FORWARD TOGETHER

OmnicomGroup

2020 CORPORATE RESPONSIBILITY REPORT

Omnicom's global leadership in marketing communications is fostered by the industry's most innovative, collaborative and diverse talent — thousands of individuals serving more than 5,000 brands all over the world. Our shared dedication to our clients, communities and one another guided us through 2020, a challenging year on numerous fronts. Now, that same focus guides us forward. We're revitalizing our commitments and creating a brighter future together, not just by setting goals, but by taking decisive action.

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In this report, we share details about our response to the COVID-19 and cultural crises, as well as the other actions we took to create a positive and lasting impact on the world. Through these stories, we demonstrate how we're promoting responsible practices, cultivating an inclusive workplace and making constructive contributions to society.

In 2020, we strived to not only continue our corporate responsibility efforts, but to build on them to further enhance our dynamic and diverse workforce, support our communities, manage our environmental footprint and ensure a strong governance structure.

During the past year, we heightened our focus on diversity, equity and inclusion (DE&I), which has long been a part of our core values. The racism and violence against diverse communities that we witnessed in 2020 prompted us to ask, "Are we doing enough?" And the short answer was, "No."

While we've certainly made progress over the years, we realized we needed to reinforce our commitment to meaningful action. We responded in 2020 by creating OPEN 2.0, an action plan designed to help us achieve our ultimate goal: systemic equity throughout Omnicom. As part of the effort, all of our networks and practice areas now have a dedicated DE&I leader reporting to their CEO, and we've committed to strengthening our existing support of programs dedicated to increasing diversity within the industry. You can find more details on OPEN 2.0 on Pages 15-16.

We also continued to advance our employee resource groups (ERGs) in 2020, representing the ability of our people to build connection even in a virtual environment. Omniwomen, dedicated to growing the number and influence of Omnicom women leaders, expanded to more than 15 chapters globally. OPEN DisAbility continued its important efforts to improve inclusion, visibility and awareness of issues affecting individuals with disabilities or long-term illnesses. And OPEN Pride, focused on Omnicom's lesbian, gay, bisexual, transgender and queer (LGBTQIA+) employees and allies, grew to 12 chapters.

Omnicom also received a perfect score for the fifth consecutive year on the Human Rights Campaign Foundation's Corporate Equality Index (CEI), designating us as a 2021 Best Place to Work for LGBTQ Equality. Forbes also named us to its World's Best Employers 2020 list and its ranking of America's Best Employers for Diversity.

In a year like no other, we made several other significant commitments that will help define our culture for years to come. They include joining the Civic Alliance — a nonpartisan group of businesses working together to build a future where everyone participates in shaping the United States — and giving all our U.S. employees paid time off on Election Day to vote and/or volunteer at the polls. We also recognized June 19, or Juneteenth, as a company wide holiday in the U.S. and will do so every year moving forward.

While the pandemic kept us away from our offices and prevented business travel in 2020, we remained committed to minimizing the environmental impact of our global operations. We activated our Supplier Code of Conduct, requiring all members of our supply chain to endorse our values by operating ethically and responsibly, with integrity, honesty and transparency. And we also continued offering mandatory business ethics training to all Omnicom employees.

Our actions demonstrate not only our support for the 10 principles of the United Nations Global Compact, but our unwavering commitment to be a company that's dedicated to the people we employ, the customers we serve, the shareholders who invest in us and the communities we call home. In this report, I am pleased to share our CR activities and progress, and I remain committed to furthering our efforts in the years to come.

John D. Wren
Chairman & Chief Executive Officer

FIVE MAJOR NETWORKS AS PART OF OUR WORLDWIDE FAMILY OF COMPANIES

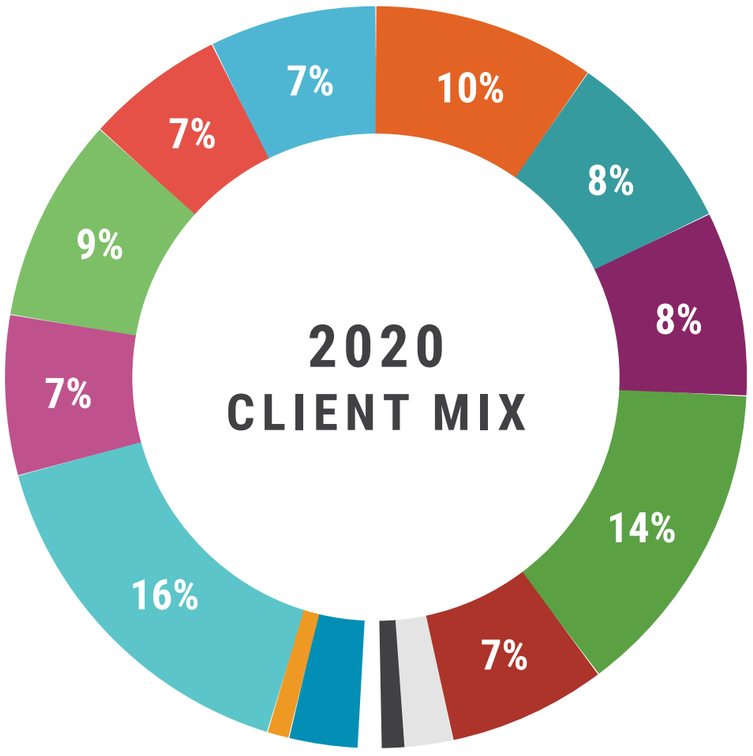
BBDO

DAS Group of Companies

Doyle Dane Bernbach

OMG

TBWA\



- 10% AUTO
- 8% CONSUMER PRODUCTS
- 8% FINANCIAL SERVICES
- 14% FOOD & BEVERAGE
- 7% OTHER
- 2% SERVICES
- 1% OIL, GAS & UTILITIES
- 1% NON-PROFIT
- 3% GOVERNMENT
- 1% EDUCATION
- 16% PHARMA & HEALTH
- 7% RETAIL
- 9% TECH
- 7% TELCOM
- 7% T&E

2020 Revenue

FINANCIAL SUMMARY (IN MILLIONS)

	2020	2019	2018
Revenue	$13,171.1	$14,953.7	$15,290.2
Operating Income	$1,598.8	$2,122.3	$2,133.5
Net Income	$1,020.8	$1,339.1	$1,326.4

2020 AWARDS AND RECOGNITIONS SNAPSHOT

Human Rights Campaign Foundation Corporate Equality Index 2021 (100%)

Forbes America's Best Employers for Diversity 2020 **and** ***Forbes 2020 World's Best Employers List***

Omnicom was the No. 1 Holding Company for the fourth year in a row for The Drum's World Creative Rankings, which measures the best creative performance in 2020

World Advertising Research Center (WARC) Creative 100

Omnicom was the only holding company to have three agencies (BBDO, Goodby Silverstein & Partners and TBWA) ranked in the top 10 for Fast Company's prestigious list of Most Innovative Companies in the advertising sector

MediaPost 2020 Holding Company of the Year

YEAR IN REVIEW: OMNICOM CORPORATE RESPONSIBILITY GOALS AND HIGHLIGHTS

In 2020, we made significant progress across all four of our focus areas: People, Community, Environment and Governance. We describe these efforts in this report and on our *website*.

PEOPLE

- *Launched Omnicom People Engagement Network (OPEN) 2.0, our strategy for achieving systemic equity throughout Omnicom with eight action items focused on leadership, recruiting, development, retention, clients, community, training and accountability.*
- *Increased transparency with additional disclosures about Omnicom's workforce diversity in the United States.*
- *Evolved Omniwomen to incorporate more virtual global programming that further engaged and connected its 10,000 members around the world.*
- *Established two new chapters of OPEN Pride in Dallas and Southern California, with the employee resource group (ERG) growing to engage nearly 4,000 Omnicom employees globally.*

COMMUNITY

- *Partnered with Theirworld to launch an awareness campaign about education for young girls and refugees in the United Kingdom.*
- *Helped Girl Effect launch #TheGirlEffect campaign to reinforce the notion that "a girl's place is anywhere she wants," reaching more than 50.7 million users on Instagram alone.*
- *Continued to support the UN Sustainable Development Goals (SDGs) and our local communities through client and pro bono work, along with volunteer contributions from our agencies across the globe.*

ENVIRONMENT

- *Continued progress toward our goal to reduce energy use per person by 20% globally by 2023, using a 2015 baseline.*
- *Continued progress toward our goal to increase use of electricity from renewable sources globally to 20% by 2023.*
- *Eliminated more than 1 million square feet of space from our footprint during 2020.*
- *Currently developing new goals and commitments to reduce the carbon emissions produced by our operations and source our electricity from renewable sources.*
- *Will soon be joining the **Science Based Targets Initiative**, which audits participating companies on their emissions goals and evaluates whether they are in-line with the global mandate to keep warming down below 1.5 degrees.*

GOVERNANCE

- *Fulfilled our goal of developing a Supplier Code of Conduct outlining our expectations for the businesses with which we work.*
- *Maintained diverse representation on our nine-member board of directors with six women and four African American board members.*
- *Offered enhanced, mandatory business ethics, security awareness and cybersecurity training to all Omnicom employees.*

Goal: IN PROGRESS

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

Goal: IN PROGRESS

Increase use of electricity from
renewable resources
globally to 20% by 2023

Goal: FULFILLED

Develop Supplier Code of Conduct by Jan. 1, 2020

RECOGNIZING THE HARDSHIPS OF 2020

This past year was incredibly difficult for so many people in our communities around the world. This report is dedicated to all those who experienced loss and strife in 2020, who selflessly supported their neighbors in times of need and who worked tirelessly on the front lines of the pandemic to provide critical care.

PEOPLE

The humanity that underpins our business was poignantly expressed in 2020. We would be nothing without the bold ideas, limitless passion and strong dedication of our people. In a year that tested the resiliency of people all over the world, we moved quickly to meet the needs of our agencies and their staffs, from technology adaptation to health and wellness support. But it was our people — and their courage, honesty, creativity and determination — who pushed us forward and stepped up for their clients, and one another, as the world around us changed so rapidly.

Fostering diverse and inclusive workplaces where every person feels comfortable, confident and supported has been an ongoing mission at Omnicom. We are a people business. We depend on diverse perspectives to help our clients think outside the box and meaningfully connect to their audiences.

However, the tragic acts of racism and violence against diverse communities in 2020, and the social unrest that followed, prompted us to take a closer look at our diversity, equity and inclusion (DE&I) efforts and confront the areas that demanded a greater focus. This led us to refine our practices, implement new initiatives, and increase transparency and accountability in diversifying our workforce and fostering inclusion. We reported some of this in our ***2019 Corporate Responsibility Report*** (see Pages 10 and 22), and we expand on this important topic in the following pages.

OUR RENEWED DE&I APPROACH

To ensure our commitments are propelled not just by goals, but by actions and results as well, we approach all DE&I efforts through the lens of these key principles:

LEADERSHIP *Our Board of Directors and senior management work closely with the OPEN Leadership Team, which is led by Omnicom's Chief Equity and Impact Officer and includes DE&I Champions from across our agencies and networks. The Team provides structure, support, counsel and visibility to DE&I initiatives and policies throughout our organization as we move toward our ultimate goal of systemic equity throughout Omnicom.*

ACCOUNTABILITY *Every Omnicom agency is required to determine specific actions, with deadlines, to advance DE&I. Executive compensation at Omnicom and its agencies are determined, in part, on key performance indicators (KPIs).*

TRANSPARENCY *While we have been reporting and disclosing five-year progress on DE&I metrics for years, we provided additional disclosures of Omnicom's workforce diversity in the U.S. in our* ***2019 Corporate Responsibility Report,*** *released in the fall of 2020. We are committed to building on these and furthering transparency in the future.*

MEASURING OUR PROGRESS

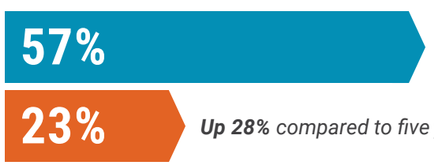
This marks the fifth year we have disclosed our five-year progress against key diversity metrics for U.S. employees. Disclosure in this report and on our website reinforces our commitment to transparency and keeps us accountable.

U.S. "Professionals" and "Officials and Managers" **19,691**

Percentage of total who are:

WOMEN WHITE MEN

Total "Officials and Managers" **8,318**



Up 6% *compared to five years ago*

Up 28% *compared to five years ago*

Percentage of total who are:

WOMEN MULTICULTURAL

Current Members of Board of Directors **9**

Number/percent of total who are:

WOMEN AFRICAN AMERICAN

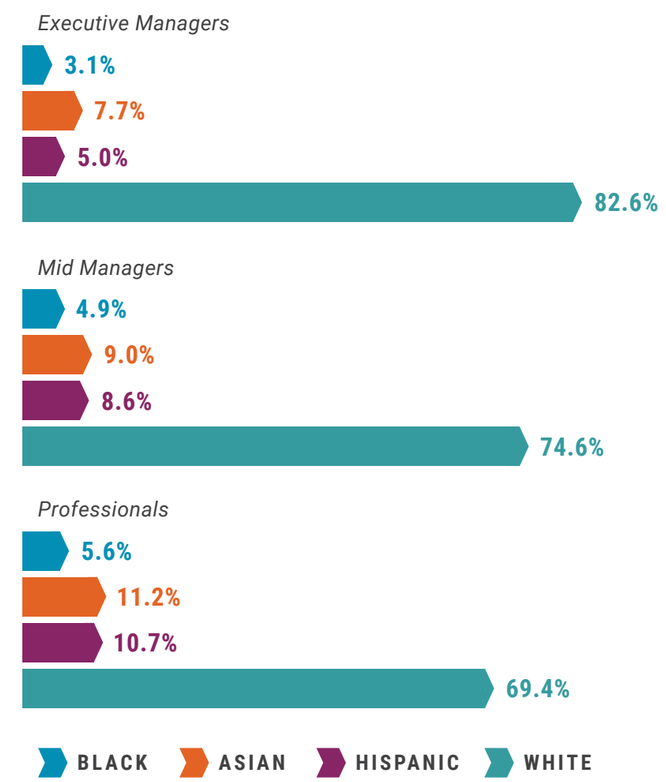
Total "Professionals" **11,373**

Up 11% *compared to five years ago*

Percentage of total who are:

MULTICULTURAL

U.S. Equal Employment Opportunity Commission (EEOC) Data as of Dec. 31, 2020



ACHIEVING SYSTEMIC EQUITY: OPEN 2.0

In 2020, we took the time to reflect on our efforts thus far, identify our shortcomings and commit to further progress. Born out of this evaluation, ***OPEN 2.0 is our action plan for achieving systemic equity throughout Omnicom.*** Our mission is to attain equal representation, development, support and retention of marginalized groups, and, in particular in the U.S., for Black, Hispanic, Asian and Indigenous professionals and all people of color.

OPEN 2.0 specifies eight action items that are currently underway and helping us achieve systemic equity faster and more effectively. This action plan will maintain our energy and focus for years to come and help ensure our colleagues feel seen and supported within all Omnicom agencies. Initiatives for the following eight action items are shared throughout this report, with more to come in future reports:

1 EXPAND THE OPEN LEADERSHIP TEAM

- *We have expanded, supported and empowered key individuals responsible for our the implementation of this plan.*
- *Designate a diversity director to report directly to the CEOs of each network and practice area. This includes at the corporate level, with Omnicom Group's Chief Equity and Impact Officer, Emily Graham, reporting to Chairman and CEO John Wren.*

2 ATTRACT AND RECRUIT TALENT

- *Our agencies will work with the OPEN Leadership Team to promote our DE&I programs and initiatives and establish themselves as the best workplaces to belong.*

3 DEVELOPMENT

- *Establish the **Talent Advocacy Program,** which will pair an individual with a mentor in a position of influence who can advocate for the individual's success and advancement.*

Continued on next page

PRIORITIZING DIVERSITY AT THE EXECUTIVE LEVEL

In alignment with OPEN 2.0's action item No. 1, we have more than doubled the number of DE&I Champions since July 2020 to 28 leaders throughout Omnicom. In fact, all our networks and practice areas now have a dedicated DE&I leader reporting to their CEO.

4 RETENTION

- *Establish the **Talent Advancement Program,** a networking system within Omnicom that will allow our Human Resources/Recruiting professionals to source talent from across all Omnicom agencies and offices to more efficiently and effectively provide career advancement.*

5 CLIENTS

- *Establish a Client **DE&I Communications Program** to regularly update clients on our DE&I initiatives and accomplishments.*
- *Expand our current supplier diversity programs.*

6 COMMUNITY

- *To complement our current partnerships with nonprofit organizations, identify additional organizations that our agencies enthusiastically support and offer our professional services on a pro bono basis to advance their goals.*

7 MANDATORY TRAINING

- *Further expand our training programs designed to create awareness and sensitivity to issues regarding DE&I, such as **global, mandatory diversity and inclusion (including unconscious bias) training.***

8 ACCOUNTABILITY

- *Require every Omnicom agency to determine specified actions, with deadlines, to ensure advancement of DE&I initiatives.*
- *Senior executives of Omnicom and the CEOs of each of our networks and practice areas are working with our DE&I leaders to set key performance indicators (KPIs) in an Annual DE&I Plan. These KPIs will be an important factor in executive compensation.*

The Lagrant Foundation

COLLABORATING FOR CREATIVE CHANGE

To encourage more diverse thought in our industry, we continued our partnership with esteemed educational and career development programs that promote diversity within the creative fields, including:

ADCOLOR, *an organization that celebrates and champions diversity in the creative industries through its annual conference, award show and FUTURES program, which trains, mentors and empowers a class of 30 young professionals each year.*

AMERICAN ADVERTISING FEDERATION'S MOST PROMISING MULTICULTURAL STUDENTS, *a program that connects the advertising industry with the nation's top multicultural college seniors.*

4A'S MULTICULTURAL ADVERTISING INTERN PROGRAM (MAIP), *whose mission is to provide and showcase the advertising industry with the best talent through world-class development opportunities.*

THE LAGRANT FOUNDATION, *which provides scholarships, career development workshops, professional development, mentors and internships to ethnically diverse undergraduate and graduate students.*

GHETTO FILM SCHOOL, *the most elite and inclusive film academy in the world, with fellow programs that educate, develop and celebrate the next generation of great American storytellers.*

We are also continuing our collaboration with partners at Ad Council, MAKERS, GLAAD and Unstereotype Alliance to draw attention to issues of inequality that still exist in our society and inspire transformative change.

CHAMPIONING DISABILITY INCLUSION THROUGH THE VALUABLE 500

In 2020, Omnicom continued its commitment to people with disabilities as a signatory and strategic partner of The Valuable 500, a global collaboration of companies that have formally pledged to put disability inclusion on their business leadership agenda. In just its second year, The Valuable 500 increased its roster of signatories to total more than 430 different companies, including some of the world's best-known brands.

Together, The Valuable 500's confirmed organizations represent over 14.8 million employees, more than $5.4 trillion in combined revenue and a footprint in 35 countries.

In many ways, the social-distancing measures imposed throughout much of the world in 2020 helped shed light on the types of challenges, isolation and frustration people with disabilities have faced for generations. As companies have accelerated efforts to create more accessible ways to work and shop, Omnicom has leveraged its global network of agencies and clients to elevate conversations about how to continue momentum around accessibility for the disability community — a group that represents nearly 1.3 billion people and billions in global spending power.

As a result, Omnicom is helping The Valuable 500 evolve from a campaign to an active community, where signatories push each other to embed disability inclusivity more deeply into their leadership, culture and brand. More details about this transformation will be announced in 2021. Additional information on Omnicom's internal disability efforts are shared on Page 20.

Marianne Waite
Director of Inclusive Design, Interbrand

It is our responsibility to listen to every human reality so we can meet the needs of as many people as possible. Businesses are losing out on profits because their brand and employee experiences aren't accessible to people with lived experience of disability. Ignoring these needs poses a huge risk to our businesses, brands and wider society.

INCREASING WEB ACCESSIBILITY FOR THE AUTISTIC COMMUNITY

On World Autism Awareness Day, ***ImpactBBDO*** launched Etisalat Wider Web in order to grant better access to the web for people with Autism. The project consists of a browser extension that users can activate to navigate the web in an autism-friendly way. It aims to achieve a global redesign of the web experience and is the first product of its kind. The extension allows users to reorganize information, change color modes and adjust fonts on webpages. It also blocks advertising, video auto play and irrelevant background images.

CREATING AND COLLABORATING FOR CHANGE

In the spirit of collaboration, many Omnicom agencies developed initiatives in 2020 to partner with diverse members of their community and drive more equitable opportunity.

JUNIPER PARK *in Canada launched Trampoline, a DE&I initiative that serves as a branding incubator program for Black, Indigenous and People of Color (BIPOC)-owned businesses as well as an accelerator mentorship program for aspiring BIPOC creatives. Through Trampoline, Juniper Park provides a selected BIPOC-owned, small- or medium-sized business with pro bono branding services on a quarterly basis in support of their development, and offers a three-month paid internship to an aspiring BIPOC creative to provide development opportunities with some of the industry's leading creatives.*

KETCHUM *provided pro bono support of the HBCU Week Foundation. The organization's annual signature event focuses on exposing high school students to historically black colleges and universities (HBCUs) by creating an authentic Homecoming Week experience. Due to the pandemic, HBCU Week occurred virtually, expanding access and participation opportunities for HBCUs and prospective students around the country. Ketchum supported the development of the HBCU Week Foundation's narrative and aided the development and execution of its strategic marketing and communications plan. Overall, HBCU Week delivered more than 800 on-the-spot college acceptances and $7.3 million in scholarship offers from 37 participating HBCUs during the college fair. The campaign resulted in a 75% increase in year-over-year attendee registrations.*

SPARKS & HONEY *rolled out a 1:1 employee donation matching program focused on supporting social and racial justice organizations including TGI Justice, Equal Justice Initiative, Black Girls Code, Brooklyn Community Bail Fund, Run With Maud, Fair Fight, Spread The Vote, Brotherhood Sister Sol, Black Lives Matter Global Network, One Struggle KC, Know Your Rights Camp and Campaign Zero. In addition, sparks & honey staff created "an incomplete list of anti-racist resources," aggregating articles, podcasts, petitions and bailout funds in hopes of spreading knowledge and inspiring action. The evolving document is continuously updated and available online* ***here.***

During the COVID-19 pandemic, we saw even more need for community. While the physical separation from our colleagues was painful, it forced us to be creative, establish new networks and make connections to people in different agencies and cities that we may have never considered reaching out to before. Even in a post-pandemic world, we'll be committed to ensuring that physical distance is not a major barrier to finding meaningful community and belonging at Omnicom.

Emily Graham
Chief Equity and Impact Officer, Omnicom

SAFE SPACES FOR EMBRACING IDENTITY

Omnicom People Engagement Network (OPEN) is Omnicom's umbrella group for all network employee resource groups (ERGs) and activities. In 2020, we committed to expand our Omnicomwide ERGs beyond Omniwomen and OPEN Pride as our employees searched for ways to foster belonging in a virtual environment. The groundwork laid in 2020 allowed us to launch new global ERGs focused on Black, Asian and Latinx communities in 2021.

OPEN DISABILITY

Founded in the U.K. in 2019, OPEN DisAbility aims to improve inclusion, visibility and awareness of issues impacting individuals with physical, developmental or learning disabilities or people with long-term illnesses. OPEN DisAbility's reach will expand as it opens to all Omnicom employees globally in 2021.

OMNIWOMEN

Omniwomen is focused on promoting networking and career opportunities for women across our networks and agencies, as well as developing the female leaders of tomorrow. Over the last seven years, participation in Omniwomen has grown to include more than 10,000 members.

While the COVID-19 pandemic disrupted some of Omniwomen's new chapter launches and event plans early in 2020, the need to support women as they balanced work and home in a virtual environment became crucial. Omniwomen evolved to meet these needs throughout the following initiatives.

INSTAGRAM LIVE LEADERSHIP SERIES *Omniwomen transformed its programming from a largely local chapter focus to a globally connected community. As part of these efforts, Omniwomen launched an* ***Instagram Live Leadership Series*** *profiling inspiring women leaders within the Omnicom network. Leaders included* ***TBWA\Greater China CEO Joanne Lao, Goodby Silverstein & Partners Head of Equity, Diversity & Inclusion Dr. Jennifer Gomes,*** *and* ***DAS Europe President Emma Sergeant.*** *The series was well received, prompting a second season in December 2020 and plans to continue the program into 2021.*

STRONGER IN 2021 *Toward the end of 2020, Omniwomen also launched Stronger in 2021, a weekly virtual series for women across Omnicom to discuss topics ranging from practicing empathy to promoting diversity. Omniwomen will continue the global initiative through 2021.*

DIGITAL CHAPTER LAUNCHES *Not to be thwarted by the challenges of remote work, two new Omniwomen chapters were launched digitally in 2020 in Argentina and Brazil. The group's global programming continues to spur interest in Omniwomen around the world, with 10 new chapters planned to launch in 2021.*

Valerie Accary,
Omniwomen Global Lead and President, BBDO Paris and CLM BBDO

"In some ways, the virtual work environment liberated Omniwomen. We're more imaginative, creative and resilient than before. We've opened new windows to connection. There's fresh momentum and united power to actively reach and help more women inside Omnicom overcome challenges and achieve their ambitions.

Launching OPEN Pride, Omnicom's first-ever global LGBTQIA+ employee resource group, will remain one of my proudest professional achievements. Having the power to effect change on a global level, with a company as big as Omnicom, is a tremendous privilege, and I remain committed to using that privilege as a force for good.

Devin O'Loughlin
Global Chief Diversity, Equity & Inclusion & Communications Officer, RAPP

OPEN PRIDE

Founded in 2016, OPEN Pride fuels the personal growth, organizational inclusion and business success of Omnicom Group's LGBTQIA+ employees and allies. In 2020, OPEN Pride established two new chapters in Dallas and Southern California and grew to engage nearly 4,000 Omnicom employees from around the globe.

Despite hurdles related to the COVID-19 pandemic, OPEN Pride achieved the following:

MENTORSHIP *OPEN Pride Dubai launched the second cohort of their internship program, called DDBTransit, specifically designed to help transgender workers find fulfilling career experiences in an inclusive work setting.*

LEADERSHIP *OPEN Pride again served as a Platinum Sponsor for NYC Pride's fully digital 2020 celebration.*

COMMUNITY *To build connection and support, OPEN Pride launched its "My Moments of Pride" digital campaign, where OPEN Pride members shared their stories on a dedicated Squarespace site. The OPEN Pride Parents Network was launched to provide an online support group for members navigating the challenges of work and family. OPEN Pride members also participated in a variety of virtual community building events throughout 2020, including trivia nights, drag shows and speaker series.*

SUPPLIER DIVERSITY

Across Omnicom networks and agencies, we are committed to ensuring our creative and production directors can draw from a diverse supplier base when assembling project teams.

> *In 2020,* **ADAM&EVE** *overhauled its supply chain processes and policies to champion diverse talent. These efforts included Fresh Takes, a new approach to triple bidding that aims to introduce and commission new, underrepresented talent with a specific focus on gender, ethnicity, sexual identity, neurodiverse talent and people with disabilities. adam&eve also participates in #SheTakesOver, an industrywide annual initiative to champion female stars across creative production, and Unstereotype Alliance, a platform that seeks to eradicate harmful gender-based stereotypes in all media and advertising content convened by UN Women, the United Nations entity for gender equality.*
>
> **GSD&M***'s 11th annual Small & Diverse Vendor Partner Summit occurred virtually in 2020, challenging the agency to creatively re-engineer the agenda to ensure that small, diverse and underrepresented vendors had the opportunity to display their work, discuss their capabilities, gain access to key decision-makers, learn about next steps on how to do business with agencies and share potential opportunities. The efforts proved successful: There were nearly three times the number of participants than the agency planned.*
>
> **THE MARKETING ARM (TMA)** *launched a Partner Relations program to attract and monitor activities with diverse suppliers. As part of the program, TMA is establishing relationships with the National Minority Supplier Development Council, National Veteran Business Development Council, Women's Business Council Southwest and the National LGBT Chamber of Commerce. In 2020, the agency spent more than $11 million total in diverse suppliers and vendors, approximately 13% of total overall spend.*

REIMAGINING TRAINING AND DEVELOPMENT

We continue to place great emphasis on helping our people learn and develop in their careers. Each year, Omnicom makes substantial investments in education and training, and 2020 was no exception. While we had to pause in-person trainings for the majority of the year, we doubled down on digital opportunities for development.

OMNICOM UNIVERSITY

Omnicom University is considered one of the preeminent management and leadership development programs in the industry. The format is based on the Harvard Business School case study method and led by professors from Harvard Business School and IESE Business School in Spain. In the 26 years since its founding, the program has grown to offer 11 programs a year on two continents.

Due to the risks of COVID-19, Omnicom University did not conduct classes in 2020, instead focusing its efforts on digital programming for its network of nearly 5,200 global alumni. This included monthly classes from Omnicom University professors on timely topics, such as building resilience and leading in a crisis. Each virtual webinar had up to 350 attendees who were encouraged to share a recording with their own teams. Feedback on the courses was overwhelmingly positive, with some referring to the content as a lifeline during a particularly challenging time for organizational leaders.

More information about Omnicom University's programs for leaders at different stages of their careers, as well as Omnicomwide training and development programs during a typical year, including Emerging Stars for top junior talent, is included on Pages 23 and 25 of our ***2019 Corporate Responsibility Report.***

OMC HIVE

To continue providing resources to employees in the absence of in-person programs, Omnicom focused on building content for OMC Hive, Omnicom's internal knowledge-sharing platform. Accessible to all Omnicom employees, OMC Hive features a wealth of insights into a variety of topics ranging from the latest advertising trends, social media offerings, diversity initiatives, cultural issues and more. OMC Hive content is updated regularly and distributed to all Omnicom network employees in the OMC Insider roundup.

DE&I TRAINING AND DEVELOPMENT OPPORTUNITIES

Following the social unrest in response to acts of violence against diverse communities over the summer of 2020, Omnicom agencies responded quickly to support their communities and employees while addressing systemic issues related to diversity, equity and inclusion.

> **HALL & PARTNERS** *in the U.K. held six "Unlearn" training sessions hosted by several expert trainers to delve into unconscious bias, cultural appropriation and microaggressions, totaling 1,500 hours of training and nearly 100% participation. Many offices held follow up "Reflect" sessions to further discuss the learnings and how they might do things differently moving forward.*
>
> **OMNICOM MEDIA GROUP (OMG)** *provided inclusive management training for all managers, hosted allyship sessions with more than 2,000 participants, and brought employees together for education, support and discussion through webinars focused on topics such as "Learning to Mitigate Bias" and "Recognizing and Busting Microaggressions."*
>
> **PORTER NOVELLI** *developed the "Come Together" series for employees, with sessions on a range of DE&I topics including Implicit Bias, Whiteness 101, Becoming a Better Ally, How to Be an Anti-Racist, Creating a Culture of Belonging and a discussion about "The Talks" that Black parents have with their children about growing up Black in America. Through this series, employees got the opportunity to have frank conversations and help one another understand identity and its effect on the way we see the world. The program was so successful that it was quickly adapted for client trainings.*

CLASS STAYS IN SESSION WITH OMNICOM HEALTH GROUP

OHG University is ***Omnicom Health Group's*** core learning and development offering available to all Omnicom employees. Though traditionally delivered in a live, in-person format, Omnicom Health Group converted OHG University to an online setting in 2020. Omnicom Health Group offered more than 300 different virtual learning opportunities covering a range of topics, including personal and professional development; leadership development; diversity, equity and inclusion; coaching; team-building workshops; and on-demand learning. The Group presented 42 unique virtual instructor-led training (VILT) classes, 23 of which were developed and launched in 2020, and 19 of which were converted into virtual classes from previous live course offerings.

Despite the disruptions caused by the COVID-19 pandemic, Omnicom Health Group saw an upsurge in online learning participation in 2020. After making its core management program virtual, Omnicom Health Group had 499 employees graduate in 2020 – more than tripling the 162 graduates who completed the program in 2019. In addition, 96% of employees participated in at least one voluntary online training program through OHG University in 2020. Employees also took advantage of Omnicom Health Group's Grovo and LinkedIn Learning partnerships, logging more than 11,000 combined hours engaged in learning and development content through the two providers.

PRIORITIZING EMPLOYEE HEALTH AND WELL-BEING

The events of 2020 reinforced the importance of our people's health and safety. Omnicom continues to offer comprehensive and quality healthcare benefits to U.S. employees while maintaining a degree of individual choice to meet our employees' diverse needs. Since 2016, Omnicom has covered transgender-related services under our medical plans, which are regularly updated and cover almost all U.S. employees and their eligible family members.

Our agencies also instituted several initiatives to help employees care for the health and well-being of themselves and their families throughout the year.

AMV BBDO *collaborated with Self Space, a modern app-booking based therapy service, offering up to eight sessions per employee. They also offered a paid membership for all employees to Calm, the number one app for sleep, meditation and relaxation. In addition, AMV BBDO trained eight employees in Mental Health First Aid and ran agencywide informational sessions for employees to explore resources on how to prioritize their mental health during the pandemic.*

TRACYLOCKE *helped its employees set boundaries by implementing a mental wellness initiative called Quiet Time, blocking employee calendars once a week from 12-2 p.m. to encourage employees to unplug and focus on matters of importance to them, such as helping their kids with homeschooling, working out or relaxing. In addition, to support working parents, the agency invited Ruthann Horvay, a childhood development specialist, to host a series of forums to help them navigate the increased stress they've experienced during the pandemic. Topics ranged from the importance of taking care of themselves in addition to their children, how to balance work while monitoring remote schooling and thinking through the difficult decision of sending children back to school in-person.*

EXPANDED PARENTAL LEAVE BENEFITS

Effective Jan. 1, 2020, we updated our U.S. parental leave offerings, allowing any employee who has been with Omnicom for at least one year to claim up to eight weeks of paid short-term disability. Omnicom also began offering six weeks of paid parental leave, in addition to eligible short-term disability benefits, for all U.S. agencies.

NOT A GUN

Goodby Silverstein & Partners

USING FILM TO INCREASE RACIAL SENSITIVITY

Black people are three times more likely to be killed by police than white people. And oftentimes, when police officers are questioned why they pulled the trigger, they say, "I thought they had a gun." The Courageous Conversation Global Foundation (CCGF), an organization that leads bias training workshops to help drive systemic change through interracial healing, teamed up with ***Goodby Silverstein & Partners*** to create "Not a Gun," a campaign to bring awareness to this tragic reality. The campaign launched in February 2020 with a film illustrating how a candy bar in a white person's hand can translate to a gun when in a Black person's hand. Later in the year, after the deaths of Ahmaud Arbery, George Floyd and Breonna Taylor, they launched a second film, "Being Black is Not a Crime." The work helped CCGF earn a 900% increase in racial-sensitivity training.

GLOBAL RAINBOW

ALMAP BBDO

STUNNING VISUALS CAPTURE ATTENTION FOR LGBTQIA+

When the São Paulo Pride Parade was canceled in 2020, Doritos called on ***Almap BBDO*** to help them celebrate in a new way, by projecting a laser rainbow created by artist Yvette Mattern in the night sky above Paulista Avenue, one of the most iconic landmarks of the parade. The laser rainbow became one of the most discussed topics on social media in São Paulo and inspired about R$1 million in donations to LGBTQIA+ organizations.

COMMUNITY

At Omnicom, we're dedicated to leveraging the power of our people and our industry expertise to create meaningful and positive change in the communities where we live and work across the globe.

Omnicom is committed to supporting the ***United Nations (UN) Sustainable Development Goals (SDGs).*** Through the pro bono and volunteer efforts of our agencies, specifically with nonprofits Theirworld and Girl Effect, we have been supporting UN SDG No. 4: Quality Education to enable inclusive, high caliber learning for children around the world.

ELEVATING EDUCATION WITH THEIRWORLD

Theirworld is a global charity dedicated to ending the education crisis to ensure every child can fulfill their potential. Through innovative campaigns, policies and partnerships, Theirworld seeks to target and solve the complex barriers that are preventing youth from receiving a quality education. In 2020, Omnicom agencies supported Theirworld's goals by providing strategic communications, research and digital counsel and expertise to the organization.

Hall & Partners collaborated with Theirworld to facilitate research and generate insights about the attitudes of U.K. youth toward young women and refugees. The ***findings revealed evidence of existing prejudice,*** highlighting that while 89% of the U.K.'s young people ages 14 to 30 believe education is a human right, only 44% strongly agree that refugees deserve the same consideration. The partnership brought public awareness to these findings on International Women's Day — making the case for more urgent public action for quality, equitable education.

CONTINUED RECOGNITION FOR THE "INFINITY CLASSROOM"

Omnicom Agency BBDO and Theirworld continued to receive industry recognition in 2020 for the #WriteTheWrong campaign, launched in 2019. The campaign featured an "infinity classroom" of empty desks, using walls full of mirrors to visually depict the 260 million children who do not attend school each day.

- ***Best of Spatial Design, Gold and Three Merits at ADC***
- ***One Finalist and One Shortlist at One Show***
- ***Judges' Choice and Three Gold ADDYs at American Advertising Awards***
- ***Best of Data and 10 Gold awards at AdFed MN's The Show***

ADVANCING EDUCATION IN LEBANON

In 2020, our U.K. chapter of Omniwomen + Allies partnered with Theirworld to sponsor three Lebanese women in pursuit of higher education by financing a two-year Master of Business Administration degree through Edinburgh Business School of Heriot-Watt University. Through access to quality education, the partnership aims to help women achieve higher-earning leadership positions and establish inspiring female role models for young girls in Lebanon. These girls face seemingly insurmountable challenges — especially amid political instability, the pandemic and the explosion that shook Lebanon's capital city, Beirut.

Mira and Nehad are part of a diverse group of entrepreneurs receiving academic support through Theirworld. ***Mira, a 36-year-old occupational therapist from Lebanon,*** hopes the program will be a real asset in helping her grow her business. ***Nehad, a 31-year-old NGO program director,*** is a Palestinian refugee who wants to be an inspiration to young girls for overcoming obstacles and working to achieve their dreams.

EMPOWERING WOMEN THROUGH GIRL EFFECT

Girl Effect is a nonprofit organization that works to empower young women through youth brands and mobile platforms by providing the skills, confidence and tools needed to succeed.

In October 2020, Girl Effect launched the International Day of the Girl campaign to amplify the voices of young girls and encourage them to find the power within by challenging society's expectations. With the help of Omnicom agency RAPP, Girl Effect activated a new website with a donate button, refreshed its brand and narrative, and developed ***conversation cards*** to facilitate discussions on power dynamics.

The campaign, #TheGirlEffect, highlighted the personal and powerful stories of young women in Rwanda and Ethiopia, comparing what society, family and tradition expected of them to their own hopes and dreams. It reinforced the notion that "a girl's place is anywhere she wants." High-profile women, including Jessica Biel, Sophia Bush, Chelsea Handler and Demi Moore, engaged with #TheGirlEffect by sharing their own unique stories. The campaign reached more than 50.7 million users on Instagram alone, growing Girl Effect's audience by 50%.

THE EFFECT OF COVID-19 ON EDUCATION

The transition to remote-learning environments as a result of the pandemic had a profound impact on education:

> *24 million children are projected to drop out of school for good due to the pandemic.*
>
> *The pandemic has worsened the global education crisis with 1.5 billion children, including 767 million girls, out of the educational system at the peak of school closures.*
>
> *11 million girls are projected to never return to school after the pandemic.*

Never has it been more important to reinforce our commitments, overcome these challenges and ensure accessible education for all. To that end, Omnicom will continue to focus on UN SDG No. 4 and partner with organizations that share our goal of advancing education across the globe.

SUPPORTING OUR HEALTHCARE WORKERS

The COVID-19 pandemic transformed the lives of so many across the globe. But, one thing remained unchanged — the dedication of medical professionals to our communities. Across Omnicom, agencies were proud to show their support for the efforts of our healthcare workers.

AUDITOIRE *honored the sacrifices of frontline healthcare workers during the pandemic through #ForeverThankfulUAE. Using a unique Instagram filter, participants posted video and photo content showing gratitude for the tireless efforts of first responders. The content was broadcasted to healthcare workers through an interactive digital installation at the entrance of Al Garhoud Private Hospital in Dubai. The movement reached 17.5 million users on social media.*

TERAN TBWA *helped GNP Seguros launch Ruta de Héroes y Heroínas (Route of Heroes and Heroines), a program to provide free, safe and comfortable transportation service to and from work in Mexico during the pandemic for medical and nursing professionals.*

MARINA MAHER COMMUNICATIONS *partnered with Tide Cleaners to provide comfortable and clean clothes to frontline workers amid the pandemic as part of the company's ongoing Tide Loads of Hope initiative. At the onset of the COVID-19 pandemic, the brand mobilized 179 Tide Cleaner locations to provide access to free laundry and dry-cleaning services for first responders and their family members. The activation helped over 100,000 people clean over 1.8 million items of clothing.*

DEDICATED TIME FOR VOLUNTEERISM

Our agencies are committed to giving employees time to give back to their communities throughout the year.

> **HALL & PARTNERS** *activated "Giving Back Matters," granting all employees an annual paid day of volunteering to support a cause they are passionate about. In 2020, more than 3,000 volunteer hours were logged by Hall & Partners employees in the U.S. and U.K.*
>
> **PHD CANADA** *pivoted volunteering efforts to adapt to the virtual environment – asking employees to participate in volunteering efforts related to COVID-19 response or important societal issues. PHD Canada employees gave more than 700 hours of their time to the Black Lives Matter movement, COVID-19 response efforts through the Michael Garron Hospital Foundation, Flatten.ca, Anderson DDB and UNICEF Canada's International Children's Emergency Fund.*
>
> *For six years,* **MASLANSKY + PARTNERS (M+P)** *has partnered with PENCIL and Manhattan Business Academy. PENCIL is a nonprofit that connects students to success by bringing professionals, educators and New York City public school students together for hands-on immersive programming. In 2020, m+p employees donated more than 300 volunteer hours as mentors, providing guidance to students on communication skills, college and interview preparation and personal finances.*

ADVANCING SUSTAINABLE DEVELOPMENT GOALS

Omnicom agencies around the globe have a history of volunteering in, and engaging with, their local communities — oftentimes contributing to aspects of the UN SDGs.

SDG NO. 2: FEEDING STUDENTS IN NEW ZEALAND

OMD New Zealand *partnered with KidsCan, a leading charity providing essential food to schools and early childhood centers across the country, to bring to life the $19-for-COVID-19 campaign. As children attended school virtually, KidsCan was unable to easily deliver meals to students in need. Through key partnerships and media coverage, OMD helped raise awareness and funding of $1.4 million to cover the supply and delivery of emergency food packages to 4,000 students and families in New Zealand.*

SDG NO. 4: SUPPORTING EDUCATION DURING COVID-19

In 2020, ***Omnicom Media Group*** *committed to spreading the "learning virus" and slowing the spread of COVID-19 in Costa Rica. Colleagues worked with top country television networks to broadcast classes to the masses at home through the launch of Aprendo en Casa. The team recruited brands to fund 100% of the initiative through advertising spend, enabling students in Costa Rica continued access to education during the pandemic.*

SDG NO. 8: EMPLOYER FOR ALL

Critical Mass's *Calgary office works in partnership with Vecova Centre for All Abilities, an organization dedicated to providing inclusive employment opportunities for individuals living with disabilities. In 2020, Critical Mass provided sustained employment for three Vecova clients.*

SDG NO. 10: DONATING A DAY OF WORK

Grupo Sancho *encouraged employees to donate a day's worth of salary to the CES Waldorf Foundation and Grupo Éxito Food Bank. Collectively, 110 employees participated, contributing over COL$30 million in funds donated to the organizations.*

SDG No. 2

SDG No. 4

SDG NO. 11: EMPOWERING YOUTH IN SOUTH AFRICA

TBWA South Africa *sponsors and provides administrative support to Room 13, a nonprofit organization that uses art and creativity to inspire and empower children to be the best they can be through after school programming. The agency manages event planning, strategy, finances and relationship-building functions.*

SDG NO. 14: PROTECTING OUR OCEANS

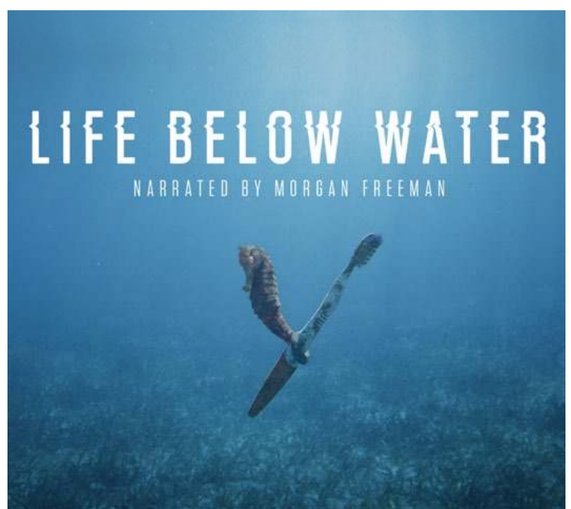
Goodby Silverstein & Partners *teamed up with YouTube, Google, Tribeca Enterprises and the United Nations to produce "Life Below Water," a short film narrated by Morgan Freeman. The documentary provides viewers an inside look into the future of our oceans in a world where plastic pollution continues to thrive at its current rate.*

SDG NO. 15: REMOVING WASTE IN ABU DHABI

In January 2020, ***Omnicom Media Group MENA*** *kayaked through the Abu Dhabi mangroves to collect litter. Fifty-five employees and 14 children participated in the effort, amassing 171 kilograms of waste. The team also hosted an awareness session on the importance of nurturing and protecting the mangroves.*

SDG NO. 16: ADVANCING RACIAL EQUITY

FleishmanHillard *supported the AAPF's #SayHerName campaign to raise awareness of the names of Black women who were killed by police using traditional media, fundraising and high-profile partnerships, social media and website improvements. Over the course of the partnership, FleishmanHillard helped AAPF develop a meaningful partnership with the WNBA, launch the first-of-its-kind Gucci Chime for Change guest-edited publication, and secure interviews with O, The Oprah Magazine, CNN, MSNBC, The New York Times, The Guardian, NPR and more.*



SDG No. 14

SDG No. 15

UNMUTE YOUR VOICE

Alma DDB

INSPIRING CIVIC ENGAGEMENT

Talking without voting is like speaking on mute — useless. ***Alma DDB*** teamed up with Pepsi to launch the Unmute Your Voice campaign, inspiring Latinx youth to make their voices heard by registering to vote in the 2020 U.S. election. The initiative kicked off at the MTV Video Music Awards and leveraged influential voices to create engaging virtual concerts, accessible only to users who registered to vote. The efforts proved effective: 91% of those exposed to the campaign reported a likelihood to register to vote.

#KIREMES

BBDO CA

REMOVING THE SHAME OF MENSTRUATION

In Kazakhstan, menstruation is perceived as unclean and embarrassing. Called "etekkir," its literal translation is "dirty." ***BBDO CA*** partnered with Cosmopolitan magazine in Kazakhstan to release a special edition on the topic to ignite a public dialogue on the stigmatized process and remove the sense of shame associated with menstruation. Readers were directed to a unique microsite to share their own ideas for a more positive Kazakh translation of menstruation. The campaign received over 600,000 visits to the microsite and broad ranging media coverage.

LIGHT FOR HOPE

Energy BBDO

ILLUMINATING HOPE FOR STUDENTS

In many developing countries, unreliable electricity makes education a challenge. In the Apayao region of the Philippines, hundreds of children lack access to adequate light at home needed for studying. Those that do have light have to worry about attracting deadly mosquitoes. Created together by ***Energy BBDO*** and Baygon®, an SC Johnson brand, the Light for Hope campaign raised awareness for the solar-power Baygon® Liquid Electric lamp, which provides much-needed light for studying and protection from mosquitoes. Lamps were gifted to everyone in the Apayao community, helping to build a brighter future for students.

CLEARTHELIST

Ketchum

SUPPORTING TEACHERS AND THEIR VIRTUAL CLASSROOMS

As U.S. schools transitioned to remote learning, teachers – who often use their own money to buy classroom supplies – needed tech equipment and other items to turn their homes into virtual classrooms. Clorox donated $1 million to ClearTheList Foundation and created a webpage where parents could win up to $20,000 to support their local schools. Throughout the program, ***Ketchum*** helped Clorox generate more than 150 earned media and social placements, totaling over 366 million impressions. Within four days, ClearTheList received over 1,500 applications from K-12 educators in all 50 states, and Clorox's donation helped clear the lists of more than 2,000 teachers.

MISTLETOE

Our first Christmas together
I had been so excited to have
him
around
I started tiptoeing
down the stairs
And he had a surprise waiting… he threw me
a party
He knows how to spoil
a simple girl!
He called me
in front of everyone
Then he cut me off
a sprig of mistletoe
We shared a kiss underneath
Our friends cheered as
outside, the snow silently settled

(now read from bottom to top)

THIS ISN'T HER FIRST LOCKDOWN

FleishmanHillard London

MANAGING A CRISIS WITHIN A CRISIS

Domestic violence spiked during the COVID-19 pandemic – in fact, data shows that women were killed at double the rate year-over-year during lockdown. ***FleishmanHillard London*** helped Refuge, the U.K.'s largest domestic violence charity, launch a campaign to drive awareness of its vital helpline. The campaign "THIS ISN'T HER FIRST LOCKDOWN" increased education and funding by engaging high-profile celebrities and influencers with a strategic and bespoke approach. Campaign efforts drove 60 posts from more than 40 celebrities and influencers, with a combined reach of over 36 million impressions and a 120% increase in calls to Refuge's helpline.

ENVIRONMENT

We continue to work strategically across Omnicom global networks and agencies to lessen the impact of our operations on the environment. Our people are empowered to identify, implement and expand sustainability initiatives to advance our collective efforts.

Omnicom's environmental sustainability story starts with steps we can take to increase efficiency and reduce waste across our real estate footprint. We understand that, as a professional services provider, energy use in our buildings is among our most significant environmental impact. Our long-standing ***Environmental Policy*** prioritizes:

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

REDUCING OUR CARBON FOOTPRINT

We are making steady progress against our energy-usage goals, and are currently developing new goals and commitments to reduce the carbon emissions produced by our operations and source our electricity from renewable sources. Soon, we will also be joining the ***Science Based Targets Initiative,*** which audits participating companies on their emissions goals and evaluates whether they are in-line with the global mandate to keep warming down below 1.5 degrees.

2023 Goal	*2020 Progress*
Reduce energy use by 20% per person globally by 2023 using a 2015 baseline	**32% reduction** per person globally per 2015 baseline
Increase use of electricity from renewable resources globally to 20% by 2023	**37% increase in use of electricity from renewable resources** per 2015 baseline, from 8% in 2015 to 19% in 2020

COVID-19'S EFFECT ON ENVIRONMENTAL GOALS

Due to the impact of the COVID-19 pandemic, most of the buildings across our footprint were sparsely used in 2020. Travel and commuting were reduced dramatically, as well. These situations impacted our use of energy, which are reflected in the environmental metrics we track, representing an acceleration toward meeting our goals that will likely not be replicated as the world returns to pre-pandemic activities. We recognize some of the energy use was shifted to homes and other off-site locations as our employees worked remotely, but we are unable to measure this impact.

MAXIMIZING EFFICIENCY AND COLLABORATION ACROSS OUR GLOBAL FOOTPRINT

We continue to explore ways to use our owned and leased real estate more efficiently. Doing so not only helps reduce our environmental impact, it also brings our agencies together and sparks creativity.

Greenhouse gas emissions from buildings continue to be a significant challenge globally, and we embrace the opportunity to seek solutions. While the pandemic resulted in greatly reduced emissions across the office landscape in 2020, it didn't slow down our efforts to address our long-term plans to make our workplaces more environmentally friendly.

To that end, we continued our efforts to transition to more efficient and collaborative workspaces and hub buildings in many of our markets. In fact, we eliminated more than 1 million square feet of space from our footprint during 2020.

Well before the pandemic began, we started the process of transitioning to agile work environments in place of the dedicated workstations that have long been staples of the office environment. These forward-thinking, unassigned workspaces are designed to give employees flexibility without affecting productivity, all while optimizing our square footage.

The pandemic, in many ways, accelerated this transition. Virtually overnight, employees embraced collaboration tools, such as video conferencing, as they quickly adapted to remote work. In locations where employees have returned to the office in shared environments, we've employed desk-reservation systems while complying with stringent social-distancing, mask-wearing and sanitization protocols.

As we continue to enhance our operations, we are also evaluating what the future of work looks like at Omnicom. Our leadership on a local level is working on gathering feedback from employees and clients to help us decide what the "new normal" will be — ***one where we can service our clients effectively while also connecting with colleagues in the safest and most flexible way possible.***

We expect that even as conditions improve, employees will continue to use virtual collaboration tools, which should reduce reliance on travel as compared to pre-pandemic levels.

Our building and retrofitting activities are guided by our global planning standard, which includes Leadership in Energy and Environmental Design (LEED®) principles. Across our footprint, we continue to prioritize energy-efficient lighting, heating and cooling, and reducing and reusing materials. We're also saving energy and reducing waste through shared conference rooms and service areas, state-of-the-art video conferencing, virtual file storage and printing centers.

READY, SET, GO: MAKING SUSTAINABLE STRIDES

Omnicom agencies are working toward a sustainable future by creating initiatives to reduce greenhouse gas emissions. Here are some examples of how we worked toward a healthier planet in 2020:

> *The* **OMD EMEA** *headquarters in London launched OMD Green — a proactive initiative aiming to decrease carbon emissions across the advertising industry. The initiative encourages clients to develop sustainable practices and helps them take the necessary steps to get there.*
>
> **HALL & PARTNERS** *launched SUSTAIN, Big Thinking on Building a Sustainable Future, an online publication that spreads awareness on how companies are operating more sustainably and ethically. Contributors have included the World Wildlife Fund, AstraZeneca, CNN, Gap Inc. and many more.*
>
> **INTEGRATED MERCHANDISING SOLUTIONS (IMS)** *earned its official EPA-approved SmartWay Transport Partner certification, recognizing IMS as a registered partner committed to advancing supply chain sustainability by measuring, benchmarking and improving freight transportation efficiency. In Q4 of 2020, 97.5% of the carriers used by IMS were SmartWay certified.*
>
> **CRITICAL MASS** *established CM Forest, an "agency forest" at its headquarters in Calgary, Alberta, Canada, to protect the environment and give back to the community. In the spring of 2020, Critical Mass planted 1,000 saplings — one for each employee in its 11 office locations around the world.*

Critical Mass

CUTTING ENERGY CONSUMPTION

While we continued to take steps to reduce energy consumption in 2020, the pandemic made it impossible for us to accurately measure the true impact.

In 2020, we continued to cut our global energy consumption, using 114,901 megawatt-hours (MWh) of energy, a 22% reduction compared to 2019. We also cut our electricity use by 20%, from 131,990 MWh in 2019 to 105,164 MWh in 2020.

We reduced our companywide greenhouse gas emissions by 63% in 2020, compared to 2019, due to the impacts of increased remote work and decreased travel which caused substantial reductions in the direct emissions, business-travel emissions and purchased electricity emissions that we track.

As part of Omnicom's strategy to curb our carbon footprint, we derive a portion of our electricity needs from renewable sources. These efforts are spearheaded in the U.K., where we are buying green power in buildings that we manage through electricity purchasing agreements. In the U.S., more than 90% of our electricity spend is through landlords in our leased spaces, and we encourage them to seek renewable energy sources whenever possible. In 2020, total electricity purchased from renewable resources was 20,165 MWh, accounting for 19% of total electricity, compared to 16% of total electricity in 2019. This is advancing our goal to increase our use of electricity from renewable sources globally to 20% by 2023.

GLOBAL ENERGY FOOTPRINT

	2020	2019	2018	2017
Total energy used *(MWh)*	114,901	146,119	153,023	175,964
Total electricity used *(MWh)*	105,164	131,990	140,929	152,841
Total GHG emissions *(Metric Tonnes of CO2e (MT CO2e))*	73,732	200,376	240,124	260,233

GLOBAL GHG EMISSIONS (MT CO2E)

	2020	2019	2018	2017
Scope 1	7,609	32,409	30,614	23,961
Scope 2	37,352	58,005	65,407	77,445
Scope 3	28,771	109,962	144,103	158,827
Total GHG emissions	73,732	200,376	240,124	260,233

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

GLOBAL ELECTRICITY FROM RENEWABLE SOURCES (MWH)

	2020	2019	2018	2017
Purchased (MWh)	20,165	21,200	14,987	15,689
Percent of total	19.2	16.1	10.6	10.1

AD NET ZERO

Spearheaded by the U.K. Advertising Association, Ad Net Zero is the U.K. advertising industry's initiative to respond to the climate crisis caused by CO_2 emissions. OMG UK is a proud member of its steering committee working to reach Ad Net Zero's goal of achieving real net zero carbon emissions from the development, production and media placement of advertising by the end of 2030. In addition, as part of the Advertising Association's Climate Action Working Group, adam&eve is helping to develop the initiative's action plan.

RESPONSIBLE REFURBISHMENT

In 2020, we undertook a project to refurbish one of the office levels in our London Bankside facility. From the beginning of the project, we set a goal to reuse, recycle and/or recover 98% of the waste created by the effort. We topped that goal by diverting 99.68% of the nearly 24 tons of waste generated away from landfills. Because of our recycling efforts, we saved an equivalent of 142.28 metric tons of carbon dioxide emissions.

DEAR TRASH

Sunset DDB

ANOTHER MAN'S TREASURE

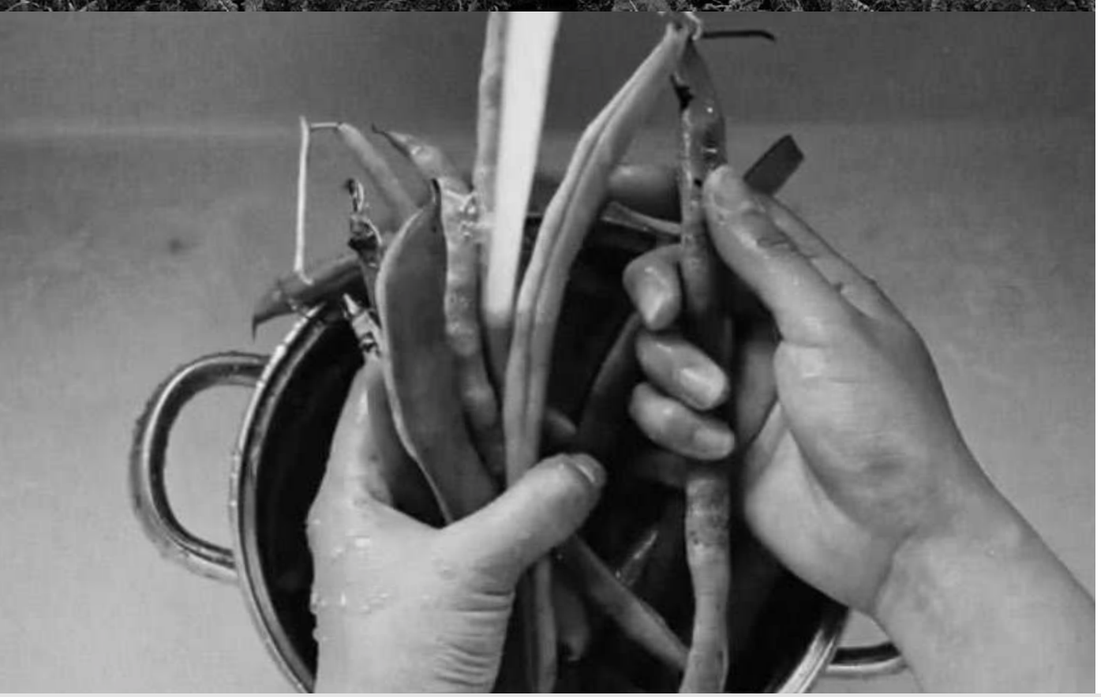
SUNSET DDB partnered with Ambev, the official sponsor of the Brazilian Carnival, one the biggest celebrations of the year, to launch "Dear Trash," a campaign to reimagine what happens with the tons of trash generated by the event. Ambev recycled 327 tons of plastic waste from the 2020 celebration to produce 2,000 trash cans and animated videos, with all scenarios and characters made from the collected materials.

EURYTHENES PLASTICUS

BBDO Group Germany

ENDING PLASTIC POLLUTION IN OUR WATERS

Eurythenes plasticus, a newly-discovered, shrimp-like amphipod, lives 6,500 meters deep in the Pacific Ocean. Although it inhabits one of the deepest places on earth and is only about five centimeters small, Eurythenes plasticus still has plastic in its body. ***BBDO Germany,*** in cooperation with the German branch of the World Wildlife Fund (WWF) and researchers from the University of Newcastle, launched a global campaign to draw attention to this discovery and the devastating effects of plastic in our world's oceans. As a result, more than 2 million people have signed the WWF petition calling on the government to put an end to marine plastic pollution.



PICK FOR BRITAIN

adam&eveDDB

RALLYING THE UK TO PROTECT PRODUCE

Due to the pandemic and associated travel restrictions, the fresh produce sector faced a severe shortfall of skilled migrant labour to help harvest produce. This meant that hundreds of thousands of tonnes of the country's fruit and vegetables were at risk of being left to rot in the ground. Waitrose, a major buyer of UK fresh produce, wanted to find a way to support UK growers and farmers and help urgently recruit 70,000 fruit and vegetable pickers to the sector to bridge this labour deficit. In partnership with ***adam&eve*** and ITV, Waitrose launched a multichannel call to arms in support of the government's Pick For Britain initiative. With primetime TV spots and placements across national print and digital outlets, Waitrose urged the British public to get involved in the effort and drove potential applicants to the pickforbritain.org.uk website, where local vacancies were listed. Furthermore, targeted content was delivered via social media platforms to raise awareness among students, graduates and younger people looking for contracts over the summer. The campaign contributed toward getting enough pickers to reap the harvest, meaning tons of fruits and vegetables that would otherwise have gone to landfill ended up on our tables.

GOVERNANCE

Omnicom is governed by a corporate structure and policies that we regularly review and strengthen to ensure our continued success. We operate with a clear strategy and transparent goals to remain aligned with our stakeholders.

We value the vast experience and varied perspectives each member of our board of directors and leadership team brings to the table. Collectively, their diverse points of view ensure we maintain the highest ethical standards and oversight across our networks and agencies.

We're proud to be led by a diverse and distinguished board of directors. The board's oversight responsibilities are guided by sound policies and procedures that it has adopted and reviews periodically. Consistent with both our shareholders' best interests and legal requirements, these policies and procedures serve as a framework for managing our company.

Our nine-member board includes eight independent or outside directors — six of whom are women and four of whom are African American — and our Chairman and Chief Executive Officer John Wren. Each director stands for election annually. Our four board committees, which are all comprised solely of independent directors and three of which are chaired by women, include:

Audit

Compensation

Finance

Governance

Our goal is to align our directors' diverse knowledge and experience with the areas of expertise most needed to provide strong oversight of management. We regularly evaluate the composition of our board to provide insights on succession-planning efforts, alignment between board skills and our long-term strategy, and board effectiveness.

Each year, the board elects our Lead Independent Director and regularly evaluates the role's scope and nature to ensure it has robust responsibilities.

LEADERSHIP DIVERSITY

6 of 9 Omnicom board members are female and 4 are African American, including our Lead Independent Director.

27% of our Network and Practice Area CEOs are people of color and female

COMMITMENT TO ETHICS AND INTEGRITY

Guided by our ***Code of Business Conduct,*** Omnicom is committed to upholding the highest ethical standards. Our values, beliefs and policies comprise the Code that all Omnicom employees — regardless of level or location — agree to uphold. The Code carries over and applies to our contractors, board of directors and everyone else who represents Omnicom.

We introduced an enhanced Code of Business Conduct across the Omnicom network in 2018, establishing business ethics and/or anti-bribery training for all of our full-time, regular employees globally in 2019. In 2020, employees across the network completed the training at exceptionally high rates.

We encourage employees — and anyone else — who witnesses or learns of violations of the Code, the law or our policies, to ask questions and share concerns by:

Discussing with a supervisor or senior manager, the agency or network financial manager or the agency or network legal department.

Contacting Omnicom's Legal Department by email or mail.

Calling Omnicom's anonymous Internal Control Line.

SUPPLIER CODE OF CONDUCT

We accomplished our goal and finalized our ***Supplier Code of Conduct*** in 2020, detailing the high standards we expect from those who provide goods and services to us. All individuals and organizations in the Omnicom supply chain must endorse our values by operating ethically and complying with the Code, which covers 15 principles that are fundamental to how we do business — ranging from human rights and workplace safety to environmental responsibility and data security. The Code is intended to promote a culture of compliance with all applicable laws, rules and regulations among our suppliers. Additionally, we ask our suppliers to hold their own suppliers to the same high standards.

POLITICAL CONTRIBUTIONS POLICY

In 2021, Omnicom's Board of Directors adopted a ***Political Contributions Policy*** to codify its positions and provide oversight and accountability with regard to political contributions and participation in the U.S. political process. The policy governs Omnicom's consideration and approval of political activities in the U.S., including political contributions at the federal, state and local levels. It also formalizes our long-standing practices and provides oversight to the very limited number of political contributions our agencies make from time to time. In 2020, Omnicom and its agencies made no political contributions.

A few of the key highlights of the policy include:

> *Omnicom does not have a company-sponsored PAC and generally does not make corporate political contributions*
>
> *In the rare event that monetary political contributions over $10,000 are requested to be made, we have a formal review process in place which requires approval by Omnicom's worldwide CFO and each such contribution would be reported to our Board's Governance Committee*
>
> *The participation of Omnicom and its agencies as members of trade associations comes with the understanding that their membership does not represent agreement with the positions, views or objectives of the trade associations or of other members, but a belief that their support will help advance policy objectives aligned with the interests of Omnicom and its agencies*

PROTECTING ADVERTISERS FROM HATE SPEECH

In recent years, algorithms used by social networks and other online forums have led to advertisements from many respected businesses, including Omnicom clients, appearing on webpages with hate speech and other inappropriate content. While both Omnicom and our clients condemn hate speech, these major technology companies have struggled to employ guardrails to prevent advertisements from showing up next to unacceptable content. In 2020, Omnicom formed a coalition of influential companies with the goal of compelling social networks and other online forums to take measures protecting advertisers from being associated with inappropriate content. To date, the ***Council on Accountable Social Advertising*** has made meaningful progress toward achieving the goal and continues to push for additional protections.

PROTECTING DATA AND INFORMATION

Information technology systems serve as the backbone of our business at Omnicom. With cybersecurity attacks becoming more frequent and sophisticated, we remain vigilant and proactive in protecting our systems and networks. With most of our workforce operating remotely in 2020, we enhanced the security of our systems by implementing a platform that detects and responds to threats across the enterprise. This new capability gives us an added layer of protection in addition to other systems and processes we have in place to prevent, monitor and mitigate cybersecurity threats.

Beyond the technological tools we employ, we've made interactive security awareness and cybersecurity training mandatory for all employees across the enterprise. We offer our training modules in more than a dozen languages, covering topics such as:

> *Phishing, compromised business email and ransomware.*
>
> *Social engineering, malware and incident reporting.*
>
> *Business continuity awareness.*

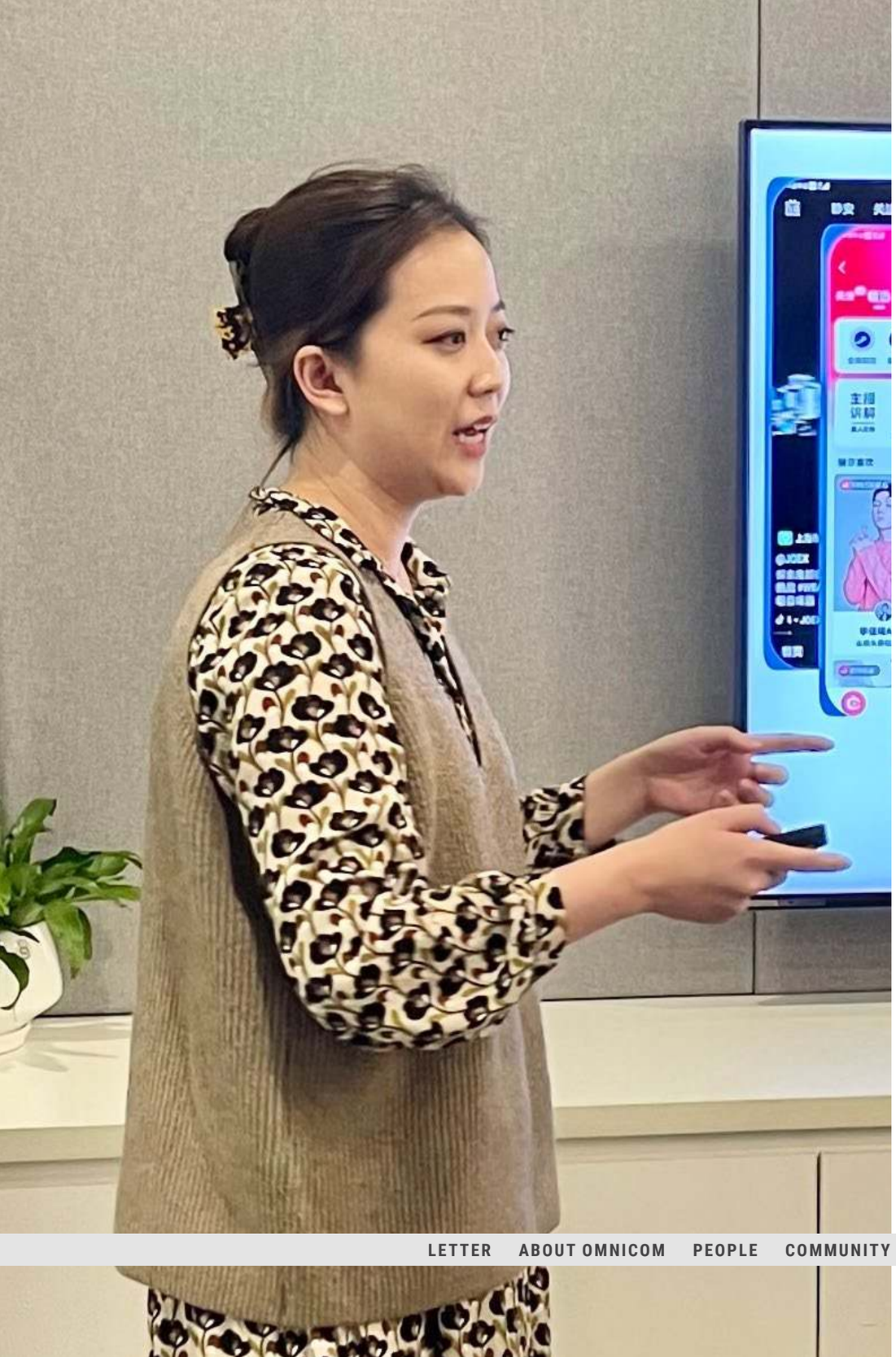
COMPLYING WITH DATA PRIVACY REGULATIONS

We continue to work diligently to understand and meet the requirements of data privacy regulations around the world.

> *In 2020, the Schrems II decision invalidated the European Union (EU)-United States "Privacy Shield" framework for ensuring EU data-protection compliance. To comply with the ruling, Omnicom updated policies, processes and procedures for handling data transfers between the U.S. and EU countries.*
>
> *The EU's General Data Protection Regulation (GDPR) took effect in 2018, prompting Omnicom to put in place global policies and offer GDPR awareness training to all our employees globally, which continues to this day.*

ONE WORKPLACE

In 2020, we completed the consolidation of more than 130 email tenants with some 82,000 user accounts across our enterprise to a single tenant, opening the door for closer collaboration among Omnicom networks and agencies and reducing our data center footprint. Microsoft called it the "most complex" email tenant consolidation it had ever seen.



Environment

Ethics and integrity

Governance

STAKEHOLDER ENGAGEMENT

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

As part of our regular governance efforts, we reached out to shareholders holding 70% of our outstanding shares, and we spoke to every shareholder who accepted our invitation for engagement. The constructive feedback we received from shareholders, which often included corporate responsibility topics such as diversity, equity and inclusion and environmental sustainability, 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 2020 (from Jan. 1 to Dec. 31, 2020). Numbers throughout the report are estimates based on available data. Unless otherwise noted, data within the report reflects our United States operations. Our last published report, released in Fall 2020, covered primarily 2019 data and activities.

We plan to continue publishing an annual corporate responsibility report that references the GRI Standards and fulfills our commitment as a UNGC signatory to produce a Communication on Progress.

COMMITMENT TO ESG REPORTING

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.

Omnicom remains focused on environmental, social and governance (ESG) disclosure, including disclosing certain ESG information aligned to relevant frameworks and standards. To that end, we commit to issue reporting based on the Sustainability Accounting Standards Board Advertising & Marketing Sustainability Accounting Standard Version 2018-10 by Dec. 31, 2021.

This report provides information on our corporate responsibility strategy and performance for fiscal year 2020 and covers the UN Global Compact Communication on Progress requirements.

HUMAN RIGHTS

PRINCIPLE 1: ***Businesses should support and respect the protection of internationally proclaimed human rights; and***

PRINCIPLE 2: ***Make sure that they are not complicit in human rights abuses.***

Omnicom's commitment to support and respect human rights is embodied in our Human Rights Policy, Code of Business Conduct and Supplier Code of Conduct. The Code of Business Conduct covers our commitment to comply with all laws of the places where we do business, our prohibition against insider trading, our duty to advance our employer's legitimate interest and our commitment to equal opportunity. Our Supplier Code of Conduct holds our vendors to the same high standards we hold ourselves. The Human Rights Policy, Code of Business Conduct and Supplier Code of Conduct are available on our Corporate Governance website. For more information on our commitment to respecting human rights, see the Governance section of this report.

LABOR

PRINCIPLE 3: ***Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;***

PRINCIPLE 4: ***The elimination of all forms of forced and compulsory labor;***

PRINCIPLE 5: ***The effective abolition of child labor; and***

PRINCIPLE 6: ***The elimination of discrimination in respect of employment and occupation.***

Omnicom's directors, officers and employees are required to comply with our Code of Business Conduct, which sets the foundation for how we should do business on a day-to-day basis. We are an equal opportunity employer and do not discriminate against employees or job applicants on the basis of race, religion, sex, national origin, age, disability, sexual orientation, gender identity and/or expression, pregnancy or any similar status or condition. For more information on our commitment to fair labor, see the People section of this report.

ENVIRONMENT

PRINCIPLE 7: ***Businesses should support a precautionary approach to environmental challenges;***

PRINCIPLE 8: ***Undertake initiatives to promote greater environmental responsibility; and***

PRINCIPLE 9: ***Encourage the development and diffusion of environmentally friendly technologies.***

Omnicom is committed to promoting greater environmental responsibility and regularly reports on environmental performance throughout our operations. Omnicom's Environmental Policy outlines our approach to minimize our impact by encouraging our companies to consider their environmental footprint in terms of conscious design of office space, energy efficiency, travel and commuting, procurement, and recycling and waste management. For more information on our commitment to environmental sustainability, see the Environment section of this report.

ANTI-CORRUPTION

PRINCIPLE 10: ***Businesses should work against corruption in all its forms, including extortion and bribery.***

Omnicom operates in an increasingly complex global environment, and our commitment to the highest ethical standards in the communities where we do business is outlined in our Code of Business Conduct. Omnicom directors, officers and employees undergo mandatory training for, and are required to comply with, all applicable anti-corruption and anti-bribery laws, including the U.S. Foreign Corrupt Practices Act, the UK Bribery Act of 2010, and any other local anti-corruption and anti-bribery laws where we do business. For more information on our commitment to ethics and compliance, see the Governance section of this report.

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
General Disclosures	102-01	Name of the organization	Omnicom Group
General Disclosures	102-02	Activities, brands, products, and services	2019 10-K, Page 1 (Our Business)
General Disclosures	102-03	Location of headquarters	280 Park Avenue, New York, New York
General Disclosures	102-04	Location of operations	2020 10-K, Page 6 (Item 2: Properties), 7 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations)
General Disclosures	102-05	Ownership and legal form	2020 10-K, Page 1 (Our Business), 7 (Item 5: Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities)
General Disclosures	102-06	Markets served	2020 10-K, Page 1 (Our Business), 2 (Our Clients), 8 (Item 7: Management's Discussion and Analysis of Financial Condition and Results of Operations) 2020 CR Report, Page 6 (About Omnicom Group)
General Disclosures	102-07	Scale of the organization	2020 CR Report, Page 6 (About Omnicom Group) 2020 10-K, Page 2 (Human Capital Resources), 6 (Item 2: Properties), F4-F8 (Consolidated Balance Sheets)
General Disclosures	102-08	Information on employees and other workers	2020 CR Report, Page 6 (About Omnicom Group), 14 (Measuring Our Progress) 2020 10-K, Page 2 (Human Capital Resources)
General Disclosures	102-09	Supply chain	2020 CR Report, Page 58 (Commitment to Ethics and Integrity), Page 23 (Supplier Diversity)

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
General Disclosures	102-10	Significant changes to the organization and its supply chain	2020 10-K, Page 11 (Acquisitions and Goodwill)
General Disclosures	102-11	Precautionary Principle or approach	***Omnicom Environmental Policy*** 2021 Proxy Statement, Page 26 (Risk Oversight)
General Disclosures	102-12	Precautionary Principle or approach	CEO Action, Common Ground, Partnership for Global LGBTI Equality, The Valuable 500, UN Global Compact, UN Unstereotype Alliance, Civic Alliance
General Disclosures	102-13	Membership of associations	4A's Advertiser Protection Bureau, 4A's Multicultural Advertising Intern Program, AAF Mosaic Center for Multiculturalism, Ad Council, ADCOLOR, Advertising Research Fund, Girl Effect, GLAAD, Makers, Trustworthy Accountability Group, Theirworld, Time's Up
General Disclosures	102-14	Statement from senior decision-maker	2020 CR Report, Page 4 (A Letter from Our Chairman & CEO)
General Disclosures	102-15	Key impacts, risks, and opportunities	2020 10-K, 3 (Item 1A: Risk Factors)
General Disclosures	102-16	Values, principles, standards, and norms of behavior	***Omnicom Code of Business Conduct*** 2020 CR Report, Page 58 (Commitment to Ethics and Integrity)
General Disclosures	102-17	Mechanisms for advice and concerns about ethics	***Omnicom Code of Business Conduct*** ***Internal Control Line***
General Disclosures	102-18	Governance structure	The Company's Governance Committee works with management to adopt and make recommendations to the Company's Code of Business Conduct, which includes economic, environmental and social topics. See also: 2020 CR Report, Page 58 (Leadership Diversity) 2021 Proxy Statement, Pages 32-35 (Board Leadership Structure)
General Disclosures	102-19	Delegating authority	2021 Proxy Statement, Page 27

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
General Disclosures	102-20	Executive-level responsibility for economic, environmental, and social topics	Omnicom's leadership team oversees economic, environmental, social and governance initiatives. The leadership team includes our Chief Financial Officer, General Counsel and Secretary, Chief Diversity Officer, Dean of Omnicom University and Chief Communications Officer.
General Disclosures	102-21	Consulting stakeholders on economic, environmental, and social topics	2020 CR Report, Page 62 (Stakeholder Engagement) 2021 Proxy Statement, Page 7 (Shareholder Engagement)
General Disclosures	102-22	Composition of the highest governance body and its committees	2020 CR Report, Page 58 (Leadership Diversity) 2021 Proxy Statement, Pages 15-24 (2021 Director Nominees)
General Disclosures	102-23	Chair of the highest governance body	2021 Proxy Statement, Page 32 (Board Leadership Structure)
General Disclosures	102-24	Nominating and selecting the highest governance body	2021 Proxy Statement, Page 25 (Shareholder Nomination Process), 26 (Majority Voting Standard for Election of Directors)
General Disclosures	102-25	Conflicts of interest	2021 Proxy Statement, Pages 37-38 (Ethical Business Conduct)
General Disclosures	102-26	Role of highest governance body in setting purpose, values, and strategy	2021 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities) ***Governance Committee Charter***
General Disclosures	102-27	Collective knowledge of highest governance body	Senior management (see Disclosure 102-20) regularly discusses economic, environmental, social and governance topics during shareholder engagement meetings conducted annually.
General Disclosures	102-28	Evaluating the highest governance body's performance	2021 Proxy Statement, Pages 14-15 (Qualifications of the Members of the Board)
General Disclosures	102-29	Identifying and managing economic, environmental, and social impacts	2021 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities) ***Governance Committee Charter***
General Disclosures	102-30	Effectiveness of risk management processes	2021 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities)

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
General Disclosures	102-31	Executive-level responsibility for economic, environmental, and social topics	2021 Proxy Statement, Pages 26-27 (Board's Role and Responsibilities), Pages 33-35 (Board Operations and Committee Structure)
General Disclosures	102-32	Highest governance body's role in sustainability reporting	Reviewed by Chief Financial Officer.
General Disclosures	102-33	Communicating critical concerns	2021 Proxy Statement, Page 31 (Shareholder Communications with Board Members)
General Disclosures	102-34	Nature and total number of critical concerns	Partially reported: 2021 Proxy Statement, Pages 4-11 (Meeting Agenda and Voting Recommendations)
General Disclosures	102-35	Remuneration policies	2021 Proxy Statement, Page 9 (Executive Compensation Highlights), 38 (Directors' Compensation for Fiscal Year 2020), 41-72 (Executive Compensation)
General Disclosures	102-36	Process for determining remuneration	2021 Proxy Statement, Page 49 (Compensation Discussion & Analysis), 61 (Role of the Independent Compensation Consultant)
General Disclosures	102-37	Stakeholders' involvement in remuneration	2021 Proxy Statement, Page 40 (Item 2: Advisory Resolution to Approve Executive Compensation)
General Disclosures	102-38	Annual total compensation ratio	2021 Proxy Statement, Page 72 (Pay Ratio Disclosure)
General Disclosures	102-40	List of stakeholder groups	2020 CR Report, Page 62 (Stakeholder Engagement)
General Disclosures	102-41	Collective bargaining agreements	0% of Omnicom employees in the United States are covered by collective bargaining agreements.
General Disclosures	102-42	Identifying and selecting stakeholders	2020 CR Report, Page 62 (Stakeholder Engagement)
General Disclosures	102-43	Approach to stakeholder engagement	2020 CR Report, Page 62 (Stakeholder Engagement)
General Disclosures	102-44	Key topics and concerns raised	2020 CR Report, Page 62 (Stakeholder Engagement)

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
General Disclosures	102-45	Entities included in the consolidated financial statements	2020 10-K, Exhibit 21 (Subsidiaries of the Registrant)
General Disclosures	102-46	Defining report content and topic Boundaries	2020 CR Report, Page 61 (About This Report)
General Disclosures	102-47	List of material topics	2020 CR Report, Page 61 (Material Topics Identification)
General Disclosures	102-48	Restatements of information	No material restatements.
General Disclosures	102-49	Changes in reporting	None
General Disclosures	102-50	Reporting period	Calendar year 2020
General Disclosures	102-51	Date of most recent report	2019
General Disclosures	102-52	Reporting cycle	Annual
General Disclosures	102-53	Contact point for questions regarding the report	Katie.Beaule@omnicomgroup.com
General Disclosures	102-54	Claims of reporting in accordance with the GRI Standards	This report references disclosures from the GRI Standards 2018 and the GRI G4 Media Sector Disclosures, as detailed in this index.
General Disclosures	102-55	GRI content index	2020 CR Report, Page 65 (2020 GRI Context Index)
General Disclosures	102-56	External assurance	This report has not been externally assured.
Management Approach	103-1	Explanation of the material topic and its Boundary	2020 CR Report, Page 13 (Our Renewed DE&I Approach), 24 (Reimagining Training and Development), 23 (Supplier Diversity), 30 (Community), 38 (Advancing Sustainable Development Goals), 46 (Recognizing and Reducing Our Environmental Impact), 56 (Governance)
Management Approach	103-2	The management approach and its components	See Disclosure 103-1.

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
Management Approach	103-3	Evaluation of the management approach	See Disclosure 103-1.
Economic Performance	201-1	Direct economic value generated and distributed	2020 10-K, F4-F8 (Consolidated Balance Sheets)
Economic Performance	201-2	Financial implications and other risks and opportunities due to climate change	2020 10-K, Page 3-6 (Item 1A: Risk Factors)
Economic Performance	201-3	Defined benefit plan obligations and other retirement plans	2020 10-K, Page F26-F27 (Defined Benefit Pension Plans)
Market Presence	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	203-2	Significant indirect economic impacts	2020 CR Report, Page 30 (Community), 38 (Advancing Sustainable Development Goals)
Procurement Practices	204-1	Proportion of spending on local suppliers	Most of Omnicom's buying decisions are made at the agency level in the context of the production of client products and campaigns.
Anti-corruption	205-1	Operations assessed for risks related to corruption	Partially reported: 2020 CR Report, Page 64 (Omnicom UN Communication on Progress: Anti-Corruption) 2020 10-K, Pages 3-6 (Item 1A: Risk Factors)
Anti-corruption	205-2	Communication and training about anti-corruption policies and procedures	Partially reported: 2020 CR Report, Page 59 (Commitment to Ethics and Integrity) ***Omnicom Code of Business Conduct***
Energy	302-1	Energy consumption within the organization	2020 CR Report, Page 51 (Cutting Energy Consumption)
Energy	302-2	Energy consumption outside of the organization	2020 CR Report, Page 46 (Recognizing and Reducing Our Environmental Impact)
Energy	302-4	Reduction of energy consumption	2020 CR Report, Page 51 (Cutting Energy Consumption)

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
Emissions	305-1	Direct (Scope 1) GHG emissions	2020 CR Report, Page 51 (Cutting Energy Consumption)
Emissions	305-2	Energy indirect (Scope 2) GHG emissions	2020 CR Report, Page 51 (Cutting Energy Consumption)
Emissions	305-3	Other indirect (Scope 3) GHG emissions	2020 CR Report, Page 51 (Cutting Energy Consumption)
Emissions	305-5	Reducion of GHG emissions	2020 CR Report, Page 51 (Cutting Energy Consumption)
Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental criteria	***Partially reported: Supplier Code of Conduct***
Employment	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.
Employment	401-3	Parental leave	2020 CR Report, Page 27 (Expanded Parental Leave Benefits)
Training and Education	404-1	Average hours of training per year per employee	Partially reported: 2020 CR Report, Page 24 (Reimaging Training and Development) Omnicom offers employees training related to DE&I, cybersecurity, sexual harassment, and ethics and integrity.
Training and Education	404-2	Programs for upgrading employee skills and transition assistance programs	2020 CR Report, Page 24 (Omnicom University)
Training and Education	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	405-1	Diversity of governance bodies and employees	Partially reported: 2020 CR Report, Page 14 (Measuring Our Progress), 58 (Leadership Diversity)

Title	Disclosure	GRI Standards Disclosure Title	2020 Location/Response
Human Rights Assessment	412-2	Employee training on human rights policies or procedures	2020 CR Report, Page 58 (Commitment to Ethics and Integrity) ***Human Rights Policy*** ***Omnicom Code of Business Conduct***
Supplier Social Assessment	414-1	New suppliers that were screened using social criteria	***Partially reported: Supplier Code of Conduct***
Public Policy	415-1	Political contributions	***Partially reported: Political Contributions Policy***
Media	G4-DMA	Portrayal of human rights	Various Omnicom agencies are doing positive work in this area. See: 2020 CR Report, Pages 31-44 (Community)
Media	G4-DMA	Cultural rights	Various Omnicom agencies are doing positive work in this area. See: 2020 CR Report, Pages 28-29 (People), Pages 40-44 (Community)
Media	M7	Media literacy	Omnicom at the holding company level contributes to partners who empower audiences and society to develop skills. See: 2020 CR Report, Page 30 (Community)

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

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2020 CORPORATE RESPONSIBILITY REPORT