



INDIVIDUAL ACTS. GLOBAL IMPACT.

ALL IN ON CORPORATE RESPONSIBILITY

OmnicomGroup

2022 CORPORATE RESPONSIBILITY REPORT



Rayha.

Omnicom is committed to humanizing the challenges of change. We are empowering our people to leverage their unique abilities to make a meaningful impact on the world. Every individual within our network brings distinct perspectives and ideas to our mission of leading responsibly. Together, we are a compelling force for creating change.

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LETTER FROM OUR CHAIRMAN AND CEO

At Omnicom, we strive to make a difference for our more than 70,000 people, clients, shareholders and the world we share. We recognize the collective strength of our organization and the change we can make together. Every individual action contributes to our positive global impact.

In 2022, we continued to demonstrate our commitment to advancing sustainable and responsible practices around the globe. We measured our progress and refined our agenda, focusing on three areas that succinctly describe our priorities and serve as organizational principles for this report: **Empower People, Protect Our Planet and Lead Responsibly.**

Our diverse and dedicated team made significant headway against these priorities while delivering exceptional results for our clients and shareholders in 2022.

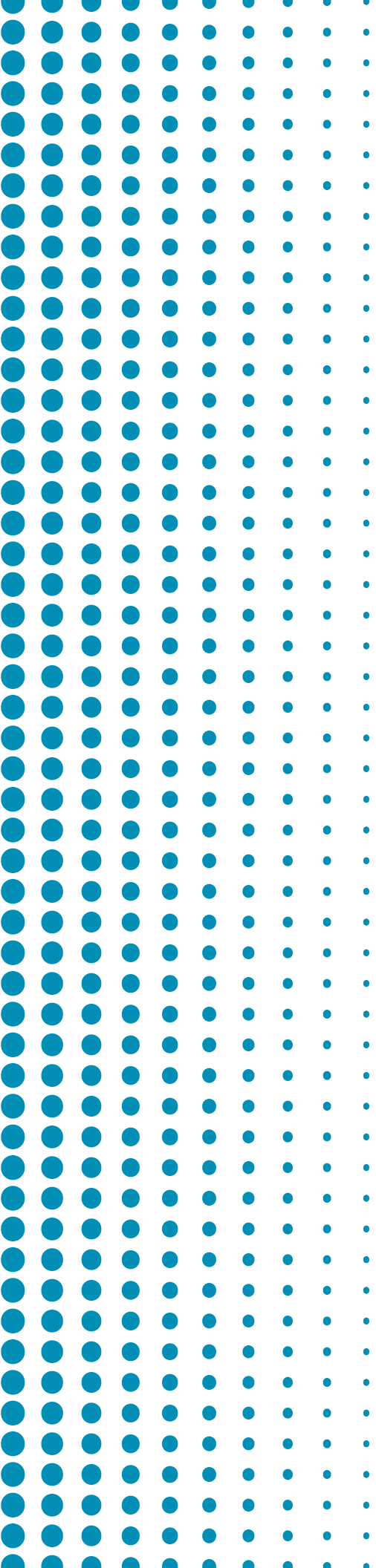
Since its launch in July 2020, our OPEN 2.0 action plan continues to guide our goal to achieve systemic equity throughout Omnicom. The OPEN leadership team of dedicated, full-time diversity, equity and inclusion (DE&I) professionals has nearly tripled since OPEN 2.0's launch to include more than 60 leaders. These leaders are responsible for driving and delivering against specific KPIs defined in the OPEN 2.0 action plan.

Importantly, each of our network and practice area CEOs has a DE&I leader reporting directly to them, and our executive compensation is determined, in part, by performance against five DE&I key performance indicators (KPIs). We also continued to foster community inside and outside Omnicom through our global Employee Resource Groups (ERGs) and our support of organizations and programs dedicated to increasing diversity and access across our industry.

Our efforts were recognized by Forbes, which included us on its 2021 list of Best Employers For Diversity and its 2022 list of Best Employers For Women. You can find more information about this work in our 2022 DE&I Report entitled [*Individual Acts. Global Impact. Equity For All.*](#)

Our people are truly what make Omnicom exceptional. Through their work and ingenuity, we are able to contribute positively and meaningfully to the communities where we live and work. As a signatory to the United Nations Global Compact, we are committed to supporting and respecting the protection of internationally proclaimed human rights and eliminating discrimination in employment and occupation. We carry out this commitment through industry initiatives, employee volunteerism, and client and pro bono campaigns.

In addition to these long-term efforts, we prioritize responding to areas of great need in times of crisis. In 2022, our agencies quickly mobilized to support Ukraine. To this day they are giving substantial time and resources to provide humanitarian aid to our Ukrainian colleagues and civilians impacted by the Russian invasion. We also extended assistance to colleagues, their families and affected communities in Turkey and northern Syria following catastrophic earthquakes earlier this year.



Another key area of focus in 2022 was environmental sustainability. Our Chief Environmental Sustainability Officer, together with a team of sustainability leaders across our network and practice areas, helps us oversee the implementation of measurable goals, strong policies and purposeful partnerships with the aim of reducing our carbon footprint. Our team commissioned a third-party expert to help us establish a comprehensive view of our global carbon footprint as a baseline for developing enhanced reduction targets. The first step in effecting change.

We've set a new, aggressive goal to reduce our Scope 1, 2 and 3 greenhouse gas emissions 46.2% by 2030 against a 2019 baseline. This is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory. As part of the process to establish meaningful environmental goals, we formally submitted our emissions reduction targets to the Science Based Targets initiative (SBTi), which audits and evaluates participating companies' goals and their alignment with the global mandate to keep the planet's warming below 1.5 degrees Celsius. Our near-term emissions-reduction target was validated by SBTi in early 2023.

As a founding member of Global Ad Net Zero, Omnicom continued to play a leading role in efforts to reduce carbon emissions from advertising operations. In the year ahead, we look forward to strengthening our involvement in this sustainability effort and other key industry initiatives while continuing to implement best practices within our operations.

Actions and commitments like these illustrate how our people work every day to make a lasting and positive impact on each other, our clients and the world. I was extremely proud to see how the 2022 efforts of our global team resulted in several prestigious industry accolades, including being named **Advertising Age's 2023 Holding Company of the Year**, which recognized our 2022 leading operational and financial performance, as well as our achievements in DE&I, talent and groundbreaking work.

We pledge to our people, clients, shareholders and communities our full commitment to operating sustainably and responsibly everywhere we do business. Every person at Omnicom has a role to play in making this possible and in having a truly global impact. Thank you for your support and dedication.

John D. Wren
Chairman & Chief Executive Officer

I was extremely proud to see how the efforts of our global team resulted in several prestigious industry accolades for 2022, including being named Advertising Age's 2023 Holding Company of the Year, which recognized our 2022 leading operational and financial performance, as well as our achievements in DE&I, talent and groundbreaking work.

– John D. Wren, Chairman & Chief Executive Officer

ABOUT OMNICOM GROUP



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

- Advertising and Media
- Precision Marketing
- Commerce and Brand Consulting
- Experiential
- Execution and Support
- Public Relations
- Healthcare

Our portfolio of companies 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

BBDO



Group of Companies



Doyle
Dane
Bernbach

Communications
Consultancy
Network

TBWA The
Disruption[®]
Company

OMG Omnicom
MediaGroup

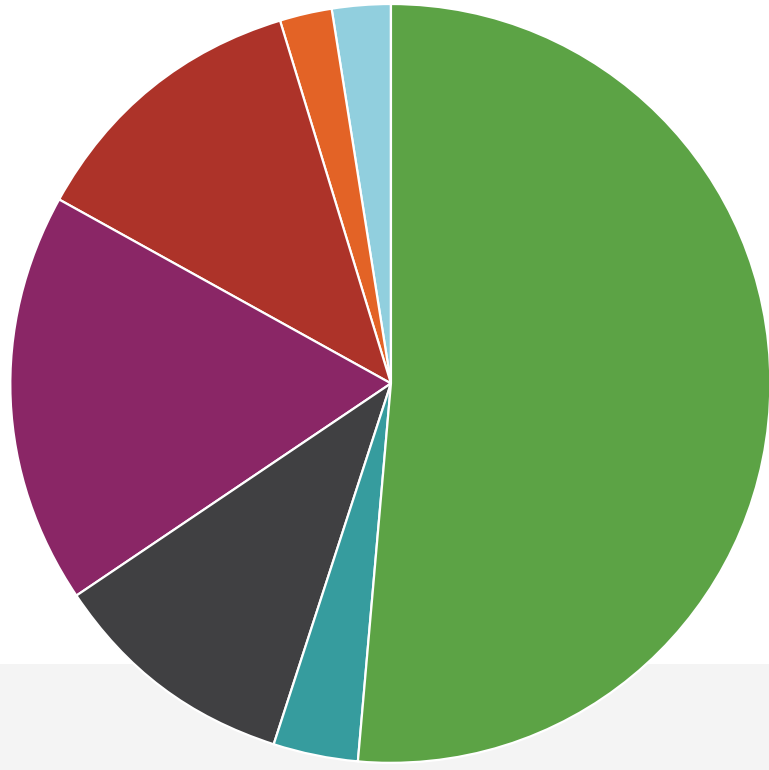
FINANCIAL SUMMARY (IN MILLIONS)

	2022	2021	2020
Revenue	\$14,289.10	\$14,289.40	\$13,171.10
Operating Income	\$2,083.30	\$2,197.90	\$1,598.80
Net Income	\$1,316.50	\$1,407.80	\$945.40








For in-depth financial information, please see our [2022 Form 10-K](#).

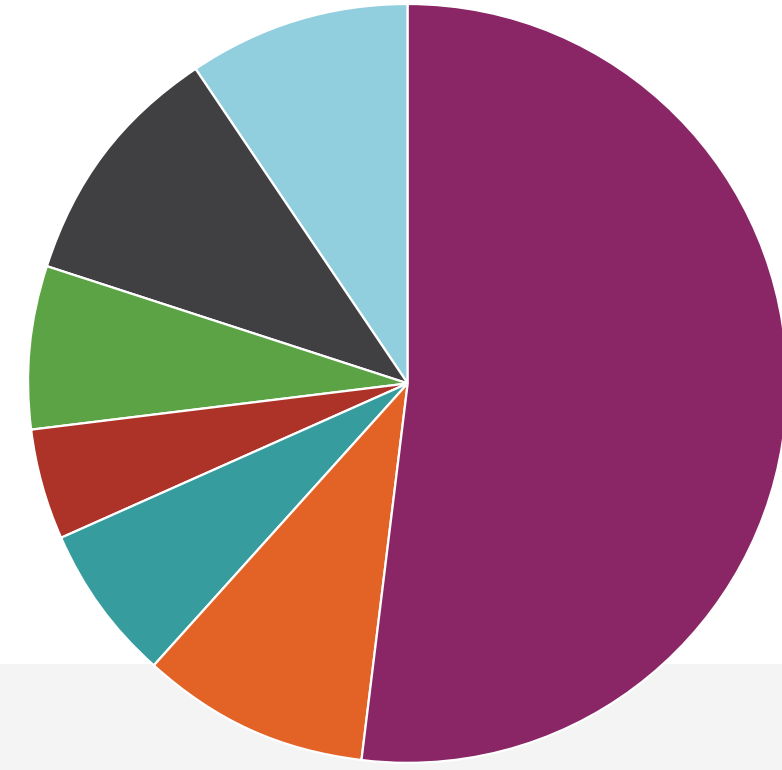
AWARDS AND RECOGNITIONS











2022 REVENUE BY GEOGRAPHY

	Revenue	% of Revenue
 United States	\$ 7,367.30	51.6%
 Other North America	488.70	3.4%
 United Kingdom	1,526.10	10.7%
 Euro Markets & Other Europe	2,484.40	17.4%
 Asia Pacific	1,746.90	12.2%
 Latin America	329.00	2.3%
 Middle East & Africa	346.70	2.4%
Total	14,289.10	100.0%



2022 REVENUE BY DISCIPLINE

	Revenue	% of Revenue
 Advertising & Media	\$ 7,424.70	52.0%
 Precision Marketing	1,417.90	9.9%
 Commerce & Brand Consulting	958.40	6.7%
 Experiential	645.50	4.5%
 Execution & Support	980.00	6.9%
 Public Relations	1,545.80	10.8%
 Healthcare	1,316.80	9.2%
Total	14,289.10	100%



YEAR IN REVIEW:

OMNICOM CORPORATE RESPONSIBILITY GOALS AND HIGHLIGHTS

In 2022, we made significant progress against our three CSR priorities: Empower People, Protect Our Planet and Lead Responsibly. We describe these efforts in this report and on our website.

Empower People

- Continued our steadfast support for our employees, clients and their families in Ukraine
- Launched Omnicom Academy
- Enhanced our parental leave and vacation programs
- Expanded our benefits package to include robust support for transgender employees
- Broadened our inclusive care benefits to cover a range of resources for employees to receive the healthcare they need
- Supported organizations such as Theirworld and Gavi with pro bono campaigns promoting equal access to education and vaccines

Protect Our Planet

- Set a new target to reduce Scope 1, 2 and 3 emissions by 46.2% by 2030, aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory
- Built an environmental data platform to track emissions more precisely
- Introduced sustainability-focused checklists to guide real estate decisions, from site selection to day-to-day operations
- Created Agency Guidelines, empowering individual agencies and employees to do their part on emissions and waste reduction

Lead Responsibly

- Expanded DE&I leadership team
- Established KPIs related to DE&I that are important factors in executive compensation
- Created a DE&I dashboard for measuring progress
- Appointed our first Chief Data Privacy Officer
- Implemented new Code of Conduct training for all Omnicom employees

EMPOWER PEOPLE



Our people are the foundation of our business. We are focused on empowering them to be their best selves by fostering workplaces within our agencies that are healthy, equitable and inclusive with opportunities for all. This starts by creating environments where the diverse backgrounds of our people are seen, their unique perspectives are valued, and their voices are heard.

By establishing these supportive environments, we can positively impact the clients and communities we serve. Our people consistently develop innovative work that transforms our clients' businesses and sets us apart from competition. They also advance communities globally through industry-leading pro bono campaigns and other forms of support.



CHAMPIONING DIVERSITY, EQUITY AND INCLUSION WORLDWIDE

To transform our organization and catalyze change in our industry, diversity, equity and inclusion (DE&I) must be at the center of all that we do.

While DE&I has long been a part of our core values at Omnicom, the increasing amount of racism and violence against diverse communities challenged us – and the world – to reflect and evaluate how we approach DE&I across our organization and in our business operations. We’re leaning into our role as a global leader in marketing communications and confronting the status quo as we continue to pave the path toward progress in building a more diverse, inclusive and equitable global organization.

A summary of our most recent progress is below, and more information can be found in our second-annual DE&I Report entitled [Individual Acts. Global Impact. Equity For All.](#)

OPEN 2.0 Drives DE&I at Omnicom

We’re relentlessly challenging norms, confronting injustice and dismantling systemic inequity globally across our organization through our Omnicom People Engagement Network (OPEN) 2.0 strategy. Established in 2020, OPEN 2.0 is our action plan to prioritize DE&I through consistent, committed action. It guides our decision-making to employ strategies and systems that will grow and iterate in the evolution toward equity for all.

An Evolving OPEN 2.0

In 2022, we advanced our OPEN 2.0 efforts by developing tools for Omnicom – and our people – to drive systemic change on a global scale.

Our ambition and responsibility to consider DE&I in every aspect of our engagements come to life across the four tenets of OPEN 2.0: culture, collaboration, clients and communities.

Culture

To create authentic and enduring change to our company culture, we rely on our greatest asset: Our people. Our **OPEN Employee Resource Groups (ERGs)** are communities for employees and allies to learn about social issues, nurture a sense of belonging, provide opportunities for development and more. In 2022, several of our ERGs launched new chapters in markets around the world, such as the U.K. and Mexico. These groups also developed global initiatives to promote connection, foster an inclusive work environment and create a truly OPEN Omnicom.

Collaboration

We found new ways to collaborate across our 1,500+ global agencies and operationalize DE&I to catalyze change in our industry. To empower our leaders to take a full and accurate look at Omnicom's DE&I progress across the United States, we launched an **interagency DE&I dashboard**. Our data-driven approach enables our leadership teams to measure and track DE&I progress against our goals and identify where we need to improve our efforts.

Clients

We developed the **"Inclusion from the Start"** methodology to help guide our clients' own DE&I journeys. This approach better enables us to understand critical conversations and provide comprehensive counsel. Empowered with resources, contacts and toolkits, our teams identify and fill inclusion gaps in the work they deliver for our clients. Through this framework, we can lead with proven DE&I solutions across our Omnicom networks and practice areas.

Communities

We are expanding our deep relationships with organizations that share our DE&I values, such as Unstereotype Alliance and ADCOLOR, to help advance their missions and engage our employees. Through our ongoing partnership with **The Valuable 500**, Omnicom is developing our talent with disabilities through the Generation Valuable program.



A Radical Evolution Requires Transparency and Accountability

Our commitment to advance systemic equity requires transparency, accountability and meaningful action. Omnicom's data-driven approach to DE&I helps us measure progress against our goals.

In 2022, Omnicom introduced two new ambitions to advance DE&I both within and beyond our company:

- Increase total Omnicom BIPOC (Black, Indigenous and People of Color) representation to 35% by 2026
- Increase total Omnicom women in leadership to 52% by 2026

We also continue to make progress against our five OPEN 2.0 key performance indicators (KPIs). These topics are detailed in our 2022 DE&I Report: [Individual Acts. Global Impact. Equity For All.](#) Employee DE&I data can be found in the Sustainability Accounting Standards Board table in this report in our 2022 DE&I Report and on [Omnicom's website](#).

Fostering an Inclusive Community, Globally

In 2022, we focused on growing our presence and understanding of key DE&I issues throughout our global network to actively implement programming for our people to feel supported, safe and well.

Our first-ever **Global Steering Committee**, developed under the leadership of our Chief Equity and Impact Officer, comprises 26 agency leaders, OPEN team members and client leads from 10 markets. The committee will build country-specific insights around DE&I, including:

- Defining DE&I for a specific nation or region
- Determining the fundamental issues of inclusion, belonging and diversity
- Identifying opportunities to integrate DE&I in client work
- Developing training and development programs
- Establishing market-relevant KPIs

Moving forward, we will continue to evaluate our decisions and actions against our ambition to achieve systemic equity across our organization. Through culture, collaboration, client engagement and community, we are making Omnicom an even more OPEN space where people feel seen, heard and can create a positive and lasting impact on the world.



DEVELOPING OUR TALENT

Omnicom's strong agency brands and specialized practice areas create endless opportunities for our people to expand their expertise and thrive in their careers. In 2022, we continued our commitment of building robust training and development opportunities for continued learning across our global network.



Advancing Our Talent with Omnicom University

Omnicom University is a distinguished management and leadership program, led by professors from Harvard Business School (HBS) and the IESE Business School in Spain, with curriculum based on the HBS case study method. The HBS case study method allows students, with insights from faculty, to have discussions to foster dynamic discourse about case studies from real people facing real-life leadership challenges. Since its founding 29 years ago, the global alumni pool of Omnicom University has grown to more than 5,700 leaders. Each year, fresh content and customized leadership case studies help prepare participants for the evolving business world. Seventy percent of case studies are based on real work from Omnicom agencies, spurring cross-collaboration among participants from different agencies.

Omnicom University Welcomes New Faculty Members

In 2022, Mike Cooper was appointed Associate Dean of Omnicom University. Earlier in his tenure, he was CEO of Omnicom Media Group, EMEA and Asia Pacific.

Omnicom University also introduced a couple of new professors to its faculty:

- **Ryan Buell**, Professor of Business Administration in the Technology and Operations Management Unit, Harvard Business School
- **Francesca Gino**, Professor of Business Administration, Unit Head of Negotiation, Organizations and Markets at Harvard Business School.

This year marked the return of in-person programming. With more than 400 participants, the live sessions showed higher levels of engagement, increased networking opportunities and more in-depth discussions, all of which helped participants make greater connections that will last beyond Omnicom University's in-person program.



Omnicom University is focused on the following four areas to cultivate leaders at different stages of their careers:

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

Omnicom University develops original case studies, which are taught in our SMP and AMP programs using the HBS method of teaching. All case studies focus on challenges faced by leaders throughout Omnicom's network of companies: personal leadership growth, leadership succession, developing high-performing teams, strengthening DE&I efforts and innovating new technologies within our industry. The factual case studies allow participants to problem-solve as if they were responsible for the actual results of the scenarios as they played out in real-life events, resulting in more realistic learning opportunities.

My career in Omnicom can be split in to two distinct phases: Pre-Omnicom University and post-Omnicom University. The course was not only the defining highlight of my time at Omnicom so far, but has also provided an invaluable experience that has created a set of tools and unending guidance to navigate challenging times within leadership roles

– Malcolm Devoy, Worldwide Chief Planning Officer, PHD



Omnicom Academy

Omnicom Academy is our new virtual learning platform created in 2022 that provides every person in Omnicom access to a diverse, rich curriculum of both evergreen and timely topics. It allows individuals to go beyond existing trainings offered at their agency by tapping into sessions led by practitioners from different agencies and disciplines across the globe with a variety of knowledge and experience. In February 2023, Omnicom Academy was relaunched through OneLearning, an online learning platform. It continues to offer personal development opportunities through live courses and a training plan.

Expanding Learning Opportunities with Omnicom Health Group

OHG University (OHGU) is Omnicom Health Group's core learning and development offering available to all Omnicom employees across our global network. OHGU offers learning experiences across a variety of formats including instructor-led courses, OnDemand eLearning and micro-learning to accommodate different learning styles and needs. In 2022, Omnicom Health Group provided employees with:

- 154 sessions of live instructor-led courses on over 40 unique topics
- Five new instructor-led courses
- 10,000+ on-demand courses
- Access to seven large-scale, network-wide learning programs

With a strong focus on leadership development, OHGU continues to expand its offering in this area to provide managers with the most up-to-date knowledge and skills needed to lead Omnicom Health Group into the future. To date, nearly 800 global managers have completed the OHGU Core Management Program.

In 2022, Omnicom Health Group employees completed more than 30,000 hours of learning across a range of topics, including personal and professional development, industry skills, team building and more.

Retaining Talent with Omnicom Roleseeker

Our long-term success depends on us continuing to attract and retain the best talent in the industry. Established in 2021, Omnicom's Roleseeker program supports this effort by providing employees access to job opportunities across our U.S. networks and agencies.





CERTIFICATION DAY 2022

HEARTS & SCIENCE

Supporting Ukraine while developing talent

In 2022, **Hearts & Science** doubled participation on its annual Certification Day, an uninterrupted five-hour block for employees to work on an industry or internal certification. To make an even bigger impact, the agency donated \$10 for every completed certification to the International Rescue Committee in support of Ukraine. With 432 employees completing a certification, Hearts & Sciences was able to sponsor 10 mobile clinics to provide temporary shelter and emergency support for up to 50 families in Ukraine.



PRIORITIZING THE HEALTH AND WELL-BEING OF OUR PEOPLE

Supporting the health and well-being of our people is central to our values as we aim to be a best-in-class workplace. At Omnicom, we continuously evolve our range of comprehensive and quality benefits to meet our employees' diverse wellness needs. In 2022, we broadened benefits for our employees' healthcare, families and work-life balance.

Expanding Gender-Affirming Benefits – In 2022, we expanded our U.S. benefits package to include robust support for transgender employees. In partnership with the OPEN Pride Employee Resource Group, we updated our medical plans to provide gender-affirming benefits for employees and their enrolled dependents, aligned with the World Professional Association for Transgender Health (WPATH) Standards of Care, covering:

- Gender reassignment surgery and related medical services for plan participants aged 18 and older
- Prescription drugs for hormone replacement, blockers, etc.
- Routine, chronic or urgent nontransition services
- Hair removal (whether related to reconstructive surgery or not)
- Tracheal shave/reduction
- Facial feminization surgeries
- Lipoplasty/filling for body masculinization or feminization
- Reconstructive surgery

Providing Inclusive Care – Ensuring inclusive care for all employees is critical to maintaining equitable access to healthcare. All U.S. employees enrolled in an Omnicom Medical Plan have access to advocacy services at no additional cost through our insurance providers. Advocates offered through these providers serve as a single point of contact to confidentially guide employees through their healthcare benefits. They can help employees locate a provider with expertise in providing LGBTQ+ inclusive care, share treatment options for gender-affirming care and serve as a resource for questions related to LGBTQ+ care.

Dobbs v. Jackson Decision – In 2006, Omnicom updated its healthcare policy to provide funding for necessary travel to access healthcare providers, including reproductive services. Therefore, if an employee lives in a state where access to an abortion is restricted or banned following the Dobbs v. Jackson decision, travel expenses will be covered within defined parameters if they choose to go to a state where abortion services are available, legal and safe.

Expanded Parental Leave – Effective March 1, 2022, we updated our U.S. parental leave offerings. All employees have the opportunity to enjoy 10 weeks of parental leave for birth, adoption or foster placement in addition to applicable short-term disability benefits, regardless of their tenure.

Earlier Access to Vacation – To provide our U.S. employees with more opportunities to relax and recharge away from work, we updated our vacation policy in 2022. The years of service required to increase vacation allowance by five additional days was reduced from five years to two years of employment with an Omnicom agency.

Expanded Inclusive Care Benefits – In 2022, Omnicom expanded inclusive care benefits to cover a range of resources for U.S. employees, including:

- Covering travel needs for employees who cannot receive gender-affirming or reproductive care in their state.
- Expanding our fertility benefits through Carrot to cover different and same-sex couples in need of fertility care including, but not limited to, adoption, foster care and infertility support.



MINDNATION PARTNERSHIP DDB PHILIPPINES

Making mental health services accessible

As part of its efforts to prioritize mental health across all business units, **DDB Philippines** partnered with MindNation, an online counseling and therapy provider. Through the partnership, employees have unlimited, 24/7 access to services from MindNation’s licensed psychologists, including therapy, well-being coaching, mindfulness tools and self-help exercises.



SUPPORTING COMMUNITIES AROUND THE GLOBE THROUGH PRO BONO PARTNERSHIPS

Omnicom is committed to ensuring equitable education for all. Our pro bono partnerships promote access to quality education for populations in need around the world.

Promoting Equitable Education with Theirworld

Global charity Theirworld works to ensure that every child can fulfill their potential by targeting and solving the complex barriers preventing youth from receiving a quality education. In 2022, Omnicom agencies continued their support of Theirworld's goals by providing strategic counsel, research and digital expertise for its innovative campaigns.

Around the world, 260 million children do not attend school, and half of all children experienced setbacks in their education due to COVID-19 restrictions. Ahead of the United Nations (UN) General Assembly in September 2022, Theirworld undertook a major campaign to direct the attention of world leaders to the education crisis. In partnership with the UN, Theirworld launched the #LetMeLearn campaign to mobilize young people and demand that world leaders take action to ensure every child receives a quality education.

As leaders gathered in New York City for the Transforming Education Summit hosted by the UN, they were greeted by a hologram projection near the Brooklyn Bridge showing real children around the world who lack access to education. To make the needs more personal and impactful, the projection featured messages recorded by the children that stressed their experiences and urgent needs. Then, using artificial intelligence technology, BBDO programmed the hologram projection to use the children's voices to call out the names of specific leaders as they arrived at the summit.

Theirworld asked leaders and government ministers to commit to three specific actions:

1. Increased investment in early childhood education.
2. More funding for the education of refugees and displaced children.
3. A global funding plan that includes the International Finance Facility for Education, a financing innovation that multiplies donor resources to make urgent investments in education.

This campaign harnessed the collective expertise and creative genius of many Omnicom agencies.

- **BBD0** supported the overall strategy and creative elements of the campaign, including the hologram installation in Brooklyn Bridge Park and outdoor advertising.
- **Omnicom Brand Consulting Group** conducted a survey of 10,000 young people in 10 countries to gather insights and individual viewpoints on their education.
- **Mother Tongue** helped translate Theirworld's websites and the **#LetMeLearn** campaign digital tools into multiple languages to improve access to the campaign around the world.
- **Porter Novelli** supported the public relations efforts around the Transforming Education Summit and overall campaign messaging.

The campaign was a massive success and drove monetary commitments from many global leaders to support quality education around the world. During the Transforming Education Summit, world leaders and the UN committed \$2 billion for immediate use and \$10 billion through 2030 to end the global education crisis.

- In total, #LetMeLearn saw more than **30,000 social media posts** from more than 180 countries – ultimately garnering 2 billion impressions.
- **#LetMeLearn** videos received **50,000 views** with 60% of viewers watching to the end.

I have been listening to young people, and they all have one single message: #LetMeLearn. It is time that we take this message seriously and bring their message to the halls of the United Nations.

– **Gordon Brown, UN Special Envoy for Global Education**

The brilliance in this idea was in its simplicity – let's create a way for world leaders to hear directly from young people around the world who are impacted by shortfalls in education. This project proved that it really does take a village. It was only successful thanks to the harmony between our talented creative team and producers, external production partners around the globe, our partner Omnicom agencies and our client partners from Theirworld.

– **Adam Beilman, BBDO NY**



Ensuring Equitable Vaccine Access with Gavi

The UN Sustainable Development Goal 4 (SDG4) seeks to ensure quality education and promote lifelong learning opportunities for all. This is a priority for Omnicom. As part of our commitment to this goal, we have undertaken a five-year partnership with [Gavi](#). Created in 2000, Gavi is an international organization that brings together the public and private sector with the shared goal of saving lives and protecting people's health by increasing equitable and sustainable use of vaccines. Since its creation in 2000, Gavi has helped vaccinate more than 981 million children in the world's poorest countries, preventing more than 16.2 million future deaths.

Omnicom and Gavi are partnering with the objective of helping Gavi and its Vaccine Alliance partners drive equitable access to routine immunization through strategic engagement with its key stakeholders.

Several Omnicom agencies provided key strategic communications support to help Gavi secure funds for vaccination delivery:

- **Planning Shop International** is working with Gavi to develop insight to help them with their future positioning.
- **Portland** provided social media engagement guidelines and a workshop for Gavi.
- **RAPP** created a digital road map and measurement framework to increase engagement for the Gavi website.
- **TRO** supported the COVAX Advance Market Commitment Summit, a forum co-hosted by Gavi for world leaders and the private sector to share their commitment to providing vulnerable populations with COVID-19 vaccines.

Omnicom provides ongoing strategic support and communications counsel to Gavi centrally.

We are delighted to be partnering with Omnicom. They provide strategic expert input and counsel across many areas of our public engagement. Gavi is already seeing the innovation, communication and creative advice helping our organization move forward to be more impactful.

– Guillaume Grosso, Director, Sovereign & Private Sector Engagement, Donor Relations & Campaigns, Gavi, the Vaccine Alliance



Continuing Our Support for Ukraine

Omnicom and its agencies are united in their support for Ukraine. As the war continues, our agencies are helping our people, their families and clients in Ukraine.

Many of our employees in the region have provided extraordinary support for their Ukrainian colleagues. As our people and their families from Ukraine started arriving in neighboring countries after days of traveling, they were met by teammates at the borders who provided food, medical supplies and open homes to them.

Omnicom has assisted more than 170 Ukrainian colleagues and their family members who were able to leave the country. More than 70 colleagues and family members remain in Omnicom-sourced accommodations, primarily in Poland and the Czech Republic, and we have successfully relocated more than 30 families to countries around the globe with new roles in the Omnicom network. We have committed to pay the salaries of employees caught in the war at least through the end of 2023.

Omnicom has also donated to three humanitarian organizations focused on addressing the needs of Ukrainians: the [International Rescue Committee](#), [International Committee of the Red Cross](#) and [Razom for Ukraine](#).

A significant number of our colleagues have been engaged in battling disinformation in the media since the start of the war. Using digital media skills, they are taking down misleading propaganda, as well as translating and reposting accurate information on digital platforms around the world.





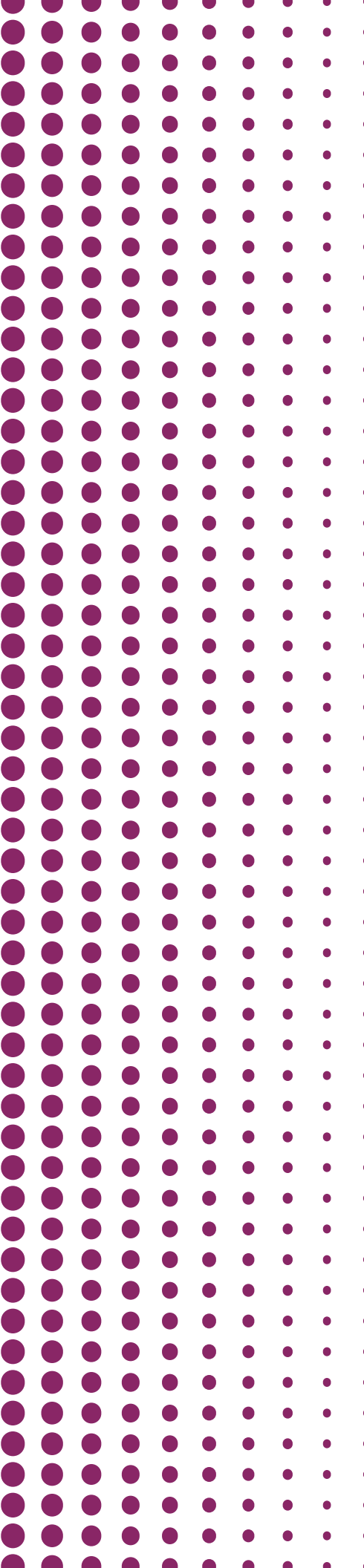
Extending Support to Turkey and Syria

Shortly after catastrophic earthquakes struck Turkey and northern Syria in early 2023, Omnicom and its agencies united to offer support to employees, their families and affected communities facing unfathomable losses of life, severe injuries, extremely challenging conditions and other traumas.

Offices across the globe organized donations and mobilization efforts for critical food and supply collection. Individuals throughout the network also made personal contributions toward the Needs Map, a nonprofit organization and peer-to-peer platform that facilitates the distribution of resources to specified locations and permits anyone to list urgent needs of survivors.

With damage from this natural disaster compounding over time, we will continue to take recommendations from colleagues in Turkey on how to best concentrate our donations and aid moving forward.

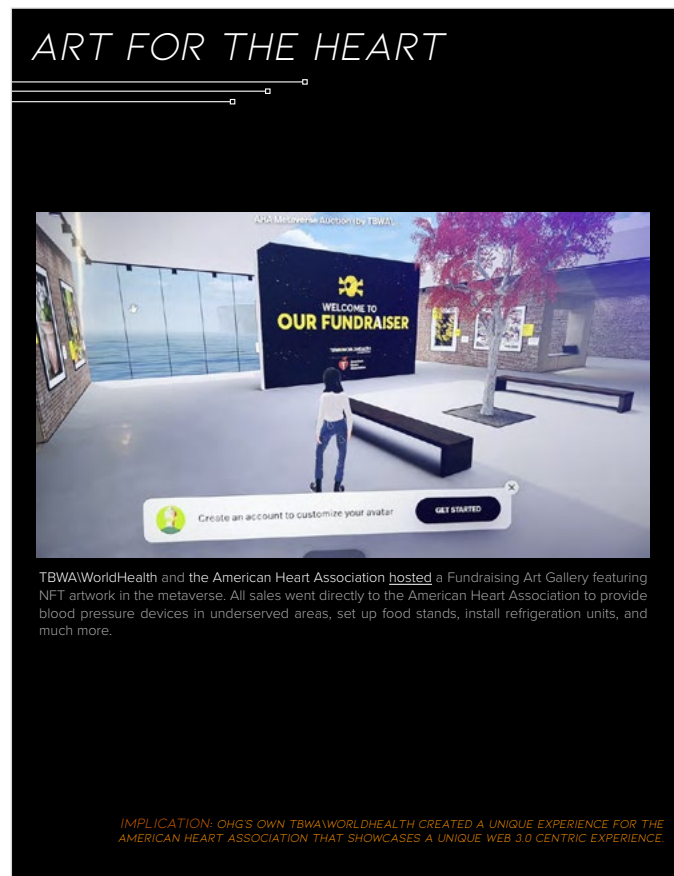




BRIDGES OUTREACH

OMNICOM HEALTH GROUP: PROPELLER

Propeller has a long-standing partnership with Bridges Outreach, an organization working to end homelessness through community outreach and individual casework. In partnership with the nonprofit, Propeller gathered employees to pack hygiene and cold weather kits for people experiencing homelessness. In addition, employees and their families participated in a Bridges Outreach 5K, and several teams worked on the organization's marketing assets on a pro bono basis.



AMERICAN HEART ASSOCIATION

TBWA\WORLDHEALTH

Advocating and fundraising for health equity

TBWA\WorldHealth partnered with the American Heart Association (AHA) for the second year in a row to raise funds in the name of health equity. The agency hosted a series of events, including a Fundraising Art Gallery in the Metaverse, that raised more than \$5,000 to address cardiovascular disparities. With the proceeds, AHA funded blood pressure devices in underserved areas, set up food stands, installed refrigeration units, established health education initiatives and more.



data
tienda

DATA TIENDA

DDB MEXICO

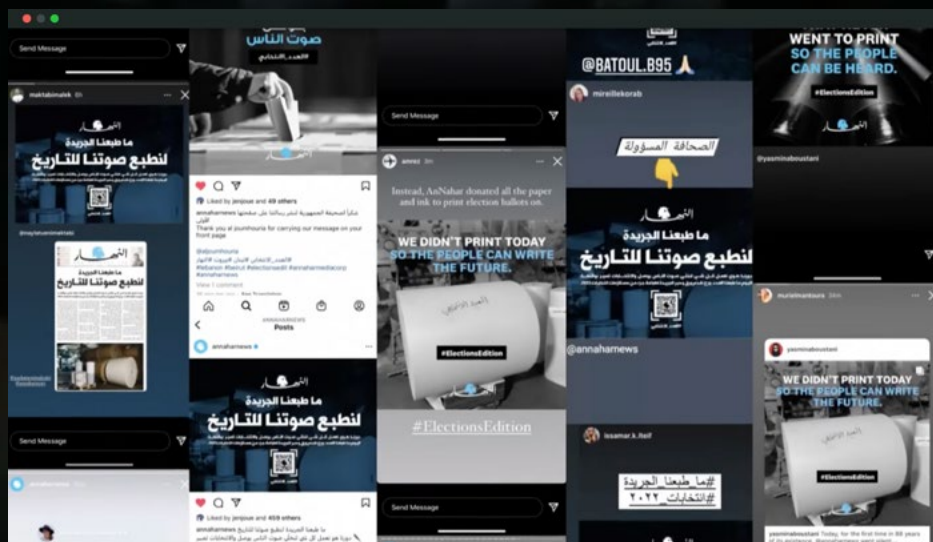
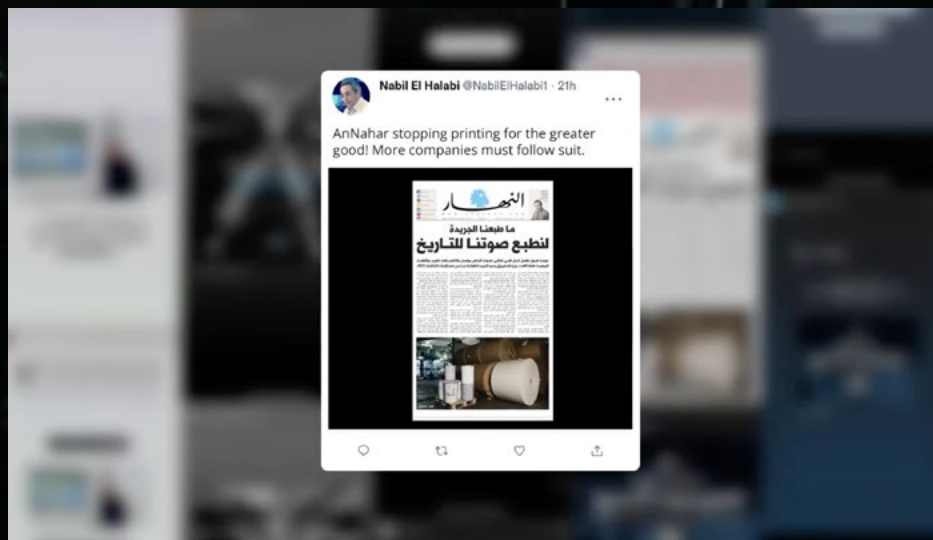
Improving economic opportunity for women in Mexico
UN SDG No. 10: Reduced Inequalities

Factors like sexism in Mexico's government banking systems have led to 83% of low-income women in Mexico lacking credit history, according to the National Banking and Securities Commission. However, many of these women obtained loans from neighborhood stores and have long lines of credit.

To address this issue and improve economic opportunity for women, **DDB Mexico** worked with WeCapital to launch Data Tienda, a financial information center within the reach of banks, which recovers verification of payment history from business accounting records. As a result of the program, more than 50,000 shopkeepers generated over 10,000 credit histories, leading to more financial autonomy for millions of low-income women. Data Tienda was recognized for its success as a Double Grand Prix winner at Cannes Lions in 2022.



WATCH HERE



THE ELECTIONS EDITION

IMPACT BBDO BEIRUT

Defending democracy in Lebanon with paper and ink

Ahead of the 2022 election in Lebanon and in an attempt to retain power, political officials claimed voting should be canceled due to shortages of paper and ink needed for printed ballots. To help protect voter autonomy, Annahar Newspaper teamed up with Impact BBDO Beirut to halt printing and donate one day's worth of the publication's paper and ink to the government's printing associate.

Annahar Newspaper's bold decision gained support from press, private organizations, recycling companies and even candidates. As a result of the effort, the election went on as planned, sending a powerful message about the importance of democracy. As an added bonus, the same day's online edition of Annahar Newspaper became its most read issue in history, trending on Twitter and earning \$12 million in media coverage.

Awards and recognition include:

- Cannes Lions: 1 Grand Prix, 1 Gold, 4 Silver, 2 Bronze
- CLIO Awards: 2 Silver
- D&AD: 1 Wood Pencil, 1 Yellow Pencil



WATCH HERE



Este corte comercial no se parece a ningún otro: En Costa Rica 1 de cada 5 personas viven con alguna discapacidad. Ser indiferentes es silenciar sus necesidades. Trabajemos juntos por un mundo de oportunidades para todos. 29 de mayo: Día nacional de la persona con discapacidad.

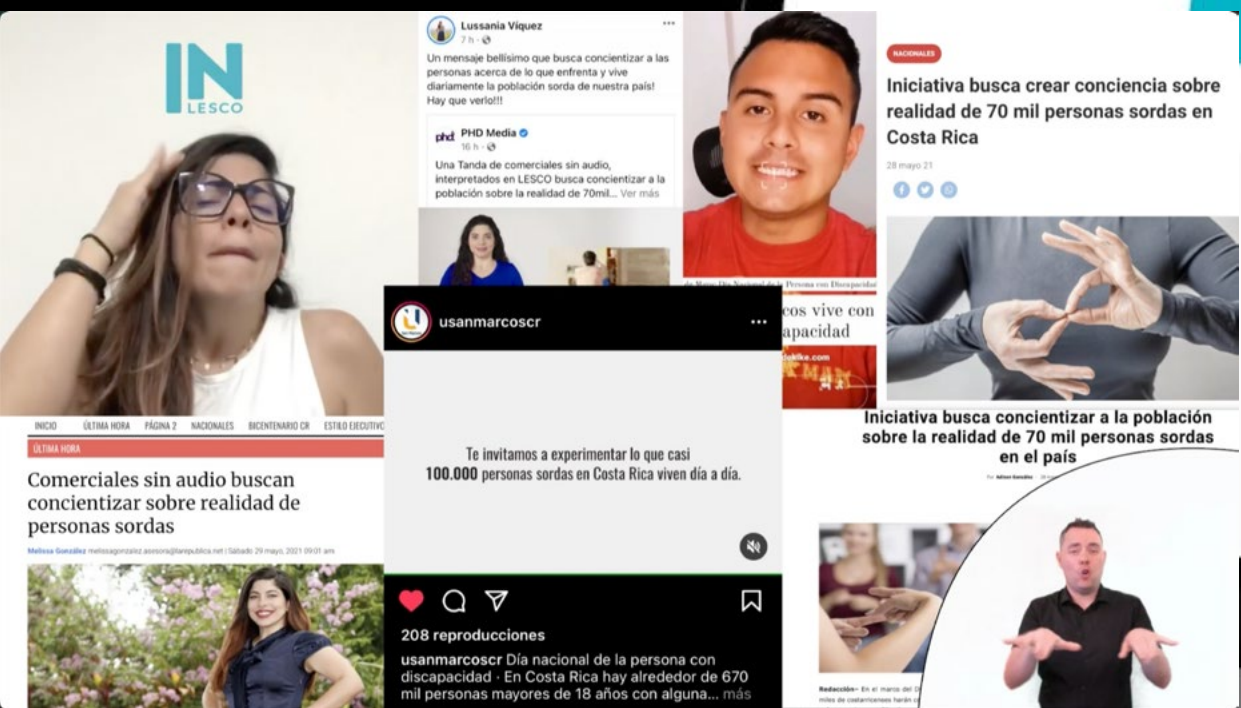


BREAK OF SILENCE PHD COSTA RICA

Creating space and visibility for the Deaf community

InLesco, a nonprofit sign language school, and PHD LATAM – Costa Rica set out to raise awareness of the challenges facing the Deaf community through “The Break of Silence,” a campaign that included Costa Rica’s first silent TV commercial break with interpreted sign language. To achieve this, PHD LATAM – Costa Rica recruited five advertisers to pay for media production and donate 10 InLesco scholarships. As a result of the initiative, enrollment at InLesco increased by 117% for the following academic period, surpassing the initial goal nearly four times. Scholarship applicants also soared, reaching 20 times the number of students from the start of the campaign. This initiative also won several Festival of Media Global Awards, including:

- Campaign of the Year
- Gold - The Effectiveness Award
- Silver - Inclusive Campaign of the Year





“I AM MERCEDES” TEAM X

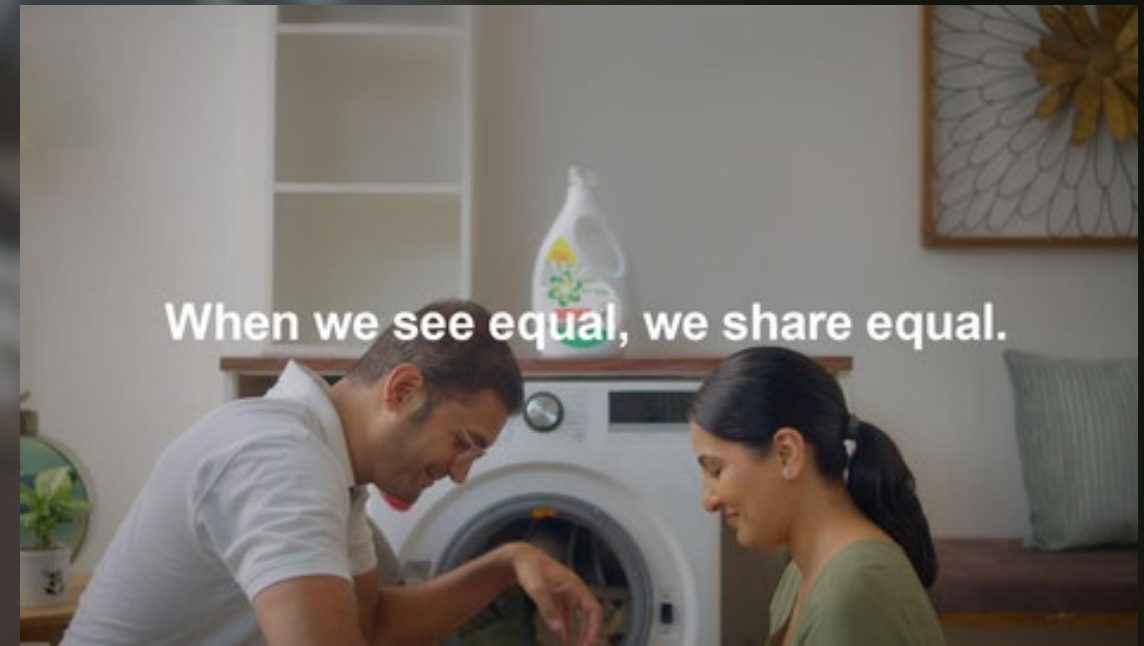
Shifting brand perception by inspiring the next generation

In celebration of International Day of the Girl, Team X launched a multiplatform campaign with Mercedes-Benz to shift the automaker’s brand reputation from lofty and aloof to approachable and relatable. The campaign drew upon Mercedes’ founding 100 years ago when the founder named the company after his daughter, signifying the brand’s commitment to the next generation.

Team X invited 10 modern female muses, named Mercedes, to share their vision for the future in nearly 50 social posts across Instagram, Facebook, LinkedIn, Twitter and TikTok. The content earned more than 940,000 impressions and more than 25,000 engagements. The paid campaign also performed above benchmarks, achieving more than 28 million total impressions.



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DO YOU SEE ME AS EQUAL?

BBDO INDIA

Encouraging men and women to **#ShareTheLoad** of household chores

Research has shown that men find it easier to divide responsibilities with each other, but not with their wives, which leads to 83% of women in India feeling that men do not see them as equals in the household. Ariel, a laundry detergent brand, launched its annual **#ShareTheLoad** campaign supported by **BBDO India** and posed an important question – “If men can share the load equally with other men, why are they not doing it with their wives?” When the campaign launched in 2015, 79% of men said they believe laundry is a woman’s job. Following the brand’s most recent campaign in 2022, that number decreased to 26%. The impactful message earned one Gold, two Silver and three Bronze medals across Effective Lotus, Digital & Social, Media and PR categories at ADFEST Asia.



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PROTECT OUR PLANET



At Omnicom, we continue to take meaningful and measurable actions to operate more sustainably and reduce our impact on the environment. From the decisions that drive our business to the actions of every individual in our company, we're committed to increasing efficiency, reducing waste and advancing our environmental priorities across our global footprint, which includes offices in more than 70 countries.



2030 GOAL: CUTTING EMISSIONS BY NEARLY HALF

Omnicom has made significant progress in our efforts to address our environmental impact. In 2022, we extended our multiyear streak of reducing the energy we consume annually across our footprint. We achieved a 53.3% energy reduction per person globally per our 2015 baseline, which further exceeds our goal of reaching a 20% reduction per person by 2023. In addition, we saw an increase in our global use of electricity from renewable sources since 2015 to 29.4%. This greatly surpasses our goal to increase our use to 20% by 2023. **Now, we've set a new, aggressive goal to reduce our Scope 1, 2 and 3 greenhouse gas emissions 46.2% by 2030** against our 2019 baseline this is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory.

The [Science Based Targets initiative \(SBTi\)](#), which audits participating companies on their emissions goals and evaluates whether they are aligned with the global mandate to keep warming below 1.5 degrees Celsius, validated our near-term emissions-reduction target in early 2023.

We've also built an environmental data platform and integrated it with an expert third-party carbon calculator, which helps us measure our business activities emissions more accurately and completely. This approach will provide a robust snapshot of greenhouse gas emissions across our operations – from our facility operations and business travel to employee commuting and purchased goods and services.

To ensure everyone in the Omnicom family understands our corporate environmental strategy and goals, we've compiled a comprehensive set of guidelines for our agencies to follow. These guidelines, which address everything from office-level activities to commuting habits, will help individual agencies and individual employees align their environmental practices with Omnicom's expectations and aspirations.

We established our Environmental Sustainability Global Core Team to keep our agencies informed and help implement efforts across the network. The team, which has representation of senior leadership across all networks and major markets, meets monthly to share the latest from our corporate efforts, agencies and networks.

↓ 46.2% by 2030

Omnicom has set a near-term target to reduce our Scope 1, 2 and 3 greenhouse gas emissions by 46.2% by 2030, which has been validated by SBTi.



HELPING OUR INDUSTRY ACHIEVE ENVIRONMENTAL GOALS

Operating sustainably must be a group effort. We actively engage in conversations and provide tools and recommendations our clients can use to reduce their own impact. For example, by working together, we can make advertising production or media buying choices that result in lower emissions.



Omnicom is a member of the **Ad Net Zero** campaign, the advertising industry's initiative to reduce the carbon impact of marketing activities. As active participants in the campaign, we take a leading role in advancing its AdGreen production sustainability initiative, which strives to eliminate the negative environmental impacts of producing advertisements. Many of our employees have also taken part in Ad Net Zero's sustainability training. As a founding member of Global Ad Net Zero, we are supporting plans for Ad Net Zero's rollout in major advertising markets beyond its initial launch in the United Kingdom. We also participate in working groups on communications and media carbon footprint measurement.



WE FOLLOW ADGREEN GUIDANCE AND
MEASURE OUR PRODUCTIONS IN THE
CARBON CALCULATOR



ADGREEN CALCULATOR

TBWA WORLDWIDE

Quantifying advertising's climate impact

TBWA Worldwide is working with AdGreen, a U.K.-based initiative dedicated to helping the advertising industry minimize negative environmental impacts associated with production. Using AdGreen's carbon calculator, TBWA Worldwide agencies measure the estimated carbon footprint of a campaign and suggest clients adopt practical changes to increase sustainability and reduce the work's carbon footprint.

OMG MOMENTUM

OMNICOM MEDIA GROUP

To help clients ensure their media investment aligns with their ESG priorities, **Omnicom Media Group** launched OMG Momentum – a first-to-market, enterprise-level global solution that operationalizes environmental and social driven investment. Powered by Omni – the open marketing orchestration system that supports all Omnicom agencies – the OMG Momentum end-to-end solution includes a globally shared knowledge database, private sustainability and DE&I marketplaces, and customized planning, activation and optimization tools. This combination is designed to enable media strategies that support and advance clients' sustainability and DE&I ambitions, as well as their media and business KPIs.

OPTIMIZING THE USE AND EFFICIENCY OF REAL ESTATE

Omnicom continues to make progress in our strategy to optimize the use of our spaces, reduce our real estate footprint, create modern and technologically advanced workspaces, and adopt more environmentally friendly practices. We are continuing to consolidate into hub buildings in major markets, where multiple agencies are co-located, significantly reducing the number of rooftops and space we need.

We select, design and operate our offices to best serve our people and clients, and provide flexibility in how people work, while minimizing energy use and reducing waste. Our workplaces are designed to provide environments most effective for collaboration and communications between our people and our clients.

Across our footprint, we've eliminated offices, implemented agile seating, and built conference centers and common areas so that all spaces can be shared by our agency teams. We've moved file storage and physical servers to the cloud, reduced the use of monitors on desks, and installed dedicated printing centers instead of providing individual printers to reduce our space requirements, energy use and e-waste. We've introduced diverse spaces within offices that range from small booths for private, focused work to large collaborative areas where teams can meet and share ideas. Additionally, our facilities are now equipped with state-of-the-art video conferencing equipment, which helps reduce the need for travel.



Overseeing Our Sites with a Sustainability Mindset

We've established a prescriptive process to how we select, design and manage our facilities to ensure environmental and sustainability factors are key components of our approach. Specifically, we introduced a thorough set of checklists in early 2023 that evaluate sustainability criteria from site selection through build and day-to-day operations. Some elements we consider include:

- **Energy usage:** LED lighting, ENERGY STAR-rated computers and other equipment, no CFC-containing refrigerants, blinds and/or shades on all windows, and other energy-efficient practices.
- **Water reduction:** WaterSense-labeled fixtures, low-flow/low-flush faucets and toilets, and other approaches designed to reduce water use.
- **Air quality:** Central air-handling units with air filters rated Minimum Efficiency Reporting Value (MERV) 13 or higher, air-quality testing during and after construction, and other plans and processes for improving air quality.
- **Waste reduction:** Waste-diversion trackers from waste haulers, dedicated areas and receptacles for recycling materials, no individual waste bins at desks and other methods for reducing waste.
- **Office operations:** At least 50% Forest Stewardship Council-certified paper and wood products, rechargeable batteries, annual sustainability training for employees and facility managers, and implementation of other practices for operating sustainably.

Use of these comprehensive checklists is now built into our global planning standard, which also includes Leadership in Energy and Environmental Design (LEED®) principles and guides our building and retrofitting activities.

ASSESSING OUR ENERGY-REDUCTION GOALS

In 2022, we extended our multiyear streak of reducing the energy we consume annually across our footprint. We once again cut our global energy consumption, using 88,002 megawatt-hours (MWh) of energy, an 11.9% reduction compared to 2021. We also cut our electricity use by 6.5%, from 90,491 MWh in 2021 to 84,625 MWh in 2022.

	2022	2021	2020	2019
GLOBAL ENERGY FOOTPRINT				
Total energy used (MWh)	88,002	99,907	114,901	146,119
Total electricity used (MWh)	84,625	90,491	105,164	131,990
GLOBAL GHG EMISSIONS (MTCO2E)				
Scope 1	32,915	14,628	20,585	4,933
Scope 2*	17,120	35,804	35,816	52,323
Scope 3**	311,359	299,789	288,268	412,182
Total GHG Emissions	361,394	350,221	344,669	469,438
GLOBAL ELECTRICITY FROM RENEWABLE SOURCES (MWH)				
Purchased (MWh)	24,876	19,485	20,165	21,200
% of total	29.4	21.5	19.2	16.1

Emissions Data Restatements

* Omnicom restated Scope 1 and 2 emissions data from 2019-2021, which can be attributed to the use of a more updated and comprehensive calculation methodology. As a result, Scope 1 and 2 emissions are higher compared to the level of emissions previously reported, with the exception of Scope 1 emissions in 2019, which are lower. Our methodology continues to follow the Greenhouse Gas Protocol and closely aligns with globally recognized CDP and SBTi frameworks. An external environmental expert helped Omnicom estimate emissions factors and apply assumptions where there may be data gaps. We're continually improving our processes to gather more granular information and decrease the gaps in our data.

** Omnicom's Scope 3 emissions are restated for years 2019-2021 due, in part, to the updated and comprehensive methodology mentioned in footnote one. But the restatements are mainly a result of a much more comprehensive reporting scenario. Our Scope 3 emissions reporting now include five additional Scope 3 emissions categories that are material to Omnicom's business. Previously the only Scope 3 emissions categories included were a portion of (Category 3) Fuel & Energy Related Activities and (Category 6) Business Travel. As a result of incorporating more categories and implementing new methodologies, reported Scope 3 emissions increased significantly compared to previous years.

Reported Scope 3 emissions data includes the following categories: Category 1: Purchase Goods & Services, Category 2: Capital Goods, Category 3: Fuel and Energy Related Activities, Category 5: Waste Generated in Operations, Category 6: Business Travel, Category 7: Employee Commuting, Category 8: Upstream Leased Assets





BUY BETTER, WEAR LONGER

OMD EMEA

Educating consumers about more responsible fashion

OMD EMEA launched Levi's 'Buy Better, Wear Longer' campaign to address overconsumption in the apparel industry and its broader impact on the planet. To demonstrate their dedication to durability and clothing quality, Levi's partnered with Vice Media Group to educate consumers about more responsible fashion in three areas: wearing, caring and buying. Among other tactics, the campaign reached consumers who had expressed an interest for Levi's most sustainable collections. The campaign earned 100 million+ views and as a result, 17% of consumers said they felt more educated to make sustainable choices. 'Buy Better, Wear Longer' set high standards for authenticity in sustainability messaging, leading to the program winning Best Clothing & Accessories Campaign in the Campaign Ad Net Zero Awards.



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MEDALLA LIGHT, THE GREAT REEF BREWER

DDB LATINA

Brewing a better future: Using beer bottles to restore coral reefs

UN SDG No. 12: Responsible Consumption and Production

In June 2022, Puerto Rico declared an ecological state of emergency in response to climate change, disease and pollution destroying large portions of its coral reefs. Medalla Light, Puerto Rico's national beer company, partnered with **DDB Latina** and marine biologists to start an innovative project that transformed beer bottles into coral sand. The initiative primarily sourced glass from Medalla Light beer bottles, which are made from sand of the Caribbean region and contains the same components found in natural coral skeletons. Together, the team recycled more than 30,000 glass bottles, restored 100,000 square feet of reef and created over 700 new coral colonies in just one year. The initiative drove a 4,000% increase in social media discussion of the coral crisis and a push for legislation that better protects marine ecosystems.



WATCH HERE



INCREASED THE
CONVERSATION ABOUT
WATER CARE IN THE
MEDIA BY
300%



WATER HARP

ONIRIA\TBWA

Raising awareness about sustainable water practices through music
UN SDG No. 6: Clean Water and Sanitation

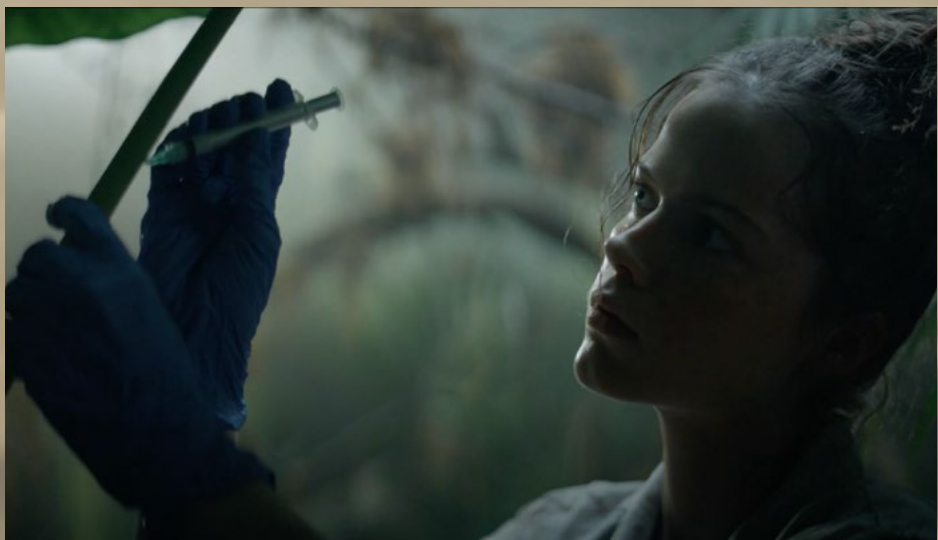
Out of all water on Earth, only 2.5% is fresh. Although Paraguay is located on one of the largest freshwater reservoirs in the world, pollution and other unsustainable practices still damage the area and its water. To bring attention to this issue, **Oniria\TBWA** and Sonidos de la Tierra, a local program that supports community music schools and uses music as a tool for social transformation, partnered with an artist and engineer to develop the Water Harp. This one-of-a-kind instrument uses water jets from Paraguayan rivers as strings to give fresh water a voice. Following the harp's debut at the Dubai Expo, a tour of more than 100 live shows traveled nationally to increase environmental awareness and protection. As a result, conversations regarding sustainable water practices grew by 300% in local Paraguay media, alongside 180,000 social shares and 90 media placements across 22 countries. The initiative also earned recognition from Paraguay's National Congress.



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Healthy planet, healthy people.



BUPA SUSTAINABILITY WORK

AMVBBDO

Encouraging customers to listen to nature when purchasing a vehicle

UN SDG No. 13: Climate Action

AMVBBDO teamed up with Bupa, an international healthcare company, to unveil its new global sustainability positioning. Bupa is committing to using renewable energy, making doctors' and nurses' scrubs from recycled plastics, and re-imagining the way they deliver healthcare through lower carbon technology. The campaign kicked off with an 80-second video filmed with virtual production, using 95% less carbon intensity compared to filming on location. The film showcased healthcare professionals traveling across the globe to perform medical examinations on the planet, sending a message that if the planet isn't healthy, people won't be either.



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53% ↑ Nissan LEAF online searches

2x Share of Voice vs. other EV brands

70% ↑ Positive sentiments on sustainability

LEAF ORCHESTRA

TBWA\SANTIAGO MANGADA PUNO

Encouraging customers to listen to nature when purchasing a vehicle
UN SDG No. 13: Climate Action

To help position Nissan as an electrical vehicle leader and raise its reputation for innovation in the Philippines, TBWA\Santiago Mangada Puno established The Leaf Orchestra. Using an art form discovered by Philippine national artist Levi Celerio, the musical ensemble features rare artists who use leaves to play music. Through a series of films that premiered on Facebook and YouTube during peak car-buying season, The Leaf Orchestra reminded audiences to “listen” to nature and consider the environmental impact of a personal vehicle. After the campaign, online searches of Nissan electric cars increased by 53%, doubling the brand’s share of voice and positive sentiment against competitors. The performances also earned impressive visibility with 70% engagement and a reach of 1,944,860 viewers.



WATCH HERE

LEAD RESPONSIBLY

At Omnicom, we prioritize strengthening our corporate governance and associated policies, and we strive to align our policies and practices with the expectations of our stakeholders. Omnicom's management team leads responsibly, while driving strong results. Across our operations, our leadership upholds the highest ethical standards for all employees, contractors and business partners.



Deborah J. Kissire



Valerie M. Williams



Ronnie S. Hawkins



Patricia Pineda



Mary C. Choksi



Linda Johnson Rice



Leonard S. Coleman



Gracia C. Martore



Mark D. Gerstein

BOARD OF DIRECTORS

Our distinguished Board of Directors provides strong oversight of management critical to our continued success. Following the appointment of our newest Board members Patricia Salas Pineda and Mark D. Gerstein in 2022, our Board now consists of 10 directors, including nine who are independent (featured left) as well as our Chairman and Chief Executive Officer, John D. Wren.

Omnicom has one of the most diverse Boards of any U.S.-based company. Our Board currently has six female members, four Black members – including our Lead Independent Director, and one Latina member. The Audit, Compensation and Finance Committees are each chaired by a female director, and the chair of our Governance Committee is Black.

This diversity is largely due to our prioritization of Board refreshment, which maintains institutional knowledge while introducing new perspectives and diverse expertise. Each director stands for election annually.



Award-Winning Board Diversity

The Omnicom Board of Directors is among the most diverse in the Fortune 500. As a result of our long-standing commitment to racial and gender diversity in the boardroom, Omnicom Group was ranked No. 23 in the 2023 Diversity First Top 50, an annual ranking of Fortune 500 companies based on the racial and gender diversity of their board members and executive leaders.

ETHICS AND INTEGRITY

The way we do business is just as important to our success as the work we produce for our clients. Our commitment to ethics, transparency and compliance is foundational to 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 spells out what we value, what we believe and the policies employees are expected to uphold.

The Code applies to everyone who works on Omnicom’s behalf, including our full- and part-time employees, contractors, business partners and members of our Board.

Employees who witness or learn of activity that could violate the Code, the law or our policies are encouraged to speak up by:

- Reaching out to their supervisor or a senior manager.
- 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.

Code of Conduct Training – We expect our employees to make decisions that align with our ethical values. We rolled out a new Code of Conduct training to employees globally in December 2022 to ensure enterprise-wide understanding of our values and expectations. As of May 2023, we were able to document that more than 70,000 employees have completed this training.

Ethics and Anti-Bribery Training – We require all Omnicom employees to complete robust anti-bribery and anti-corruption training. The training ensures our employees have the necessary tools and understanding to navigate ethical risks associated with selecting third-party vendors, interacting with government officials, accepting gifts or hospitality, and maintaining accurate records. Given the nuances of global regulations and cultural norms in the regions where we operate, this universal standard helps equip our employees to mitigate risk.





Political Contributions and Trade Association Disclosures – Adopted in 2021, our [U.S. Political Contributions Policy](#) outlines the standards governing consideration and approval for our agencies to engage in political activities at the federal, state or local levels. Omnicom and its agencies made no U.S. political contributions in 2020, 2021 and 2022. At the holding company level, Omnicom does not make political contributions or sponsor a Political Action Committee.

In response to ongoing shareholder feedback, Omnicom also discloses payments to U.S. trade associations receiving more than \$50,000 in dues or contributions, and the amount of such dues or contributions used for lobbying or other political activity. Our disclosures related to U.S. political contributions and payments to U.S. trade associations are available on our [Corporate Governance website](#).

Improving Cybersecurity Protections – To maintain security across our operations, Omnicom follows internationally recognized cybersecurity standards. Omnicom is certified under the ISO 27001 information security framework, establishing a baseline model for compliance across our networks and agencies in more than 70 global markets. Ahead of new ISO standards that will take effect in 2025, we are adopting and implementing new technologies to remain in compliance.

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

To maintain strong awareness of our policies and procedures, we established annual security awareness training for all employees across the network.

Data Clean Rooms

As the advertising ecosystem becomes increasingly complex, Omnicom continues to invest in data management capabilities, including data clean rooms. Clean rooms provide a secure environment for clients to compare anonymized first-party consumer data to aggregate sets to find matches, resulting in more actionable consumer insights while protecting consumer privacy.



Appointing Our First Chief Data Privacy Officer

In 2022, we appointed Brian Clayton as our first Associate General Counsel & Chief Data Privacy Officer to head our new Global Privacy Office. This is a key example of our commitment to data privacy for Omnicom, our people and the clients we serve. In this new role, Brian will establish a privacy-first approach across all levels of the organization and ensure our company and its brands comply with increasingly complex data privacy laws and regulations.

Advancing Data Privacy – Led by Omnicom’s Chief Data Privacy Officer, the new Global Privacy Office (GPO) is responsible for implementing best-in-class data privacy policies across the network. Previously a subcommittee of the Information Risk Management Committee, the GPO ensures Omnicom is taking a consistent approach to data privacy across groups, agencies and regions to best protect employee and client data.

To further protect the data of our employees, clients and partners, Omnicom is deploying OneTrust across our networks and practice areas. OneTrust is a powerful privacy and data governance tool that allows us to monitor data across the organization, comply with regulatory requirements and further operationalize our privacy program.

We are constantly evolving our protocols to best protect our employees, clients and partners. Our teams closely monitor the privacy landscape to ensure we remain in compliance with applicable regulations, including the General Data Protection Regulation in the European Union and the California Consumer Privacy Act.



ABOUT THIS REPORT

Omnicom's approach to corporate responsibility is built upon our long and enduring commitment to diversity, equity and inclusion, environmental stewardship, a culture of ethics and sound corporate governance. This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2022 and includes some anecdotal information from early 2023.

The report is organized to reflect our three actionable focus areas: Empower People, Protect Our Planet and Lead Responsibly. In this report, and online at csr.omnicomgroup.com, we have included a select number of case studies from our diverse 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 and organizations to determine relevant material topics. These include the Global Reporting Initiative (GRI) Standards and G4 Media Sector Disclosures, 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

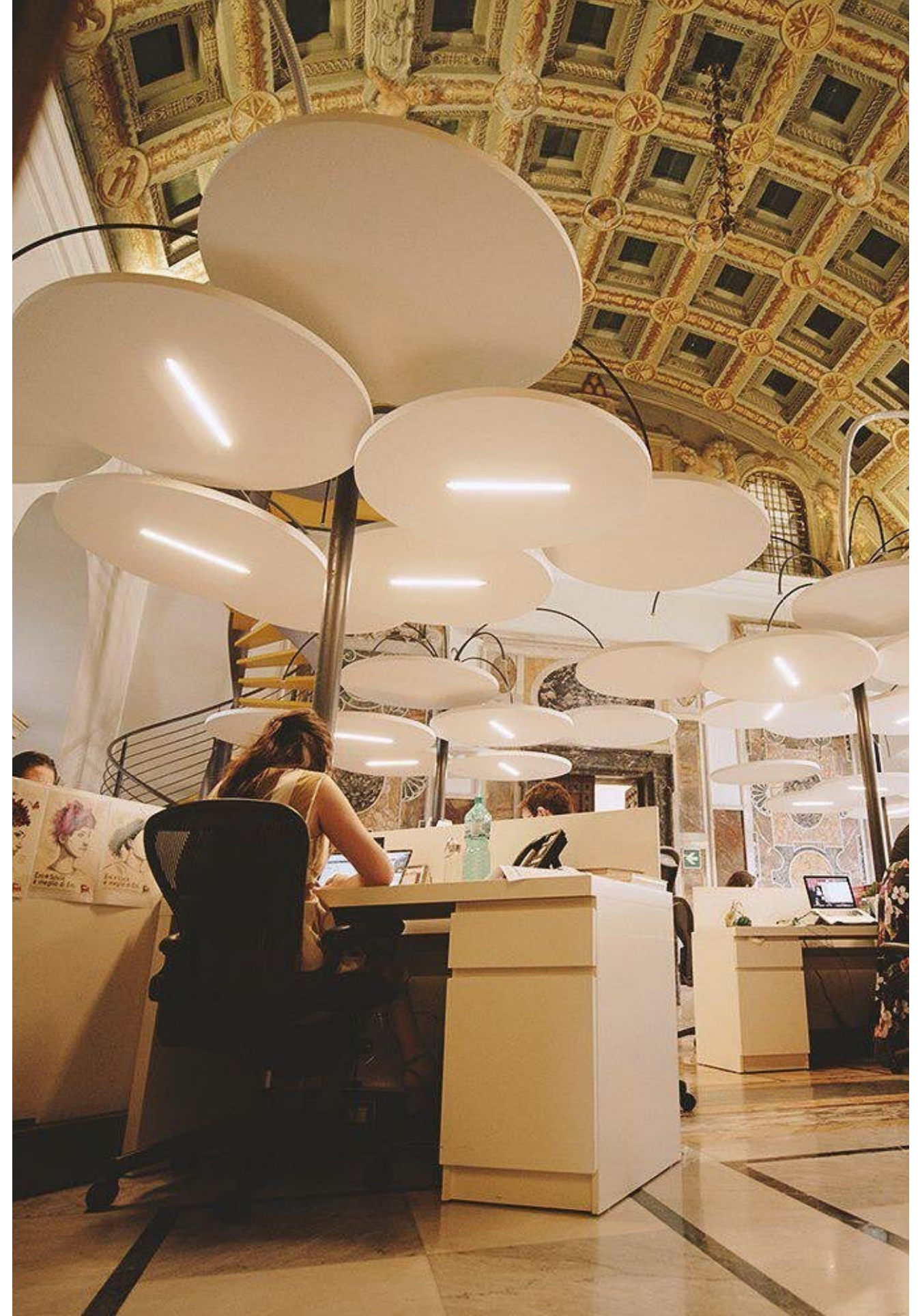
The content of this report was developed primarily through interviews with Omnicom executives, subject matter experts and Omnicom agency employees. We also relied on previous conversations with some of our largest shareholders, as well as NGO partners, clients and investors, to solicit feedback on our 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, Omnicom reached out to shareholders holding 65% of our outstanding shares, and we spoke to every shareholder who accepted our invitation for engagement. The constructive feedback we received from shareholders – which encompassed topics such as diversity, equity and inclusion, environmental sustainability and corporate governance – is shared with and discussed by the full Board of Directors on a regular basis.

SCOPE

The quantitative data in this report covers Omnicom's global operations in fiscal year 2022 (from Jan. 1 to Dec. 31, 2022). Numbers throughout the report are estimates based on available data. Our last published report, released in summer 2022, covered primarily 2021 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 a corporate responsibility report annually.



REPORTING INDEX



GRI REPORTING INDEX

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GENERAL DISCLOSURES		
GRI 2: General Disclosures 2021	2-1 Organizational details	Omnicom 2022 CR Report, Page 6 (About Omnicom Group) Omnicom 2022 Form 10-K, Item 1. Business
	2-2 Entities included in the organization's sustainability reporting	Omnicom 2022 Form 10-K, Subsidiaries of Registrant, Page 69
	2-3 Reporting period, frequency and contact point	Omnicom 2022 CR Report, Page 49 (Scope)
	2-4 Restatements of information	Some environmental data has been restated. See Omnicom 2022 CR Report, Page 36 (Assessing Our Energy-Reduction Goals).
	2-5 External assurance	Data in this report has not been externally assured.
	2-6 Activities, value chain and other business relationships	Omnicom 2022 CR Report, Page 6 (About Omnicom Group) Omnicom 2022 Form 10-K, Item 1. Business
	2-7 Employees	Omnicom 2022 CR Report, Page 6 (About Omnicom Group) Omnicom 2022 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.

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GENERAL DISCLOSURES		
GRI 2: General Disclosures 2021	2-9 Governance structure and composition	<p>Omnicom 2022 CR Report, Page 43 (Board of Directors)</p> <hr/> <p>Omnicom 2023 Proxy Statement, Pages 15-24 (2023 Director Nominees)</p> <hr/> <p>Omnicom Website: Corporate Governance</p>
	2-10 Nomination and selection of the highest governance body	<p>Omnicom 2022 CR Report, Page 43 (Board of Directors)</p> <hr/> <p>Omnicom 2023 Proxy Statement, Item 1 - Election of Directors</p>
	2-11 Chair of the highest governance body	<p>Omnicom 2023 Proxy Statement, Pages 32-35 (Board Leadership Structure)</p>
	2-12 Role of the highest governance body in overseeing the management of impacts	<p>Omnicom Governance Committee Charter</p> <hr/> <p>Omnicom 2023 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities)</p>
	2-13 Delegation of responsibility for managing impacts	<p>Omnicom Governance Committee Charter</p> <hr/> <p>Omnicom 2023 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities)</p>
	2-14 Role of the highest governance body in sustainability reporting	<p>Reviewed by Omnicom's Chief Financial Officer.</p>
	2-15 Conflicts of interest	<p>Omnicom 2023 Proxy Statement, Page 37 (Ethical Business Conduct)</p>
	2-16 Communication of critical concerns	<p>Omnicom 2023 Proxy Statement, Page 32 (Shareholder Communications with Board Members)</p> <hr/> <p>Omnicom Internal Control Line</p>
	2-17 Collective knowledge of the highest governance body	<p>Senior management regularly discusses economic, environmental, social and governance topics during shareholder engagement meetings conducted annually.</p>

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GENERAL DISCLOSURES		
GRI 2: General Disclosures 2021	2-18 Evaluation of the performance of the highest governance body	Omnicom 2023 Proxy Statement, Page 13 (Qualifications of the Members of the Board)
	2-19 Remuneration policies	Omnicom 2023 Proxy Statement, Pages 9 (Executive Compensation Highlights) 38-39 (Directors' Compensation for Fiscal Year 2022) 41-74 (Executive Compensation)
	2-20 Process to determine remuneration	Omnicom 2023 Proxy Statement, Pages 49-63 (Compensation Discussion & Analysis)
	2-21 Annual total compensation ratio	Partially reported: Omnicom 2023 Proxy Statement, Page 71 (Pay Ratio Disclosure)
	2-22 Statement on sustainable development strategy	Omnicom 2022 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, 2022, Omnicom was not subject to any legal proceedings with a material adverse effect on our results of operations or financial position.

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
GENERAL DISCLOSURES		
GRI 2: General Disclosures 2021	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 2022 CR Report, Page 48 (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 2022 CR Report, Page 48 (Material Topics Identification)
	3-2 List of material topics	Omnicom 2022 CR Report, Page 48 (Material Topics Identification)
ECONOMIC PERFORMANCE		
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	Omnicom 2022 Form 10-K, F-4-F-8 (Consolidated Balance Sheets)
	201-2 Financial implications and other risks and opportunities due to climate change	2022 CDP Climate Response
	201-3 Defined benefit plan obligations and other retirement plans	Omnicom 2022 Form 10-K, Pension and Other Postemployment Benefits, Page F-23

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
MARKET PRESENCE		
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.
INDIRECT ECONOMIC IMPACTS		
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	Omnicom 2022 CR Report, Page 20 (Supporting Communities Around the Globe through Pro Bono Partnerships)
	203-2 Significant indirect economic impacts	Omnicom 2022 CR Report, Page 20 (Supporting Communities Around the Globe through Pro Bono Partnerships)
PROCUREMENT PRACTICES		
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.
ANTI-CORRUPTION		
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	Omnicom 2022 CR Report, Page 44 (Ethics and Integrity) Omnicom Code of Business Conduct
ANTI-COMPETITIVE BEHAVIOR		
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.

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
ENERGY		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	Omnicom 2022 CR Report, Page 36 (Global Energy Footprint)
	302-3 Energy intensity	2022 CDP Climate Response
	302-4 Reduction of energy consumption	Omnicom 2022 CR Report, Page 36 (Assessing Our Energy-Reduction Goals)
	302-5 Reductions in energy requirements of products and services	Partially reported: Omnicom 2022 CR Report, Page 33 (Helping Our Industry Achieve Environmental Goals)
EMISSIONS		
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	Omnicom 2022 CR Report, Page 36 (Global GHG Emissions)
	305-2 Energy indirect (Scope 2) GHG emissions	Partially reported: Omnicom 2022 CR Report, Page 33 (Helping Our Industry Achieve Environmental Goals)
	305-3 Other indirect (Scope 3) GHG emissions	Omnicom 2022 CR Report, Page 36 (Global GHG Emissions)
	305-4 GHG emissions intensity	2022 CDP Climate Response
	305-5 Reduction of GHG emissions	Omnicom 2022 CR Report, Page 36 (Assessing Our Energy-Reduction Goals)

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
SUPPLIER ENVIRONMENTAL ASSESSMENT		
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Partially reported: Omnicom Supplier Code of Conduct
EMPLOYMENT		
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 (Expanded Parental Leave)
OCCUPATIONAL HEALTH AND SAFETY		
GRI 403: Occupational Health and Safety 2018	403-6 Promotion of worker health	2022 Omnicom CR Report, Page 18 (Prioritizing the Health and Well-being of Our People)
TRAINING AND EDUCATION		
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	Partially reported: Omnicom 2022 CR Report, Page 14 (Advancing Our Talent with Omnicom University)
	404-2 Programs for upgrading employee skills and transition assistance programs	Omnicom 2022 CR Report, Page 14 (Advancing Our Talent with Omnicom University)

GRI STANDARD	DISCLOSURE	LOCATION/DESCRIPTION
TRAINING AND EDUCATION		
GRI 404: Training and Education 2016	404-3 Percentage of employees receiving regular performance and career development reviews	Employee performance and career development reviews are conducted at the agency level.
DIVERSITY AND EQUAL OPPORTUNITY		
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	<p>Omnicom 2022 CR Report, Page 43 (Board of Directors)</p> <hr/> <p>Omnicom 2022 CR Report, Page 59 (SASB Standards Index)</p>
CHILD LABOR		
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
FORCED OR COMPULSORY LABOR		
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
SUPPLIER SOCIAL ASSESSMENT		
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Partially reported: Omnicom Supplier Code of Conduct
PUBLIC POLICY		
GRI 415: Public Policy 2016	415-1 Political contributions	Partially reported: Omnicom 2022 CR Report, Page 45 (Political Contributions and Trade Association Disclosures)

SASB STANDARDS INDEX

Omnicom’s 2022 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 2022, unless otherwise indicated. This report complements our annual Corporate Responsibility Report, available at csr.omnicomgroup.com

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

TOPIC	SASB CODE	ACCOUNTING METRIC	RESPONSE
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.
	SV-AD-270A.2	Percentage of campaigns reviewed for adherence with the Advertising Self-Regulatory Council (ASRC) procedures, percentage of those in compliance	While Omnicom’s advertiser clients are ultimately responsible for the advertising claims made about their products or services and for defending their campaigns before the Advertising Self-Regulatory Council (ASRC), Omnicom’s attorneys and business affairs teams are familiar with the guidance and precedent set forth by the National Advertising Division (NAD), National Advertising Review Board (NARB), Children’s Advertising Review Unit (CARU) and ASRC’s other self-regulatory programs. Omnicom takes this ASRC guidance into account when reviewing the various U.S. advertising and marketing campaigns it develops on behalf of clients. Accordingly, Omnicom is confident that 100% of the advertising campaigns it develops that require review are reviewed for adherence with ASRC procedures.
	SV-AD-270A.3	Percentage of campaigns that promote alcohol or tobacco products	3.5% of 2020 revenue, 4.2% of 2021 revenue and 4.2% of 2022 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

Omnicom's U.S. Equal Employment Opportunity Commission (EEOC) Data
 as of Dec. 31, 2021 and Nov. 30, 2022

	Black 2021 2022	Asian 2021 2022	Hispanic 2021 2022	White 2021 2022	Female 2021 2022
EXECUTIVE MANAGERS	3.5% 3.6%	7.5% 8.2%	5.5% 6.4%	81.7% 79.5%	50.9% 52.6%
MID MANAGERS	5.5% 5.3%	9.2% 9.3%	9.6% 9.9%	72.6% 72.5%	58.5% 58.3%
PROFESSIONALS	7.5% 7.6%	11.1% 12.0%	12.0% 12.8%	65.8% 63.8%	62.0% 62.3%

We believe that these statistics, and the diversity of our Board with six of 10 directors being women, four being African American and one being Latina, clearly reflect the value Omnicom places on workplace diversity and the strength of its efforts to promote professional opportunities for women and diverse individuals.

Learn more at www.omnicomgroup.com/corport-responsibility

We published our [EEO-1 Data](#) (“EEO-1 Report”) on our website this year, reflecting demographic data for 2022, and are committed to continuing this level of disclosure going forward.

TOPIC	SASB CODE	ACCOUNTING METRIC	RESPONSE
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 64,100 employees as of Dec. 31, 2020, 71,700 employees as of Dec. 31, 2021 and 74,200 employees as of Dec. 31, 2022.



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

Read more at csr.omnicomgroup.com.