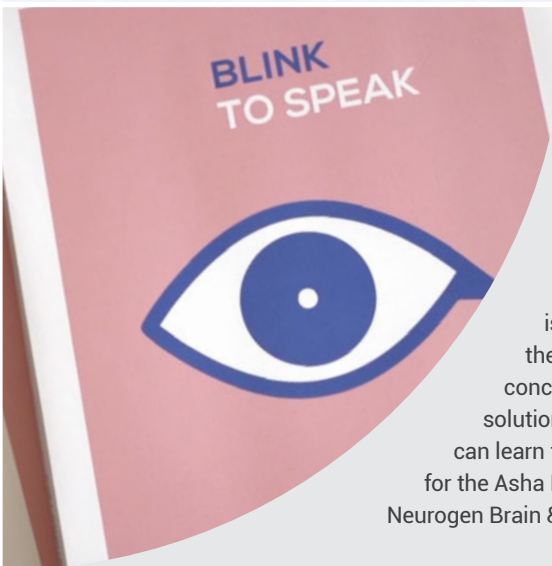


**BLINK
 TO SPEAK**

**BLINK
 TO SPEAK**

TBWA \ India, TBWA

For patients with brain and spine injuries, communication is a challenge. To help overcome their struggle to speak, TBWA\ India conceptualized a simple and accessible solution: an eye language that everyone can learn free of charge. It was developed for the Asha Ek Hope Foundation and Neurogen Brain & Spine Institute.



LIGHT UP CHRISTMAS OMD UK / OMG

NSPCC, fighting to end child abuse, wanted to show young people that they weren't alone when it came to racial bullying. OMD UK, with Sky Cinema, created a campaign to engage potential donors by sponsoring Christmas light displays across the UK. The campaign reached 35 million people through multiple channels and raised more than £1,000,000.



THE UNBALANCED SCALE BBDO China, BBDO

BBDO China worked with the Shanghai Civil Affairs Bureau to create The Unbalanced Scale, a campaign to expand awareness of UN SDG 2: Zero Hunger. Attendees of Shanghai's Charity Carnival were invited to stand on a scale equating their body weight to a number of starving children. They were then asked to donate to UNICEF.



FROG DROPPER DDB Puerto Rico, DDB

After Hurricane Maria, Puerto Ricans did not have safe water. DDB Puerto Rico teamed up with Clorox to devise a dropper – inspired by the Coqui frog, Puerto Rico's national icon – that dispensed the exact amount of bleach needed to make one liter of water safe. The dropper provided up to 4 million liters of safe water monthly.



INEQUALITY BALLS Africa (Brazil), DDB

SPONSORSHIP FOR FEMALE ATHLETES

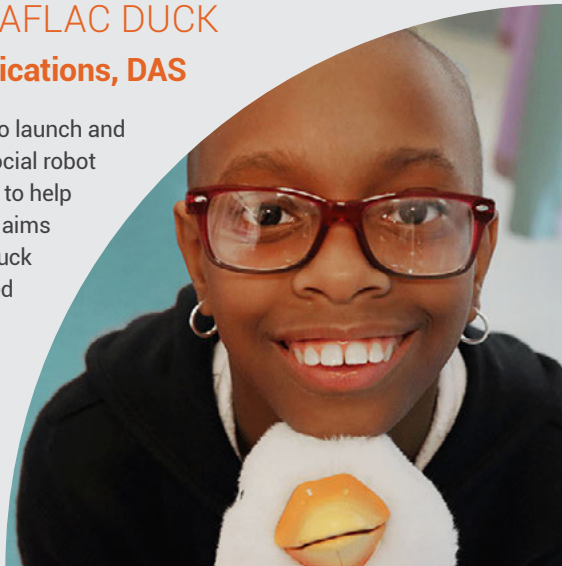
Africa (Brazil) with its client, espnW, highlighted women's pay inequality in sports by putting evidence of the salary gaps on game balls. It then sent the balls to 50 influencers to help amplify. Developed with Netshoes and Change the Game, the campaign reached 15.3 million people and saw 7.5 million social media interactions.



MY SPECIAL AFLAC DUCK

Marina Maher Communications, DAS

MMC spearheaded a campaign to launch and deliver My Special Aflac Duck, a social robot that uses interactive technology to help children cope with cancer. Aflac aims to provide a My Special Aflac Duck to every child newly diagnosed with cancer in the U.S., ages 3-13, free of charge via participating hospitals.



BOWEL CANCER FOUNDATION

TBWA\Auckland, TBWA

To build awareness of bowel cancer, TBWA\Auckland worked with New Zealand's most popular soap opera, Shortland Street, to script a much-loved character with a diagnosis of bowel cancer. New Zealanders were encouraged to talk about and recognize symptoms early on, increasing awareness to help save lives.



BIG BLIND WALK

Porter Novelli, DAS

To drive vision and eye care higher up on the public health agenda, Porter Novelli followed Julian Jackson, who is blind, on his 1,000-mile fundraising walk. The campaign made front-page news and received broadcast and gold-tier media coverage promoting Julian's cause, which helped him raise £45,000 to support sight.



FROM "MISUNDERSTOOD" TO "MS, UNDERSTOOD"

FleishmanHillard, DAS

FleishmanHillard created a pop-up café that simulated multiple sclerosis (MS) symptoms, the most common neurological disease among Irish young adults. More than 2,000 unsuspecting patrons visited the café, the campaign reached more than 13 million and 12 parliamentary questions on improving access to MS treatment reached the floor in one month.



MORE POWERFUL TOGETHER

FleishmanHillard, DAS

FleishmanHillard partnered with the UN's HeForShe movement to shut down half the lights in 20+ iconic buildings, creating a visual metaphor of power lost without women. The campaign resulted in 30,000 commitments of support from male allies, a 500% spike in web traffic, 560 million media impressions and endorsements by governments in several U.S. states.



A MAN LIKE YOU

GSD&M, TBWA

As a men's grooming brand, Harry's wanted to expand the traditional definition of masculinity. The short film, "A Man Like You", created by GSD&M, challenged gender stereotypes by shifting the conversation around what it means to be a man today. Harry's earned two Cannes Lions for this work: Bronze in Film and Bronze in the Glass Lion for Change.



RONALD MCDONALD HOUSE CHARITIES

OMD, OMG

OMD supports Ronald McDonald House Charities' in Italy with annual communication efforts to raise funds. These include charity golf tournaments and go-kart races as well as the 50-year Big Mac celebration and McHappy Days in 2018, when some or all of the purchase price of McDonald's products were donated to RMHC.



#THROUGHTHENIGHT

TBWA\Singapore, TBWA

In response to an increasing number of calls from youth to its hotline, Samaritans of Singapore (SOS) worked with TBWA\Singapore on the #ThroughTheNight Instagram campaign during Suicide Prevention Awareness Week. The campaign invited Singaporeans to send messages of support, and musicians, artists and youth influencers hosted live midnight-to-3 a.m. sessions on their social channels.

ENVIRONMENT

Omnicom recognizes our responsibility to reduce the impact of our activities across our networks and agencies. In 2018, we established an Omnicom Group Environmental Policy to guide our actions and energy goals to keep us accountable. Under this framework, we empower our global teams to take action to increase efficiency and reduce waste in ways that address environmental priorities in their local environments.

Our Approach

We view sustainability as an opportunity to promote innovation, increase efficiency and reduce waste. Omnicom's environmental policy outlines our commitment to minimize our impact by focusing on:

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

Recognizing the importance of action against climate change, we set goals in 2018 to reduce the energy we use and increase our use of electricity from renewable resources. In the table below, we report our first year's progress against these goals.

2023 Goal

Reduce energy use by 20% per person globally by 2023 using a 2015 baseline

Increase use of electricity from renewable sources globally to 15% by 2023

Numbers provided are estimates based on available data.

2018 Progress

Approximately 14% reduction per person globally per 2015 baseline

Approximately 12% increase in use of electricity from renewable sources per 2015 baseline.

Efficiently Using Spaces

According to the U.S. Green Building Council, buildings account for nearly 40% of greenhouse gas emissions in the United States. In 2018, we continued to implement our strategy to reduce our office space footprint and to transition our global agency portfolio to shared spaces. We opened new offices in New York and Chicago and had work underway in our new office in Dallas. Our aim is to use the space we own and lease more efficiently, to reduce costs and environmental impacts, while also cultivating a culture of collaboration and creativity across agencies.

We are also building and retrofitting to our global planning standard, which includes efficient lighting, heating and cooling, and reduced material use in ceilings and flooring. Our new and retrofitted spaces drive ongoing energy and waste savings through shared conference centers and service areas, as well as state-of-the-art video conferencing, printing centers and virtual file storage.



195 Broadway is a unique and progressive retrofitted office space in a historic New York City building. It was created to Omnicom standards, incorporating reused materials, maximizing an inherited social space, and using shared IT and service facilities.

SPOTLIGHT ON OUR AGENCIES:

ENERGY

Agencies around the world are helping us reach our 2023 energy goals by reducing energy use and increasing energy efficiency. We highlight just a few of their efforts here:

- BBDO Greece retrofitted its electrical equipment and switched to efficient lighting.
- CPM UK upgraded boilers and air conditioning to ensure compliance with the latest environmental legislation and to improve efficiencies at its Thames site.
- TBWA\Manchester installed motion-sensing lighting at its new, more efficient premises.
- Eg+ Worldwide LLC set a goal for all finance and human resources operational data to be 100% electronic.

Reducing Our Energy Footprint

In 2018, we continued to reduce our global energy footprint, using approximately 153,000 megawatt hours (MWh) of energy, a reduction in excess of 10% compared to 2017. We also cut our electricity use by 8% in 2018.

In addition, we reduced our company-wide greenhouse gas emissions by approximately 8% in 2018 compared to 2017; result of reductions achieved in business travel emissions and purchased electricity emissions.

Global Energy Footprint

(Units represented in thousands)

	2018	2017	2016
Total energy used (MWh)	153.0	175.9	188.3
Total electricity used (MWh)	140.9	152.8	161.9
Total GHG emissions (Metric Tonnes of CO ₂ e (MT CO ₂ e))	240.1	260.2	289.6

Global GHG Emissions (MTCO₂e)*

(Units represented in thousands)

	2018	2017	2016
Scope 1	30.6	23.9	39.7
Scope 2	65.4	77.4	73.9
Scope 3	144.1	158.8	176.0
Total GHG Emissions	240.1	260.2	289.6

Global Electricity from Renewable Sources (MWh)

(Units represented in thousands)

	2018	2017	2016
Purchased (MWh)	14.9	15.6	16.4
% of Total	10.6	10.3	10.1

*2017 Scope 3 and total GHG emissions have been restated due to a slight increase in the final calculations related to air-travel that were accessed after the 2017 report was published.

SPOTLIGHT ON OUR AGENCIES:

PLASTIC

Single-use plastic is a significant environmental polluter. Agencies are cutting back and increasing recycling to reduce their impact:

- DDB Health reduced bottled water consumption in the office by 50% in November 2018. They plan to further decrease their bottled water consumption in 2019.
- DDB Hamburg collects and recycles high-density polyethylene (HDPE) and polypropylene (PP) plastic caps used in plastic bottles and milk containers. Employees contribute the caps collected to the "Deckel drauf e.V" organization, supporting its "End Polio Now" campaign.
- OMG MENA staff saved approximately 21 tons of CO₂ emissions by switching from bottled water to water-filtration dispensers in its Dubai headquarters. To help employees understand the link between plastic water bottles, carbon emissions and life-giving oxygen, the CSR team explained that more than 1,200 Ghaf tree seedlings would need to mature 10 years before the CO₂ produced by a single year's water bottle waste would be offset. As a start, OMG Mena planted more than 650 seeds in 2018 and transplanted the seedlings in early 2019.

SPOTLIGHT ON
OUR AGENCIES:

TRAVEL

One-on-one connections between our employees and clients are essential to our business success, and business travel is essential to this connectivity. We continue to upgrade video conferencing capabilities and quality across our operations and some of our agencies. This includes BBDO Group Germany GmbH, which is revising its business travel policies to incorporate its CO2 impact. In addition, agencies around the world are introducing transit incentives to encourage auto alternatives to their employees:

- TBWA\Budapest encourages staff to use public transit in an effort to decrease taxi use and costs.
- Energy BBDO opened a bike room in 2018 to encourage employees to bike to work. This feature is highlighted in new employee onboarding.
- OMG Germany GmbH encourages employees to cycle to work by offering a bike-leasing program.
- ICON International offers a shuttle to encourage employees to use public transportation.
- CPM France signed on to a new car-pooling start-up. The app offers a commuting alternative by sharing a car with other employees from neighboring companies, as a driver or a passenger.



As part of Omnicom's strategy to reduce our carbon footprint, we derive a portion of our electricity needs from renewable sources. Our efforts in this area are spearheaded in the UK, where we control our electricity purchases and are buying green power through our purchasing agreements. In the United States, approximately 90% of our electricity spend is under the control of landlords in our leased spaces, leaving us with the opportunity to manage no more than 10% of our spend. In 2018, total electricity purchased from renewable resources increased 12% from the 2015 baseline, increasing to 10.6% in 2018, and moving us toward our new goal to increase our use of electricity from renewable sources globally to 15% by 2023.

PARTNERING WITH THE UK GRID'S DEMAND SIDE RESPONSE

With its site-wide uninterruptible power supplies and backup generating facilities, Omnicom's London headquarters is the perfect partner for the National Grid's Demand Side Response (DSR) program. DSR supports the country's transmission during times of high use, guaranteeing generation when margins between supply and demand are tight. As a partner, Omnicom is able to manipulate the amount of power it draws from the grid when UK demand is high. Offering flexibility to the country's transmission system to support grid balancing also provides us with an additional revenue stream.

Client Work for Environmental Impact

GLOBAL CLIMATE ACTION SUMMIT

FleishmanHillard, DAS

FleishmanHillard supported a coalition of 12+ organizations to communicate the negative impact of climate change on oceans and seek out solutions during the Global Climate Action Summit. The impact was immediate, generating more than 3,000 tweets related to the ocean-climate conversation and local and global media placements.



DANCE OF THE STARS DDB Group Hong Kong

Hong Kong is so light-polluted that some people have never seen the stars. Green Sense commissioned DDB Group Hong Kong to bring the stars back. For one night, dancers turned polluting light displays in busy locations into starry night skies, grabbing the attention of thousands of passers-by and generating more than 3,500 social posts in just 48 hours.



PARLEY FOR THE OCEANS

TBWA\NEBOKO

The latest adidas UltraBOOST running shoe's upper knit is made of Parley Ocean Plastic™, a proprietary textile made from recycled plastic retrieved from coastal communities. TBWA\NEBOKO partnered with Psyop and Golden Wolf to create a stop-motion animation in which the upper knit is used as a canvas to tell the UltraBOOST Parley story.



EARTH 2018 CAMPAIGN

MAL \ FOR GOOD, TBWA

To encourage Gen Z to vote in the U.S. midterm election, Climate Reality engaged MAL \ FOR GOOD to create an animated penguin named Earth, a congressional candidate running on an environmental platform. The campaign saw nearly 2 million social media impressions, approximately 14,000 website visits and almost 1,000 voter registrations.



GOVERNANCE

Omnicom has demonstrated a commitment to further strengthening our governance structure and related company-wide policies. We have built a board of directors with exceptional experience and diverse points of view to ensure that we are upholding the highest ethical standards across our networks and agencies.

Diversity in Our Board Composition and Leadership

Omnicom believes that workplace diversity creates value for the company, enhances the quality of work we create for clients and is a cornerstone of our positive corporate culture. We know that a workforce reflecting the demographics of our society is better poised to create effective campaigns for our clients that resonate with a diverse population. With our global presence, we believe it is important that our workforce mirrors our global community. This commitment to diversity starts within the boardroom and encompasses diversity in its broadest sense, including persons diverse in gender and ethnicity as well as diversity of viewpoints, ages, and professional and life experiences. Our board includes six women and four African Americans, including Leonard S. Coleman, Jr., our Lead Independent Director.

Strong Independent Oversight

Our board, which is comprised of 10 independent directors out of 11, seeks to align our directors' collective expertise with those 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. Our Lead Independent Director is elected annually and provides valuable, consistent board leadership. The board continually evaluates the scope and nature of our Lead Independent Director role, ensuring that the responsibilities are robust and, in fact, include those responsibilities typically associated with a board chair. In February 2019, the board most recently enhanced the already robust responsibilities assigned to this role to formally include the recruitment, mentoring and development of directors, and also the authority to call meetings of independent directors and oversee any conflicts of interests among directors.

Board Refreshment

The board has made tremendous progress on its refreshment initiative, which has been underway since 2015. At our annual meeting in 2018, our former chairman and two directors stepped down from the board. From March 2016 to February 2018, the board appointed four new independent directors. We have been focused on ensuring that our board is representative of all of our constituencies – our clients, employees and shareholders – and that through regular evaluation of director skill sets, the optimal combination of expertise is represented on the board. The result is a highly talented and diverse group of directors with the skills, backgrounds and experiences best suited to achieve our strategic objectives. Through our commitment, we have reduced our average board tenure by approximately 33% since 2015.



Ethics and Integrity

Omnicom's success doesn't just come from our talent, our creativity or the work we do. Our success also comes from the way we work and the way we interact with others – with a solid commitment to integrity.

Our Code of Business Conduct, which was significantly enhanced in 2018, underscores our commitment to upholding the highest ethical standards. It spells out what we value, what we believe and the policies that Omnicom expects us all to uphold. The Code applies to everyone who works on Omnicom's behalf, including employees, both full and part-time, at every level, in every location around the world. It also includes everyone else who represents Omnicom, from contractors to our board of directors.

We are on track to complete the goals we established in 2018:

- Establish business ethics and/or anti-bribery training for our full-time, regular employees worldwide.
- Develop our Supplier Code of Conduct by the end of 2020.

Cybersecurity Training

We rely extensively on Information Technology systems at Omnicom and all our agencies. 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 cybersecurity training is offered in more than a dozen languages, every quarter. We augment our training with a quarterly newsletter that covers various security topics and a phishing simulation campaign, where we deliberately send out a phishing message to employees to track and learn from click through and report rates, while increasing awareness amongst our employee population.

We implemented global policies to ensure our compliance with the EU's Global Data Protection Regulation, which took effect on May 25, 2018. This included general awareness training to our employees that have more exposure to personal identification information or related high-risk situations.



Shareholder Engagement

Engaging with our shareholders remains one of our top priorities and is a focus for the entire board. In 2018, we reached out to shareholders holding more than 60% of our outstanding shares and engaged with shareholders representing more than 40% of outstanding shares. Broad topics discussed included company strategy and performance; board composition, refreshment and leadership; management succession; executive compensation program; diversity and inclusion efforts across the organization; governance practices and sustainability initiatives.

In December 2018, the board amended our by-laws to reduce the ownership threshold required for shareholders to call a special meeting from 25% to 10% in response to a shareholder proposal that received 50.3% of the vote at our 2018 Annual Meeting.



Human Rights

At Omnicom, we recognize that we have the power to create positive change in society. While we are not a company that manufactures products, we seek to be employers of choice and to provide a safe working environment. As a signatory to the United Nation's Global Compact, we are committed to supporting and respecting the protection of internationally proclaimed human rights and eliminating discrimination in respect of employment and occupation. Our commitment to the highest ethical standards in the communities where we do business is outlined in our Human Rights Policy.

ABOUT THIS REPORT

This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2018. The report is organized to reflect our four focus areas: Community, People, Environment and Governance. We have included some of the top case studies from our diverse network of agencies to characterize our impact on social and environmental issues around the world.

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 Sustainable Development Goals – and internal and external stakeholders to determine relevant material topics.

We have identified our material topics as:

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

Stakeholder Engagement

The content of this report was developed through stakeholder interviews with Omnicom executives, subject matter experts and Omnicom agency employees. We also held conversations with some of our largest shareholders and consulted CSR reporting frameworks. As part of our process, we interviewed NGO partners, clients and investors to solicit feedback on our 2017 corporate responsibility report, inform our future reporting strategy and further stakeholder inclusiveness in our corporate responsibility efforts. Feedback received from these external stakeholders centered around furthering our role in the community, leveraging partnerships for talent acquisition and development, using our communications capabilities for the betterment of society and increasing our employees' exposure to CSR.

Scope

The data in this report covers Omnicom's global operations in FY2018 (from January 1 – December 31, 2018). 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 2017. 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.



Omnicom UN Communication On Progress

This report provides information on our corporate responsibility strategy and performance for FY2018 and covers the UNGC 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 and Code of Business Conduct. 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. 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 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.

GRI Standards Content Index

DISCLOSURE	GRI STANDARDS DISCLOSURE TITLE	2018 OMNICOM RESPONSE
General Disclosures		
102-1	Name of the organization	Omnicom Group
102-2	Activities, brands, products, and services	2018 10-K , Page 1 (Our Business)
102-3	Location of headquarters	437 Madison Avenue, New York, New York
102-4	Location of operations	2018 10-K , Page 8 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations)
102-5	Ownership and legal form	2018 10-K , Page 1 (Our Business), 7 (Item 5: Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities)
102-6	Markets served	2018 10-K , Page 1 (Our Business), 2 (Our Clients), 8 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations)
102-7	Scale of the organization	2018 CR Report, Page 4 (About Omnicom Group) 2018 10-K , Page 2 (Our Employees), 6 (Item 2: Properties), 7 (Item 6: Selected Financial Data)
102-8	Information on employees and other workers	2018 CR Report, Page 4 (About Omnicom Group), 9 (Measuring Our Progress)
102-9	Supply chain	2018 CR Report, Page 17 (Emphasizing Supplier Diversity) We work with thousands of suppliers, with many buying decisions made at the individual agency level in the context of the production of client products and campaigns and general business operations. We are currently developing a Supplier Code of Conduct that will set clear standards for our suppliers at both the agency and holding company level.

DISCLOSURE ▼	GRI STANDARDS DISCLOSURE TITLE ▼	2018 OMNICOM RESPONSE ▼
102-10	Significant changes to the organization and its supply chain	2018 10-K , Page 11 (Acquisitions and Goodwill)
102-11	Precautionary Principle or approach	Omnicom Environmental Policy 2019 Proxy Statement , Page 21 (Risk Oversight)
102-12	External initiatives	CEO Action, Common Ground, Partnership for Global LGBTI Equality, The Valuable 500, UN Global Compact, UN Unstereotype Alliance
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
102-14	Statement from senior decision-maker	2018 CR Report, Page 3 (Letter from Our CEO)
102-15	Key impacts, risks, and opportunities	2018 10-K , Page 3 (Item 1A: Risk Factors)
102-16	Values, principles, standards, and norms of behavior	Omnicom Code of Business Conduct 2018 CR Report, Page 38 (Ethics and Integrity)
102-17	Mechanisms for advice and concerns about ethics	Omnicom Code of Business Conduct Internal Control Line

DISCLOSURE ▼	GRI STANDARDS DISCLOSURE TITLE ▼	2018 OMNICOM RESPONSE ▼
102-18	Governance structure	<p>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.</p> <p>See also: 2018 CR Report, Page 37 (Diversity in Our Board Composition and Leadership) 2019 Proxy Statement, Pages 25-29 (Board Leadership Structure)</p>
102-19	Delegating authority	<p>2019 Proxy Statement, Page 22</p>
102-20	Executive-level responsibility for economic, environmental, and social topics	<p>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.</p>
102-21	Consulting stakeholders on economic, environmental, and social topics	<p>2018 CR Report, Page 41 (Stakeholder Engagement) 2019 Proxy Statement, Page 7 (Shareholder Engagement)</p>
102-22	Composition of the highest governance body and its committees	<p>2018 CR Report, Page 37 (Diversity in Our Board Composition and Leadership) 2019 Proxy Statement, Pages 14-19 (2019 Director Nominees)</p>
102-23	Chair of the highest governance body	<p>2019 Proxy Statement, Pages 25-26 (Board Leadership Structure)</p>
102-24	Nominating and selecting the highest governance body	<p>2019 Proxy Statement, Page 20 (Shareholder Nomination Process), 21 (Majority Voting Standard for Election of Directors)</p>
102-25	Conflicts of interest	<p>2019 Proxy Statement, Pages 30-31 (Ethical Business Conduct)</p>
102-26	Role of highest governance body in setting purpose, values, and strategy	<p>2019 Proxy Statement, Pages 21-22 (Board's Role and Responsibilities) Governance Committee Charter</p>

DISCLOSURE	GRI STANDARDS DISCLOSURE TITLE	2018 OMNICOM RESPONSE
102-27	Collective knowledge of highest governance body	Senior management (see Disclosure 102-20) presents to the Board of Directors on economic, environmental, social and governance topics.
102-28	Evaluating the highest governance body's performance	2019 Proxy Statement , Pages 12-13 (Qualifications of the Members of the Board)
102-29	Identifying and managing economic, environmental, and social impacts	2019 Proxy Statement , Pages 21-22 (Board's Role and Responsibilities) Governance Committee Charter
102-30	Effectiveness of risk management processes	2019 Proxy Statement , Pages 21-22 (Board's Role and Responsibilities)
102-31	Review of economic, environmental, and social topics	2019 Proxy Statement , Page 28 (Board Operations and Committee Structure)
102-32	Highest governance body's role in sustainability reporting	Reviewed by Chief Financial Officer.
102-33	Communicating critical concerns	2019 Proxy Statement , Page 25 (Shareholder Communications with Board Members)
102-34	Nature and total number of critical concerns	2019 Proxy Statement , Pages 5-9 (Meeting Agenda and Voting Recommendations)
102-35	Remuneration policies	2019 Proxy Statement , Page 8 (Executive Compensation Highlights), 32 (Director's Compensation for Fiscal Year 2018), 37-65 (Executive Compensation)
102-36	Process for determining remuneration	2019 Proxy Statement , Page 44 (Compensation Discussion & Analysis), 56 (Role of the Independent Compensation Consultant)
102-37	Stakeholders' involvement in remuneration	2019 Proxy Statement , Page 34 (Item 2: Advisory Resolution to Approve Executive Compensation)
102-38	Annual total compensation ratio	2019 Proxy Statement , Page 66 (Pay Ratio Disclosure)

DISCLOSURE	GRI STANDARDS DISCLOSURE TITLE	2018 OMNICOM RESPONSE
102-40	List of stakeholder groups	2018 CR Report, Page 41 (Stakeholder Engagement)
102-41	Collective bargaining agreements	0% of Omnicom employees in the United States are covered by collective bargaining agreements
102-42	Identifying and selecting stakeholders	2018 CR Report, Page 41 (Stakeholder Engagement)
102-43	Approach to stakeholder engagement	2018 CR Report, Page 41 (Stakeholder Engagement)
102-44	Key topics and concerns raised	2018 CR Report, Page 41 (Stakeholder Engagement)
102-45	Entities included in the consolidated financial statements	2018 10-K , Exhibit 21 (Subsidiaries of the Registrant)
102-46	Defining report content and topic Boundaries	2018 CR Report, Page 4 (About This Report)
102-47	List of material topics	2018 CR Report, Page 41 (Material Topics Identification)
102-48	Restatements of information	No material restatements.
102-49	Changes in reporting	None
102-50	Reporting period	Calendar year 2018
102-51	Date of most recent report	2017
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	Katie.Beaule@omnicomgroup.com

DISCLOSURE	GRI STANDARDS DISCLOSURE TITLE	2018 OMNICOM RESPONSE
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.
102-55	GRI content index	2018 CR Report, Page 43 (2018 GRI Context Index)
102-56	External assurance	This report has not been externally assured.
103-1	Explanation of the material topic and its Boundary	2018 CR Report, Page 8 (Our Commitment to Diversity and Inclusion), 15 (Developing Our People), 17 (Emphasizing Supplier Diversity), 19 (Contributing to the Global Good), 21 (Engaging with Communities and Volunteering), 32 (Our Approach), 36-39 (Governance)
103-2	The management approach and its components	See Disclosure 103-1
103-3	Evaluation of the management approach	See Disclosure 103-1
Topic-specific Disclosures: Economic		
201-1	Direct economic value generated and distributed	2018 10-K , Page 7 (Item 6: Selected Financial Data), F3-F7 (Consolidated Balance Sheets)
201-2	Financial implications and other risks and opportunities due to climate change	2018 10-K , Page 6 (Item 1A: Risk Factors)
201-3	Defined benefit plan obligations and other retirement plans	2018 10-K , Page F26-F28 (Defined Benefit Pension Plans)
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.
203-1	Infrastructure investments and services supported	2018 CR Report, Page 21 (Engaging with Communities and Volunteering)

DISCLOSURE	GRI STANDARDS DISCLOSURE TITLE	2018 OMNICOM RESPONSE
203-2	Significant indirect economic impacts	2018 CR Report, Page 21 (Engaging with Communities and Volunteering), 22-30 (Improving Lives Through Client Work)
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.
205-1	Operations assessed for risks related to corruption	2018 CR Report, Page 42 (Omnicom UN Communication on Progress: Anti-Corruption) 2018 10-K , Page 5 (Item 1A: Risk Factors)
205-2	Communication and training about anti-corruption policies and procedures	2018 CR Report, Page 38 (Ethics and Integrity) Omnicom Code of Business Conduct
Topic-specific Disclosures: Economic		
302-1	Energy consumption within the organization	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
302-2	Energy consumption outside of the organization	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
302-3	Energy intensity	2018 CR Report, Page 32 (Our Approach)
302-4	Reduction of energy consumption	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
305-1	Direct (Scope 1) GHG emissions	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
305-2	Energy indirect (Scope 2) GHG emissions	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
305-3	Other indirect (Scope 3) GHG emissions	2018 CR Report, Page 33 (Reducing Our Energy Footprint)
305-4	GHG emissions intensity	2018 Climate Change CDP Response
305-5	Reduction of GHG emissions	2018 CR Report, Page X (Reducing Our Energy Footprint)

Topic-specific Disclosures: Social

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.
401-3	Parental leave	Eligible full-time U.S. employees receive paid maternity leave depending on their tenure and the period of disability related to the pregnancy. Employees can supplement that time with paid time off (e.g. personal days, sick leave), as well as paid leave in accordance with the laws of various states and cities.
404-1	Average hours of training per year per employee	Partially reported: 2018 CR Report, Page 15 (Leadership Development) Omnicom offers employees training related to cybersecurity, sexual harrassment, and ethics and integrity.
404-2	Programs for upgrading employee skills and transition assistance programs	2018 CR Report, Page 15 (Leadership Development)
404-3	Percentage of employees receiving regular performance and career development reviews	Employee performance and career development reviews are conducted at the agency level.
405-1	Diversity of governance bodies and employees	2018 CR Report, Page 9 (Measuring Our Progress), 37 (Diversity in Our Board Composition and Leadership)
405-2	Ratio of basic salary and remuneration of women to men	Partially reported: 2018 CR Report, Page 39 (Gender Pay Gap)
412-2	Employee training on human rights policies or procedures	2018 CR Report, Page 38 (Ethics and Integrity) Human Rights Policy Omnicom Code of Business Conduct

DISCLOSURE ▼	GRI STANDARDS DISCLOSURE TITLE ▼	2018 OMNICOM RESPONSE ▼
413-1	Operations with local community engagement, impact assessments, and development programs	2018 CR Report, Page 21 (Engaging with Communities and Volunteering)
415-1	Political contributions	N/A
Topic-specific Disclosures: Media		
G4-DMA	Portrayal of Human Rights	Various Omnicom agencies are doing positive work in this area. See: 2018 CR Report, Pages 19-20 (Contributing to the Global Good), 22-30 (Improving Lives Through Client Work)
G4-DMA	Cultural Rights	Various Omnicom agencies are doing positive work in this area. See: 2018 CR Report, Pages 22-30 (Improving Lives Through Client Work)
M7	Media Literacy	Omnicom at the holding company level contributes to partners who empower audiences and society to develop skills. See: 2018 CR Report, Page 19 (Contributing to the Global Good)

OmnicomGroup

2018 CORPORATE RESPONSIBILITY REPORT

If you have questions or comments regarding this report,
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Read more at csr.omnicomgroup.com

