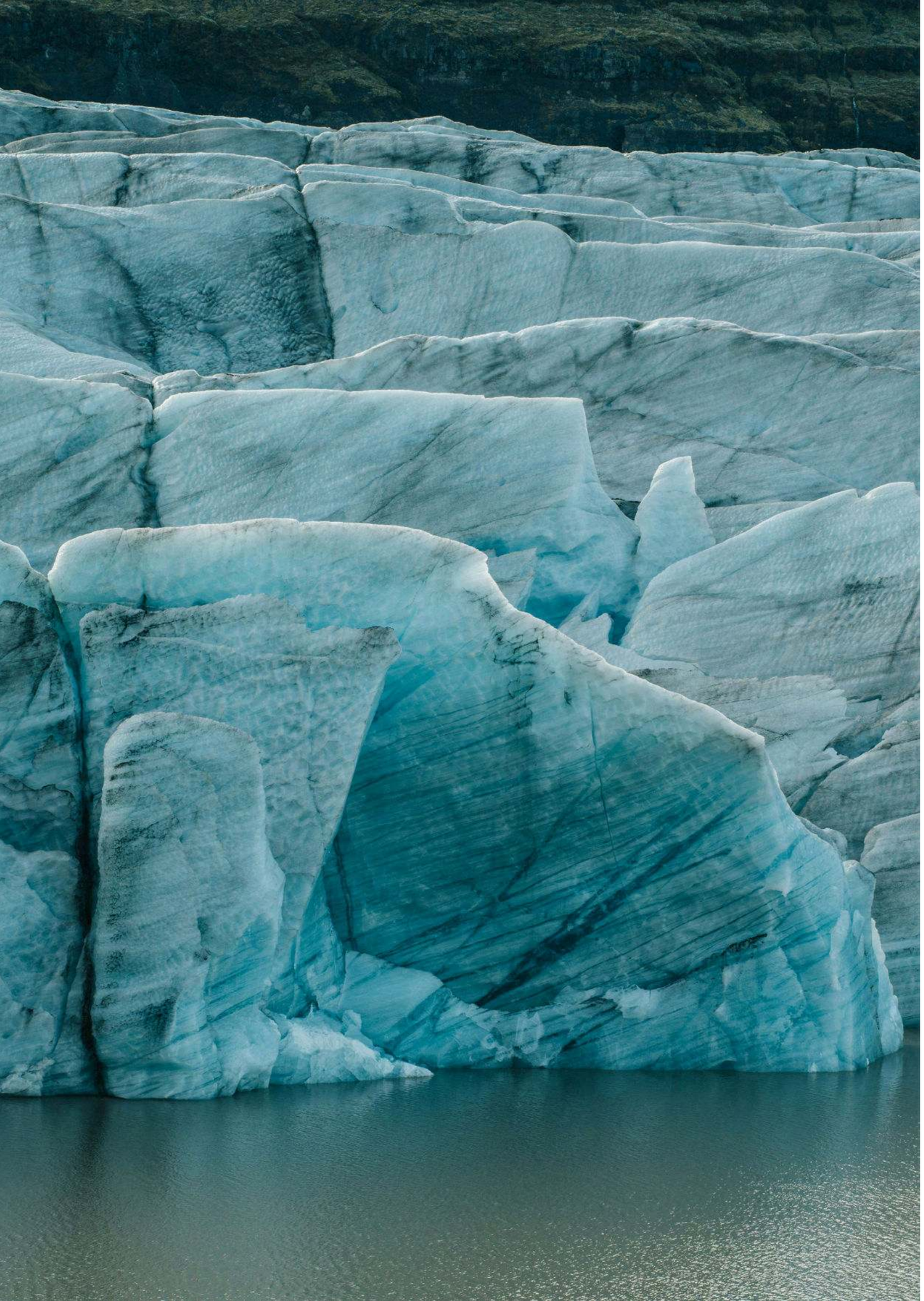
HAVAS

CSR REPORT 2023

IMPACT+



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OUR ORGANIZATION

HAVAS IS ONE OF THE LARGEST COMMUNICATIONS GROUPS IN THE WORLD, operating at every stage of the value chain, from developing great creative ideas and strategic consulting to execution. Since its establishment in Paris in 1835 by Charles-Louis Havas, the inventor of modern communication, the group has continuously expanded and reinvented itself to guide industry changes and anticipate the new needs of businesses. It currently employs more than 23,000 talents in over 100 countries.

To meet the needs of its clients, Havas has been a pioneer in developing a fully integrated agency model by launching the "Together" strategy as early as 2013. This strategy is embodied by over 70 Havas Villages around the world, bringing together all communication disciplines. The teams from different entities and agencies work with agility and in perfect synergy to offer clients adapted and innovative solutions. These clients come from a wide range of industry verticals, including fast-moving consumer goods, healthcare, automotive, telecommunications and luxury, to name just a few. Havas is therefore a transformation partner for its clients, accompanying them in their journey towards greater relevance and higher performance.

Through a new proprietary operating system, all the group's expertise, tools and resources are seamlessly integrated within a global network called One Havas. Each Village is interconnected and enhanced by data, new technologies and artificial intelligence within this integrated system. With creative ideas at the heart of this unique model, Havas teams produce and disseminate personalized content and experiences on a large scale, in service of a shared mission: Make a meaningful difference to brands, businesses and people.

+23,000
EMPLOYEES

+100
COUNTRIES

9
EXPERTISES

ONE HAVAS

A MESSAGE FROM YANNICK BOLLORÉ

YANNICK BOLLORÉ
Chairman and CEO

At Havas, our ambitious mission "Make a meaningful difference to brands, businesses and people," guides us every day. We are deeply convinced that creativity has the power to support, and even drive, positive societal change by shaping mindsets and perceptions, as well as influencing behavior around social and environmental issues.

We are extremely fortunate to be able to make a meaningful difference through the influence of our activities and the content we create. This opportunity is a responsibility, towards our talents, our clients, our partners, society and future generations.

I am proud of the many campaigns Havas has produced in 2023 that challenge and promote new narratives on various subjects such as responsible consumption, understanding autism in young girls, or raising awareness of the growing water crisis.

These issues are close to my heart because the urgency compels us to get involved. I firmly believe that this ongoing transformation is a real opportunity for businesses. It is a chance to innovate, transform and inspire. While we are aware that our journey towards sustainability is constantly progressing, we are determined to continue and intensify our efforts. That is why, in 2023, we committed to an ambitious decarbonization trajectory that has been validated by science, and why we have implemented a robust tool for measuring the carbon footprint of our creative, media and event campaigns, already approved by many of our clients.

As the world continues to face unprecedented social, economic and environmental challenges, it is our duty to take concrete actions that make a positive contribution to our planet and to society. This CSR report outlines the significant progress we have made over the past year, which honors our commitments and encourages us to continue making progress.

We strongly believe that our success is measured not only by our financial performance but also by our positive impact. I would like to thank all the teams who are working towards this goal, as well as our partners and stakeholders who inspire and encourage us to move forward.

Yannick Bolloré

A MESSAGE FROM STÉPHANIE BERTRAND-TASSILLY

STÉPHANIE BERTRAND-TASSILLY
Global Chief CSR Officer

2023 was a particularly eventful year for all the pillars of our Impact+ CSR strategy.

We have continued to fully invest in the well-being of our talents through our People pillar. Our main areas of action have been raising awareness of mental health, ethnic and cultural representation, LGBTQ+ inclusion and supporting women in accelerating their careers. As a result, we are proud that more than half of the managers in 2023 are women, and the proportion of women in creative leadership roles has quadrupled in just two years.

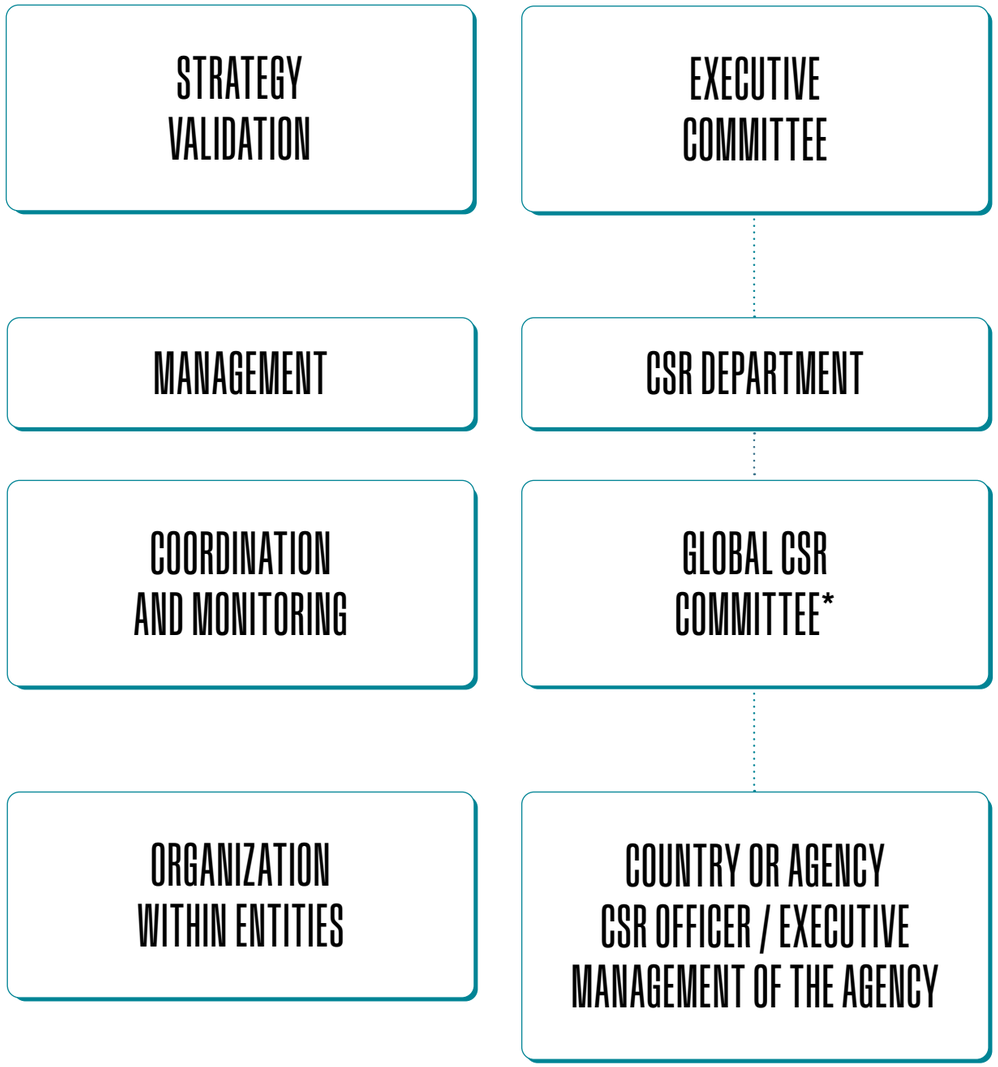
Regarding our Environment pillar, the year 2023 was marked by two major achievements. Firstly, the validation of the decarbonization trajectory by the Science-Based Targets initiative in March 2023, confirming our commitment to four ambitious targets. Secondly, the deployment of the Havas Carbon Impact calculator in all our agencies around the world. This unique tool measures the carbon impact of creative, media and event campaigns, allowing us to provide clients with a comprehensive impact assessment of their campaign, from creation to distribution, and offer more sustainable alternatives.

Finally, our last pillar, Meaningful Communication, was particularly successful this year with a large number of socially responsible campaigns winning 63 "sustainable" awards.

At the same time, we have strengthened the structure of our internal CSR network around the world, enabling us to engage countries and move forward together towards common goals.

As a major player in communications, we must use our power of influence to promote changes in lifestyles and consumption habits. The challenge is to combine profitability and sustainability by offering a new world that is just as desirable.

OUR CSR GOVERNANCE



GLOBAL CSR COMMITTEE*

The Global CSR Committee is composed of about 30 people representing the countries in which Havas operates, strengthening the group's CSR network.

THE STORY OF A COMMITTED GROUP

2003

UN GLOBAL COMPACT
We were the first communications group to sign the UN Global Compact to support the 2030 Agenda for Sustainable Development.

2009

TCK TCK TCK
We partnered with the UN and Kofi Annan to launch the "TCK TCK TCK: Time for Climate Justice" campaign, alongside the world's first musical petition featuring over 50 global artists. This year, we also developed our sustainability strategy.

2016

UN COMMON GROUND
We joined the UN Common Ground Initiative and adopted the Sustainable Development Goal (SDG) 13: Take urgent action to combat climate change and its impacts.

2018

GRAND PRIX SUSTAINABLE DEVELOPMENT GOALS
We won the Grand Prix for Sustainable Development Goals at the Cannes Lions International Festival of Creativity for the "Palau Pledge" campaign and received the UN Peace Medal for the campaign "Making Friends Across Religions." This year we also launched the Havas Climate Solidarity initiative.

2020

IMPACT+
We launched Impact+, our CSR strategy based on 3 pillars: People, Environment and Meaningful Communication. We have also set up the first carbon calculator for multi-media campaigns in France.

2023

REDUCING OUR EMISSIONS
The Science-Based Targets initiative (SBTi*) validated Vivendi's carbon reduction targets. Havas, like the other Vivendi entities, is committed to this ambitious decarbonization trajectory that concerns the reduction of energy consumption, renewable energies, the reduction of emissions related to our operations and the engagement of our suppliers.

Havas Carbon Impact calculator
Launched in November across all the group's agencies, Havas Carbon Impact calculator is an internal tool for calculating the carbon footprint of a media campaign, a creative campaign or an event organized for a client. It enables all our agencies to support their clients in their sustainable transformation.

Grand Prix for Good - Anne de Gaulle
We won the Grand Prix for Good at Cannes for Havas Paris' campaign on behalf of the Anne De Gaulle Foundation, which highlighted the work of the Foundation set up by Yvonne and Charles de Gaulle to help people with mental disabilities.

**independent global body for companies to set emission reduction targets based on climate science*

HAVAS & THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

in 2015, the un created the 2030 agenda, which lists 17 Sustainable Development Goals (SDGs) aimed at ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity. As part of Impact+, Havas has focused its efforts on prioritizing several of these SDGs and is contributing, in its own way, to advancing this agenda. You will find them in the different pillars throughout this report.

The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States. United Nations Sustainable Development Goals' website.

DETAILS OF THE SDGS THAT CONCERN US

LABELS AND CERTIFICATIONS

Havas has been awarded the Ecovadis Silver Medal in recognition of its sustainability performance. (67/100)

In three of our four main markets (Spain, United Kingdom, France), the workforce is almost entirely covered by an ISO 14001 certified Environmental Management System (EMS). This means that almost a third of the Havas workforce is certified.

This certification, granted by an independent body, guarantees the company and its stakeholders that the environmental management system in place complies with ISO standards. When a company obtains this certification, it shows that it is committed to continuous improvement, in compliance with the regulations, with the aim of supervising and reducing its environmental impact.

The CDP (Carbon Disclosure Project), the international benchmark for corporate environmental ratings, awarded Vivendi a B rating in 2023. Although it has strengthened its criteria, Havas moved up three places in its rating compared to previous years (C in 2021) and is now above the average rating of companies in its sector (B) and European companies (B).

BODIES

IMPACT+

IMPACT+, OUR CSR STRATEGY

Launched in 2020, Impact+, our sustainable development strategy, brings together our objectives and actions. It is based on 3 pillars: People, Environment and Meaningful Communication.

2023 KEY FIGURES:

1
unique tool to measure the carbon impact of our creative, media and events campaigns

17,925
talents have completed the "Act Together" CSR training

67%
of the group's electricity consumption comes from renewable energy sources

135
probono campaigns have been carried out

54.9%
of managers are women

-39%
Havas' carbon footprint has decreased by 39% since 2018

56
agencies were involved in actions related to Havas global 'All In' strategy on diversity, equity, inclusion and belonging (DEIB)

63
awards were received for our campaigns in a sustainable category

PEOPLE

PATTI CLARKE, Global Chief People Experience Officer

"Our people are a beautiful collection of cultures, capabilities, and experiences. Our ambition is for each employee to be able to show up for work in our villages and feel respected, valued, and included. To achieve this, we all need to keep learning and evolving when it comes to fostering inclusive work environments. Our global and local programming is focused on education, awareness and allyship. It's an ongoing cultural journey, but well worth it for each moment of progress."

At Havas, people come first. Our ambition is to create a culture where diverse voices and perspectives are encouraged and respected, and where all employees are equally supported in developing their careers.

We are committed to promoting a healthy and harmonious work environment that supports our talent's performance and development.

KEY FIGURES

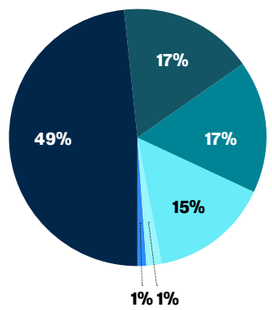
23,042

TOTAL WORKFORCE:

TOTAL WOMEN: **13,480 (58.5%)** / TOTAL MEN: **9,167 (41.5%)**

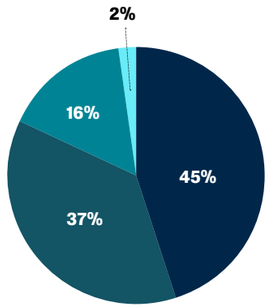
WORKFORCE BY GEOGRAPHICAL AREA:

- Europe: 49%
- North America (Canada/USA/Mexico): 17%
- Asia: 17%
- South America: 15%
- Africa: 1%
- Oceania: 1%



WORKFORCE BY DIVISION:

- Havas Creative: 45%
- Havas Media: 37%
- Havas Health: 16%
- Havas SA: 2%



182,130
HOURS OF TRAINING WERE COMPLETED BY OUR TALENTS IN 2023

114,000
TRAINING CERTIFICATES WERE AWARDED IN 2023

ALL IN, OUR DEIB (DIVERSITY, EQUITY, INCLUSION & BELONGING) STRATEGY

Launched in 2018, All In is Havas' global approach to Diversity, Equity, Inclusion and Belonging (DEIB). All In involves all levels of the organization by empowering local and regional initiatives around the group, as well as enabling collaboration on global DEIB efforts. Collectively, over 180 actions took place across 56 agencies and 42 countries in 2023. Key focus areas included Education & Awareness, Mental Health, Industry Access, Ethnic & Cultural Representation, LGBTQ+ Inclusion and Women & Gender Equality.

HAVAS ALL IN

4,912
TALENTS ARE TRAINED IN DEIB SUBJECTS

The four pillars of All In are the following :

WOMEN

MENTAL HEALTH

LGBTQ+ INCLUSION

DISABILITY INCLUSION

1. Women

FEMMES FORWARD

Launched in 2018, Femmes Forward (FF) supports the advancement of women's careers at Havas. Designed for women at the senior manager/director level, the experience consists of skills workshops, leadership assessments and insights, inspiration from senior leaders, group coaching, community building and more. At the end of the program, participants developed a plan to guide the next steps of their career. Since 2018, FF has impacted 365 women from 34 countries and retained 67% of participants. **In 2023, there were 79 participants from 11 countries.**

FEMMES FORWARD FRIDA

Femmes Forward FRIDA is a spinoff of Femmes Forward designed to support the advancement of women at the creative director level and increase the number of women in creative leadership roles. Participants gain personalized leadership development, community building, as well as exposure, inspiration and networking at the Cannes Lions International Festival of Creativity. Since kickstarting our commitment toward increased representation of women in creative, we have seen improved results. **From 2021 to 2023, the number of women in creative leadership roles increased from 5.7% to 24.8%. In that time, the number of women in all creative roles also increased from 42% to 46%.**

FEMMES FORWARD ACADEMY

Femmes Forward Academy is a virtual program designed for junior-level women at Havas with 1-4 years of experience. Participants attend four expert-led sessions on topics like building confidence, managing stress and cultivating their voice. FF Academy has impacted over 620 women across the global network. **In 2023, over 440 women registered for the program.**

LOCAL INITIATIVE - INDIA

WOMEN WHO INSPIRE

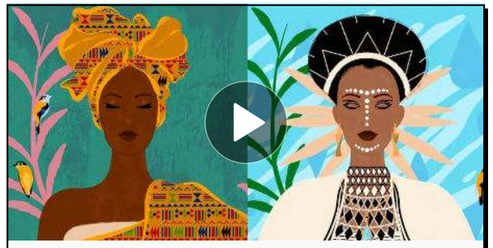
Havas India launched "Women Who Inspire," an initiative to foster gender diversity and celebrate women in leadership. The objective is to bring about a cultural transformation that will help build a diverse and strong workforce that develops more women leaders in the group.

58,5%

13,480 WOMEN OUT OF **23,042** TALENTS

WOMEN BY GEOGRAPHICAL AREA:
Europe: 60%
North America (Canada/USA/Mexico): 62%
South America: 56%
Africa: 55%
Asia: 53%
Oceania: 59%

WOMEN BY DIVISION:
Havas Creative: 56%
Havas Media: 59%
Havas Health: 65%
Havas HQ: 56%



RECKITT'S WOMEN
IN INNOVATION FUND (WINFUND)
HAVAS SO UK X RECKITT

Havas SO, Havas' purpose-built healthcare communications agency, partnered with Reckitt on its Women in Innovation Fund (WiNFUND), a 100% not-for-profit project and community-built initiative to advance women-led innovations for health with real-world impact at its core. Financed by the sale of NFTs, including the collection of digital artworks created by Rwandan artist Christella Bijou, the fund will invest in start-ups led by women entrepreneurs running innovative healthcare businesses, helping to create economic resilience in communities and improve their access to healthcare.
One beneficiary example is Shamim Nabuuma Kaliisa from Uganda who has launched the Community Healthcare Innovation Lab (CHIL) to screen women in remote locations for cervical and breast cancer using artificial intelligence (AI), after being treated for breast cancer herself.

89
GENDER INDEX 2023
(HAVAS VILLAGE FRANCE)

43%
OF CEOS, PRESIDENTS, MANAGING DIRECTORS ARE WOMEN

46%
WOMEN IN CREATIVE ROLES

54.9%
OF MANAGERS ARE WOMEN

×4
WOMEN IN CREATIVE LEADERSHIP ROLES BETWEEN 2021 AND 2023

2. Mental Wellness

Havas deepened its commitment to supporting employee mental wellness in 2023 with the launch of Havas Minds, a custom-built content series educating on mental health awareness. Hosted on Havas University in English, French, Spanish and Portuguese, the series of short videos feature native-speaking coaches from PUSH Mind & Body.
To date, over 6,500 talents have completed the training.
We also continue to engage employees who are passionate about mental wellness through the Havas Minds Collective, a network of 45+ employees from across the globe. In 2023, they were provided sessions on mental health education and leadership development to help equip them with the insights and resources to help impact change in their agencies.

LOCAL INITIATIVE - POLAND
HAVAS INSPIRATIONS
Havas Inspirations offered a cycle of mental health and wellbeing workshops for employees. Sessions were led by psychologists and focused on topics such as depression, professional burnout, addiction and eating disorders. Employees learned how to identify symptoms of these mental illnesses in themselves and family members, ways of overcoming mental health related issues and where to find professional help.

LOCAL INITIATIVE - SPAIN
CABEZAS CON ALMA
Havas Spain developed Cabezas Con Alma (Heads with Soul), a creative solution to help managers and employees prioritize mental wellness, relate to one another, and de-mystify mental health in the workplace. The agency commissioned Spanish illustrator and writer 72kilos to design a sticker pack that employees display on their devices and notebooks to reduce the stigma around mental health and create a more compassionate culture.

YOU DON'T KNOW THE HALF OF IT
HAVAS NEW YORK X THE HARRIS PROJECT (PRO BONO)
Havas New York developed a PSA for The Harris Project, a national organization that raises awareness, advances prevention, and supports the implementation of integrated treatment for teens and young adults with or at risk of developing co-occurring disorders (COD). The short film shines a light on teen substance abuse and mental health.

HAVAS MiNDS

***6,500+** TALENTS HAVE COMPLETED THE HAVAS MINDS TRAINING*

3. LGBTQ+ Inclusion

PRIDE 2023

Our Pride 2023 approach explored the importance of what music means to the LGBTQ+ community. Through employee contributions, we curated a #HavasPride playlist on Instagram (@havas) sharing the expressions, experiences and connections of our own LGBTQ+ community. Employees from 13 countries contributed their thoughts to the campaign, and posts reached an audience of 18,000.

LOCAL INITIATIVE - NORTH AMERICA

STANDING WITH PRIDE

During Pride month, Arnold Boston welcomed six drag performers into their space to have an unfiltered, honest, and beautiful conversation captured in a special documentary. As part of our efforts with continuing LGBTQ+ conversations and support beyond just Pride Month, we created an experience to reflect a different side of Drag–the human side. We featured six incredibly unique and unapologetic forces that perform in the local Boston Drag scene–each with their own interpretation of Drag–all through an exhibit we titled respectfully, Life's a DRAG without us. Through a series of portraits, a social spotlight, and a mini-documentary, we provided a platform for our participants to share how they express themselves, how they perform drag, what drag means to them, how they're dealing with today's hardships and how they're persevering over it all.

autre cercle

LOCAL INITIATIVE - FRANCE

L'AUTRE CERCLE CHARTER

Havas France became a signatory to the "L'Autre Cercle" LGBTQ+ commitment Charter. This is a concrete commitment actively contributing to advancing LGBTQ+ inclusion in the workplace. Over a three-year period, the Village will raise awareness and train teams in creating a respectful work environment, supporting the LGBTQ+ network and taking account of their specific needs in human resources management. This includes awareness workshops, roundtable discussions and other actions during Pride Month.

Stonewall DIVERSITY CHAMPIONS

LOCAL INITIATIVE - UK

STONEWALL DIVERSITY CHAMPIONS

Havas UK partnered with Stonewall, Europe's largest LGBTQ+ rights organization, by joining their Diversity Champions Program. This initiative aims to enhance their LGBTQ+ inclusion practices by revising existing policies to ensure that family-friendly policies are gender-neutral as well as introducing a new trans and non-binary inclusion policy. Stonewall also delivered training for the UK on LGBTQ+ allyship with about 40 people in attendance.

NO ESTOY - HAVAS SPAIN

Havas Spain has produced 'No Estoy,' a campaign which argues that the best tool against stigmatization is visibility. A manifesto created by members of the LGBTQ+ community from Spanish agencies to promote inclusion and diversity in the advertising sector to advance in a more diverse communication.

*OUR GLOBAL PRIDE CAMPAIGN INCLUDED EMPLOYEES FROM **13** COUNTRIES, **20** CITIES AND REACHED **18,000+** SOCIAL ACCOUNTS*

4. Disability & Accessibility

A global disability and accessibility strategy is planned for 2024, with the aim of raising awareness at a global level and **ensuring that employees with disabilities are supported and included.**

LOCAL INITIATIVE - FRANCE
DUODAY

Havas Village France activated DuoDay as part of their disability awareness week in 2023. DuoDay is a European inclusion initiative that pairs individuals with disabilities with professionals in various industries for one day of immersion and inspiration. The goal is to increase awareness of different disabilities, promote the integration of people with disabilities into the workplace and combat prejudice.

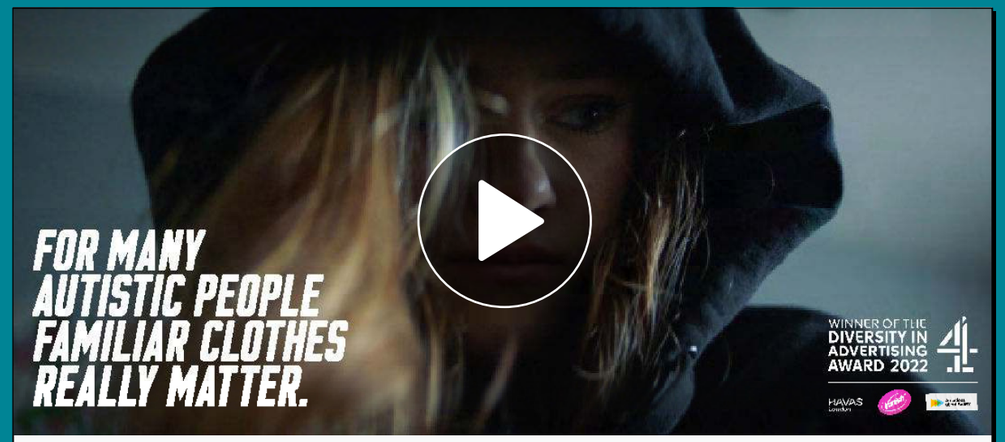
LOCAL INITIATIVE - UK
HAVAS ADAPT

Havas Village London's first employee disability network in partnership with StudioCanal. The group was instrumental in developing an additional internship program for neurodivergent undergraduates and those with disabilities. Through this, they have welcomed seven interns from the Leonard Chesire Change 100 program for three-month placements, with two going on to secure one-year contracts. They also partnered with the leading disability charity Purple Tuesday.

LOCAL INITIATIVE - CHINA
SPECIAL INTERNSHIP PROGRAM

Havas China and the Shanghai Institute of Technology's Special Art College launched a Special Internship Program for students with hearing and speech impairment or loss. Since June 2022, they have worked with the China Disabled Person's Federation to offer opportunities and support to these students.

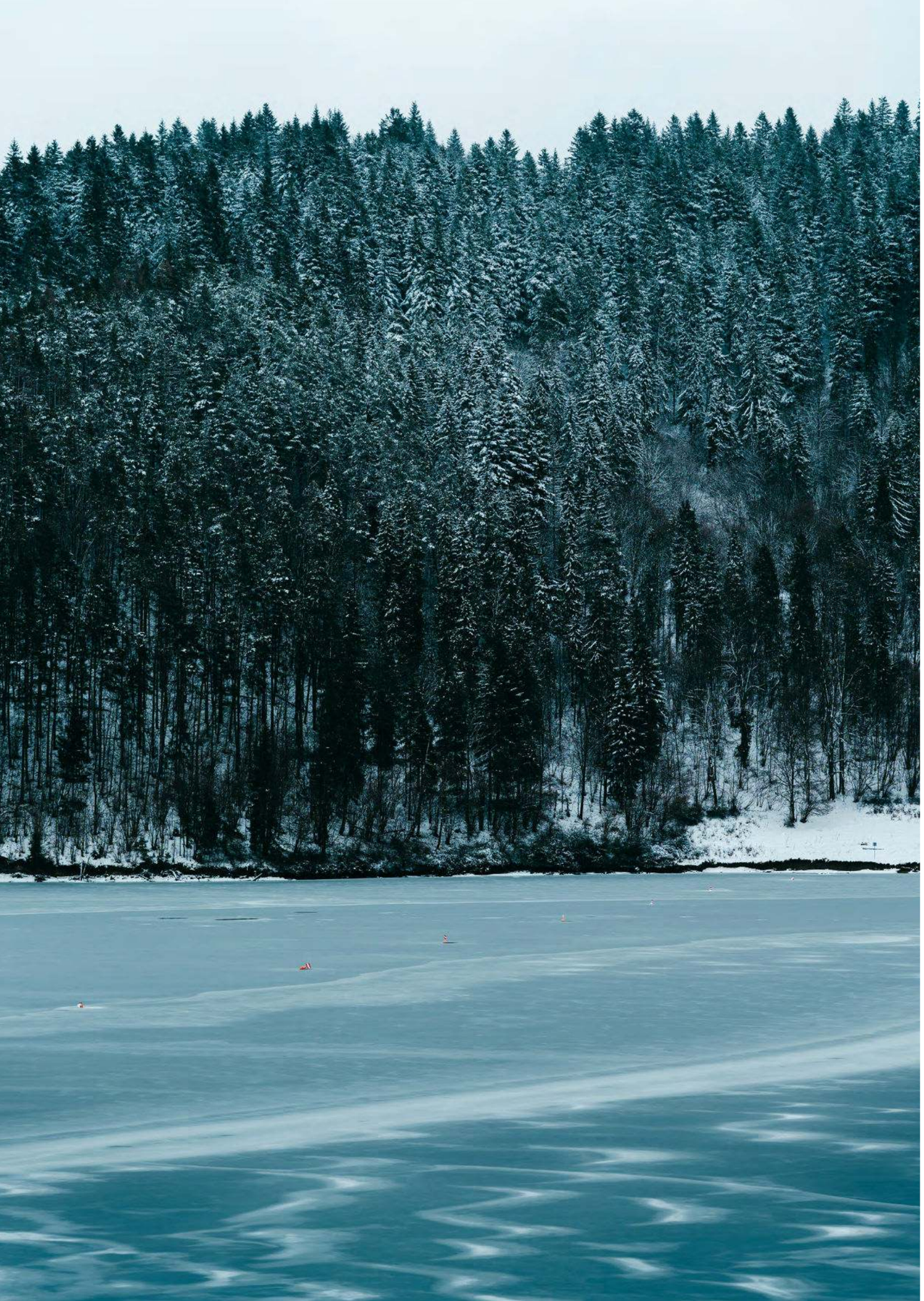
***+190%** NEW VISITORS TO THE AMBITIOUS ABOUT AUTISM WEBSITE*



ME, MY AUTISM & I
HAVAS LONDON X VANISH

In partnership with Ambitious about Autism, Channel 4 and Vanish, Havas London set out to nurture a conversation that would broaden public understanding of autism. The campaign gives a voice to autistic girls who are particularly affected by late diagnosis and tells their stories through clothes. Clothes can offer people with autism a way to regulate their senses and create a source of comfort when navigating a world not built for them.
The campaign won Channel 4's Diversity in Advertising Award and three Cannes Lions awards.

***+66** PRESS ARTICLES AND **+5** MILLION VIEWS ON TIKTOK*



ENVIRONMENT

Our environmental strategy is based on two priorities: embark on an ambitious decarbonization trajectory and **support** our clients in their positive transformation.

OUR 2023 CARBON FOOTPRINT

The greenhouse gas (GHG) emissions inventory of Havas is calculated annually based on data from the extra-financial reporting campaign.
This campaign is carried out as part of Vivendi's DPEF (Declaration of Extra-Financial Performance), of which Havas is a subsidiary. The data is audited at the beginning of the year by an independent third-party organization (Ernst & Young), which validates and corrects them if necessary. The scope of audited data corresponds to all entities with more than 25 employees (totaling 21,674 out of 23,042 individuals).
Using this data, a GHG emissions inventory is calculated following the GHG Protocol methodology, covering scopes 1, 2 (total), and 3 (partial). The emission factors used are sourced from ADEME's (French Agency for Ecological Transition) Carbon Database.

For the year 2023, based on the data validated by EY, Havas reports a GHG inventory of **34,736 tCO2e.** The breakdown of this inventory is available below, noting that **the unit used is the number of tons of CO2 equivalents (tCO2e):**

	2018	2023	Variation (%)
Effectif	19,622 (pers.)	23,042 (pers.)	17%
Scope 1	**4,539.11**	**2,584.3**	**-43%**
Natural gas	519.81	521.81	1%
Domestic fuel	0	0	-
Diesel for company vehicles	930.87	685.8	-26%
Gasoline for company vehicles	579.06	1,214.22	110%
Other (LPG for company vehicles, diesel/gasoline for generators)*	-	46.56	-
Refrigerants	2,510	115.91	-95%

**** KPI ADDED IN 2022***

	2018	2023	Variation (%)
Scope 2 (market-based)	**7,485.06**	**4,322.88**	**-42%**
Electricity (location-based)	-	5,989.73	-
Electricity (market-based)*	7,105.54	3,782.22	-47%
Heating network	379.52	515.75	36%
Cooling network**	-	24.91	-

****METHODOLOGY ADDED IN 2023***
***** KPI ADDED IN 2019***

	2018	2023	Variation (%)
Scope 3	**45,274.91**	**27,828.29**	**-39%**
Purchases (paper, cardboard, acrylics)	-	88.32	-
Waste	64	245.91	284%
Short-term rental vehicles*	19,949	119.27	-47%
Taxi*		863.69	
Train		199.55	
Short and medium-haul flights		4,516.87	
Long-haul flights		4,869.32	
Upstream emissions linked to Energy**	2,379.23	2242.76	-6%
Commuting**	5,720	10,038.6	76%
Fixed assets***	17,162	4,644	-73%

****KPI ADDED IN 2019***
*****KPI ADDED IN 2022***
******CALCULATED ON THE BASIS OF THE SURFACE AND LEASES DATE DECLARED DURING THE CAMPAIGN***

IN A CONTINUOUS EFFORT to improve the measurement of their carbon footprint, Vivendi and its subsidiaries may regularly conduct additional work to calculate GHG emissions for areas not already covered in the group's annual reporting (see Vivendi's 2024 Universal Registration Document). These efforts help enrich understanding of emissions related to the group's activities and contribute to the progressive improvement of annual reporting.
In 2022, specific work estimated that purchases by Havas accounted for nearly 24% of Havas' total carbon footprint. A mapping of purchases was thus initiated across all of Havas' business activities and regions covered, in order to refine the calculated values. Furthermore, GHG emissions corresponding to media campaigns/plans/events also constitute a significant portion of the total. With the aim of calculating them comprehensively, a platform has been developed for all agencies within the group, encompassing all of Havas' activities. It has been available since November 2023. (see page 40).

EMBARKING ON AN AMBITIOUS DECARBONIZATION STRATEGY

Havas, as a subsidiary of Vivendi, is committed to this ambitious decarbonization trajectory that encompasses reductions in energy consumption, increased use of renewable energies, lowering emissions associated with operations and engaging with suppliers to achieve these goals.

SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

The Science-Based Targets initiative (SBTi) was created in 2015 through a partnership between the CDP, the United Nations Global Compact, the World Resources Institute (WRI) and the World Wildlife Fund (WWF). It encourages companies to set targets for reducing greenhouse gas emissions based on scientific data, in order to combat climate change and limit the global temperature increase to 1.5°C above pre-industrial levels.

This initiative, aligned with the Paris Climate Agreements, offers companies the opportunity to make a voluntary commitment to reduce their emissions, in line with global decarbonization targets.

DECARBONIZATION

OUR DECARBONIZATION TRAJECTORY VALIDATED BY SBTI IS STRUCTURED AROUND **4 MAJOR OBJECTIVES:**

Reduce our greenhouse gas emissions associated with energy consumption (Scopes 1&2) by **71% by 2035**

Reduce our emissions linked to business operations (business travel, fixed assets, waste, freight...) by **43% by 2035**

Use **100%** carbon-free electricity by 2030

Involve our suppliers in a decarbonization strategy aligned with the group's commitments by **2026**

67%

OF THE ELECTRICITY CONSUMED COMES FROM RENEWABLE ENERGY SOURCES

-43%

GHG EMISSIONS ON SCOPES 1 AND 2 BETWEEN 2018 AND 2023

Havas is committed to encouraging its suppliers to follow a decarbonization trajectory (target of 85% in emissions by 2026).

The first part, consisting of mapping suppliers already committed to a SBTi trajectory, was launched in October 2023. It will lead to a general assessment in the first half of 2024 and an action plan in the second half.

ENVIRONMENTAL INITIATIVES WORLDWIDE

LOCAL INITIATIVE - SPAIN
MISION PLANETA

In March 2023, Havas Spain has launched "Mision Planeta" / "Planet Mission," a day with informative and experiential sessions to bring the sustainable purpose of Havas closer to employees. Havas Spain agencies organized conferences with clients, SDG workshops, conferences on greenwashing and the power of advertisement, environment games and workshops.

LOCAL INITIATIVE - FRANCE
HACK FOR CLIMATE

In June 2023, ekino created and organized the "Hack for Climate" event, bringing together researchers, students, designers, data scientists and engineers. The aim was to harness the power of digital technology and collective intelligence to tackle the climate challenge. The teams came up with digital tools to raise awareness among the general public and help them change their behavior. The winning team in this hackathon created "Miammm!" an application that gives consumers access to more sustainable food.

LOCAL INITIATIVE - ITALY
3BEE

Since 2020, Havas Media Italy has been in partnership with "3Bee," the first nature technology company to protect biodiversity. This initiative has given the agency the opportunity to adopt beehives and sponsor a nectariferous forest.
To intensify this project in 2023, the agency accelerated employee awareness of biodiversity by sharing a short story about the human impact on bees, written and illustrated by two of the agency's talents. Havas Media Italy then visited a school to support "3Bee" in their educational project, offering the story to children.

LOCAL INITIATIVE - UK
SOJO

Havas UK organized an event about the second life of textiles, to encourage employees to repair their clothes rather than throw them away.
SOJO came to the Havas UK office so that talents could bring in their clothes to be altered. SOJO's tailors took measurements and pinned up the items with the participants, then repaired them in their workshops before bringing them back to the agency.

DECADE OF DOING
HAVAS LEMZ AMSTERDAM X JUSTDIGGIT
Justdiggit, an NGO renowned for its landscape restoration projects in Africa, has unveiled its first global campaign with a new visual identity, created by Havas Lemz.
DIG IN aims to raise awareness across Europe and mobilize farmers in Africa to create a movement that will accelerate re-greening to fight climate change.

SUPPORTING OUR CLIENTS IN THEIR POSITIVE TRANSFORMATION

Havas is committed to supporting clients in their sustainable transformation and wishes to participate in the decarbonization of the advertising industry. This translates into the following ambitions:
Measure greenhouse gas emissions associated with the production and distribution of campaigns as well as raise client awareness of this impact using our internal platform: Havas Carbon Impact calculator
Offer greener alternatives and promote eco-designed solutions that meet client requirements
Educate clients about the role they can play in addressing issues specific to their sector

HAVAS
CARBON IMPACT
CALCULATOR

In November 2023, we globally deployed Havas Carbon Impact calculator, our internal platform for calculating the carbon footprint of a media campaign, a creative campaign or an event organized for a client. Combining these three expertises in one unique tool will allow Havas agencies to work together and deliver a full carbon impact assessment of a campaign for a shared client. **Carbon data is consolidated at different levels, from the client to the agency, but also at country and global levels.**
Havas Carbon Impact calculator is based on the **Greenhouse Gas (GHG) Protocol** and reference standards and methodologies (SRI, SNPTV, etc.), including life-cycle analysis. Based on a **robust methodology,** Havas Carbon Impact calculator aims to provide its clients with the most accurate results possible, ensuring granularity of data:
- The tool reflects the specificities of each country where Havas operates, for example by applying local electricity emission factors (IEA, DEFRA, ADEME), or by integrating accurate data such as the location of their data centers
- For media plans, the tool also relies on specific data from Havas' media providers, ensuring consistency in the carbon footprint calculations for agencies and their clients.

Taking a consulting approach with our clients on decisions related to their campaigns is at the heart of the Havas Carbon Impact calculator. This tool enables our agencies to offer solutions for reducing impact before the campaign.
Havas clients will be able to see the precise carbon impact breakdown, as well as the steps that emit the most.
Agencies will be able to measure multiple formats in one unique calculator:
- For Creative campaigns, the tool covers the carbon impact of a TV spot, radio spot, photo shoot, print ad, web development or an event organized for a client.
- For Media planning, the tool will cover press, OOH, DOOH, TV/replay, radio, digital, cinema, SMS/email, leaflets or banners.
In the long term, Havas Carbon Impact calculator will help us provide a more comprehensive measurement of Scope 3 emissions in its overall carbon footprint.
To help our teams adopt the tool more easily, several countries have deployed training courses on the Havas Carbon Impact calculator within their agencies. Explanatory videos have also been shared with all our talents to help them familiarize themselves with the tool.

155 CAMPAIGNS AND 272 PROJECTS HAVE BEEN MEASURED

ORANGE CYBERDEFENSE
HAVAS INTERNATIONAL PARIS X ORANGE
Orange was one of the first Havas clients to benefit from the "Havas Carbon Impact calculator" to measure the carbon footprint of its international media campaign.
The "Orange Cyberdefense" global campaign was broadcast between October and December 2023 by Havas International Paris. The total carbon impact amounts to 60 teqCO2 for a 100% digital campaign deployed in 9 countries (Europe and South Africa), in two phases.
The granularity of the data collected from Havas International Paris media partners and the integration of each country's specific characteristics (or requirements) made it possible to obtain a robust measurement for the client. In addition to the detailed carbon analysis for each media platform, by phase and country, the agency has also determined the main sources of carbon emissions and offered Orange solutions to reduce its impact.

"Orange is committed to ever more responsible communications campaigns. We're already well advanced in terms of eco-design and eco-production, and now we're committing to broadcasting thanks to the Havas Carbon Impact Calculator. We chose the Orange Cyberdéfense international campaign to carry out this first impact measurement. In addition to the detailed carbon analysis for each media platform, phase and country, the agency was able to identify the most impactful sources of emissions and suggest concrete actions to reduce them for the group's upcoming campaigns."

ANNE IMBERT, EVP Brand, Advertising and Sponsorship Director, Orange

MEANINGFUL COMMUNICATION

We belong to the industry of ideas, and we believe that creativity has the power to bring about positive changes in society. Our goal is to lead the way in creating and delivering responsible communication messages through our agencies in collaboration with our clients and partners.

Our ambitions:
Put our expertise **at the service** of the public interest
Promote new narratives about responsible lifestyles and consumption
Give prominence to campaigns that raise public awareness of societal issues and the ecological transition
Fight stereotypes in our work

POSITIVELY IMPACTING SOCIETY

17,925

EMPLOYEES HAVE COMPLETED THE "ACT TOGETHER" TRAINING COURSE IN 2023

OUR TALENTS TRAINED IN RESPONSIBLE COMMUNICATION

Havas contributed to the development of the "Lifestyle representations and the ecological transition" guide by EpE (Companies for the Environment) released in November 2021. The group is committed to making it available to all employees as part of a mandatory training course on responsible communication. The Havas Global CSR department also deployed "Act Together," a mandatory training for all our talents. It covers topics such as the causes and consequences of climate change, new economies emerging in response to the environmental crisis, responsible communication and how to fight greenwashing, as well as the presentation of our CSR strategy. At the same time, many countries are developing in-house training tailored to their teams.

LOCAL INITIATIVE - UK
CHANGETHEBRIEF

Havas UK has continued its involvement in ChangeTheBrief, a training program to help teams design campaigns that encourage more sustainable lifestyles, by providing them with resources and expert advice. The sessions can involve advertisers, enabling them to influence their campaign briefs in a more sustainable direction.

LOCAL INITIATIVE - FRANCE
TRAINING PROGRAM

BETC in France offers employees a broad choice of training courses linked to the ecological transition. The topics covered include understanding climate issues ("The Climate Fresk," "Digital Footprint") as well as the challenges related to the advertising sector and responsible communication in order to understand the legal and societal context. Afterwards, employees are invited to attend training courses related to the specificities of creative professions, such as the new representations. The final stage of the program allows talents to go further by getting involved within the agency or with partner associations.

Havas offers a variety of **tools to support** its clients in **their transition**.

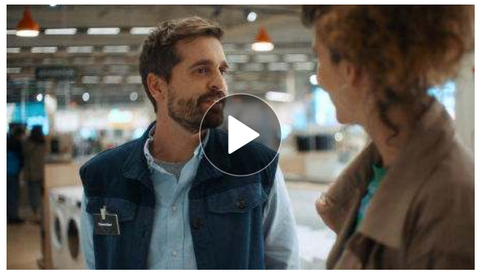
IMPACTSCORE

One of our tools, Havas Impact Score, enables Havas France to measure the societal impact of the representations produced by advertising campaigns. This involves challenging the collective imagination through new narratives, since advertising plays a part in constructing our representations. The tool can be used to open up discussions with employees, particularly with creative teams. Far from being a 'moralizing' tool, it helps to objectify representations and stimulate discussions on the impact and responsibilities of the creative agency.

M4

The M4 tool is designed to provide Havas clients with a solution for optimizing the business impact of their marketing communications, while helping to control the company's carbon footprint.
M4 was developed by CSA Data Consulting, which is specialized in predictive platforms for optimizing business performance.
To do this, it has combined its leading expertise in econometric modelling applied to marketing, and in calculating carbon impact. The solution enables the development of predictive scenarios and simulates performance in advance, in order to make the best decisions in the short, medium and long term.

MEANINGFUL CAMPAIGNS



LE DÉVENDEUR
HAVAS PARIS X ADEME

Havas Paris supported the ADEME (French Agency for Ecological Transition) with the "Dévendeur" campagne. The goal of this campaign is to promote material sobriety by inciting consumers to ask themselves the right questions before making a purchase. The campaign encourages the use of more environmentally-friendly solutions such as renting or repairing equipment. To reflect the message conveyed, the campaign was eco-designed, eco-produced and eco-broadcast. Its carbon impact was measured thanks to the Havas Carbon Impact calculator.

SAVE THE FAVELA
BETC HAVAS X KONDZILLA

Created by BETC Havas with Kondzilla, the project brings together the biggest rap and trap record companies in Brazil to shed light on a reality that affects 18 million people in the country living in Brazil's favelas. The video clip raises awareness of racial profiling and attempts to call on society to hear the communities' cry for help in favor of black and peripheral bodies that are killed daily at the hands of the police.

***63** AWARDS IN A "SUSTAINABLE" CATEGORY IN 2023*

SORRY CATS
BUZZMAN X BACK MARKET

Buzzman is highlighting the popular idea that cats have nine lives, but today they're not the only ones, our electronic devices do too, thanks to reconditioning. The 'Sorry Cats' campaign tells the story of the cats' fight to preserve their monopoly on reincarnation, whevereas anyone can give new life to an electronic device by buying or selling on Back Market.

GREETINGS FROM LA BANLIEUE
BETC X HEETCH

Supported by BETC France, Heetch is revealing the clichés that can be shared by generative AI. The word "banlieue" ("suburb") turns any image into a nightmare. The campaign calls on residents from various suburbs in France to reach out to the 11 Midjourney employees and encourage them to correct the AI, by offering a more realistic database, in order to make the suburbs a little less clichéd.

ADOPT A MOD
HAVAS PLAY X SPA

The campaign was carried out in collaboration with SPA, the main animal protection NGO in France. The goal was to modify the gameplay of "Stray," one of the most popular video games of 2022 featuring a stray cat on an extraordinary journey, allowing players to visualize the real lives of stray cats. Havas Play recreated 3D models of abandoned cats and then sent them to streamers to raise awareness of abandonment. Moreover, the protagonist cats were offered for adoption in real life.

PUTTING CREATIVITY AT THE SERVICE OF GREAT CAUSES

1,464 *TALENTS WERE INVOLVED IN PRO BONO/SKILLS-BASED SPONSORSHIP INITIATIVES*

135 *PRO BONO CAMPAIGNS WERE CARRIED OUT BY THE GROUP'S AGENCIES*

WINTER IN GERMANY
HAVAS GERMANY X FIFTY FIFTY

The campaign, produced in collaboration with Fifty Fifty, uses thermal imagery to highlight the "social coldness" towards the homeless in Germany. Havas Germany uses images of places in Düsseldorf where these people live in the streets. But our attention is focused on passers-by with warm bodies, marked in orange and red in the thermal images. However, the homeless who are freezing, blend into the color of the blue environment. It is not just a visual disappearance that is highlighted, but also a social disappearance.

LA FOLLE AVENTURE DU DOUDOU D'EMMA
HAVAS PLAY X ASSOCIATION L'ENFANT BLEU

L'Enfant Bleu, an organization that combats violence against children, and Havas Play have created the book "The Crazy Adventure of Emma's Teddy Bear," with a hidden meaning to raise parents' awareness of the risks of "sharenting," posting pictures of their children on social media. Following this prevention campaign, the French National Assembly unanimously adopted a bill aimed at better protecting children's image rights.

*A CAMPAIGN THAT WON **30** AWARDS INCLUDING THE "GRAND PRIX FOR GOOD"*

ANNE DE GAULLE
HAVAS PARIS X FONDATION ANNE DE GAULLE

In 1945, Charles de Gaulle, a world-famous figure, created the Anne de Gaulle Foundation as a tribute to his daughter Anne, who had a disability, aiming to assist people with neurodevelopmental disorders or mental disabilities. Nearly 80 years later, the name of the famous General de Gaulle still carries the same weight, but the Anne de Gaulle Foundation is much less recognized.

Our goal was to give this cause and the Anne de Gaulle Foundation the visibility they deserve and make French society reconsider mental disability and inclusion. To do so, Havas Paris came up with the idea to rename the Paris-Charles de Gaulle airport, Europe's leading and largest airport, to Paris-Anne de Gaulle. On the International Day of Persons with Disabilities, the Paris-Charles de Gaulle airport gave way to Paris-Anne de Gaulle airport. These changes were effective in front of the terminals, on road signs, indoor screens, luggage trolleys, tickets, and even in the planes! Announcements informed travelers of their arrival at the Paris-Anne de Gaulle airport. The event was also an opportunity to welcome foundation residents to the airport, where they could observe the staff on the job, while also sharing best practices with them on how to accommodate people with disabilities. This awareness campaign reached millions of people in France and around the world, even capturing the attention of the French Minister of Transport.

ETHICS & ANTI-CORRUPTION

Havas carries out its business activities in compliance with local and international regulations and bases its business conduct and its relations with third parties on high standards of business ethics. These standards guide its business development and help maintain the group's relationships of trust with its business partners and customers. They also strengthen its overall performance. They are enshrined in a Compliance Program, which includes training for group employees in ethical behavior and aims to prevent and deal with any risk situation that may arise within the context of their work.

It is in line with the fundamental principles of the United Nations Global Compact, which shape the group's approach to respecting and promoting fundamental human rights and labor standards, respecting the environment and combating corruption.

VIVENDI ANTI-CORRUPTION CODE

As the foundation of the group's anti-corruption policy, the Vivendi Anti-Corruption Code, to which Havas adheres, sets out the group's commitments in the fight against corruption. These rules apply to all employees in every country where the group operates. The Anti-Corruption Code has been translated into 24 languages so that each individual can understand the prevention measures it contains. The group's businesses have adopted the Code as part of their Internal Regulations, which means employees are bound by it. It can also be found on the group's intranet and Internet sites.

HAVAS CODE OF ETHICS

Havas signed the Global Compact back in 2003 and continues to assert its commitment to the 10 main principles defined by the United Nations with regard to human rights, labour law, the environment and the fight against corruption. All employees should be guided in their day-to-day work by the values and principles set forth in this Code of Ethics, irrespective of their profession, level of responsibility or geographical region.
This code of ethics has been provided to all the agencies within the group. As part of the induction process, all new Havas recruits receive a copy of the Code of Ethics. It is also available on the group's intranet and website.

TRAINING

91%
OF HAVAS EMPLOYEES
WERE TRAINED
BY THE END OF 2023

ANTI-CORRUPTION

The training of all employees is a key focus of the anti-corruption program. An online module dedicated to anti-corruption issues helps employees gain a better understanding of at-risk behavior and of anticorruption policy rules. This training module is compulsory and constitutes the minimum requirement for all employees in terms of anti-corruption training, particularly when onboarding new employees. At year-end 2023, 91% of Havas employees had completed the anticorruption module.

88%
OF HAVAS EMPLOYEES
WERE TRAINED
BY THE END OF 2023

DUTY OF VIGILENCE

To strengthen the vigilance program, the Compliance Department has intensified the deployment of training modules on the duty of vigilance. At year-end 2023, 88% of Havas employees had completed this duty of vigilance training.

87%
OF HAVAS EMPLOYEES
WERE TRAINED
BY THE END OF 2023

HARASSMENT

In 2023, Havas has continued to strengthen measures related to the fight against harassment and reminded a zero-tolerance policy for any form of psychological or sexual harassment. Numerous actions have been taken, such as enhancing whistleblowing systems and procedures for conducting internal investigations, several communication and awareness-raising campaigns aimed at all employees were again carried out, and training for managers and employees. At year-end 2023, 87% of Havas employees had completed this anti-harassment training.

ASSESSING THE INTEGRITY OF THIRD PARTIES

The integrity of third parties is assessed using maps based on specific risk criteria (e.g., third party category, revenue generated and location) used to identify the different third-party categories and to align the assessment with the chosen risk level. This analysis led to the definition of third-party assessment policies based on the specific nature of each business segment. These policies set out the categories of at-risk third parties, the roles of those involved in performing due diligence, and the appropriate process within the business for deciding whether to establish or continue the business relationship.

BUSINESS PARTNER COMMITMENTS

Business relationships cannot be established unless business partners are informed of the group's anti-corruption commitments and receive documents on its Compliance Policy (e.g., Anti-Corruption Code and Responsible Purchasing Charter). Each business also ensures that their draft contracts include an anticorruption clause setting out each party's commitments with regard to anti-corruption issues.

Along with the anti-corruption clause, a vigilance clause consolidates the contractual provisions on compliance. It is integrated into business agreements and sets out each party's commitments regarding vigilance issues. This clause continued to be rolled out more broadly in 2023.

WHISTLEBLOWING SYSTEM

Designed to detect risks, the whistleblowing system is deployed through a platform that is available to all group entities on alerte.vivendi.com. This platform is accessible to all group employees as well as third parties. It guarantees the strict confidentiality of the identity of the whistleblower, the persons targeted by the report and all information and documents gathered via the system.

Employees who witness or believe, in good faith, that they have knowledge of a case of serious breach of this code, can report any such non-compliance to their superiors, or, should they feel the aforesaid solution is not possible or satisfactory in terms of follow-up, they can write to the Compliance Department by e-mail at the following address: compliance@havas.com

CRÉDITS PHOTOS :

TAMAS TUZES KATA, UNSPLASH	P4
ALEX DUKHANOV, UNSPLASH	P9
CAI FANG, UNSPLASH	P14
SAMSUNG UK (UNKNOWN) UNSPLASH	P20
CENTRE FOR AGEING BETTER, UNSPLASH	P22
YEVHENII DUBROVSKYI, UNSPLASH	P34
DE VON WELLESLEY, UNSPLASH	P44
AIDAN BARTOS, UNSPLASH	P52
TIM MOSSHOLDER, UNSPLASH	P54

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