

Omnicom



AMBITION. ACTION. ACHIEVEMENT.

2023 Corporate Responsibility Report



Omnicom is ambitiously promoting responsible business practices and taking action to make positive contributions to society. Our efforts are underpinned by a culture of collaboration and creativity within Omnicom and our agencies, reinforcing our drive for meaningful achievements.

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Letter from Our Chairman and CEO

Across Omnicom's global networks and agencies, we're harnessing our culture of innovation and creativity to make positive contributions to society. Specifically, we're taking action to advance responsible and more sustainable practices everywhere we do business. Together, we have an unrelenting ambition to make a measurable difference for our clients, our shareholders and our 75,000+ colleagues around the globe.

We continued to track our progress in 2023 by focusing on the three areas that describe our corporate responsibility priorities and serve as the organizational principles for this report: Empower People, Protect Our Planet and Lead Responsibly. We've mobilized around these three focus areas while strengthening our commitment to deliver excellent service for our clients and consistently strong results for our shareholders.

Empower People — Our people are our greatest asset, and we're always looking for ways to create inclusive environments and help them advance within the Omnicom network. In 2023, we gave all employees greater access to our virtual learning and development opportunities by centralizing tens of thousands of online courses in our OneLearning platform. Omnicom employees completed more than 105K hours of mandatory training in 2023. Additionally, nearly 500 of our aspiring leaders attended in-person trainings through our Omnicom University management development program.

Throughout 2023, we continued to invest in our OPEN 2.0 action plan to achieve systemic equity within Omnicom. Our 60 dedicated, full-time diversity, equity and inclusion (DEI) leaders across the organization helped advance our OPEN 2.0 goals and initiatives during the year.

Demonstrating our progress and ongoing commitment to transparency, we continued to share our U.S. EEO-1 data publicly. And for the seventh consecutive year, we registered a top score of 100 on the Human Rights Campaign Foundation's Corporate Equality Index, earning our company the "Equality 100 Award: Leader in LGBTQ+ Workplace Inclusion."

For more information about this important work and the people who make Omnicom an exceptional organization, please [visit our website](#).

Protect Our Planet — In early 2023, the Science Based Targets initiative (SBTi) validated our near-term science-based emissions reduction target to reduce our absolute Scopes 1, 2 and 3 greenhouse gas emissions by 46.2% by 2030 against our 2019 baseline. As of 2023, we have achieved reductions of 30.2%.

To achieve a reduction in our emissions, we have become more energy efficient and have consolidated our real estate presence. In 2023, we lowered our total square footage by 18% compared to 2022.

Lead Responsibly — Omnicom's Board of Directors is regularly recognized for its diversity, and, in early 2024, we added Casey Santos as a new independent director, increasing its diversity and enhancing its collective skill sets. With seven women and six ethnically diverse members, the current composition of our Board is a direct result of our ongoing efforts to onboard exceptional candidates who offer a wealth of experience and diverse points of view. In 2023, Diversity First named us as a top company for diversity, ranking us 23rd out of all Fortune 500 brands, based on the makeup of our Board and executive teams.

To protect our data and our clients' data from persistent and rising threats, we are increasingly vigilant. We seek guidance from recognized cybersecurity frameworks, and in 2023, we standardized our cybersecurity operating models across our global networks and agencies.

We also formed several steering committees to better understand and prepare for how generative artificial intelligence (GenAI) will affect our business. We recognize the tremendous potential of GenAI, but also understand it presents substantial risks. To maintain the safety and privacy of all involved, we will continue to take a measured approach when exploring and implementing this exciting technology.

At Omnicom, we remain fully committed to operating ethically and responsibly. I commend everyone across our organization for their undaunted and determined efforts to make a difference for our shareholders, clients, colleagues and other stakeholders.

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

John Wren, Omnicom Chairman and CEO



ABOUT OMNICOM

Omnicom is a leading global marketing and corporate communications company. Our branded networks and numerous specialty firms provide a diverse, comprehensive range of global, regional and local solutions in the following disciplines:

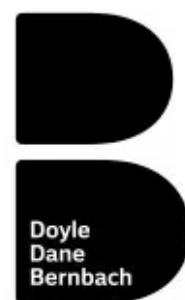
- Advertising
- Strategic Media Planning and Buying
- Precision Marketing
- Retail and Digital Commerce
- Branding
- Experiential
- Public Relations
- Healthcare Marketing
- Specialty Marketing Services

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

Six Major Networks as Part of Our Worldwide Family of Companies



Communications
Consultancy
Network



Financial Summary (In Millions)

	2023	2022
Revenue	\$ 14,692.2	\$ 14,289.1
Operating Income	\$ 2,104.7	\$ 2,083.3
Net Income	\$ 1,391.4	\$ 1,316.5

For in-depth financial information, please see our [2023 Form 10-K](#).

2023 Revenue By Geography

	Revenue	% of Revenue
United States	\$7,471.6	50.9%
Other North America	479.4	3.3%
United Kingdom	1,587.3	10.8%
Euro Markets and Other Europe	2,679.6	18.2%
Asia Pacific	1,777.9	12.1%
Latin America	386.8	2.6%
Middle East and Africa	309.6	2.1%
	\$14,692.2	100%

2023 Revenue By Discipline

	Revenue	% of Revenue
Advertising and Media	\$7,891.2	53.7%
Precision Marketing	1,473.5	10.0%
Commerce and Branding	853.7	5.8%
Experiential	651.4	4.4%
Execution and Support	880.8	6.0%
Public Relations	1,578.9	10.7%
Healthcare	1,362.7	9.4%
	\$14,692.2	100%

2023 Awards and Recognitions



Top 50 Companies for Diversity



Best Place to Work for LGBTQ+ Equality

Holding Company of the Year

Forbes

Best Employers for Women

Best Employers for New Grads



Ad A-List
Age Awards



Newsweek

America's Most Responsible Companies

America's Most Trustworthy Companies



2023 Year In Review:

Omnicom Corporate Responsibility Goals and Highlights

Empower People

- 300K+ hours of learning and development completed by Omnicom employees in 2023
- Broadened our **wellness and inclusive care** benefits to enhance employee well-being
- Almost 500 of Omnicom's rising stars attended in-person Omnicom University programs

Protect Our Planet

- Reduced our total office footprint by 18%
- Achieved 34.8% renewable electricity usage
- Launched **environmental sustainability** training, available to all employees

Lead Responsibly

- Added a **new independent director** to the Board of Directors, increasing its diversity and enhancing the Board's collective skill sets
- Standardized **cybersecurity** operating models across our global networks and agencies
- Formed an **AI Steering Committee** and a number of subcommittees to better understand and prepare for how generative AI will affect our business model



EMPOWER PEOPLE

Our people and their outstanding actions are central to the transformative impact we make for our clients and communities. We aim to empower them to reach their full potential by creating environments where each colleague feels seen and respected for their unique perspectives.



Prioritizing Professional Development

Omnicom is committed to helping our people expand their expertise and advance their careers. In 2023, we continued building robust training and development opportunities to promote valuable learning across our network.

Enhancing Our Talent with Omnicom University

Established in 1995, Omnicom University (OU) is Omnicom’s management development program led by top professors from Harvard Business School (HBS) and the IESE Business School in Spain.

6K+
global alumni

remain connected through dedicated Microsoft Teams groups to share ideas, collaborate and connect regularly.



New OU Head of Faculty: **Ryan Buell**

Ryan W. Buell is a Professor of Business Administration in the Technology and Operations Management Unit at Harvard Business School. He teaches Managing Service Operations in the MBA Elective Curriculum and in numerous focused and custom Executive Education programs at HBS. His research investigates the interactions between service businesses and their customers, and how operational choices affect customer behaviors and firm performance.

2023

482

Omnicom employees attended **11** in-person **Omnicom University** programs.

Senior Management Program

108

Undergraduates

82

Graduates

42

Postgraduates

207

Agency Management Program participants

43

Agency Leadership Program participants



The general camaraderie and support of the group in listening, advising and providing counsel to one another is like nothing else I’ve experienced.

– **Nina Hinchcliffe, Global President, Synergy**

Expanding Omnicom University Case Studies

Five new Omnicom-specific case studies were introduced in 2023, several of which drew upon business experiences from our agencies.

- **Inside out Iconic: All in on Arenas (Interbrand)** – Interbrand’s leaders critically evaluate their plans to transform their own business model.
- **Unfinished Business: From Intent to Action to Impact (DDB Mudra Group)** – DDB Mudra Group evaluates their progress to date on DEI and considers key questions around roles, definitions of success and markers of progress.
- **Say-Do: Pursuing the Power of Purpose (Porter Novelli London)** – Porter Novelli London revitalizes itself around a new proposition and strategy that embraces “purpose” and whether or not this is a viable, sustainable commercial model.
- **Let’s Chat ... about Generative AI (Omnicom)** – Generative artificial intelligence: what it is, recent developments and future applications for our industry.
- **The Impact of Influence: Remaking Our Craft? (Omnicom)** – Tackling key trends in influencer marketing and the implications of the “creator economy” for various business models.



We have time to be our best selves – to push, stretch and build smarter, loving organizations – as we look at ourselves, our recovery and future outlook.

– Tom Galati, Associate Partner, Group Creative Director, Patients & Purpose



70%

of case studies taught at Omnicom University apply real-world situations from Omnicom agencies.



Centralizing Learning with OneLearning

In 2023, Omnicom centralized its learning and development opportunities onto the OneLearning platform. OneLearning provides employees access to relevant — and sometimes mandatory — trainings from Omnicom, its agencies and outside providers on a wide variety of topics.

A large portion of these trainings are available through Omnicom Academy and LinkedIn Learning. Omnicom Academy, which launched in 2022, is a hub for learning and development courses from across the Omnicom network. LinkedIn Learning, which became available to Omnicom employees in 2023, is a platform with thousands of expert-led courses.

OneLearning provides each agency a robust catalog of self-service trainings to choose from as they tailor their curriculum to their specific business needs. With access to the full catalog of trainings, employees can also personalize their own learning journeys based on their career priorities.

20K+
courses

are now available through Omnicom’s partnership with LinkedIn Learning to offer a suite of courses on a variety of workplace topics.

105K+
hours

of mandatory training were completed by Omnicom employees in 2023 across a range of topics including Code of Conduct, DEI, and Privacy Data.



Advancing Talent with Roleseeker

Established in 2021, Roleseeker provides employees access to job opportunities across Omnicom’s U.S. networks and agencies. The goal is to remove potential barriers to recruitment and retention within Omnicom while also providing employees with opportunities and networking, based on their skills, experiences and career goals.

Omnicom Public Relations Group (OPRG) is also piloting an optimized internal mobility program across North America and EMEA called OPRG Open Door. The intent of this platform is to serve as an extension of Roleseeker in order to increase employee retention through talent agility and talent mobility, as well as upskilling to better serve clients and allow employees access to growth opportunities across the portfolio.

2023 Roleseeker Utilization

9K total users

Advancing Leadership Development for All Levels of Talent

Omnicom Media Group



In 2023, **Omnicom Media Group** (OMG) launched three new global leadership development programs to advance senior and emerging talent. The programs focus on core tenets of inspiration, capability demonstration and practical application. Approximately 1,500 individuals graduated from OMG Fuel, OMG Ignite and OMG Accelerate programs in 2023.



Evolving the Global Learning Program for the Next Generation of Leaders

TBWA Collective

Coaches Corner was introduced as part of **TBWA Collective's** Global Learning Program, convening experts for a live discussion on challenges faced by leaders today. Each year, updated content and initiatives are introduced to embrace the ever-changing work environment and to train the next generation of leaders. In 2023, over 2,500 colleagues participated in the Global Learning Program.

Offering Enhanced Learning Experiences to Deepen Understanding

Omnicom Health Group/DAS

Nearly 2,500 **Omnicom Health Group** (OHG) employees completed 12,000 hours of continuing education in 2023 through OHG University. The platform is available to all employees and offers courses specific to the network's geographically dispersed workforce. Newly developed programs from 2023 include the evolving landscape of oncology, holistic understanding of rare diseases, and management and leadership training.



Advancing Diversity, Equity and Inclusion Globally

In some circles, the value of diversity, equity and inclusion (DEI) is being debated. For Omnicom, that means it's more important than ever to double down and reinforce our commitments. We believe DEI is not just the right thing to do — it is a spark plug for creativity, innovation and progress across our global workforce and for the clients we serve.

For more in-depth information on OPEN 2.0 and our DEI efforts, please [visit our website](#).

Four Tenets of OPEN 2.0, our action plan to achieve systemic equity across every agency at Omnicom:

- **Culture:** A blueprint for achieving a culture of systemic equity — that our agencies embody the requisite values and understanding to achieve equity for all our professionals.
- **Collaboration:** A framework for our executives, the OPEN Leadership Team, DEI Champions and other professionals to collaborate in a manner to effectively and efficiently advance our DEI initiatives.
- **Clients:** Develop and retain a more diverse workforce to provide the most creative and effective campaigns in the industry, to further partner with our clients to address and support their DEI goals and initiatives, and to work together to mutually inspire the most effective DEI programs.
- **Community:** Attract and retain a significant share of the best talent by strengthening and expanding our strategic partnerships with key organizations in the DEI community that share Omnicom's values.



7th
consecutive year

being recognized by the Human Rights Campaign for meeting all the criteria on its Corporate Equality Index. As a result, Omnicom earned a score of 100 and was named a 2023 recipient of the "Equality 100: Leader in LGBTQ+ Workplace Inclusion."

“

As one of the world's largest communications companies, our responsibility to embrace and realize DEI as an accelerant is immense. Our 75K+ colleagues expect to work at a company where belonging and identity are upheld. Our clients expect relevant, inclusive work that is cutting edge and culturally real. We must not overlook the role inclusion plays in driving purpose and productivity for our people.

Emily Graham, Omnicom Chief Equity & Impact Officer

Driving OPEN 2.0 Momentum

In our third year of measuring progress against our OPEN 2.0 KPIs, we are pleased to share the results below* for 2023 as part of our ongoing commitment to transparency and meaningful change.

Hiring (U.S.)

- **3.5%** increase in the percentage of new hires who are Black, Indigenous or other People of Color (BIPOC). (41%)
- **8%** increase in the percentage of those new BIPOC hires who were for Manager or Senior Executive level roles. (33%)

Promotion/Career Advancement (U.S.)

- **4.7% increase in the percentage of** Senior Leaders (EEOC 1.1) are BIPOC. (21.5%)
- **1.9% increase in the percentage** of Senior Leaders (EEOC 1.1) are women. (51.3%)
- **1 in 3** Women of Color received a promotion.

Retention/Representation (U.S.)

- **2.7% increase in the percentage** of Omnicom employees who are BIPOC. (34%)
- **9.7% increase in the percentage** of Omnicom employees who are women. (61%)

Training (Global)

- All Omnicom employees globally must complete a course on the Foundations of Diversity, Equity, Inclusion and Belonging.
- **46,000+ hours** of new DEI training completed in 2023.
- **“The HOW” learning series** was produced in partnership with OHG, featuring network leaders explaining how DEI comes to life across 13 episodes available to all employees globally.

Employee Resource Group (ERG) Participation (U.S.)

- **50%** increase in ERG membership in 2023.

*Data is as of Dec. 31, 2023.



Progress in Numbers

For the past nine years, Omnicom has disclosed our progress against key diversity metrics for U.S. employees. Since 2020, we’ve also disclosed U.S. Equal Employment Opportunity Commission data.

Omnicom’s U.S. Equal Employment Opportunity Commission (EEOC) Data**

	EXECUTIVE MANAGERS		MID MANAGERS		PROFESSIONALS	
	2022	2023	2022	2023	2022	2023
BLACK	3.6%	3.7%	5.3%	5.4%	7.6%	7.9%
ASIAN	8.2%	7.8%	9.3%	9.6%	12.0%	12.4%
HISPANIC	6.4%	7.0%	9.9%	10.7%	12.8%	12.8%
WHITE	79.5%	79.3%	72.5%	71.1%	63.8%	62.9%
WOMEN	52.6%	52.6%	58.3%	59.5%	62.3%	62.4%

Year over year ■ increase ■ decrease

**This data is based on self-reported employee ethnicity and gender data.

Intersectional Gender and Race Data



11.5%
of total Omnicom Executive Leadership are Women of Color.



34.6%
of total population of Women are Women of Color (compared to the [industry benchmark](#) of 28.2% Women of Color).



22.6%
of Women Senior Executives at Omnicom are Women of Color.

U.S. Executive Managers, Mid Managers and Professionals



53%
Women



21%
BIPOC

U.S. Executive Managers and Mid Managers



60%
Women



29%
BIPOC

U.S. "Professionals"



62%
Women



37%
BIPOC

**Current Board Members:
11 total directors**



64%
Women



36%
BIPOC

Empowering Employees to Drive Progress

Our global efforts are strengthened through the work of our six employee resource groups (ERGs). We've seen a 10% increase in ERG membership since Q1 of 2023.



Expanding Gender-Affirming Resources

In 2023, we introduced the Omnicom Gender Transition Toolkit for transitioning employees, their managers and human resources staff. The toolkit provides important information about workplace considerations in employees' gender-affirming processes, and it was created using external sources and best practices from other companies with similar guidance and policies to Omnicom. This document serves as a comprehensive resource for transitioning employees and their managers to better understand the process and support they can expect from Omnicom.

Providing Personalized Mental Health Resources

DDB Mudra Group India

More than 200 **DDB Mudra Group India** employees took part in emotional health assessments in 2023, supporting the creation of an organization-wide mental health dashboard. The agency also developed Manaverse, an app that serves as a resource for mental well-being and provides tailored support to help employees navigate their mental health journeys. The agency underscored its dedication to mental wellness by organizing expert-led well-being sessions throughout the year, covering an array of topics from mental health sensitivity to gratitude for over 300 virtual attendees.



Meeting Diverse Wellness Needs with Calm

In 2023, Omnicom expanded paid membership to the Calm app to all employees and their family members globally at no cost. Calm is the No. 1 wellness app for sleep, meditation and relaxation.

Credera named a national Top Workplace for five Culture Excellence awards

Awards: Compensation & Benefits, Innovation, Leadership, Purpose & Values, Work-Life Flexibility



Prioritizing Workplace Culture at Credera

Omnicom Precision Marketing Group

Omnicom's agencies continue to receive accolades for their exceptional culture and workplace offerings. In 2023, Top Workplaces recognized Credera for its efforts to invest and care for employees in the areas of health, wellness, career development and talent enablement. Each award testifies to Credera's efforts in excellence, integrity and creating a people-first culture.

Aiding Global Communities Through Pro Bono Partnerships

Through our enduring pro bono partnerships with Theirworld and Gavi, we support United Nations (UN) Sustainable Development Goal No. 3: Good Health and Well-Being and Goal No. 4: Quality Education.



Expanding Access to Quality Early Education

A long-time partner of Omnicom, global education advocacy charity Theirworld, works to ensure every child can meet their potential by solving the complex barriers preventing youth from receiving a quality education. In 2023, Omnicom agencies supported Theirworld's goals by providing strategic counsel, research and creative expertise for its innovative campaigns. Theirworld launched its "Act for Early Years" campaign with support from Omnicom to secure media coverage at the UN General Assembly.

Omnicom agency support at the 2023 UN General Assembly in New York also included:

- **Omnicom** conducted a global survey to discover the issues parents face with early education and then helped raise the profile of these issues at the event, which revealed that the soaring cost of childcare was forcing a high proportion of parents to leave the workforce.
- **Omnicom Media Group** created and secured billboards around New York City and advertisements on the tops of taxis to raise awareness of the urgent need to increase funding for early education around the globe.



260M

children do not attend school globally.

50%

of children experienced setbacks in their education due to COVID-19 restrictions.

\$2.7M+

committed by Omnicom as part of the pro bono work.

6 years

of partnership between Omnicom and Theirworld.



"Theirworld is driven by a bold mission to end the global education crisis and unleash the potential of the next generation. Over the past two decades, our projects and campaigns focused on the best start in life, a safe place to learn and skills for the future and have continued to grow, holding governments to account to ensure sufficient investment in children's futures. Our message to world leaders has become louder and stronger, cutting through into mainstream media, thanks to Omnicom's strategic counsel and creative expertise. We look forward to many more years working together to unlock big change for children around the world."

- Sarah Brown, Chair, Theirworld

Improving Vaccine Access Around the World

Omnicom is proud to partner with Gavi, an international organization that brings together the public and private sector organizations – through what is known as Vaccine Alliance Partners – with the shared goal of saving lives and protecting people’s health by increasing equitable and sustainable use of vaccines.



Omnicom and its agencies supported Gavi at their midterm review, "Raising Generation ImmUnity," in Madrid, which consisted of meetings with government officials, ministers of health and other world leaders.

- **Omnicom** announced its five-year partnership with Gavi at the event in Madrid.
- **BBDO Spain** hosted a roundtable, highlighting the crucial role of the private sector in achieving vaccine equity.
- **TRO** supported creative content and event production, delivering several creative concepts that were implemented at the conference in Spain, including an LED content wall and pledge wall.
- **OHG** consulted on the midterm review report.
- **Synergy** supported presentation design and production for Gavi CEO Seth Berkley.
- **Omnicom** facilitated a private sector roundtable at Anthropy 2023 with businesses headquartered in the U.K. and identified speaking opportunities for Gavi at the event.



1B children
vaccinated around the world due to Gavi’s work.

300M
children on track to be immunized between 2021 and 2025.

7-8M
deaths expected to be prevented during this period.

\$80B-\$100B
in economic benefits estimated as a result.



Working with Omnicom agencies has been truly enlightening and enjoyable. We’ve taken so much away from it, which I know will have a lasting impact on our work. We especially appreciate the way they have helped us think differently about the way we engage and produce content.

– **Olly Cann, Director of Communications, Gavi, the Vaccine Alliance**

Supporting Our Colleagues in Ukraine

Our **more than 200 colleagues** who remain in Ukraine have continued to stay on Omnicom’s payroll since the war began in line with the commitments we made.

More than 80 colleagues and family members, including over 30 children, are currently living in Omnicom-funded housing in the Czech Republic, Hungary, Poland and Slovakia. Omnicom agencies in these countries are providing ongoing medical assistance, education, language lessons, access to critical IT equipment and other support. Most of these families are in Warsaw, where they attend regular social events, often at Omnicom offices, and some have even found new employment within the Omnicom network.

Advancing Social Inclusion Worldwide

FleishmanHillard

FleishmanHillard and BlueCurrent Group partnered with The Women's Foundation, an organization dedicated to improving the lives of women and girls in Hong Kong, to form the **#BreakZeroSum** campaign. In a video receiving over 334K views, **#BreakZeroSum** encouraged viewers to challenge stereotypes and advocated that gender equality should be a conversation among all families and organizations.

FleishmanHillard Texas employees also donated 160+ pounds of goods and 44 volunteer hours to support the Resource Center, a local organization serving 62K+ people annually through programs and critical services for the LGBTQIA+ and HIV/AIDS communities.

3 GOOD HEALTH AND WELL-BEING



5 GENDER EQUALITY



Extending Compassion to Underprivileged Communities

Areteans

Areteans collaborated with the Juhar Foundation to promote inclusive development in remote villages with a focus on improving education, health, livelihoods and protecting the environment. Efforts included establishing dedicated spaces for student learning in underprivileged communities throughout India and supporting 13+ oxygen banks to improve the accessibility of timely healthcare.

3 GOOD HEALTH AND WELL-BEING



Schoolgirl Newscasters | *Impact BBDO*



Leading the Fight for Female Literacy in Pakistan

Pakistan ranks 145th of 156 countries on the Global Gender Gap Report, and women often face barriers to basic education. On World Human Rights Day, **Impact BBDO** helped food company EBM demonstrate the future possibilities that education opens for girls by presenting two schoolgirls as newscasters on major news channels. During the broadcast, the girls discussed their own literacy journeys and, following the campaign, EBM introduced a policy of working only with schools that have an equal representation of female students.

180M+
social media impressions.

57% increase
in female student enrollment
at 160+ Pakistani schools.

Awards

Cannes Lions: Gold Glass Lion for Change
Clis: Silver
D&AD: Wood Award Winner





Building Healthy Workplaces by Addressing Mental Health Stigmas

In Brazil, 62% of workers have no mental health support provided by their employers, contributing to nearly 20,000 employees experiencing burnout and needing medical leave each year. To address this issue, the UN Global Compact Brazil network engaged **InPress Porter Novelli** to create #MenteEmFoco – a movement offering support and combating stigma around mental health in the workplace. With support from the Brazilian Society of Psychology and the commitment of the UN Global Compact, MentEmFoco pioneered the creation of six other movements by the UN in Brazil.

[Learn More >](#)

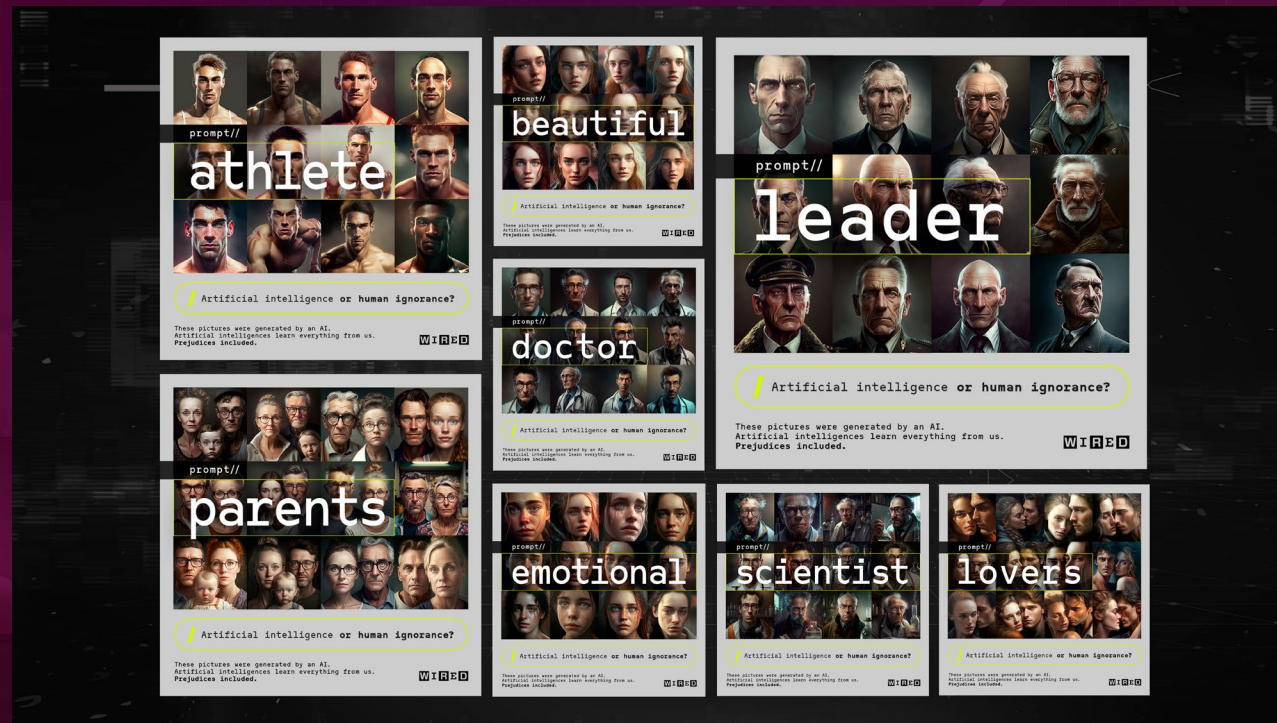
300K

employees and 45 companies participated in the movement.

100+

media articles and a livestream partnership with YouTube Music and hip-hop group Racionais MC's, which generated 1.5M+ views.





[▶ WATCH VIDEO](#)

Raising Awareness of Bias in AI

The use of artificial intelligence (AI) has become widespread, but the issue of biased data inaccurately informing the technology remains. After testing an AI text-to-image generator and finding gender biases in image results, **TBWA\Milan** and **Wired Italy** created the B A.I. S campaign to raise awareness of bias within AI and advocate for stricter AI regulations.

200K

organic interactions and **15.5M** impressions.

60%

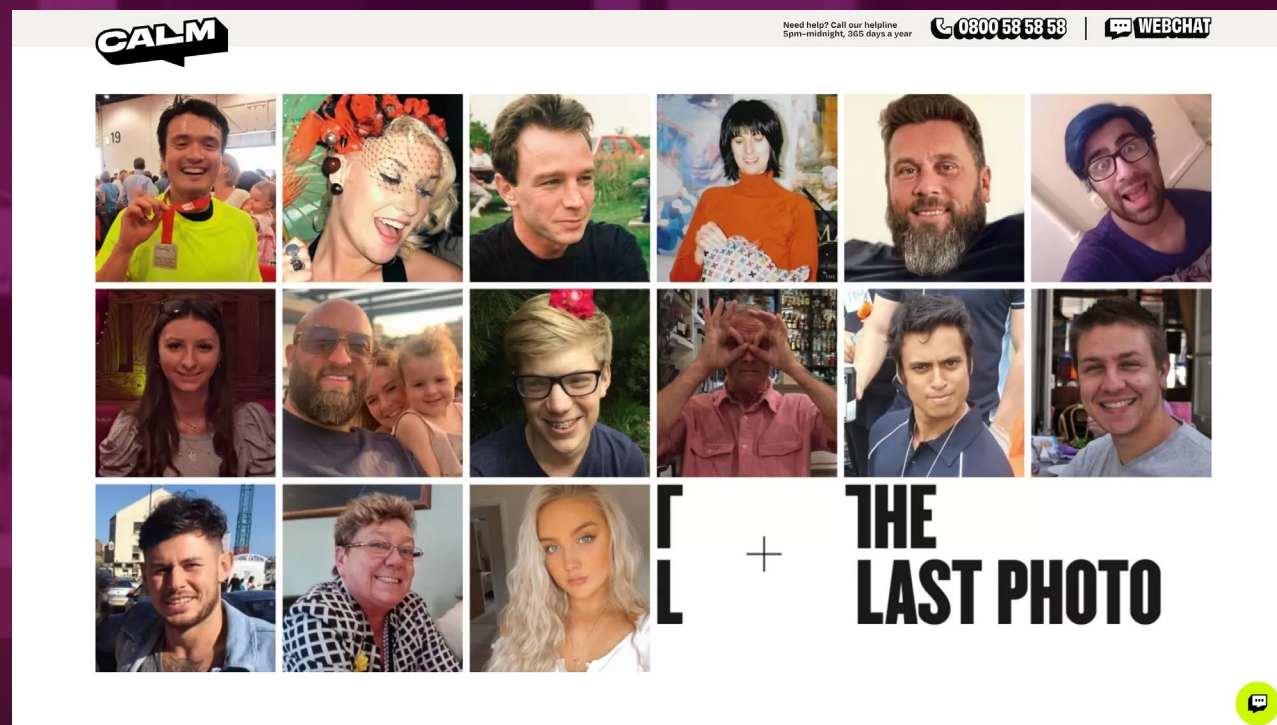
increase in conversations about AI bias.

Awards

The One Show: Merit Award Winner



The Last Photo | adam&eveDDB



[WATCH VIDEO](#)

Humanizing Those Affected by Suicide

Following years of COVID lockdowns and a cost-of-living crisis, data from the U.K. revealed that 125 people were taking their own lives, every week. With the help of adam&eveDDB, Campaign Against Living Miserably (CALM) and British broadcast television network ITV created “The Last Photo,” the largest-ever suicide prevention initiative designed to reshape the nation’s understanding of suicide and equip the U.K. population with the tools needed to help save lives. After presenting a two-day installation featuring 50 portraits of seemingly happy people in London’s South Bank, ITV revealed the true nature of the experience: the portraits were last photos of people who died by suicide. The primary goal was to kickstart a national conversation about the true nature of suicide. In that, it was an unprecedented success.

7.5M+

broadcast views and **500K+** people visited the installation.

1.6B

impressions, triggering a **33%** rise in online conversations around suicide.

Awards

- 11 Cannes Lions including four Gold and a Film Grand Prix – making it the most awarded campaign at Cannes Lions
- 12 D&AD Pencils including three Yellow Pencils
- 10 The One Show trophies including five Golds



PADvertising: It's not a luxury, PERIOD. |

PHD Costa Rica



 WATCH VIDEO

Advocating for Affordable Access to Women's Sanitary Products

In Costa Rica, taxes on menstrual products cost one in five women nearly 30% of their weekly household income. PHD Costa Rica worked with Nosotras Women Connecting to raise awareness of menstrual product affordability, abolish high taxes on menstrual pads through legislation and place free menstrual products in public schools and prisons. PHD Costa Rica launched an integrated "PADvertising" campaign using pad-shaped signs with the message "Cambiemos la regla" (Let's change the law/period). All materials urged politicians to enact change, and menstrual justice became the first new law discussed in parliament in 2023. The Costa Rican government has since abolished taxes on menstrual products and is continuing discussions to further safeguard women's menstrual rights.

6M

people reached –
90% of Costa Ricans.

48 out of 57

members of Congress committed
to passing a menstrual justice law
in parliament.

Awards

Platinum Latin America SABRE Award for the best PR Campaign of the Year

Four Festival of Media Cause Campaign Awards, including Campaign of the Year Grand Prix

Seven M&M Global Awards, including Campaign of the Year Grand Prix



“THE TRUTH BEHIND DISNEY’S POCAHONTAS”

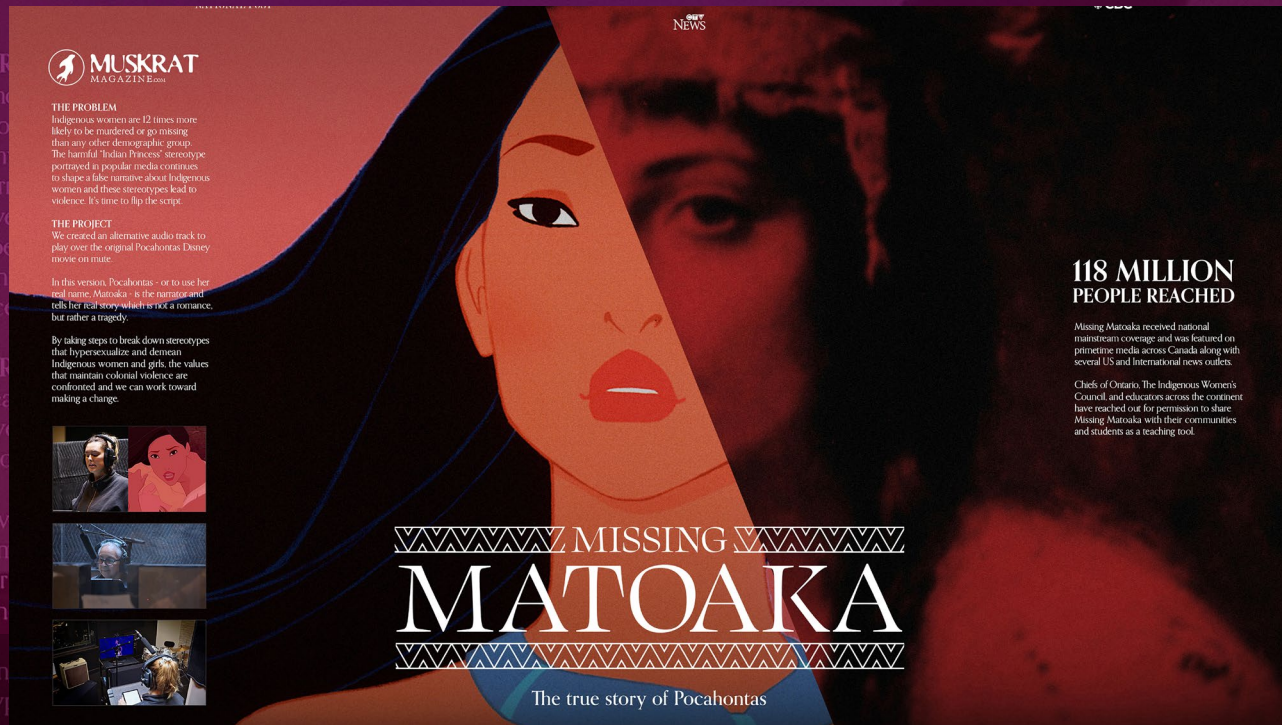
NATIONAL POST

“MISSING MATOAKAIS GIVING MATOAKA HER NAME BACK AND TELLING HER REAL STORY”

“BASED ON HISTORY, NOT MYTH”

CBC

Missing Matoaka | *BDDO Canada*



[▶ WATCH VIDEO](#)

Reframing Stories and Stereotypes of Indigenous Women

Canadian Indigenous women are 16 times more likely to be murdered or go missing than any other group in Canada, and four out of five will experience violence in their lifetime. To combat sexist stereotypes that contribute to this violence, MUSKRAT Magazine and **BDDO Canada** engaged Indigenous historians, writers and artists for “Missing Matoaka,” which tells the historically accurate story of Pocahontas through an alternative audio track for the Disney film. Chiefs of Ontario, the Indigenous Women Council and educators across the continent hope to share “Missing Matoaka” with their communities and students and change the future for Indigenous women and girls.

CTV NEWS

118M
people reached.

Over 150M
impressions within the first week
across PR and prime-time media.

118 MILLION PEOPLE REACHED

Missing Matoaka received national mainstream coverage and was featured on primetime media across Canada along with several US and international news outlets. Chiefs of Ontario, The Indigenous Women’s Council, and educators across the continent have reached out for permission to share Missing Matoaka with their communities and students as a teaching tool.

Awards

Cannes Lions: Gold and two Bronze in Radio & Audio, Silver in Digital Craft, Silver in Entertainment
The One Club for Creativity: Gold Pencil Award Winner





PROTECT OUR PLANET

Omnicom is working in earnest to reduce our environmental footprint. After reaching and surpassing our 2023 goals, we've set ambitious, yet attainable, new targets and are making measurable progress against them. Across the more than 70 countries in which we operate, we're increasing efficiency, reducing waste and empowering employees to help achieve our priorities.

Aiming to Cut Our Emissions by Nearly One-Half

2030 Goal (against baseline year 2019)

Achieved as of Year-end 2023

46.2% absolute reduction of Scopes 1, 2, 3 GHG emissions

30.2% absolute reduction of Scopes 1, 2, 3 GHG emissions

After reaching our 2023 environmental goals early, and significantly surpassing them (against baseline year 2015), we've set an aggressive new goal to reduce our absolute Scopes 1, 2 and 3 greenhouse gas (GHG) emissions 46.2% by 2030 against our 2019 baseline. This goal was validated in 2023 by the Science Based Targets initiative (SBTi) and is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory. We've already made significant progress, realizing a 30.2% GHG emissions reduction as of 2023 (against our 2019 baseline).

Increasing Accuracy

We've built our own environmental data platform at Omnicom and integrated with a carbon calculator from a third-party expert that specializes in managing sustainability data to help us measure emissions from our business activities with greater accuracy by using methodologies aligned to the most recent climate science. This has helped us identify areas of opportunity, which we are actively working to achieve.



Engaging the Network

Omnicom's Environmental Sustainability Global Core Team comprises eight network representatives, who are members of their respective senior leadership teams, and six corporate members. Underscoring the importance Omnicom places on environmental sustainability, the team meets monthly to keep our agencies informed of corporate activities and to share the latest efforts from across our network. All our agencies follow a comprehensive set of guidelines, which address everything from office-level activities to commuting habits to ensuring alignment with Omnicom's aspirations and expectations. The network representatives also have their own internal employee engagement structure to increase visibility of initiatives and education.



Global Environmental Sustainability Training

In 2023, we launched Omnicom Academy Environmental Sustainability Training, leveraging courses available on LinkedIn Learning and other educational platforms. This is in addition to the robust sustainability training offered by many of our agencies and through our global partnerships.



Advancing Industry Efforts

[Ad Net Zero](#) is the advertising industry's global initiative to reduce the carbon impact of marketing activities. Omnicom agencies have been involved with the organization since its inception in the U.K. in 2020. We are a founding member of Global Ad Net Zero, which provides leadership on implementing the Ad Net Zero playbook in other major advertising markets. Several Omnicom representatives sit on various working groups of Global Ad Net Zero. Omnicom Media Group is a key contributor to the media measurement working group, for example, which focuses on industry-wide harmonization on measuring emissions attributed to media and media buying.

In 2023, Omnicom supported the launch of Ad Net Zero USA. The USA chapter is a recent extension of the broader Ad Net Zero campaign, with a focus on widespread education to encourage action across the advertising ecosystem.

Reducing Our Real Estate Footprint

↓ **18% less square feet**

Across the Omnicom real estate footprint, we're continuing to consolidate and optimize the use of our owned and leased spaces to best serve our people and clients. Our goal is to provide flexibility in how people work, while minimizing energy use and reducing waste. From 2022 to 2023, we reduced our total space by 1.1 million square feet. To lessen the need for business travel, our facilities are equipped with state-of-the-art video conferencing equipment.

Checking the List

In 2023, we introduced a standardized environmental sustainability data collection and best practices tool that will allow us to benchmark the sustainability of our facilities, both quantitatively and qualitatively, and provide insights on how to continually improve over time. We've tailored customized templates and guidelines for three key business functions: Facilities Management, Design and Construction, and Site Selection.

Each of these data collection templates covers five focus areas:

1. Energy and carbon efficiency
2. Air quality
3. Water conservation
4. Waste reduction
5. Responsible materials and operations

These guidelines aim to enhance informed decision-making, allocate resources more efficiently and provide sustainability education to our employees.

Efficient Hubs

In suburban areas surrounding New York City, we've opened offices allowing employees across agencies to work in spaces closer to their homes. This significantly decreases the amount of space we need in the city and allows employees to shorten their commutes considerably and reduce their environmental impact. We will evaluate this model in other large markets.

34.8%
renewable
energy

Wherever possible, we seek to purchase renewable energy directly from utilities. We also continue to explore the ability to generate renewable energy in certain locations.

In 2023, we continued to increase our investment in renewable electricity, using 29,749 megawatt-hours (MWh), a 19.6% increase from 2022.



Emissions and Electricity

Over the last four years, we have reduced greenhouse gas emissions across our footprint by 30.2% (compared to our baseline year, 2019).

Global GHG Emissions in Metric Tons of Carbon (MTCO ₂ e)			
	2023	2022 ⁽⁵⁾	2019 ⁽⁵⁾
Direct Emissions			
Scope 1	39,028 ⁽¹⁾	32,915	44,756
Scope 2	34,292 ⁽²⁾	34,362	49,821
Total Direct Emissions	73,320	67,277	94,577
Indirect Emissions			
Scope 3 ⁽⁴⁾	323,514 ⁽³⁾	314,988	473,555
Total GHG Emissions	396,833	382,265	568,132

Global Electricity Footprint in Megawatt-hours (MWh) ⁽⁶⁾			
	2023	2022	2019
Total electricity	85,353	84,625	131,990
Purchased renewable electricity	29,749	24,876	21,200
Renewables as a percent of total electricity	34.8%	29.4%	16.1%

- 1) Scope 1 emissions increased 18% from 2022 to 2023, primarily due to a 4% increase in company-owned/leased fleet mileage related to client service activities and a 14% increase in the 2023 DEFRA emission conversion factors used in our emissions calculations.
- 2) Scope 2 emissions were flat from 2022 to 2023 as our total electricity use remained flat.
- 3) Scope 3 emissions increased by 3% from 2022 to 2023, primarily attributed to an increase in business travel activity and the increase in the emissions driven by changes in the 2023 DEFRA emission conversion factors used in our emissions calculations, which were largely offset by a decline in other Scope 3 categories including Capital Goods, Fuel and Energy-Related Activities, and Employee Commuting.
- 4) Scope 3 emissions include the indirect emissions of our supply chain partners that are not under our direct control; they are comprised of seven categories that are related to Omnicom's business: Category 1: Purchased Goods and Services; Category 2: Capital Goods; Category 3: Fuel and Energy-Related Activities; Category 5: Waste Generated Operations; Category 6: Business Travel; Category 7: Employee Commuting; and Category 8: Upstream Leased Assets.
- 5) Our GHG emissions for 2022 and the 2019 baseline year were restated to be presented consistently due to required material methodology changes under the requirements of SBTi. The methodology updates follow the GHG Protocol and closely align with globally recognized standards, including detailed data categorization, country-specific emission factor application, and the comprehensive ability to estimate data gaps across various scopes and subcategories.
- 6) The electricity data disclosed in this report refers to electricity that is measured and managed by Omnicom. Please see our CDP filing for further energy details.

Note: Emission factors are updated annually by third-party issuing bodies like DEFRA (Department of Food and Rural Affairs), USEEIO (US Environmentally-Extended Input-Output) and others. We apply these factors from the effective date of issuance. The issuing bodies do not update the prior year's factors to be consistent, which impacts the change in calculated emissions compared to prior years.

Note: All values are shown in terms of tons(t) of carbon dioxide(CO₂) equivalent(e) and rounded up/down.



▶ WATCH VIDEO

Urging Business Leaders to Act on Climate Goals

Acknowledging the rapid responses needed to address climate change, the Brazil Stock Exchange (B3) and United Nations (UN) sought to encourage participation in the UN Global Compact. **AlmapBBDO, Sao Paulo**, helped gain the attention of business leaders by introducing a fictitious IPO on the brink of bankruptcy to the B3: EART4. AlmapBBDO, Sao Paulo, accompanied the listing with cross-channel storytelling, including "The Urgent Report," with devastating results about the company's performance mailed to executives.

20K

business leaders reached.

140%

increase in new UN Global Compact signatories.

Awards

Cannes Lions Grand Prix: 2023 Award Winner



Plastic Kicks the Bucket | DDB Germany and OMD Germany

Better

15%

reduction in paper-related emissions.

14Km²
of filtered air.

3.5 tons
of CO₂e saved.

Plastic kicks the bucket.

Challenge
By switching to virtually plastic-free packaging for McFlurry® & Co., McDonald's in Germany has saved over 2,000 tonnes of plastic since 2019. Despite this, only 14% perceive McDonald's as an environmentally conscious brand. People need to understand that McDonald's is serious about moving towards a sustainable future.

Insight and Idea
For over 45% of people, sustainability is one of the main reasons to trust a brand. But people are rightly critical and annoyed by insubstantial promises in advertising. So? We need to communicate the packaging change as eco-efficiently and plastic-free as the packaging is.

Execution
Plastic kicks the bucket: A campaign optimised for CO₂ efficiency and itself avoids the usage of plastic components completely: Sustainable paper in print, shorter video ads and, as highlights, tentacular murals made of ecological wood that even clean the air thanks to photocatalytic paint prove sustainability.

Shorter Video Ads
-3,5t CO₂
Due to shorter video ads (vs. classic image spot length): That's a round trip flight L.A. - Cannes

Recycled Print Ads
-15%
Less emissions in print media

Sustainable Wood Mural
14.000m²
Purified air. As much as two soccer pitches of forest in one day

Plastik gibt den Löffel ab.

Results:
+2,8x "McDonald's is acting sustainably." (39% approval overall)
+22% Brand Sympathy
+15% Brand Trust
+17% Authenticity & Sincerity

Better

Sources: Pre & Post Campaign Survey (responsible media agency), online survey (adults 18-69yrs), Sep. 8th, 2022 - Sep. 13th, 2022 (n=806) and Dec. 13th, 2022 - Dec. 20th, 2022 (n=812)

WATCH VIDEO

Improving Brand Perception Around Sustainability

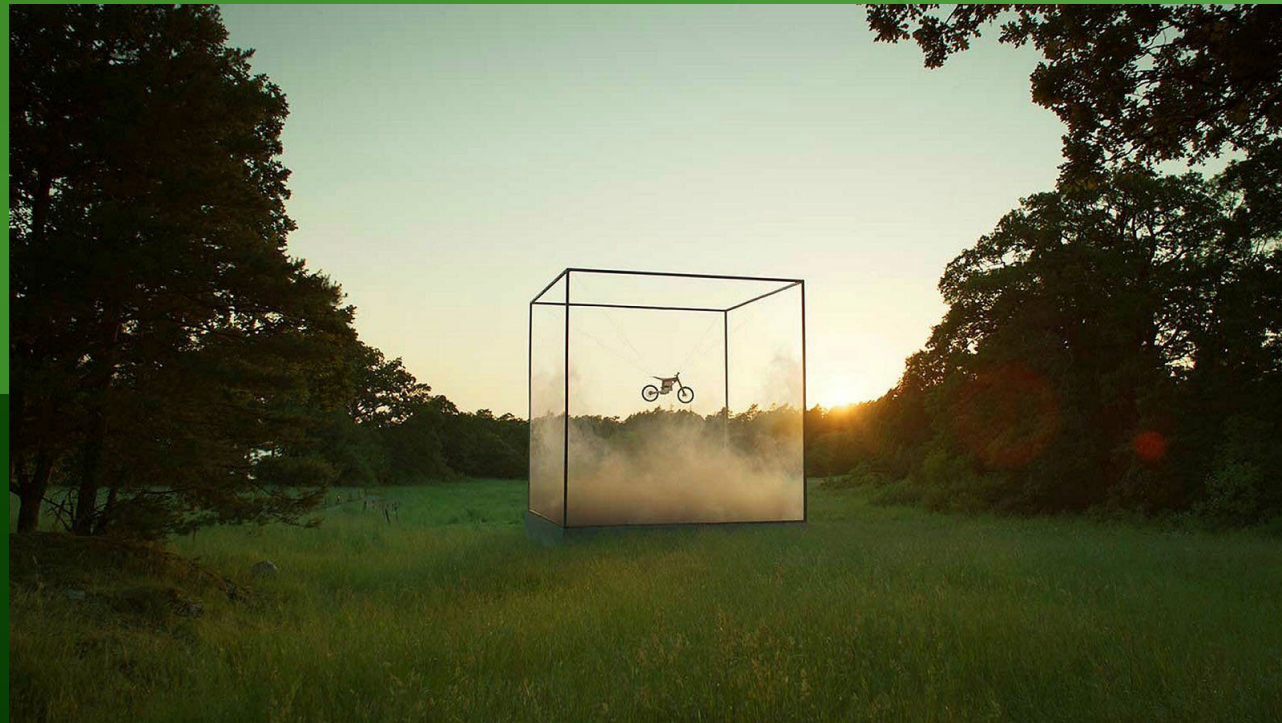
McDonald's Germany has saved 2,000-plus tons of plastic since 2019 by using virtually plastic-free packaging, yet only 14% of people perceive the brand as environmentally conscious. **DDB Germany and OMD Germany** joined forces to show consumers that at McDonald's, "Plastic Kicks the Bucket" by developing a campaign using more sustainable tactics, such as shorter video ads and murals made of ecological wood and photocatalytic paint. The campaign greatly improved brand perception, with nearly three times as many survey respondents saying McDonald's acts sustainably.

Awards

- Eurobest Grands Prix + Silver
- Festival of Media Global Gold and Media Cause Campaign
- Highly Commended
- Internationalist Awards Gold
- Marketing Makes a World of Difference Awards Grand Prix Winner



The Cleanest Dirt Bike Ever | *NORD DDB*



10M+

PR reach

127.8M

social media impressions

Showcasing Beginning-to-End Product Decarbonization

European energy leader, Vattenfall, sought to showcase its expertise in decarbonization and inspire the automotive industry to follow suit. **NORD DDB** proposed a product, rather than a campaign. Vattenfall partnered with Swedish electric motorcycle maker CAKE to produce the world's first fossil-free dirt bike by 2025 by removing carbon emissions associated with its production. The campaign attracted attention from Öhlins Racing, the world-leading suspension supplier to brands such as BMW, Ferrari and Volkswagen; SKF, one of the world's largest bearing manufacturers; SSAB, Scandinavia's biggest steel manufacturer; HYDRO, one of the world's largest producers and refiners of aluminum; and PaperShell, a Swedish manufacturer of carbon-free materials.

[Learn More >](#)

Awards

Sustainable Brand Index: Årets Insats Winner
D&AD: Wood Pencil in the Impact category
The One Show: Green Pencil





59%

increase in brand engagement.

1M

trees planted by 2040
commitment from Bayer.

Alleviating Allergies by Restoring Botanical Balance

Today, all types of allergies affect over 30% of adults and 40% of kids in the U.S. According to a study in 2012, pollen levels are expected to double by 2040. Many parks and backyards are surrounded by pollen-laden male-only trees based on the recommendation of a 1949 USDA report that they should be planted instead of female trees, which give off no pollen. But more female trees can make a better outside for all.

Energy BBDO Chicago worked with Claritin on its mission to help the world live as if we don't have allergies at the height of U.S. pollen levels. Claritin, in partnership with the Arbor Day Foundation, planted and distributed free female trees, creating allergy-fighting greenspaces across the U.S. Claritin also commissioned an unprecedented study with Cornell University to show the positive impact of planting low-pollen trees in the U.S.

[Learn More >](#)

Awards

Cannes Lions 2023 Gold: Health and Wellness,
Consumer Products Promotion



WWF + Ariel #WirDrehenRunter (#WeTurnDown) | *Ketchum Germany*

1°C

reduction in German washing temperatures.

100K

tons of CO₂ saved (equivalent to the energy consumption of 72K households).

Encouraging Cold Washes to Reduce CO₂ Emissions

To show how easy it is to wash laundry in a more climate-conscious way, P&G Germany teamed up with **Ketchum Germany** to design a campaign for Ariel's #WeTurnDown initiative in collaboration with WWF. The campaign refreshed a laundromat in Hamburg, Germany, by covering it in Ariel x WWF designs. For the first time, all machines were locked to a 30 degrees Celsius cold wash cycle. The "Der Kaltwaschsalon" (cold laundrette) welcomed hundreds of visitors to wash for free, experience Ariel's products and see the impact of turning down cycle temperatures.

[Learn More >](#)





LEAD RESPONSIBLY

At Omnicom, we prioritize strong corporate governance and policies to align our practices with the expectations of our stakeholders. Our management team has a strong legacy of responsible leadership while driving consistent business growth. Across our operations, leadership emphasizes the highest ethical standards for all employees, contractors and business partners.

Board of Directors

Omnicom's directors bring a strong mix of key skills to the Board and provide highly effective oversight critical to our continued success. Omnicom is regularly recognized for having one of the most diverse Boards of any U.S.-based company. Our Lead Independent Director is a woman, our Audit, Compensation and Finance Committees are chaired by women directors, and the Governance Committee is chaired by a director who is Black. Our Board has evolved in recent years through a deliberate and ongoing refreshment process, bringing increased diversity, fresh perspectives and a mix of relevant skills to the Board without sacrificing institutional knowledge. Each director stands for election annually.



11

Total Directors

including our Chairman and Chief Executive Officer

10

independent directors

7

women directors

4

Black directors

2

Hispanic/Latinx directors

Refreshing the Board

Omnicom's Board elected Mary C. Choksi to serve as our new Lead Independent Director in light of Leonard Coleman's decision to step down from the role at the end of 2023. Ms. Choksi is a strong and dedicated Board leader, whose integrity and values align perfectly with the important role of Lead Independent Director. Mr. Coleman continues to serve on the Board and chairs our Governance Committee.

#23

On Diversity First's Top 50 Companies for Diversity, based on an assessment of racial and gender diversity of our executive and Board membership.



Expanding the Board of Directors

Omnicom appointed Casey Santos as an independent director and member of the Finance Committee, effective Jan. 1, 2024. Ms. Santos brings valuable expertise in technology, digital transformation and artificial intelligence to Omnicom's Board and Finance Committee.

Ms. Santos was formerly Asurion's Chief Information Officer, responsible for global technology and procurement teams and strategy. She has previously held technology leadership roles at AllianceBernstein, General Atlantic and McKinsey. She started her career at NASA, supporting over 20 space shuttle missions.

Ethics and Integrity

The way we do business is just as important to our success as the work we produce for our clients. Our high standards for ethics, transparency and compliance play a key role in our continued business performance.

Code of Business Conduct

Omnicom's [Code of Business Conduct](#) reflects our commitment to uphold the highest ethical standards across all areas of our business.

The Code applies to everyone who works on Omnicom's behalf, including full- and part-time employees, contractors, business partners and members of the Board. We encourage anyone who witnesses or learns of activity that violates the Code, the law or any other policy to speak up by:

- Reaching out to their supervisor or a senior manager.
- Contacting the financial manager of their agency or network.
- Contacting the legal department of their agency or network.
- Calling Omnicom's Internal Control Line or emailing Omnicom's legal department, both of which allow employees to remain anonymous.



Our Code of Business Conduct outlines:

Our Values

Our Beliefs

Our Policies

Anti-corruption and Anti-bribery Training

We require all Omnicom employees to complete robust anti-corruption and anti-bribery training. Given the nuances of global regulations and varying cultural norms across our operating regions, the training sets a universal standard for how employees should conduct themselves when selecting third-party vendors, interacting with government officials, accepting gifts or hospitality, and maintaining records.

Political Contributions and Trade Association Disclosures

Our U.S. Political Contributions Policy outlines our standards for consideration and approval for our agencies to engage in political activities at the federal, state or local levels. At the holding company level, Omnicom does not make political contributions or sponsor a political action committee. In 2023, Omnicom and its agencies made no U.S. political contributions.

Omnicom also discloses payments in excess of \$50K to U.S. trade associations for dues or contributions, and the amount of such dues or contributions used for lobbying or other political activity.

See the Corporate Governance section of our [website](#) for more information.

Standardizing Cybersecurity Policies

To maintain security across our operations, Omnicom is guided by internationally recognized cybersecurity standards and frameworks. Omnicom's Information Management Security System (ISMS) is certified under the ISO 27001 Information Security Framework. In 2023, we further standardized our operating models across our networks and agencies under Omnicom's global framework.

In the U.S., we also reference the National Institute of Standards and Technology (NIST) framework to inform our risk management policies and procedures.

To maintain strong awareness of our policies and procedures, employees across the network are required to complete annual security awareness training and acknowledge the Acceptable Use Policy, which lays out expectations on the protection and use of our assets.



Implementing Consistent Data Privacy Protections

Led by Omnicom's Chief Data Privacy Officer, the Global Privacy Office (GPO) is responsible for implementing data privacy policies across the network. The GPO ensures a consistent approach to data privacy across our networks and practice areas to best protect our data.

Omnicom utilizes OneTrust across our networks and practice areas to protect the data of our employees, clients and partners. OneTrust is a powerful privacy and data governance tool that facilitates our monitoring of data across the organization, regulatory compliance, and operationalizing of our privacy program and incident response policies.

We evolve our protocols to protect our employees, clients and partners. Our teams closely monitor the privacy landscape and make policy updates to support our regulatory compliance efforts under applicable regulations, including the General Data Protection Regulation in the European Union and the California Consumer Privacy Act.

Omnicom employees are required to complete our privacy and data protection training module.

Uncovering the Potential of Generative Artificial Intelligence

We see significant opportunities to harness generative artificial intelligence (AI) to boost our productivity and enhance our service offerings. In 2023, we formed an AI Steering Committee, and a number of subcommittees, with members of Omnicom's senior leadership team and relevant subject matter experts to better understand and prepare for how generative AI will affect our business model.

While we are excited by the potential of AI, we continue to take a measured approach to exploring and implementing the technology. Maintaining the safety and privacy of our clients, our employees and our company remains our top priority. To date, many of our agencies have launched exciting generative AI campaigns for clients. Omni Assist, our generative AI assistant, is also in production and will be used across the network.



ABOUT THIS REPORT

Omnicom's approach to corporate responsibility is built upon our long-standing and persistent commitment to diversity, equity and inclusion, environmental stewardship, a culture of ethics and firm corporate governance. This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2023 and includes some anecdotal information from early 2024.

The report is organized to reflect our three focus areas: Empower People, Protect Our Planet and Lead Responsibly. In this report, and online at omnicomgroup.com/corporate-responsibility, we have included a select number of case studies from our network of agencies to characterize Omnicom's commitment to our workplace, our communities and the environment.

Material Topics Identification

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

Our material topics are:

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

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

As part of our regular governance efforts, we reached out to shareholders holding approximately 70% of our outstanding shares, and we spoke with every shareholder who accepted our invitation for engagement. The constructive feedback we received from shareholders – which encompassed topics such as company strategy and performance, Board composition, refreshment and leadership, succession planning, diversity, equity and inclusion, environmental sustainability and corporate governance – is shared with and discussed by the Board of Directors on a regular basis.

Scope

The quantitative data in this report covers Omnicom's global operations in fiscal year 2023 (from Jan. 1 to Dec. 31, 2023). Numbers throughout the report are estimates based on available data. Unless otherwise noted, data within the report reflects our United States operations. Our last published report, released in the summer of 2023, covered primarily 2022 data and activities.

This report was prepared with reference to the GRI Standards 2021 and aligns with the SASB Marketing and Advertising Sustainability Accounting Standard (2018). We plan to continue publishing an annual corporate responsibility report.



GRI REPORT INDEX

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GENERAL DISCLOSURES		
GRI 2: General Disclosures 2021	2-1 Organizational details	Omnicom 2023 CR Report, Page 5 (About Omnicom) Omnicom 2023 Form 10-K, Item 1. Business
	2-2 Entities included in the organization's sustainability reporting	Omnicom 2023 Form 10-K, Subsidiaries of Registrant, Page 78
	2-3 Reporting period, frequency and contact point	Omnicom 2023 CR Report, Page 42 (About This Report, Scope)
	2-4 Restatements of information	Some environmental data has been restated. See Omnicom 2023 CR Report, Page 31 (Protect Our Planet, Reducing Energy Use and Emissions)
	2-5 External assurance	Data in this report has not been externally assured.
	2-6 Activities, value chain and other business relationships	Omnicom 2023 CR Report, Page 5 (About Omnicom) Omnicom 2023 Form 10-K, Item 1. Business
	2-7 Employees	Omnicom 2023 CR Report, Page 5 (About Omnicom) Omnicom 2023 Form 10-K, Human Capital Resources and Environmental Sustainability Initiatives, Page 3
	2-8 Workers who are not employees	Omnicom does not report this information.
	2-9 Governance structure and composition	Omnicom 2023 CR Report, Page 38 (Lead Responsibly, Board of Directors) Omnicom 2024 Proxy Statement, Pages 16-26 (2024 Director Nominees)
	2-10 Nomination and selection of the highest governance body	Omnicom 2023 CR Report, Page 38 (Lead Responsibly, Board of Directors) Omnicom 2024 Proxy Statement, Item 1 - Election of Directors
	2-11 Chair of the highest governance body	Omnicom 2024 Proxy Statement, Pages 34-35 (Board Leadership Structure)
	2-12 Role of the highest governance body in overseeing the management of impacts	Omnicom Governance Committee Charter Omnicom 2024 Proxy Statement, Pages 28-29 (Board's Role and Responsibilities)
	2-13 Delegation of responsibility for managing impacts	Omnicom Governance Committee Charter Omnicom 2024 Proxy Statement, Pages 28-29 (Board's Role and Responsibilities)
	2-14 Role of the highest governance body in sustainability reporting	Reviewed by Omnicom's Chief Financial Officer.

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GRI 2: General Disclosures 2021(cont.)	2-15 Conflicts of interest	Omnicom 2024 Proxy Statement, Page 39 (Ethical Business Conduct)
	2-16 Communication of critical concerns	Omnicom 2024 Proxy Statement, Page 33 (Shareholder Communications with Board Members)
		Omnicom Internal Control Line
	2-17 Collective knowledge of the highest governance body	Senior management regularly discusses economic, environmental, social and governance topics during shareholder engagement meetings conducted annually.
	2-18 Evaluation of the performance of the highest governance body	Omnicom 2024 Proxy Statement, Page 14 (Qualifications of the Members of the Board)
	2-19 Remuneration policies	Omnicom 2024 Proxy Statement, Pages 10 (Executive Compensation Highlights), 40-41 (Directors' Compensation for Fiscal Year 2023), 43-76 (Executive Compensation)
	2-20 Process to determine remuneration	Omnicom 2024 Proxy Statement, Pages 52-64 (Compensation Discussion & Analysis)
	2-21 Annual total compensation ratio	Omnicom 2024 Proxy Statement, Page 73 (Pay Ratio Disclosure)
	2-22 Statement on sustainable development strategy	Omnicom 2023 CR Report, Page 4 (Letter from Our Chairman and CEO)
	2-23 Policy commitments	Partially reported: Omnicom's Code of Business Conduct is approved by our Board of Directors. All employees are required to read and abide by our Code of Business Conduct.
		Omnicom Website: Corporate Governance
	2-24 Embedding policy commitments	Partially reported: Omnicom's Code of Business Conduct is approved by our Board of Directors. All employees are required to read and abide by our Code of Business Conduct.
		Omnicom Website: Corporate Governance
	2-26 Mechanisms for seeking advice and raising concerns	Omnicom Internal Control Line
2-27 Compliance with laws and regulations	During our fiscal year ending Dec. 31, 2023, Omnicom was not subject to any legal proceedings with a material adverse effect on our results of operations or financial position.	
2-28 Membership associations	ADCOLOR, Ad Council, American Advertising Federation, American Association of Advertising Agencies (4A's), Asian University for Women, Do The WeRQ, Deutsche Stiftung Weltbevölkerung (DSW), GLAAD, Institute for Public Relations, Shave for a Cure, The LAGRANT Foundation, The Valuable 500, Theirworld, Unstereotype Alliance	
2-29 Approach to stakeholder engagement	Omnicom 2023 CR Report, Page 41 (About This Report, Material Topics Identification)	
2-30 Collective bargaining agreements	0% of Omnicom employees in the United States are covered by collective bargaining agreements.	
MATERIAL TOPICS		
GRI 3: Material Topics 2021	3-1 Process to determine material topics	Omnicom 2023 CR Report, Page 41 (About This Report, Material Topics Identification)
	3-2 List of material topics	Omnicom 2023 CR Report, Page 41 (About This Report, Material Topics Identification)

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
ECONOMIC		
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Omnicom 2023 Form 10-K, F-4-F-8 (Consolidated Balance Sheets)
	201-2 Financial implications and other risks and opportunities due to climate change	Omnicom 2023 CDP Climate Response
	201-3 Defined benefit plan obligations and other retirement plans	Omnicom 2023 Form 10-K, F-24 (Pension and Other Postemployment Benefits)
GRI 202: Market Presence 2016	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.
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	Omnicom 2023 CR Report, Page 18 (Empower People, Aiding Global Communities Through Pro Bono Partnerships)
	203-2 Significant indirect economic impacts	Omnicom 2023 CR Report, Page 18 (Empower People, Aiding Global Communities Through Pro Bono Partnerships)
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	The majority of Omnicom's buying decisions are made at the agency level in the context of the production of client products and campaigns.
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	Omnicom 2023 CR Report, Page 39 (Lead Responsibly, Ethics and Integrity)
		Omnicom Code of Business Conduct
GRI 206: Anti-competitive Behavior 2016	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	There were no legal actions during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant.
ENVIRONMENT		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Omnicom 2023 CDP Climate Response
	302-3 Energy intensity	Omnicom 2023 CDP Climate Response
	302-4 Reduction of energy consumption	Partially reported: Omnicom 2023 CR Report, Page 29 (Protect Our Planet, Reducing our Real Estate Footprint)
	302-5 Reductions in energy requirements of products and services	Omnicom 2023 CR Report, Page 29 (Protect Our Planet, Advancing Industry Efforts)
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Omnicom 2023 CR Report, Page 31 (Protect Our Planet, Emissions and Electricity)
	305-2 Energy indirect (Scope 2) GHG emissions	Omnicom 2023 CR Report, Page 31 (Protect Our Planet, Emissions and Electricity)
	305-3 Other indirect (Scope 3) GHG emissions	Omnicom 2023 CR Report, Page 31 (Protect Our Planet, Emissions and Electricity)

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GRI 305: Emissions 2016 (cont.)	305-4 GHG emissions intensity	Omnicom 2023 CDP Climate Response
	305-5 Reduction of GHG emissions	Omnicom 2023 CR Report, Page 31 (Protect Our Planet, Emissions and Electricity)
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Partially reported: Omnicom Supplier Code of Conduct
SOCIAL		
GRI 401: Employment 2016	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	Partially reported: Omnicom 2022 CR Report, Page 19 (Empower People, Expanded Parental Leave)
GRI 403: Occupational Health and Safety 2018	403-6 Promotion of worker health	Omnicom 2023 CR Report, Pages 16 (Empower People, Expanding Gender-Affirming Resources) and 17 (Meeting Diverse Wellness Needs with Calm)
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Partially reported: Omnicom 2023 CR Report, Page 10 (Empower People, Prioritizing Professional Development)
	404-2 Programs for upgrading employee skills and transition assistance programs	Omnicom 2023 CR Report, Page 10 (Empower People, Prioritizing Professional 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.
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	Omnicom 2023 CR Report, Page 38 (Lead Responsibly, Board of Directors)
		Omnicom 2023 CR Report, Page 48 (SASB Standards Index, SV-AD-330A.1)
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Partially reported: Omnicom Supplier Code of Conduct
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Partially reported: Omnicom Supplier Code of Conduct
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Partially reported: Omnicom Supplier Code of Conduct
GRI 415: Public Policy 2016	415-1 Political contributions	Partially reported: Omnicom 2023 CR Report, Page 39 (Lead Responsibly, Political Contributions and Trade Association Disclosures)

SASB STANDARDS INDEX

Omnicom’s 2023 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 2023, unless otherwise indicated. This report complements our annual Corporate Responsibility Report, available at omnicomgroup.com/corporate-responsibility.

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 to launch behavioral advertising campaigns for Omnicom’s advertiser clients. At other times, Omnicom and its subsidiaries use industry standard technology and data 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 all applicable state privacy laws, including but not limited to the California Consumer Privacy Act (CCPA), the California Privacy Rights Act (CPRA), the Colorado Privacy Act (CPA), Virginia Consumer Data Protection Act (VCDPA), guidance from the Federal Trade Commission (FTC) and generally accepted industry self-regulatory standards, including those applicable standards promulgated by the Interactive Advertising Bureau (IAB) and the Digital Advertising Alliance (DAA). In the EU and U.K., Omnicom complies with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018, respectively. 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 current and in compliance with new legal requirements and prevailing industry best practices. Consumers can exercise certain choices regarding the processing of their personal 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.
Advertising Integrity	SV-AD-270A.1	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive or unfair advertising	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. 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.

TOPIC	SASB CODE	ACCOUNTING METRIC	RESPONSE																																																							
Advertising Integrity (cont.)	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 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	4.2% of 2021 revenue, 4.2% of 2022 revenue and 4.4% of 2023 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.																																																							
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	<p>Omnicom's U.S. Equal Employment Opportunity Commission (EEOC) Data as of Nov. 30, 2022 and Nov. 30, 2023</p> <table border="1"> <thead> <tr> <th></th> <th colspan="2">Black</th> <th colspan="2">Asian</th> <th colspan="2">Hispanic</th> <th colspan="2">White</th> <th colspan="2">Female</th> </tr> <tr> <th></th> <th>2022</th> <th>2023</th> <th>2022</th> <th>2023</th> <th>2022</th> <th>2023</th> <th>2022</th> <th>2023</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>EXECUTIVE MANAGERS</td> <td>3.6%</td> <td>3.7%</td> <td>8.2%</td> <td>7.8%</td> <td>6.4%</td> <td>7.0%</td> <td>79.5%</td> <td>79.3%</td> <td>52.6%</td> <td>52.6%</td> </tr> <tr> <td>MID MANAGERS</td> <td>5.3%</td> <td>5.4%</td> <td>9.3%</td> <td>9.6%</td> <td>9.9%</td> <td>10.7%</td> <td>72.5%</td> <td>71.1%</td> <td>58.3%</td> <td>59.5%</td> </tr> <tr> <td>PROFESSIONALS</td> <td>7.6%</td> <td>7.9%</td> <td>12.0%</td> <td>12.4%</td> <td>12.8%</td> <td>12.8%</td> <td>63.8%</td> <td>62.9%</td> <td>62.3%</td> <td>62.4%</td> </tr> </tbody> </table> <p>We believe that these statistics, and the diversity of our Board, clearly reflect the value Omnicom places on workplace diversity and the strength of its efforts to promote professional opportunities for women and diverse individuals. Seven of our 11 directors are women, four are Black and two are Hispanic/Latinx.</p> <p>Learn more at www.omnicomgroup.com/corporate-responsibility/dei-download/</p> <p>We published our EEO-1 Data ("EEO-1 Report") on our website this year, reflecting demographic data for 2023, and are committed to continuing this level of disclosure going forward.</p>		Black		Asian		Hispanic		White		Female			2022	2023	2022	2023	2022	2023	2022	2023	2022	2023	EXECUTIVE MANAGERS	3.6%	3.7%	8.2%	7.8%	6.4%	7.0%	79.5%	79.3%	52.6%	52.6%	MID MANAGERS	5.3%	5.4%	9.3%	9.6%	9.9%	10.7%	72.5%	71.1%	58.3%	59.5%	PROFESSIONALS	7.6%	7.9%	12.0%	12.4%	12.8%	12.8%	63.8%	62.9%	62.3%	62.4%
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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 71.7K employees as of Dec. 31, 2021, 74.2K employees as of Dec. 31, 2022 and 75.9K employees as of Dec. 31, 2023.																																																							

FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements, including statements within the meaning of the Private Securities Litigation Reform Act of 1995. In addition, from time to time, the Company or its representatives have made, or may make, forward-looking statements, orally or in writing. These statements may discuss goals, intentions and expectations as to future plans, trends, events, results of operations or financial position, or otherwise, based on current beliefs of the Company's management, as well as assumptions made by, and information currently available to, the Company's management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "should," "would," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or similar words, phrases or expressions. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the Company's control. Therefore, you should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include: adverse economic conditions, including those caused by geopolitical events, international hostilities, acts of terrorism, public health crises, high and sustained inflation in countries that comprise our major markets, high interest rates, and labor and supply chain issues affecting the distribution of our clients' products; international, national or local economic conditions that could adversely affect the Company or its clients; losses on media purchases and production costs incurred on behalf of clients; reductions in client spending, a slowdown in client payments and a deterioration or disruption in the credit markets; the ability to attract new clients and retain existing clients in the manner anticipated; changes in client advertising, marketing and corporate communications requirements; failure to manage potential conflicts of interest between or among clients; unanticipated changes related to competitive factors in the advertising, marketing and corporate communications industries; unanticipated changes to, or the ability to hire and retain key personnel; currency exchange rate fluctuations; reliance on information technology systems and risks related to cybersecurity incidents; effective management of the risks, challenges and efficiencies presented by utilizing AI technologies and related partnerships in our business; changes in legislation or governmental regulations affecting the Company or its clients; risks associated with assumptions the Company makes in connection with its acquisitions, critical accounting estimates and legal proceedings; the Company's international operations, which are subject to the risks of currency repatriation restrictions, social or political conditions and an evolving regulatory environment in high-growth markets and developing countries; and risks related to our environmental, social and governance goals and initiatives, including impacts from regulators and other stakeholders, the impact of factors outside of our control on such goals and initiatives, as well as the risk factors discussed in our filings with the Securities and Exchange Commission, including our Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q. The foregoing list of factors is not exhaustive.

Certain statements contained in this report, particularly pertaining to our ESG performance, goals and initiatives, are subject to additional risks and uncertainties, including regarding gathering and verification of information and related methodological considerations; our ability to implement various initiatives under expected time frames, cost, and complexity; our dependence on third parties to provide certain information and to comply with applicable laws and policies; and other unforeseen events or conditions. These factors, as well as others, may cause results to differ materially and adversely from those expressed in any of our forward-looking statements.

Additionally, we may provide information herein or in other locations, such as our corporate website or documents accessible thereby, that is not necessarily "material" under the federal securities laws for the Securities and Exchange Commission reporting purposes, but that is responsive to various matters, including certain ESG standards and frameworks (including standards for the measurement of underlying data), and the interests of various stakeholders. Much of this information is subject to assumptions, estimates or third-party information that is still evolving and subject to change. For example, our disclosures may change due to revisions in framework requirements, availability or quality of information, changes in our business or applicable government policies, or other factors, some of which may be beyond our control. We note that standards and expectations regarding GHG accounting and the processes for measuring and counting GHG emissions and GHG emission reductions are evolving, and we cannot guarantee that our approach to these or other matters will necessarily align with a particular standard or stakeholder preference. It is possible that our approaches both to measuring our emissions and to reducing emissions and measuring those reductions may be, either currently by some stakeholders or at some point in the future, considered inconsistent with common or best practices with respect to measuring and accounting for such matters, and reducing overall emissions. Similarly, while we seek to align these disclosures with the recommendations of various third-party frameworks, such as the SASB, we ultimately use such frameworks only as references for our disclosures and cannot guarantee strict adherence to these framework recommendations. Separately, the standards and performance metrics used, and the expectations and assumptions they are based on, have not, unless otherwise expressly specified, been verified by any third party.



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

Read more at omnicomgroup.com/corporate-responsibility