



OmnicomGroup

2016 Corporate Responsibility Report

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Cover: Employees at TBWA|Chiat\Day NY TBWA



Dear Stakeholders,

Diversity, community engagement and environmental stewardship have always been important values to Omnicom. This year we are excited to report we have enhanced our commitment to corporate social responsibility in a number of visible and noteworthy ways.

Omnicom became a signatory to the **United Nation's Global Compact** in 2016, committing to the world's largest voluntary corporate sustainability initiative. By signing, we have pledged to support 10 universal principles — like protecting human rights, promoting fair labor practices, protecting the environment and rooting out corruption — in our businesses.

I believe the marketing communications industry can play a crucial role in raising awareness and changing attitudes towards sustainability and development issues. At last year's Cannes Lions Festival, Omnicom and five other leading global advertising networks joined forces to promote the UN Sustainable Development Goals (SDGs) through the Common Ground initiative.

As part of our commitment to Common Ground, Omnicom is working towards **Sustainable Development Goal 4**, to ensure inclusive and quality education for all and promote lifelong learning. More specifically, we are donating our time and deploying our world-class expertise to promote Girl Effect and Theirworld, two non-profits that create educational opportunities for children. I look forward to working with our agencies and networks to find more ways to support global education — through volunteering and pro bono work.

Secondly, as a creative organization, we understand the value of diversity. We know diverse teams are more creative and they understand diverse audiences better. Furthermore, many of our clients are committed to diversity within their own companies and they expect the same commitment from us.

As a result, we have pursued gender and multicultural initiatives across our entire organization, and last year marked some important milestones. Women now make up 55% of our U.S. officials and managers, up 7% from 2011. We hired or promoted women to a number of key positions and expanded our Omniwomen networking and career development organization to ten chapters. Multicultural employees make up an increasing percentage of our U.S. officials and managers; 19% are now multicultural, an increase of 30% from five years ago.

Our newly configured Board also reflects this commitment to inclusiveness. Our 12-member Board now includes five women and three African American members, setting a high standard for Board diversity. We hope to increase that diversity even further as our Board refreshment process continues.

Finally, we made significant progress towards reducing our environmental footprint, primarily by consolidating office space and installing more energy-efficient heating and cooling systems. This year, during a period of growth, we decreased our square footage, a major factor in cutting our use of electric power by more than 10%, and reducing our Scope 1 emissions by 21% and our Scope 2 emissions by 10%.

By tracking these key performance indicators, we will get a more accurate picture of where we stand in our corporate responsibility efforts — and as advertisers and communicators, we know that when you measure results, you often improve results. In this respect, I believe 2016 has been a pivotal year for us, laying the groundwork for many more years of progress.

Sincerely,

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

John D. Wren
President & Chief Executive Officer

OmnicomGroup

Global network of leading marketing and communications companies

ADVERTISING
 DIGITAL AND INTERACTIVE MARKETING
 STRATEGIC MEDIA PLANNING AND BUYING
 CUSTOMER RELATIONSHIP MANAGEMENT
 PUBLIC RELATIONS
 HEALTH CARE COMMUNICATIONS SERVICES

78.5K+

SPECIALISTS SERVING
 5,000+ BRANDS

1500+

AGENCIES IN 100+ COUNTRIES

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

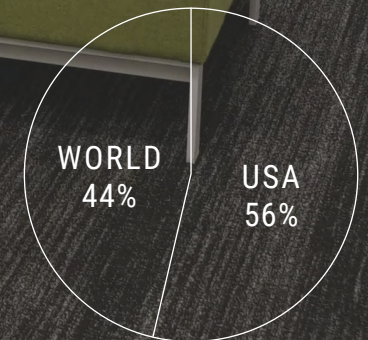
FINANCIAL SUMMARY

<i>in millions</i>	2016	2015	2014	2013	2012
Revenue	\$15,416	\$15,134	\$15,317	\$14,584	\$14,219
Operating Income	\$2,008	\$1,920	\$1,944	\$1,825	\$1,804
Net Income	\$1,148	\$1,093	\$1,104	\$991	\$998

2016 CLIENT MIX

Food and Beverage	13%
Pharmaceuticals and Health Care	12%
Consumer Products	10%
Technology	9%
Auto	8%
Financial Services	7%
Travel and Entertainment	7%
Retail	6%
Telecommunications	6%
Other	23%

2016 REVENUE



2016 Omnicom CR Highlights

At Omnicom, we're committed to promoting sustainable practices and making positive contributions to society around the globe. Details from our efforts are available at csr.omnicomgroup.com. This document includes key highlights and progress from 2016, in the four areas on which we focus: Community, People, Environment and Governance.

COMMUNITY

- Played an active role in local communities and the world at large through volunteering and fundraising
- Launched "PeopleConnect," a volunteer engagement network of more than 100,000 participating non-profits, to help our people find ways to get involved
- Produced powerful pro bono work for non-profit clients through our agencies around the world

PEOPLE

- 55% of Omnicom's U.S. officials and managers are women; 19% are multicultural employees
- Achieved 100% score on the Human Rights Campaign (HRC) Foundation's 2017 Corporate Equality Index (CEI)
- 10 Omniwomen chapters open around the world, with new organizations in Canada, Germany, UAE and France

ENVIRONMENT

- 15% reduction in electricity use between 2015 and 2016
- 21% reduction in Scope 1 emissions and 10% reduction in Scope 2 emissions between 2015 and 2016
- 7.4% of total power derived from renewable sources

GOVERNANCE

- 2 new Board members — Deborah J. Kissire and Valerie M. Williams
- 5 women and 3 African Americans represented on the Board
- 10 out of 12 Board members are independent directors



Interbrand employees participating in Month of Service

COMMUNITY

Our agencies — and the people that work in them — take an active role in their communities and the world at large through volunteering, fundraising and producing powerful work for clients. We reinvigorate our creativity by engaging with the issues that matter to us.

4 QUALITY EDUCATION



COMMON GROUND FOR THE COMMON GOOD

Six major advertising holding companies unite to support the UN's Sustainable Development Goals

In June 2016, leaders from advertising's "Big Six" set aside rivalries to make the world a better place. The Common Ground Initiative was announced at the Cannes Lions International Festival of Creativity in France where UN Secretary-General Ban Ki-moon stated, "The six biggest communications businesses in the world...have agreed to put their differences aside in support of a joint unique and exciting initiative to advance the 2030 Agenda for Sustainable Development and the SDGs."

The collaboration known as "Common Ground" is explained through a global advertising campaign and website. Advertising leaders are also asked to encourage their clients, employees and partners to support the SDGs.

A Focus on Education

As part of Common Ground, each holding company has chosen one of the 17 SDGs (see right). Omnicom will focus on Sustainable Development Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

"Education has always been part of our DNA as a network, whether through our organization-wide commitment to developing each employee's potential, or our industry-leading Omnicom University leadership development program, or our agency-level pro bono support for many different educational organizations," said Omnicom President and CEO John Wren. "We know that educational programs can have a profound impact not just on the people they reach directly, but on our larger community, economy and society, as well."



In this video, UN Under-Secretary-General for Communications and Public Information Cristina Gallach, describes why our industry is so critical in working toward a better world.



Two Signature Programs

Omnicom has identified two global NGOs focused on creating change and expanding access to education as partners in our educational initiative. Omnicom employees will donate time and expertise to help these organizations achieve their goals.

Girl Effect uses 21st century tools like social media, mobile technology and girl-centered community engagement to create a "new normal" for girls. Working in communities in Africa, the Middle East and worldwide, Girl Effect empowers young women with skills, ideas and knowledge. It connects them with resources so that they can remain in school, get healthcare and start a family when they choose.

Theirworld is an innovative charity that helps to create global change and bring better health and education to children. Through research, pilot projects and campaigning, Theirworld is at the forefront of testing and shaping new ideas to help give the most vulnerable children around the world a brighter future and the best possible start in life.

Omnicom Agencies Take the Lead on Education

Companies across our global networks are already tackling the challenges of ensuring inclusive and equitable quality education for all through client work, fundraising, volunteering and advocacy campaigns.



Helping girls graduate from high school

Network: BBDO

Agency: Garwich BBDO Peru

A CARE study found that around 150,000 girls don't finish high school on time in Peru. Garwich BBDO Peru supports the NGO's work with public schools, families, communities and girls to help young women finish their studies.



Supporting the UN goal towards quality education

Network: DAS

Agency: Portland Communications

Portland Communications worked with Education Above All, an organization that empowers children through education, to develop powerful messaging that positioned the global foundation as a key partner in attaining the UN's Sustainable Development Goal #4 around education.



Project Literacy

Unlocking the written word for people who can't read

Network: DAS Agency: Flamingo London

Illiterate people are more likely to live in poverty, lack education and miss out on opportunities to participate in society and join the workforce. Flamingo London partnered with Pearson's Project Literacy to develop a messaging campaign showing how illiteracy contributes to social and economic hardships.



Indwe Learning Center in Illovo

Educating African children orphaned by AIDS

Network: DDB Agency: TracyLocke Communications

TracyLocke raised \$1 million to support the Indwe Learning Center in Illovo, South Africa, a Montessori blended curriculum school for children orphaned by the massive AIDS epidemic in South Africa. The school establishes a model that can be used in other countries.

Inspiring Hispanic youth to go to college

Network: DDB Agency: Alma DDB

"Your voice is your power. Use it." A video produced by Alma DDB shows the struggles of Hispanic students as they balance work, family, academics and extracurriculars, and encourages them to apply for a McDonald's scholarship.



Raising money to educate girls in Uganda

Network: DAS Agency: Marina Maher Communications

Over the past five years, Marina Maher Communications has raised money for She's the First through bake sales, yoga sessions, company-wide jeans days and raffles. In 2016, they funded tuition for 14 girls at the Arlington Academy in Uganda.



She's the First



ActionAid - Donate Your Profile

Taking over social media one profile page at a time

Network: BBDO Agency: DLV BBDO Milan

ActionAid, an NGO dedicated to children's survival and education, wanted to raise awareness of its work cost-effectively. To help, DLV BBDO Milan designed the Donate Your Profile social media campaign, inviting people to let ActionAid stories take over their pages. The campaign went viral, creating 79 million media impressions worldwide.



RMHC/Hacer Scholarship Program



Leonor deja la escuela

Starting a conversation about forgotten children

Network: DDB Agency: DDB Tandem

What if the future Queen of Spain, Princess Leonor, dropped out of school? #Leonordejalaescuela, a campaign created by DDB Tandem, asked a question that went viral to focus attention on another Leonor, who, as a Romani child, faced a 60% risk of quitting school.



#OmniWindows campaign winner

Engaging with Communities, Empowering Change

#OmniWindows celebrated International Women's Day by challenging every Omnicom UK agency to dress their windows and donate clothing for Smart Works, a charity that provides high quality interview clothes, styling advice and interview training to out-of-work women on low incomes. Omniwomen UK also raised £20,000 for Smart Works.

Woman-owned businesses in New York City and Los Angeles got a marketing boost from TBWA\Chiat\Day's "Her Business Is Our Business" campaign in March 2017. Both New York City and Los Angeles offices partnered with four businesses each, creating an all-women branding team to support companies like Hotcakes bakery in Los Angeles and the shared woodworking space SUPERSMITH in New York City.

BBDO Greater China celebrated its Silver anniversary by donating strategic positioning and creative work to 25 small businesses and startups. Throughout 2017, the agency will be targeting companies listed on Alibaba's e-commerce site Taobao for a free advertising and marketing tune-up.

When Texas' proposed Senate Bill 6 threatened to force transgender people to use the bathroom of their birth sex, GSD&M teamed with acclaimed writer/director Richard Linklater, the ACLU and Legacy Community Health to mobilize opposition with the **"Pee with LGBT"** campaign. Meanwhile, BBDO New York's **"Put Her on the Map"** campaign draws attention to women's under-representation in street names, public statues and other monuments and attempts to redress the imbalance.

ONE HUNDRED

ONE HUNDRED, launched by the DAS Group of Companies in 2016, brings cutting-edge knowledge and proprietary tools in brand reputation, marketing and fundraising to the non-profit sector. The coalition of agencies, including Changing Our World, Critical Mass, Interbrand, Ketchum, Porter Novelli and Russ Reid, help non-profits create powerful stories that raise awareness, drive engagement and increase donations. The ONE HUNDRED brand was recognized with a Wood Pencil for Industry Evolution by D&AD Impact in 2016 for developing innovative solutions that have an impact on efficiency, effectiveness and economic sustainability. In its first year, ONE HUNDRED partnered with leading non-profits, a few of which include The Salvation Army, City of Hope and INROADS.

**"By engaging ONE HUNDRED,
our clients bring together
leaders within organizations
who rarely meet – let alone
strategize together."**

*- Brian Crimmins, ONE HUNDRED
Managing Partner*

ONE HUNDRED creates a cultural shift. A disruption that unifies non-profits internally. It is feeding the desire of the modern non-profit: the desire to utilize branding to drive growth in all areas – especially its impact in the community.



FleishmanHillard Shanghai

Volunteering

Giving back connects us to our communities and gives us a voice in the issues that shape our world. Omnicom employees across our networks and agencies donate their time, energy and creative vision to non-profit organizations. This year Omnicom launched “PeopleConnect” a volunteer engagement network of more than 100,000 participating non-profits, to help our people find ways to get involved.

In addition, many of our agencies encourage volunteering. This year highlights included:

In 2016, FleishmanHillard’s 70th anniversary year, the agency launched **FH4Inclusion** to celebrate and strengthen a culture of collaboration, respect and inclusion. Throughout the year, FleishmanHillard identified non-profits, charities and organizations that champion social inclusion and encouraged employees to donate their time and talent. While offices had the freedom to blaze their own trails by

selecting local organizations and determining an action plan to assist, many projects followed a few key themes such as providing access to food and shelter to underserved people, preparing disadvantaged teens, women and minorities for college or a career, advocating for LGBTQ equality and supporting refugees’ and migrants’ rights.

Ketchum makes social responsibility central to its business through the Ketchum Social Responsibility (KSR) platform. A partnership with **Room to Read**, a non-profit focused on literacy and education for girls, is one focal point of this enterprise-wide initiative. In 2016, Ketchum employees raised more than \$20,000 to support a library in Cambodia. To date, more than 500 employees have participated in the pro bono

partnership across 31 offices and raised nearly \$300,000 to support Room to Read projects.

In addition to supporting Room to Read, every September employees are encouraged to participate in office organized volunteer events up to four hours (or a half a day) for KSR Month. In 2016, more than 900 Ketchum global employees participated, donating 3,600 volunteer hours to their local communities.

Interbrand celebrated a **Month of Service** in July. Collectively, employees across the Interbrand global network donated one day out of the month to volunteer in their communities through hands-on consulting and field engagements.



FleishmanHillard Atlanta

Client Work for Social and Environmental Impact

In 2016, our global agency networks continued to help their for-profit and pro bono clients drive progress against social and environmental issues in their local communities. Here is a sampling of compelling campaigns from around the world.

Additional case studies can be found on the corporate responsibility section of our web site at csr.omnicomgroup.com.



Encouraging innovation at America's public high schools

Network: TBWA
Agency: MAL\FOR GOOD

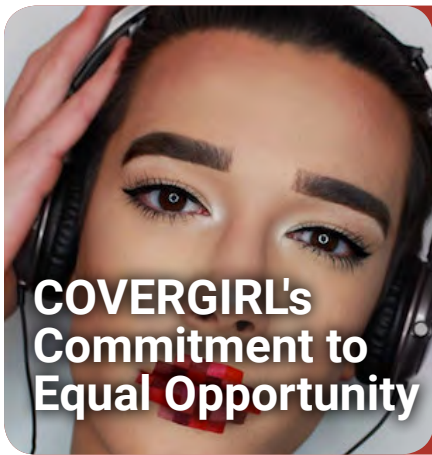
MAL\FOR GOOD created a website and campaign to promote XQ Super School's competition inviting solutions to challenges facing youth preparing for college and life. The website encouraged access to open source solutions and a bus tour connected grassroots activists with youth, parents and educators.



Bringing art to the visually impaired

Network: BBDO
Agency: BBDO Moscow

To celebrate the International Day of the Blind, Sberbank created a unique exhibition of tactile pictures, allowing both visually-impaired and seeing people to experience art through touch. BBDO Moscow developed a communications campaign for the exhibit that drew in more than 130,000 people.



COVERGIRL's Commitment to Equal Opportunity

Expanding the notion of LGBTQ beauty

Network: DAS

Agency: Marina Maher Communications

COVERGIRL emerged as a champion of inclusivity by announcing the first-ever male face of the brand: James Charles, a boundary-breaking young social media star and aspiring makeup artist. The move put COVERGIRL at the forefront of a cultural shift toward equal opportunity of self-expression for all genders.

Combatting campus rape and sexual assault

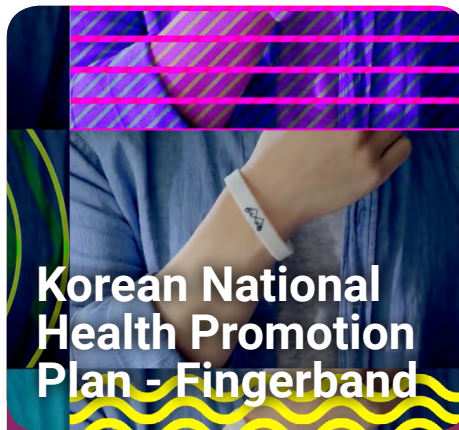
Network: DAS

Agency: Goodby, Silverstein & Partners

This pro bono campaign raised awareness around sexual assault and rape on college campuses by creating mock acceptance letters from colleges that included details about actual assaults students should plan on being subjected to.



The Hunting Ground - Unacceptable Acceptance Letters



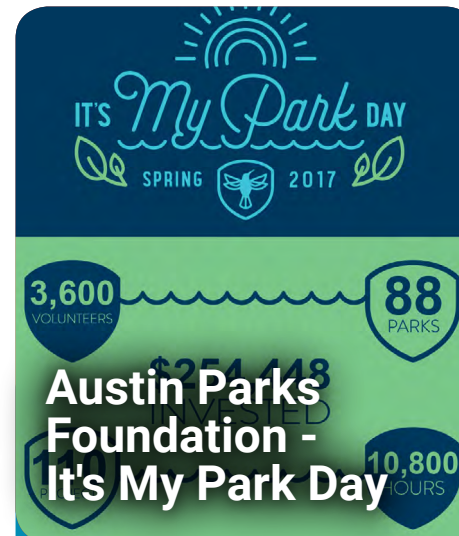
Korean National Health Promotion Plan - Fingerband

A Fingerband enlists peer pressure to stop smoking

Network: DAS

Agency: FleishmanHillard

A 21.6% smoking rate puts South Korea amongst the highest of the OECD countries for smoking. FleishmanHillard designed a Fingerband – or rubber wristband – as the focus of a National Health Promotion Plan that helped reduce teen smoking rates in Korea by 15% for boys and 20% for girls.



Austin Parks Foundation - It's My Park Day

Mobilizing volunteers to clean up Austin's public parks

Network: TBWA Agency: GSD&M

Over 3,000 volunteers worked on over 100 projects at 80 locations in and around Austin, Texas. Volunteers worked to care for trees, repaint park structures, pick up trash and refurbish trails.



We Compost

Combatting urban violence with kids' programs in Chicago

Network: BBDO Agency: Energy BBDO

A bullet hole in a window of Off the Street Club, a West Garfield Park refuge for kids and teenagers, was a shocking reminder of the 93 murders of young Chicagoans last year. But, it also became a symbol of hope in an Energy BBDO campaign that drew more than two million donations.



Off the Street Club - "Hope is Tougher"



Warning Voice

Getting reckless drivers' attention with a familiar voice

Network: TBWA
Agency: TBWA\RAAD\LEBANON

In Lebanon, speeding is a major cause of accidents. TBWA\RAAD\LEBANON's Warning Voice campaign promoted an unusual way to get drivers to slow down: a Nissan speed warning that replaced alarm sounds with voices of loved ones.

Stories bring refugees' experience to life

Network: BBDO
Agency: BBDO Düsseldorf GmbH

Refugees often leave everything behind but their house key. Caritas' Keys of Hope campaign matched ten human stories recorded in Caritas refugee camps to ten keys, giving anonymous refugees a voice that the mainstream media denied them.



Hope North

Translating hope into healing for Ugandan children

Network: DAS
Agency: Critical Mass

Critical Mass launched a responsive website for Hope North, a non-profit that provides education and healing for children affected by Uganda's civil war. The website highlights how music, art, literature and dance inspire Hope North students to become future leaders.



Caritas - Keys of Hope



Timberland's KOMBIT: The Cooperative Documentary

Promoting Timberland's CSR leadership

Network: DAS
Agency: Cone Communications

Cone hosted branded events to promote KOMBIT: The Cooperative to the CSR influencer community, resulting in over 173.4 million impressions. The documentary campaign introduced media, influencers and consumers to Timberland's agroforestry model.

A global campaign to get drinkers home safe

Network: DAS
Agency: FleishmanHillard

When AB InBev partnered with Lyft to provide 80,000 free safe rides home as part of a year-long responsible drinking campaign, FleishmanHillard promoted the program with social and traditional media that reached 1.8 million Facebook users and 32 million Twitter users, receiving 3.9 thousand mentions in conversations.



AB InBev GlobalBe(er) Responsible Day



Fashion to be Free

Making pants a political statement

Network: DDB
Agency: DDB Tandem

In more than 120 countries, women have fewer rights than men, including restrictions on what they can wear. DDB Tandem's video, developed with the support of Spanish designer David Delfin, highlights discrimination by showing models wearing clothing forbidden to women.



Removing the stigma of emergency contraception

Network: DAS
Agency: Rx Mosaic Health

This campaign for the maker of Plan B One-Step®, sought to reduce unwanted pregnancy by promoting emergency contraception. The campaign educated young women about their planning options via events on college campuses and through social and traditional media.



John Fawcett Foundation - CatarArt

Using art to help prevent cataract blindness

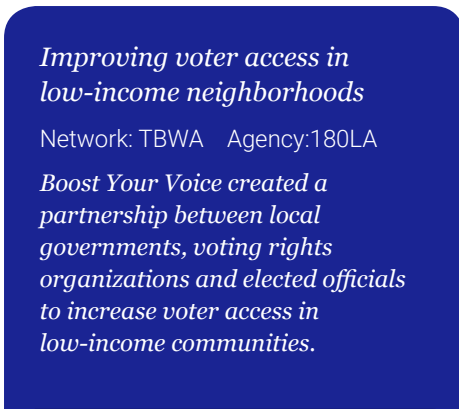
Network: TBWA
Agency: TBWA\Group Singapore

To help Indonesians affected by cataract blindness, a team from TBWA\Group Singapore worked with the John Fawcett Foundation to develop a virtual reality device that simulates cataracts. Artists then created work based on the VR images which were sold to raise funds for the cause.

Changing the discussion around relationship violence

Network: TBWA
Agency: TBWA\Media Arts Lab

That's Not Love changes the language around relationship violence in order to give young people the tools to have open conversations about the issue. Hundreds of victims have contacted the One Love organization to express how the campaign has helped them.



Improving voter access in low-income neighborhoods

Network: TBWA Agency:180LA

Boost Your Voice created a partnership between local governments, voting rights organizations and elected officials to increase voter access in low-income communities.



Poverty Line Prices

A striking statement on income inequality

Network: DAS
Agency: Goodby, Silverstein & Partners

Imagine walking into a grocery store where every item is five times more expensive than it usually is. Goodby, Silverstein & Partners used this simple concept to raise awareness of the 800,000 people in San Francisco who live on the poverty line, earning about a fifth of the median income.



HAI Group: ReThink Why Housing Matters

Changing the perception of public housing in the U.S.

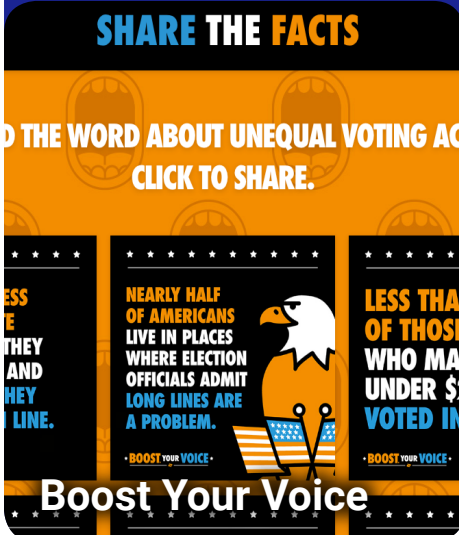
Network: DAS
Agency: Cone Communications

Few Americans realize the benefits that public housing offers to individuals, as well as communities. Cone Communications developed a campaign and promoted the documentary "Our Journey Home" to emotionally connect consumers to the critical importance of a safe and stable home.

#THATSNOTLOVE

57% of college students report it is difficult to identify dating violence. #That'sNotLove defines the gray area between love and control, so you know relationship abuse when it happens and before it escalates.

One Love - That's Not Love



Boost Your Voice



The OMD Fast Forward Program

Teaching underprivileged young people digital skills

Network: OMD Agency: OMD EMEA

The OMD Fast Forward Programme, in partnership with Good Jobs, aims to bridge the opportunity gap between companies looking for diverse talent and talented young people from disadvantaged areas. Twenty OMD volunteers pitch in to mentor students in digital communications skills in a 12-month paid internship program.

Helping charities get their message across

Network: DAS

Agency: Portland Communications

Twenty charities, ranging from London's air ambulance to a nature project in Hackney, got mentoring and training from Portland to make them better communicators through the Team London charity project. Portland was handpicked by the Mayor of London to be the official communications partner for the project.



Team London Skill-UP



Colores Piel

Teaching children to respect racial diversity in Colombia

Network: BBDO

Agency: Sancho BBDO

Sancho BBDO created the Colores Piel campaign for Fundacion Pies Descalzos, the Colombian non-governmental organization founded by international pop star Shakira. The campaign promotes respect for racial diversity and teaches children to stand up against discrimination.



PepsiCo - Lighting Up Lives

Bringing light to impoverished Pakistanis

Network: BBDO

Agency: BBDO Pakistan

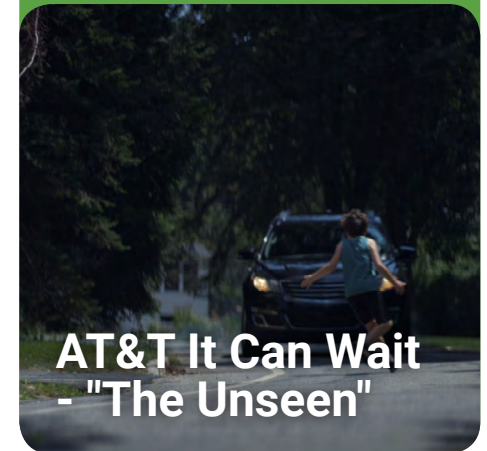
Millions of Pakistanis live in the darkness. BBDO Pakistan created a campaign to promote PepsiCo's Lighting Up Lives campaign, an initiative that has helped install hundreds of lights in refugee camps and other underprivileged areas across Pakistan.

A chilling reminder not to text and drive

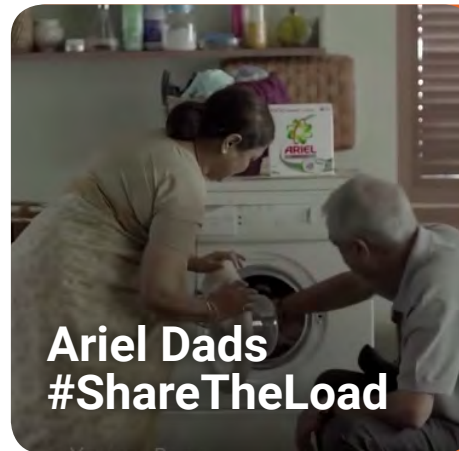
Network: BBDO

Agency: BBDO New York

A powerful ad about the dangers of distracted driving makes the case that "you're never alone when you're driving, even when you're alone in your car." The ad supported AT&T's It Can Wait campaign to reduce texting while driving, reducing accidents and saving lives.



AT&T It Can Wait - "The Unseen"

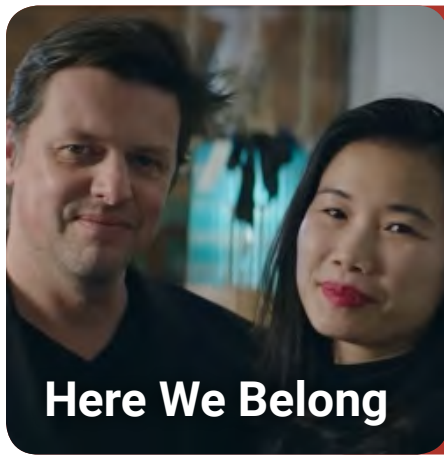


Ariel Dads #ShareTheLoad

Changing gender attitudes in India

Network: BBDO Agency: BBDO India

Ariel's #ShareTheLoad campaign exposed how the burden of housework is focused solely on women and is passed down over generations in India. The campaign inspired over two million men to share the load of laundry, and Sheryl Sandberg, COO of Facebook, said this campaign contained "one of the most powerful videos I have ever seen."



Here We Belong

Connecting immigrants and Czechs

Network: DDB

Agency: DDB Prague

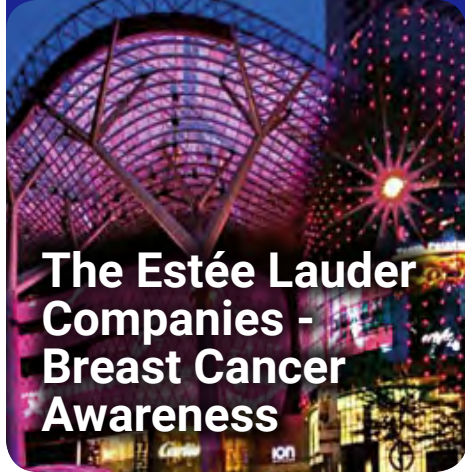
The campaign Mezi svými (Here we belong) shows immigrants talking about the hateful – and friendly – reactions they’ve gotten from native Czechs, celebrating and reaffirming connections between new and old residents of this European country.

Turning Singapore pink to celebrate breast cancer survivors

Network: OMD

Agency: OMD Singapore

OMD Singapore spearheaded a promotional campaign to promote Estée Lauder’s Breast Cancer Awareness program, which included media outreach as well as lighting iconic Singapore buildings in pink to celebrate survivors.



The Estée Lauder Companies - Breast Cancer Awareness



Kids theater teaches about protecting the environment in South Africa

Network: TBWA

Agency: HDI Youth Marketeers

HDI Youth Marketeers helped Pikitup, the City of Johannesburg’s Waste Management Company, develop the Eco-Rangers program. The campaign includes theatrical roadshows to teach primary school students about taking care of the environment, and has visited over 100 schools performing for more than 35,000 participants.



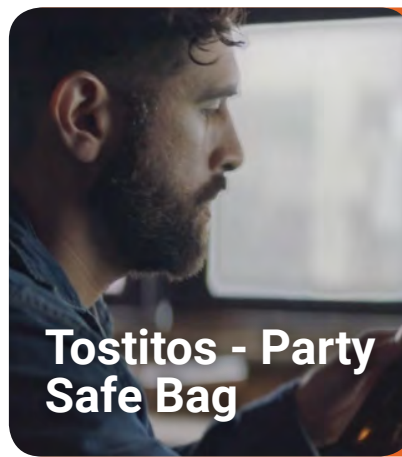
Hindustan Unilever - Health and Hygiene

Cleaner hands for healthier living

Network: Omnicom Media Group

Agency: Omnicom Media Group/ PHD India

PHD India and Omnicom Media Group support Hindustan Unilever’s efforts to improve health and hygiene for one billion people through education on the benefits of hand-washing to prevent diarrhea.



Tostitos - Party Safe Bag

Helping people get home safe with a bag of chips

Network: DAS

Agency: Goodby, Silverstein & Partners

Timed for Super Bowl Sunday 2017, Goodby, Silverstein & Partners worked with Tostitos to create the Party Safe Bag – a limited-edition chip bag that contained a sensor to detect traces of alcohol on a person’s breath. When alcohol was detected, the bag turned red, revealing an Uber code and a “Don’t drink and drive” message.

Creating safe spaces for families to share

Network: OMD

Agency: OMD Macroscopic

Cosmetics manufacturer Nivea supports quality time with families by building 40 Nivea Yards, or places where families could spend time together. OMD Macroscopic supports them with media that encourages families to build and use public play spaces like Podwórko NIVEA.



Nivea Yards



PEOPLE

People drive our business success. Whether they're pitching new business, creating powerful branding, designing interactive web experiences or planning multi-million dollar media campaigns, we support them with a diverse, inclusive environment that nurtures their creative energy.



Campaign US Inclusion and Creativity Summit

Diversity Fosters Creativity

Research shows that when people from different backgrounds feel supported at work, they generate more creative ideas. They're better able to understand and speak to diverse global audiences. They challenge assumptions and think outside the box. Diversity isn't just a nice idea at Omnicom. It's integral to our success.

A Commitment to Inclusion and Diversity

Inclusion doesn't happen by accident. You have to build it into your company from the ground up. At Omnicom, we've placed diversity professionals throughout our networks and agencies, so that they can respond to the specific concerns and challenges of their team members. These 12 diversity champions connect and collaborate to enhance diversity across our organization. In addition, the Omnicom Media Group Diversity Council continues to thrive. The Council has grown to be 35 members across all US regions, with

subcommittees tackling multiple workplace diversity and inclusion issues.

Omnicom agencies have developed programs to protect against the unintentional perpetuation of stereotypes. Unconscious Bias training programs were designed to help leaders within our agencies recognize bias and address it. Training is now underway at three of our networks: DDB, TBWA and BBDO. Omnicom Media Group also developed a virtual training called "Diversity 101" for all U.S. employees, which rolled out during the second quarter of 2017.

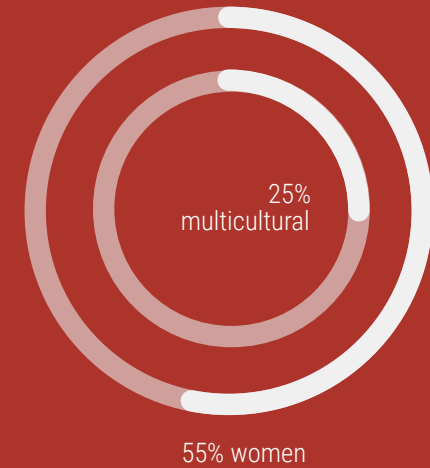
Diversity continues to expand. This year, for the first time, Omnicom will disclose its **five-year progress on key diversity metrics**. In 2016, women made up 55% and multicultural employees comprised 19% of Omnicom's officials and managers, an increase of 7% and 30% from 2011 levels. And we continue to make strides.

At Omnicom, 55 percent of "officials and managers" and "professionals" are women.

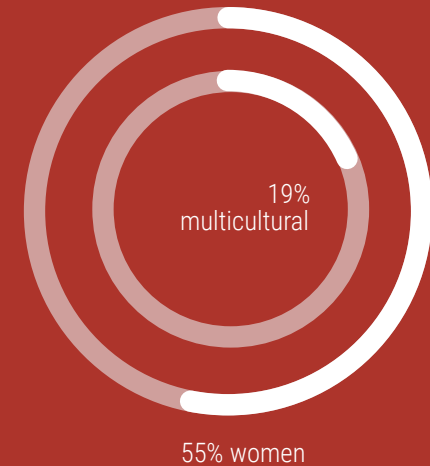
And finally, inclusive diversity is a strategic asset for our company. Diverse creative teams enable us to create powerful messaging that speaks to diverse audiences, strengthening our ability to serve global clients. We recognize the value of diversity by linking a portion of CEO pay to qualitative factors including diversity.

WHO WE ARE AT OMNICOM*

Our officials and managers, and professionals



Officials and managers



*Data available for United States only

FIVE-YEAR IMPROVEMENT

- 19% of U.S. "Officials and Managers" are multicultural, an increase of 30% from five years ago with improvement among each of the Equal Employment Opportunity Commission's Hispanic/Latino, Black/African American and Asian designations.
- The U.S. "Professional" talent base is 28% multicultural, an increase of 23% from five years ago with improvement among each of the Equal Employment Opportunity Commission's Hispanic/Latino, Black/African American and Asian designations.
- Women make up 55% of U.S. "Officials and Managers," an increase of 7% from five years ago.
- Of the approximately 23,000 U.S. employees who are "Professionals" and "Officials and Managers," 25% are multicultural, 55% are women and only 35% are white men.
- Of the 12 members of Omnicom's Board of Directors, five are women and three are African American.

EXPANDED TRANSGENDER BENEFITS

In 2016, Omnicom expanded the transgender related services covered under the medical plans covering almost all employees and their eligible family members.



Open Pride Point Foundation Event

A Sense of Belonging Defines Our Culture

In an uncertain political climate, Omnicom agencies seek to provide a safe, inviting space for all employees. We nurture a sense of connection through vibrant and growing grassroots employee resource groups including:

OPEN Pride

In 2016, the Omnicom People Engagement Network (OPEN) launched OPEN Pride – an employee resource group committed to inclusion and diversity efforts for Omnicom's LGBT community and its allies. A kickoff event in April 2017 brought together LGBT employees from throughout the Omnicom family to share experiences, make connections and work together for a more inclusive workplace.

More resource groups are planned for 2017 and beyond.

A Perfect 100 from the Human Rights Campaign

How great are Omnicom agencies for LGBT employees? Really great. Omnicom received a perfect 100% on the Human Rights Campaign (HRC) Foundation's 2017 Corporate Equality Index (CEI), which is the national benchmarking tool on corporate policies and practices pertinent to lesbian, gay, bisexual and transgender employees. Upon earning a top score, Omnicom was listed as one of the "Best Places to Work for LGBT Equality" by the HRC Foundation.

SVP, Chief Diversity Officer Tiffany R. Warren said, "We are extremely proud to be recognized this year by the Human Rights Campaign along with so many of our clients and peers." Omnicom agencies are committed to staying at the forefront of workplace LGBT-friendly policies and benefits, and have hosted training sessions on transgender issues in the workplace for Human Resources.



This video, produced for the Omniwomen UK Summit, demonstrates Omniwomen's global reach, featuring Omniwomen leaders from around the world.

Omniwomen

This global organization for advancing Omnicom's women expanded to ten chapters in 2017 with new organizations in Canada, Germany, UAE and France. Additionally, new chapters in Chicago, Los Angeles, Atlanta, San Francisco and New York set to open later this year.

Progress in Omniwomen's flagship UK chapter has been especially strong; an annual gathering drew 350 women from throughout our agencies in Great Britain, and UK senior management is now comprised of 48% women. In New York, OmniwomenNEXT connects 200 rising stars to bring about change in the workplace; the chapter's **Women of Omnicom** Tumblr celebrates achievement and diversity.

New Global Chapters for Omniwomen

As Omniwomen expands around the world, individual chapters wrestle with both global and local challenges.

Marianne Heiss, CFO, BBDO Group Germany, launched Omniwomen Germany in 2016.

The first Omniwomen Summit in Germany, therefore, was organized around the theme, "Women are changing the economy" and emphasized the message that a higher number of women in senior management positions improves the results of the company significantly.

"I highly appreciate the worldwide initiative targeting a higher percentage of women in leadership positions and I strongly believe gender diversity programs have to be part of a company's strategy."

Diksha Dua, a CSR Advocate at RAPP in the United Arab Emirates, has pulled together leadership support from RAPP ME, TBWA, OMD and BBDO to form the new chapter of Omniwomen in Dubai. The new group will raise awareness of gender equity and work/life balance issues, as well as create leadership and networking opportunities for women in Dubai. Plans are in the works for a mentor/mentee network. "Omniwomen globally is only as strong as Omniwomen locally," says Dua. "Collaborating and aligning with the global Omniwomen organization can help markets like ours, which are much smaller."



Ketchum Open Pride LGBT Panel

EMBRACING DIVERSITY IN ASIA

From the beginning, OPEN Pride, Omnicom's enterprise-wide employee resource group for LGBT people, was conceived on an international scale. Serge Dumont, the vice chairman of Omnicom Group Inc., chairman of Omnicom Asia Pacific and a strong supporter of Omnicom diversity initiatives like Omniwomen, took an early interest in the group, advocating for a global perspective on LGBT issues and bringing in J.C. Catibog, managing director of BBDO South China to help shape the program.

"Approaching something as complex and culturally sensitive as LGBT issues requires a deft strategy," says Dumont. "Asia includes several places where same-sex sexual activities are illegal and two where they are punishable by death, while at the other end of the spectrum same-sex marriage is currently being debated in front of the high court in Taiwan." He adds, "Our approach is for OPEN Pride to become a truly global program to help promote diversity throughout Omnicom agencies around the world and to reinforce our commitment to hiring and offering opportunities based solely on merit to the best and brightest individuals, regardless of gender, nationality, ethnic and religious background or sexual orientation."



Omniwomen China Authentic Leadership Session

Empowering the 'leftover woman': Omniwomen Leads Change in Greater China

Working women in China face distinct barriers against career advancement. One of the more troubling notions is the perception that any unmarried female over the age of 27 is deemed a "leftover woman," an incomplete person in a society that frowns on career-oriented women. When Joanne Lao took on her current role as TBWA's CEO for Greater China — and concurrently, responsibility for starting Omniwomen in China — she knew that she would have to tackle this stereotype head on.

Lao gathered a dozen women from the region's Omnicom agencies to set goals and plan initiatives for Omniwomen. A survey of women in agencies across China identified key issues that the group had to address. For example, they identified the negative perceptions around "leftover women" as an obstacle to retaining female talent.

"We were losing women even before they were 30 because either they feared being a leftover woman or they didn't have traditional career path goals," Lao explained. "So we decided that we didn't want to force women to have to be CEOs or Executive Creative Directors or C-Suite level people. We wanted women who were working with us to be their best at whatever level they were. And we wanted to support the decisions they were making through the passions they had in life and at work. That became our two-pronged approach."

In 2016, Omniwomen began hosting a series of events in China where women could share and learn from one another. PHD Shanghai had a client lead a discussion on gender integration in the workplace. TRO Shanghai followed, inviting representatives from Johnson & Johnson to talk about career paths for women. Lao herself spoke on authentic leadership at a third gathering, and events around creative leadership and mentoring are scheduled for 2017. About 40 to 50 women attend each session, and plans are in the works to make them available via streaming video to other Omnicom agencies in China.

"Our goal is to enable more women to stay at our companies and take on leadership positions," says Lao. "We know that diverse companies are more creative, more responsive to customer needs and achieve business results, so we want to do everything we can to bring more women into roles where they are influencing leadership decisions."

Lao hopes that Omniwomen China will ultimately have an impact on all employees. "We want to establish a foundation for women to meet and share and learn from each other first," she says. "But the next step will be to involve men in a way that's positive and also supports the change that we're all trying to make." The upcoming creative leadership session, she says, will be a terrific forum to involve men in the process, since the field is dominated by males.

Omnicom's commitment to gender diversity differentiates the network from other competitors, says Lao, and should provide an edge in attracting and retaining talent. "I feel Omnicom has gotten involved much earlier than other companies. We're definitely ahead of the curve, and we're committed to staying there."



Omniwomen China kicked off its program in 2016 with a "Be the Best You Can Be" video that celebrated women in all different jobs at Omnicom agencies, from creative to HR to media planning. It showed them loving their jobs and loving their lives, whether they were junior staffers or senior executives.



Marianne Heiss, CFO, BBDO Group Germany launching Omniwomen Germany

2016 Was a Big Year for Women at Omnicom

Women across the global Omnicom organization have a lot to be proud of this year. Here are some of the highlights:

- Omnicom UK exceeded gender equity targets. Almost 80% of Omnicom UK's management teams are 40% or more comprised of women, meeting goals set by the UK marketing organization, Institute of Practitioners in Advertising, two years ahead of schedule.
- BBDO's #PutHerOnTheMap campaign highlighted trailblazing women. In February

2017, BBDO New York launched a new public awareness campaign to encourage cities and corporations to put women on the map by naming streets, statues and buildings after influential female figures.

- DDB US's **Better by Half** gender balance initiative brought men and women together, at every level, to discuss and find opportunities to improve this important issue in our industry.
- FleishmanHillard was recognized for female empowerment, earning a spot for the eighth consecutive year on the National Association for Female Executives "**Top Companies for Executive Women**" list.

COMMUNITY AND INDUSTRY PARTNERSHIPS THAT ENCOURAGE DIVERSITY

In addition to our work with ADCOLOR, Omnicom collaborates with a variety of industry and community organizations to create opportunities for diverse talent.

- **4A's Multicultural Advertising Intern Program:** Full-time, paid internships for diverse young professionals provide real-world work experience, training and development and networking opportunities within the industry.
- **AAF Mosaic Center for Multiculturalism:** A leader in multicultural marketing/advertising and inclusion issues and sponsor of the AAF Most Promising Multicultural Students internships.
- **The Brotherhood/Sister Sol:** Learning and support programs for Black and Latino youth in impoverished communities.
- **Ghetto Film School (GFS):** An organization that educates, develops and celebrates the next generation of diverse filmmakers.
- **GLAAD:** Collaboration with print, broadcast and online news sources to bring people powerful stories from the LGBT community.
- **LaGrant Foundation:** Scholarships, career development workshops, mentoring and internships for multicultural students in PR and Communications.



FROM INTERN TO MENTOR

Criseli Saenz now works as a coordinator on the Diversity & Inclusion team, but she first came to Omnicom via the Year Up program, a non-profit initiative that matches young people from challenging backgrounds with corporate internships. “Year Up gave me all the soft and hard skills; the training and development; the mock interviews; network events and the community I needed to not only survive, but succeed in Corporate America,” she says.

In addition to a number of other responsibilities, today Criseli manages ADCOLOR FUTURES, which is a unique program dedicated to identifying and nurturing the next generation of leaders in the advertising, marketing, media and public relations industries. It provides training, mentorship and opportunities for young people with similar backgrounds to hers who have lots of potential, but few connections in the industry.

“The advice I would give to an intern who was in my shoes is to pursue your passion first – and that passion will find itself in the right place with the right people,” she says.

International Women’s Day

How would you #BeBoldForChange? That was the theme for International Women’s Day on March 8, 2017, and hundreds of women from our agencies responded with their own personal reflections. The contributions of the women below and many more can be found on the **Women of Omnicom** Tumblr.

“I pledge to #BeBoldForChange by being a mentor to my female colleagues and volunteering my time with young girls in my community,” said Ashleigh Dixon, a senior account executive at Marina Maher.

“I will #BeBoldForChange by encouraging other women, standing up for them, and helping make sure their voices and opinions are equally heard and considered,” offered Lisa Donato, a junior art director at GSD&M.

“I will #BeBoldForChange by establishing a voice and not being an echo,” asserted Pauline Perez, a project manager at RAPP New York.

Empowering the Next Generation of Diverse Leaders

Talented young people come from every neighborhood, every race and ethnic group and every background. Our agencies seek out emerging leaders wherever they can be found, assisting them with scholarships and internship programs that prepare them for creative careers.

For instance:

- The *Most Promising University* helps talented students navigate the workplace with training on decision making, handling office politics, resolving conflict and many other skills.

- ADCOLOR’s *FUTURES* and *Year Up* programs bring diverse young people into the workplace as interns, so that they can get a hands-on sense of what it would be like to work in advertising.
- At BBDO, a *Creative Residency Program* is now in its third year, building a pipeline of top creative talent from multicultural backgrounds to fill full-time creative positions.
- Omnicom Health Group was named the 4A’s 2016 Multicultural Advertising Intern Program (MAIP) Agency of the Year.
- Ketchum’s *LaunchPad*, a gamified recruitment tool that allows the agency to attract and hire better and more diverse candidates for its Summer Fellows Program received an Honorable Mention at the PR Week Diversity Distinction in PR awards, under the category of Best New Diversity initiative.
- We Are Unlimited launched Unlimited Talent this year to attract diverse high school and college students to advertising careers. On April 6, the agency invited 20 students from Urban Prep Academies, to visit and learn about its work. The Chicago-based school has a 100% graduation rate for the young men who attend; and all graduates have been accepted to four-year colleges and universities.



Urban Prep Academies at Unlimited Talent event

Celebrating the Differences that Spark Great Ideas

We embrace our diversity, encouraging our employees to bring forward the different perspectives and experiences that feed our creative process. Programs throughout the year foster an appreciation for diverse viewpoints.

Black History Month

How far have we come in our fight for diversity? How much further do we have to go? In Chicago, Bounce and Omnicom Media Group celebrated Black History Month by gathering 150 advertising and media professionals and press to discuss "Recognizing Progress in Diversity." Speakers included CNN commentator Angela Rye and veteran journalist Ed Gordon.



Taelor Pawnell

A Creative Star Emerges from the Multicultural Advertising Intern Program

Taelor Pawnell was fresh from suburban Texas when she arrived at Cline, Davis and Mann (CDM) as part of the Multicultural Advertising Intern Program (MAIP) class of 2015. "I honestly had no idea what to expect from my art direction internship at CDM—a pharmaceutical agency," says Pawnell. "But I remember on the first day, the other interns and I actually got to meet Josh Prince. That's when I knew that I was in good hands at CDM."

The rest of her internship was just as exciting. "I was challenged in MAIP with a group project for Nike, weekly seminars, and an abundance of networking and portfolio developing events," she says. "While at CDM I was introduced to the world of advertising. I was given the opportunity to shadow many creatives and learn what exactly the role of an art director consists of. I got to help with creating concepts for pitches, icons and websites. I really had a blast while learning so much that summer."

Later, Pawnell was hired full-time by CDM as an Art Director. She was named Rookie of the Year by the agency within months of joining. She has also taken part in Omnicom's Emerging Star program. "MAIP opened the door and CDM laid the solid foundation for me to jump start my career as an Art Director. Without both MAIP and CDM, I wouldn't be where I am today," she says.



ADCOLOR Awards

RISE UP AND REACH BACK WITH ADCOLOR

The non-profit, now in its 10th year, promotes diversity and inclusion in creative industries through networking, internship opportunities and an annual awards program. At this year's ADCOLOR Awards in September 2016, Omnicom honorees included:

- TBWA\ Chiat Day & MAL & Park Pictures: The MVP Award for two or more companies that collaborate on diversity solutions within their organizations and industries.
- Stacey Hightower, Chief Operating Officer of Group E, DAS Group of Companies: One of three nominees for THE INNOVATOR AWARD, presented to a professional who embodies progress and imagination.

ACCELERATE SPECIAL OPERATION FORCES VETERANS RESIDENCY

Special Operations veterans develop a unique and valuable skillset through their experience. They know how to lead and manage groups. They communicate effectively. They are adept at crisis resolution and problem solving. These valuable skills relate to specific business functions, so DAS Group actively seeks to recruit veterans to its agencies through the Accelerate Special Operation Forces Veterans Residency program.

Now in its third year, the Accelerate program provides training and employment for veterans of Special Operation Forces (SOF) including SEALs, MARSOC, Para Rescue, Rangers and Green Berets. Veterans train and work for 12 months at DAS participating companies. When they have completed their training program in a specific vertical – such as HealthCare, Public Relations, General Advertising, CRM and Group E – these veterans are offered positions in a company in the specific vertical. In addition, companies within DAS have directly hired individuals that were not selected for the residency.

The Accelerate program gives veterans the skills to succeed in corporate America, and benefits the workplace by bringing the discipline of an Elite Team and more diversity into corporate America. In addition to the direct impact the program has on participants, it also inspires veterans with opportunities for successful careers after their service.

Broadening the Pool of Diverse Suppliers

We seek out diverse suppliers for the same reasons we look for diverse employees – because it enables us to tap a broader talent pool, engage with many different perspectives and experiences and ultimately create better work for our clients. In 2016, we achieved our objective of increasing our spending with diverse suppliers.

To reach out to diverse suppliers in 2016, we exhibited at the Women's Business Enterprise National Council (WBENC) and The National Minority Supplier Development Council (NMSDC). We also hosted multiple Diversity Supplier Lunch and Learns for employees in the NY area. In addition, Omnicom and DDB co-sponsored an event and panel discussion for diverse suppliers called "NO RESPECT FOR STATUS QUO."



John Deere "Misconceptions" TV spot

Many of our clients have their own diversity targets, ranging from 5% to 25% of their total spend, and they require our help in meeting these goals and documenting their progress.

Our supplier diversity efforts help clients reach their goals, all the way up to the Billion Dollar Roundtable, a designation for Fortune 500 corporations that have formally committed to procuring at least \$1 billion annually in goods and services from diverse businesses.

Seeking Diverse Talent for John Deere

GSD&M hired two minority-owned vendors to craft diverse messages for John Deere. BLK MKT Studios, a small, certified minority/woman-owned editing and finishing collective, brought broadcast creative to life in the "**Misconceptions**" TV spot. The ad showed varied groups of John Deere customers debunking misconceptions and making the case that John Deere tractors were affordable for a broad spectrum of customers.

GSD&M also worked with Pony Sound, a premier small disadvantaged business and certified minority-owned audio recording and post-production house to bring a hardworking, personality-rich spot called "ING Radio," to life for John Deere. Pony's expertise in all things audio made them an easy, trusted partner and helped ensure the highest quality product for the client.



Omnicom University Advanced Management Program

A Great Place to Work for All Employees

People drive our business, so our agencies and networks structure their organizations to give employees a chance to thrive. Omnicom companies offer competitive benefits to help employees stay healthy, up-to-date on workplace skills and financially secure now, and into retirement.

Our agencies and networks also strive to provide networking and learning opportunities, so that employees can grow and advance to their highest potential. For 23 years, Omnicom University has been our company's flagship program for leadership development. Employing the Harvard Business School case study method, Omnicom University brings together senior-level executives to discuss leading edge management thinking in a highly competitive and fast-changing global marketplace. Original content, developed annually, focuses on today's challenges faced by leaders throughout the Omnicom network of companies. Participants describe the Omnicom University experience as life-changing. Here is what some recent graduates had to say about the program.

“Omnicom University will have a profound impact on my development as a leader. I look forward to working on my initiative, so I can add to Omnicom’s continued success.”

- Andrew Gottfried, President, Entrée Health

“I am excited to have the opportunity to share my insights and learnings with my agency, and beyond delighted to know that I have a truly accountable partner and a treasure chest of resources to call on.”

Leigh Ober, Chief People Officer, Javelin Marketing

“Everything was amazing – the professors, the in-depth, insightful case studies and dynamic approach that made this program so impactful. It made me feel very proud to be part of a network that stays true to its vision.”

Raje Hiranand, Account Director, BBDO Hong Kong

“Omnicom University had a major impact on me, and I will do my best to carry that positive energy to my agency and my family.”

*Terry Dry, CEO of Digital,
The Marketing Arm/Fanscape*

LEARNING BY DOING – ON A GLOBAL SCALE

In 2015, Porter Novelli launched an innovative program to expand the skills and competencies of high performing executives through short-term assignments at other Porter Novelli offices. Through the Discovery and Development Program, employees from senior account executive to vice president spend four to six weeks at a Porter Novelli agency outside their home base. Participants continue to spend 50% of their time on existing projects, but also take on projects or local client work that supports their career development. So far, eight people have taken the opportunity to stretch their capabilities through the program with an additional 13 scheduled for the remainder of 2017.

“Expanding the skills of our colleagues is a critical plank to our success. By creating opportunities to learn by doing, we can considerably enhance our firm’s capabilities and give our employees a chance to grow.”

*- Mindy Gikas, Executive Vice President
Global Talent*



ENVIRONMENT

We seek to make more efficient use of space and resources to reduce our impact on the environment and to create a greener, more sustainable world. By improving the efficiency of our space and bringing together our agencies from separate offices into shared locations, we are able to cut energy use and emissions, while fostering a more creative, collaborative environment.



Meeting space at 220 East 42nd Street in New York City

Making More Efficient Use of Space

Whether we are reconfiguring existing workplaces or adding new office locations, Omnicom seeks sustainability in various ways. By bringing agencies together in a single location, we can reduce the total amount of space we require by sharing common areas and facilities, such as reception, conference rooms and break-out spaces. At the same time, we are employing open floor plan designs, eliminating individual offices, and creating shared spaces to increase collaboration and foster a more fertile creative environment.

For example, in our new Harborside location in Jersey City, NJ Omnicom occupies almost 80,000 square feet on a single floor. It has an open floor plan with shared spaces and energy-efficient lighting and heat. The Harborside facility was constructed to maximize the use of natural light wherever possible, and employs LED lighting with day light sensors. The space is outfitted with energy efficient refrigerators,

microwaves and dishwashers to further reduce power consumption. The floor has a shared reception area, conference and meeting rooms, mailroom and pantries for space efficiency. Lighting efficiencies at the Harborside facility will reduce energy use by 10%.

Similar projects have been completed in Atlanta, Berlin, New York, Los Angeles and San Francisco and more are in the works in Beijing, Chicago, Toronto and other cities.



Renderings of planned space in Beijing.

MANAGING IMPACT WHILE SUPPORTING GROWTH

Growing service businesses generally require more space as their need for people increases. In 2016, we were awarded significant new business by some of the world's top marketers – AT&T, McDonald's, Procter & Gamble and Volkswagen – that created a need to expand facilities in multiple locations. Yet we continue to manage our environmental impact, even in this growth phase, through more efficient use of our existing space, consolidation of our agencies into fewer locations, and by employing energy-efficient heat and light systems.

As a result, we have been able to reduce our geographic footprint and our emissions and energy use even as we build our business. We saw our electricity use fall from 167,585 megawatt hours (MWh) in 2015 to 142,846 MWh in 2016, and we made similar reductions in our use of natural gas. Our Scope 1 and Scope 2 emissions, that is emissions produced directly or created from the power we use, declined sharply. Scope 1 emissions fell from 49,277 metric tons of CO₂ equivalent (MT CO₂e) in 2015 to 38,885 MT CO₂e in 2016, while Scope 2 declined from 76,532 to 68,528 MT CO₂e. Only Scope 3 emissions – which are produced by companies in our supply chain – increased. This is due to increased air travel.



Olswang's rooftop beehive

THE BUZZ ABOUT BEES AT WOLFF OLINS AND GSD&M

Bees pollinate crops that feed 90% of the world population. Without them, \$30 billion in crops a year would perish. They are critical to global agriculture and threatened by loss of habitat, so two separate Omnicom agencies have stepped up to save the bees.

Wolff Olins in London installed two beehives on its roof in 2011 and started an agency-wide community initiative called the Honey Club to protect these vital insects. The agency has created an app that guides visitors on an hour-long walking tour through a bee habitat nearby to view different kinds of bees and the plant life that supports them.

Meanwhile in Austin, atop GSD&M headquarters, six hives house roughly 300,000 bees. The hives were moved and installed by the American Honey Protection Agency and Walter Schumacher, who is affectionately known as the “bee czar.” The bees pollinate a rooftop garden and make honey. All of the produce from the garden goes to charity.

Using Renewable Energy Sources

Omnicom agencies and networks can reduce their carbon impact by purchasing renewables like wind, water and solar power for a portion of their energy needs. In 2016, Omnicom derived 7.4% of its total power from renewable sources, a proportion that is down slightly from earlier years but still significant. In leased spaces, decisions about whether or not to use renewable energy are typically made by building owners, not Omnicom itself. Omnicom is working to use less energy overall through continued office space consolidation and energy efficient construction.

MW OF ELECTRICITY FROM RENEWABLE SOURCES

YEAR	MWHS	% OF TOTAL
2014	15,119	8.0%
2015	13,353	8.0%
2016	10,688	7.4%

Being Smart About Business Travel

Visiting clients, face-to-face, is critical to our business — but air travel is also our largest source of carbon emissions. To balance business and environmental goals, Omnicom encourages agency teams to be efficient about travel, combining multiple trips into one, using public transportation or substituting video or conference calling whenever feasible.

Even so, we expect travel to increase during growth phases and, in fact, that occurred in 2016. Air travel-related emissions increased from 160,325 MT CO₂e in 2015 to 176,016 MT CO₂e in 2016.

Recycling and Procurement

As a holding company, Omnicom doesn't have company-wide guidelines for environmentally friendly purchasing and recycling. Our networks and agencies take the lead in establishing their own green initiatives, finding many different ways to do business sustainably.

Led by our Strategic Alliance Services (SAS), we strive to use energy-efficient methods of procurement and seek out energy-efficient office equipment, such as personal computers and servers, printers and paper sourcing, whenever possible. We also encourage the safe recycling and reuse of office equipment, and will work with vendors, when appropriate, to establish recycling programs.



Reusing old materials makes environmental sense — and it can also add historic and artistic value. Consider this beautiful old fireplace from the former AT&T headquarters at 195 Broadway. When Omnicom took over the space, we pledged to maintain continuity in this historic building, while, reducing solid waste.



GOVERNANCE

Omnicom continued to work for stronger, more diverse leadership in 2016, building a Board of Directors that now leads the industry for inclusiveness.

A Diverse Board Reflects Our Diverse Businesses

Diversity matters at Omnicom. Our employees, clients and their customers live on six continents, speak dozens of languages and come from every imaginable ethnic background, religion, life experience and gender orientation. To inspire such a diverse workforce, to deliver value for such diverse clients, and to create messages that speak to such diverse audiences, we must build diversity into our organization from the very top.

In 2016, we made significant strides toward refreshing our Board, bringing on two new independent Board members – Valerie M. Williams and Deborah J. Kissire – while two long-serving Board members stepped down.

Continuing Engagement with Shareholders

We are strongly committed to shareholder outreach and in 2016, for the second year in a row, we reached out to shareholders representing approximately 70% of Omnicom shares. We arranged meetings with 35% and many others indicated there was no need to meet in 2016. This was down from more than 50% in 2015, when participation was particularly strong because of these first-time engagements.

Shareholders responded favorably to Omnicom's Board refreshment initiative led by the Chair of our Governance Committee, Jack Purcell, as well as

Mr. Coleman's role in strengthening independent oversight as the Board's Lead Independent Director. While shareholders appreciated Omnicom's work on Board and workplace diversity, some asked for more information on year-on-year progress towards diversity goals. Please see details on our progress with increasing diversity on pages 20 and 21.



Ms. Williams joined our Board and the Audit Committee, bringing with her more than 35 years of audit and public accounting experience at EY, serving global companies across a variety of industries. Ms. Williams held several senior leadership positions at EY and served on numerous strategic committees, including the firm's Partner Advisory Council, Inclusiveness Council, Audit Innovation Taskforce and the Diversity Taskforce.

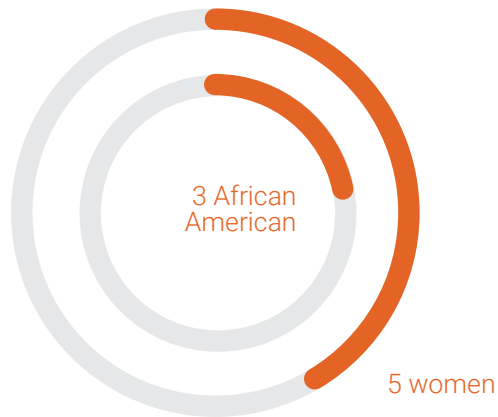


OUR BOARD IS OVERSEEN BY A LEAD INDEPENDENT DIRECTOR

In December 2015, the independent members of the Board elected Leonard Coleman as Lead Independent Director. In this role, Mr. Coleman has participated in a multi-year initiative to bring new, diverse members to our Board, including Ms. Williams and Ms. Kissire. He has also taken an active role in engaging with shareholders, meeting strategically with some of our largest investors to hear their concerns.

Independent oversight from our Board keeps our company focused on the right goals, ensures that high ethical standards are met and provides outside perspectives on our challenges and opportunities. Our Board consists of 12 directors. Of these, ten are independent directors. Our Chairman Bruce Crawford and our President and Chief Executive Officer John D. Wren comprise the remaining two seats. Each director stands for election annually. The Board met nine times in 2016 and has Audit, Compensation, Governance, Finance and Executive committees that meet separately. For more information, see our **proxy statement**.

Of the **12 members** of Omnicom's Board of Directors:



Ms. Kissire also serves on the Board and the Audit Committee. She held multiple senior leadership positions at EY during her career from 1979 to 2015, serving most recently as Vice Chair and Regional Managing Partner, member of the Americas Executive Board and member of the Global Practice Group. Throughout her career at EY, Ms. Kissire's leadership skills and vision were leveraged for strategic initiatives and programs such as their Partner Advisory Council, Strategy Task Force, Gender Equity Task Force, Vision 2000 Sales Task Force and global Vision 2020.

We are Committed to Leading on Diversity

Our Board is one of the most diverse in our industry with five women and three African American members, and we expect to continue our focus on Board diversity in 2017 and beyond. Our goal remains to make our Board as diverse as the global industry we compete in, so that from our most senior leadership team on down, we have access to all of the insights, experiences and ideas that can guide effective decision-making.

We anticipate that three more current directors will retire in 2018, giving Omnicom additional opportunities to recruit highly qualified new Board members. We are making particularly

strong progress in recruiting female directors and expect to reach gender parity on our Board by 2018.

Human Rights and Anti-Corruption

Omnicom operates in an increasingly complex global environment and is committed to supporting and respecting human rights. Our commitment to the highest ethical standards in the communities where we do business is outlined in our **Code of Business Conduct**. Omnicom directors, officers and employees are required to comply with all applicable anti-corruption and anti-bribery laws, including the U.S. Foreign Corrupt Practices Act, the UK Bribery Act of 2010 and any other local anti-corruption and anti-bribery laws where we do business.



OMG Diversity Council Meeting in LA 2017

About This Report

This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2016. The report is organized by our four main focus areas: Community, People, Environment and Governance. We have included some of the top case studies from our diverse network of agencies to characterize our impact on social and environmental issues around the world.

Material Issues Identification

In developing this report we consulted the GRI G4 Guidelines, the CDP framework, the Sustainability Accounting Standards Board (SASB) Marketing and Advertising sector guidelines, the UN Global Compact and the Sustainable Development Goals to determine relevant material issues.

Stakeholder Engagement

In addition to consulting global reporting frameworks, the content of this report was developed through stakeholder interviews with Omnicom executives, subject matter experts, network company representatives and key supplier and client feedback. The Governance section of this report was influenced by our ongoing shareholder engagement, specifically direct dialogues with our largest shareholders in 2016.

Scope

The data in this report covers Omnicom's global operations in FY2016 (from January 1 – December 31, 2016). Unless otherwise noted, data within the report reflects our United States operations. Our last report was published in May 2016. We plan to continue publishing an annual comprehensive corporate responsibility report that fulfills the requirements for the Global Reporting Initiative and the UN Global Compact Communication on Progress.

UNITED NATIONS GLOBAL COMPACT - COMMUNICATION ON PROGRESS 2016

In May 2016, Omnicom committed to align with the ten principles of the UN Global Compact (UNGC), a leadership platform for the development, implementation and disclosure of responsible corporate policies and practices in the areas of human rights, labor, environment and anti-corruption. As stated in the opening letter from our CEO, this report confirms Omnicom's ongoing commitment to continuous improvement in our own operations, and through collaboration with other organizations, to advance best practices in corporate responsibility worldwide. This report provides information on our corporate responsibility strategy and performance for fiscal year 2016 and covers the UNGC Communication on Progress requirements. [▶](#)

Omnicom UN Communication on Progress

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 Code of Business Conduct. The Code of Business Conduct covers our commitment to comply with all laws of the places where we do business, our prohibition against insider trading, our duty to advance our employer's legitimate interest and our commitment to equal opportunity. The policy is 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 report on environmental performance throughout our operations. We seek to make more efficient use of our space and resources to reduce our impact on the environment and to create a greener, more sustainable world. For more information on our commitment to environmental sustainability, see the **Environment** section of this report.*

Anti-Corruption

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

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

Commitments and 2017 Plans

<i>Commitment</i>	<i>2017 Plan</i>
COMMUNITY	
Support Sustainable Development Goal #4: Education	Identify global signature programs with respected non-profit partners that support education for children Engage employees to contribute their time and expertise to promote the activities of these organizations
Continue to support the communities where we work	Maintain and build our strong connections with communities through volunteer work, pro bono campaigns and financial support
PEOPLE	
Support industry-wide diversity through programming and financial support	Continue to support ADCOLOR and other industry-wide diversity efforts Expand Omniwomen program to additional regions of the world Expand Omnicom's OPEN employee resource group to the UK
Maintain a diverse supplier base and encourage diverse supplier certification	Promote Omnicom's Supplier Diversity database across our global network of agencies to drive supplier diversity
Increase the number of diverse employees	Widen outreach to non-profit and educational organizations to increase diversity of hiring pool
Provide Omnicom employees with annual diversity training	Increase the number of employees who receive unconscious bias training Train CEO leadership across all networks in diversity topics
ENVIRONMENT	
Increase the proportion of renewable energy use	Consider renewable energy sources in all energy procurement decisions
Enhance travel policies to reduce carbon emissions	Craft and distribute recommendations to reduce emissions for business travel
Increase the number of offices using recycled content office supplies	Encourage and track use of procurement sources providing recycled content office supplies
GOVERNANCE	
Maintain a diverse and independent Board	Continue to reduce average tenure of the Board Continue to increase Board diversity
Ensure Board of Directors is informed by senior Omnicom staff of strategy and progress on corporate responsibility issues	Senior staff tasked with responsibility for oversight of corporate responsibility efforts to brief the Board of Directors annually on our progress
Continue to engage with shareholders on corporate responsibility issues	Continue shareholder engagement process to discuss corporate responsibility matters, including diversity and inclusion and governance

2016 GRI G4 Index

General Standard Disclosures

<i>Indicator</i>	<i>Title</i>	<i>Location</i>
STRATEGY & ANALYSIS		
G4-1	CEO Letter	Page 1 of CR Report
G4-2	Key impacts, risks and opportunities	Page 34 of CR Report, Page 3 of Omnicom 10-K
ORGANIZATIONAL PROFILE		
G4-3	Organization name	Page 1 of Omnicom 10-K
G4-4	Primary brands, products and services	Page 1 of Omnicom 10-K
G4-5	Headquarters location	Page 6 of Omnicom 10-K
G4-6	Where the organization operates	Page 2 of Omnicom 10-K
G4-7	Nature of ownership and legal form	Pages 1, 7 of Omnicom 10-K
G4-8	Markets served	Page 2 of Omnicom 10-K
G4-9	Scale of the organization	Page 2 of Omnicom 10-K
G4-10	Total number of employees by type	Page 2 of Omnicom 10-K
G4-11	Collective bargaining agreements	0% of Omnicom employees in the United States are covered by collective bargaining agreements.
G4-12	Supply chain description	Pages 2, 19 of CR Report
G4-13	Organizational changes during the reporting period	There were no significant changes during the reporting period.
G4-14	Precautionary principle	Page 27 of CR Report
G4-15	External charters, principles, or other initiatives	Page 32 of CR Report
G4-16	Membership associations	Pages 20-23 of CR Report
MATERIAL ASPECTS & BOUNDARIES		
G4-17	Entities included in financial statements	Pages 15-17 of Omnicom 10-K
G4-18	Process for defining report boundaries and content	Page 32 of CR Report
G4-19	Material aspects included in the report	Page 32 of CR Report
G4-20	Descriptions of material aspect boundaries within the organization	Page 32 of CR Report
G4-21	Descriptions of material aspect boundaries outside the organization	Page 32 of CR Report
G4-22	Restatements	Page 32 of CR Report
G4-23	Changes from previous reports in terms of scope and/or boundaries	Page 32 of CR Report

<i>Indicator</i>	<i>Title</i>	<i>Location</i>
STAKEHOLDER ENGAGEMENT		
G4-24	Stakeholder groups	Page 32 of CR Report
G4-25	How stakeholders were identified	Page 32 of CR Report
G4-26	Approach to stakeholder engagement	Page 32 of CR Report
G4-27	Topics raised during stakeholder engagements	Page 32 of CR Report
REPORT PROFILE		
G4-28	Reporting period	Page 32 of CR Report
G4-29	Date of most recent report	Page 32 of CR Report
G4-30	Reporting cycle	Page 32 of CR Report
G4-31	Report contact	Page 38 of CR Report
G4-32	"In accordance" option, GRI Index and report assurance	Page 32 of CR Report
G4-33	Policy regarding report assurance	N/A
GOVERNANCE		
G4-34	Governance structure of the organization	Page 33 of CR Report, Pages 7-9 of Omnicom Proxy Statement
G4-35	Process for delegating authority for sustainability topics from the board to senior executives and other employees	Pages 11, 30 of Omnicom Proxy Statement
G4-36	High-level accountability for sustainability topics	Page 41 of Omnicom Proxy Statement
G4-37	Processes for consultation between stakeholders and the board on sustainability topics	Page 33 of CR Report, Pages 2, 7 of Omnicom Proxy Statement
G4-38	Composition of the board and its committees	Page 33 of CR Report, Pages 6, 9-10 of Omnicom Proxy Statement
G4-39	Whether the chair of the board is also an executive officer	Page 33 of CR Report, Page 8 of Omnicom Proxy Statement
G4-40	Nomination and selection processes for the board and its committees	Page 33 of CR Report, Pages 10-11 of Omnicom Proxy Statement
G4-41	Board conflicts of interest	Page 13 of Omnicom Proxy Statement
G4-48	Highest committee or position that formally reviews and approves the organization's sustainability report	Philip J. Angelastro, Executive Vice President and Chief Financial Officer
G4-49	Process for communicating critical concerns to the board	Pages 7, 68 of Omnicom Proxy Statement
G4-51	Remuneration policies for the board and senior executives	Page 28 of Omnicom Proxy Statement
G4-52	Process for determining remuneration	Pages 32-47 of Omnicom Proxy Statement
ETHICS & INTEGRITY		
G4-56	Code of conduct	Omnicom Code of Business Conduct

2016 GRI G4 Index

Specific Standard Disclosures

	<i>Indicator</i>	<i>Title</i>	<i>Location</i>
ECONOMIC			
ECONOMIC PERFORMANCE	G4-EC1	Economic value	Page 2 of CR Report, Page 8 of Omnicom 10-K
	G4-EC3	Benefit plan coverage	Page 25 of Omnicom 10-K
ENVIRONMENTAL			
ENERGY	G4-EN3	Energy consumption within the organization	Page 27 of CR Report
	G4-EN6	Energy reductions	Page 27 of CR Report
EMISSIONS	G4-EN15	GHG emissions (Scope 1)	Page 27 of CR Report
	G4-EN16	GHG emissions (Scope 2)	Page 27 of CR Report
	G4-EN19	Reduction of GHG emissions	Page 27 of CR Report
PRODUCTS & SERVICES	G4-EN27	Mitigation of environmental impacts of products and services	Page 28 of CR Report
TRANSPORT	G4-EN30	Environmental impacts from employee air travel	Page 28 of CR Report
LABOR PRACTICES			
EMPLOYMENT	G4-LA2	Benefits provided to full-time employees	Page 25 of CR Report, Page F-22 of Omnicom 10-K
DIVERSITY	G4-LA12	Composition of governance bodies and employees	Pages 17-18 of CR Report
LABOR PRACTICES GRIEVANCE MECHANISMS	G4-LA16	Grievances about labor practices	Omnicom Internal Control Line
HUMAN RIGHTS			
HUMAN RIGHTS INVESTMENTS	G4-HR2	Employee training on human rights	Omnicom Code of Business Conduct
SOCIETY			
LOCAL COMMUNITIES	G4-S01	Local community engagement, and development programs	Pages 5-15 of CR Report
ANTI-CORRUPTION	G4-S03	Risks related to corruption	Page 31 of CR Report, Page 5 of Omnicom 10-K
PUBLIC POLICY	G4-S06	Political contributions	N/A

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

Read more at csr.omnicomgroup.com

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