



OmnicomGroup

2017 Corporate Responsibility Report



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Dear Stakeholders,

We are living through rapidly changing and challenging times, as the world responds to societal, technological and environmental disruption. Omnicom's commitment to corporate responsibility is vital, now more than ever.

In 2017, we continued to build on the groundwork we established in 2016, advancing our efforts across our four focus areas: supporting our communities, creating a dynamic and diverse workforce, managing our environmental footprint and ensuring a strong governance structure. We also underlined our commitment, prior to the release of this report, with the publication of new environmental and human rights policies and by establishing group-wide corporate responsibility goals.

These important actions confirm our support of the United Nation's Global Compact, to which we became a signatory in 2016, and our commitment to Common Ground, an initiative of Omnicom and other leading global advertising networks to promote the UN Sustainable Development Goals.

As part of this effort, Omnicom continued its work toward Sustainable Development Goal 4: to ensure inclusive and quality education for all and promote lifelong learning. In 2017, Omnicom agencies across the world partnered with Girl Effect and Theirworld, two leading NGO's dedicated to empowering girls and boys through education. In addition, our agencies helped advance education through pro bono work and volunteering for non-profit organizations around the world.

In 2017, we also continued to pursue gender and multicultural initiatives to ensure that our organization reflects the diverse backgrounds, experiences and perspectives of the global communities we serve. In 2017, 54% of U.S. officials and managers were women and 21% were multicultural, both representing significant improvements from 2011, our benchmark year. We also saw Omniwomen, Omnicom's professional women's network, gain ground, with chapters launching in Germany, UAE, France and Canada, and OPEN Pride, our employee

resource group dedicated to Omnicom's LGBTQ+ community and its allies, expand in India, China, the Philippines and the United Kingdom.

Severe weather across a number of our communities in 2017 reinforced the potential impacts of climate change and the importance of our efforts to reduce our energy and greenhouse gas impacts. Through our continuing efforts to share office spaces fitted with energy-efficient lighting, equipment and systems, we reduced our year-over-year electricity use in 2017 by 5.5% and GHG emissions by 10%.

All of these efforts would not have been possible without the creativity, talent and passion of our employees. They are the foundation of our success, in every way, and I thank each of them for their contributions.

Sincerely,

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

John D. Wren
Chairman & Chief Executive Officer

OmnicomGroup

Omnicom Group, Inc. is a strategic holding company and a leading global provider of advertising, marketing and corporate communications services. On a global, pan-regional and local basis, our networks and agencies provide a comprehensive range of services across the following disciplines:

- ADVERTISING
- STRATEGIC MEDIA PLANNING AND BUYING
- CUSTOMER RELATIONSHIP MANAGEMENT
- PUBLIC RELATIONS
- HEALTH CARE COMMUNICATIONS SERVICES

77,000+ 1500+

SPECIALISTS SERVING
5,000+ BRANDS

AGENCIES IN 100+ COUNTRIES

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

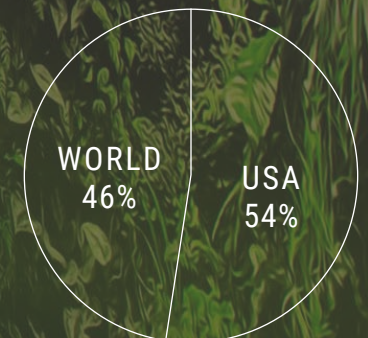
FINANCIAL SUMMARY

<i>in millions</i>	2017	2016	2015	2014	2013
Revenue	\$15,273.6	\$15,416.9	\$15,134.4	\$15,317.8	\$14,584.5
Operating Income	\$2,059.7	\$2,008.9	\$1,920.1	\$1,944.1	\$1,825.3
Net Income	\$1,088.4	\$1,148.6	\$1,093.9	\$1,104.0	\$991.1

2017 CLIENT MIX

Food and Beverage	13%
Pharmaceuticals and Health Care	12%
Consumer Products	10%
Technology	9%
Auto	10%
Financial Services	7%
Travel and Entertainment	6%
Retail	6%
Telecommunications	5%
Other	22%

2017 REVENUE



OMNICOM CORPORATE RESPONSIBILITY GOALS

People

- By January 1, 2019, Omnicom will offer sexual harassment training to 100% of its full-time, regular employees in the United States and require such employees to be trained within 3 months of their hire date and every 2 years thereafter.

Environment

- Reduce energy use 20% per person globally by 2023, using a 2015 baseline.
- Increase use of electricity from renewable sources globally to 20% by 2023.

Governance

- Develop Supplier Code of Conduct by 2020.
- By January 1, 2020, Omnicom will offer business ethics and/or anti-bribery training to 100% of its full-time, regular employees worldwide and require such employees to be trained within 3 months of their hire date and every 2 years thereafter.

2017 Omnicom Corporate Responsibility Highlights

In 2017, we made progress across the four areas on which we focus: Community, People, Environment and Governance. We describe these initiatives in this report and on our [website](#).

Community

- Supported SDG 4 – ensure inclusive and equitable quality education – through partnerships with Common Ground and pro bono support of Girl Effect and Theirworld
- Strengthened our communities around the world through thousands of agency volunteer initiatives
- Provided powerful pro bono client support to non-profits in service of critical social and environmental causes

People

- Named as one of the best employers in the United States by Forbes Magazine for the third straight year, ranking 128 out of the top 500 largest employers in the nation
- 54% of U.S. officials and managers are women; 21% multicultural
- Launched Omniwomen chapters in Germany, UAE, France and Canada, with plans in place for another half-dozen chapters by mid-2018
- Extended OPEN Pride’s global reach, with new chapters in India, China, the Philippines and the United Kingdom in 2017, and Australia and the U.S. in early 2018

Environment

- Introduced new Environmental Policy, outlining our approach to minimize our impact
- Established goals in energy use reduction and increase in the use of electricity from renewable energy sources
- Reduced year-over-year electricity use by 5.5% and GHG emissions by 10%

Governance

- Continued diverse representation on our Board, with 10 independent directors (of 11 total), including 6 women and 4 African Americans
- Welcomed two new independent directors, Gracia C. Martore and Ronnie S. Hawkins
- Published a Human Rights Policy
- Introduced two goals to strengthen our supply chain engagement and formalize business ethics training



COMMUNITY

Around the world, Omnicom agencies, and the people who work at them, contribute time, passion and creativity to champion urgent causes that impact the communities where we work and live.

4 QUALITY EDUCATION



SUSTAINABLE DEVELOPMENT GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Strengthening Our Approach

We know that advertising is a persuasive force that can change individual minds to create good for many. We are committed to applying our creativity to support our communities and clients by investing in:

- Industry-wide initiatives to drive global change
- Agency-driven pro bono and volunteer programs
- Client-focused campaigns that address poverty, human rights and many other social equity and environmental issues

While our efforts support causes important to local communities around the world, we've chosen Education as a primary focus of our global work. We describe our efforts in this section.

Industry Collaboration to Drive Global Change

In 2016, Common Ground was launched, establishing an unprecedented commitment by the marketing and communications industry to put aside their usual rivalry in order to support the United Nations Sustainable Development Goals (SDGs). Through Common Ground, the CEOs of Omnicom, WPP, Publicis, Dentsu, Havas and IPG pledged to support the 17 SDGs, recognizing that the global issues the UN has identified transcend commercial rivalry and require broad collaboration to serve a wider common interest. Each holding company has committed to tackling one area across their organization and through client work. Omnicom's focus on Education is reflected in our work with non-profits Girl Effect and Theirworld, and through the work of our agencies described in the profiles presented in this chapter.



Advancing the Education Agenda Through Partnerships

Omnicom, through the donation of time and expertise, is collaborating with our signature partners – Girl Effect and Theirworld – to effect change and expand access to education.

Girl Effect creates youth brands and mobile platforms to empower girls to change their lives. Education is a key component in its mission because education is fundamental to empowerment. Girl Effect's brands provide adolescent girls with enriching educational opportunities providing them with relevant skills and knowledge to fully participate in economic, social, political and cultural life now and as they transition to adulthood. Omnicom agencies are providing pro bono support to launch Girl Effect in India, develop a data strategy plan and provide strategic communications and media support.

"Girl Effect and Omnicom have a shared belief in the power of branded storytelling to empower girls to change their lives. Over the past year, Girl Effect's partnership with Omnicom has been transformational for our organisation. In particular, we've worked closely with OMD and DDB in India on media landscaping and analysis that has helped us shape a market entry strategy for our new youth brand. For our digital and data innovation, we have also worked with Annalect, BBDO, Targetbase and Rapp on a comprehensive data audit that has helped us sharpen our thinking in this area. This partnership is truly forward-thinking and focused on creating impact for the world's most marginalised girls."

Farah Golant, CEO, Girl Effect

Theirworld is dedicated to putting education at the top of the global agenda. Theirworld is an innovative charity that helps children to fulfil their potential. Through research, pilot projects and campaigning, Theirworld tests and shapes new ideas to help give children the best possible start in life. To tackle the global education crisis, it is intent on creating the public groundswell needed to close the gaps in global education. With Omnicom's Batten & Company, BBDO, Mercury, Porter Novelli and OMD, we are supporting Theirworld's campaign to convince the G20 countries to create a \$10 billion fund to target education in the world's neediest countries.

"The Theirworld partnership with Omnicom gives a huge boost to the global movement to get every girl and boy in school achieving the UN's education goal. The engagement of such an extensive and vibrant network of clients, offices, staff and agencies worldwide has the potential to help transform how world leaders and communities all around the world prioritize the education of children, whoever they are and wherever they are born. The personal commitment from John Wren in choosing to stand by education as the opportunity that every child deserves, and the deep investment led by Janet Riccio bringing on board the full power of Omnicom has demonstrated that this is a serious promise. We are honored to have been chosen by Omnicom to realize our potential as a campaigning charity that always aims for the high hanging fruit. We are ready to work side by side on the huge effort needed to make the impossible probable - getting every child into school and learning!"

Sarah Brown, President, Theirworld

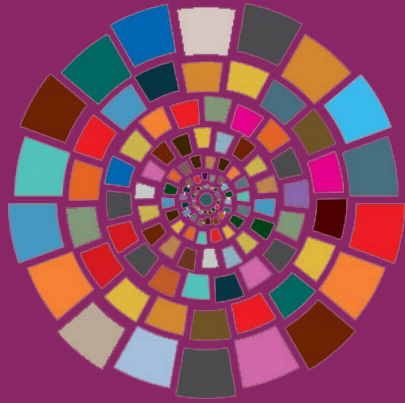


Children arrive for lessons at a school in Lebanon, where Theirworld helped to introduce the double-shift system for refugees.

Photo credit: Theirworld / Hussein Baydoun

A FOCUS ON EDUCATION

Despite considerable gains in education enrollment over the past 15 years, about 263 million children and youth worldwide were out of school in 2014, including 61 million children of primary school age. Education is the foundation of individual and societal growth. It can lift people, communities and countries out of poverty and is critical to the sustainable future of this world. Young children in particular are important. Early education – in a child's first five years when 90% of the brain's growth happens – is a critical factor in a successful life.



In 2018, BBDO was proud to receive AAF's Mosaic Media Image Award for Advocacy for "The Talk", a Procter & Gamble campaign.

The Mosaic Awards recognize an agency's commitment to diversity and inclusion as evident in its creative work and organization-wide initiatives.

Our Agencies Supporting Education

Agencies across Omnicom have a long history of contributing to their communities through volunteer and pro bono client work. We highlight just a few of their recent efforts.

Volunteerism

Room to Read Partnership

Since 2008, Ketchum has partnered with Room to Read, a non-profit that is transforming lives of children in developing countries by focusing on literacy and gender equality in education.



In 2017, employees raised more than \$20,000 to establish a library and support Room to Read's literacy program in Vietnam.

Over the past decade, Ketchum volunteers have raised more than \$300,000 to fund Room to Read projects in Cambodia, India, Laos, Nepal, South Africa, Tanzania and Zambia.



In addition, they have donated approximately 10,000 hours, providing messaging development, media and speaker training, media relations, digital strategy, event staffing, translations and more.

FH4Inclusion Program

In 2017, FleishmanHillard completed its first year of FH4Inclusion, a corporate responsibility initiative launched as part of the firm's 70th anniversary celebration that focuses on supporting organizations that champion social inclusion.



Through this global program FH provided more than \$2 million in pro bono services to local non-profits, and more than 1,200 employees contributed 7,570 hours to support local communities.



FleishmanHillard Johannesburg, for example, extended its partnership with the Maharishi Institute, which provides training in business and life skills to disadvantaged youth. Now in its third year, FH Johannesburg has sponsored the postsecondary education of 48 students and provided training and other work readiness support to help others prepare for workforce participation.

The Bucket List

Staff from OMD Dubai spent two days in March 2017 supporting the children who frequent the Bucket List, a club for undocumented street children in Delhi. Along with playing sports and games and helping the kids with their art and reading projects, the team donated art, school and sports supplies for a year of activities, and refurbished the learning center with flooring, lighting and desks. OMD volunteers were also able to support the Bucket List's initiative to have the children documented, required to receive support from government agencies.

At the end of 2017, 20% of the children had been documented and were eligible to enroll in school. Our 2018 goal is to help the Bucket List acquire documentation for 100% of the children.



Agency Focus: One & All

One & All is a full-service agency that has been providing creative ideas to clients for more than a century. The agency aims to change how the world sees, supports and shares the positive impact made by non-profit organizations and brands. Its nearly 350 employees deliver strategy, research, analytics, media, creative, production and account management services for national, regional and local clients. They share the clients' sense of purpose, applying their experience and expertise to develop strategies and campaigns that drive awareness, engagement and results by using imagination, creativity and technology to empower the empathy of millions to make a difference.

For nearly 100 years, One & All has created thousands of successful campaigns for clients, including:

- **#GivingTuesday efforts for the Greater Boston Food Bank** that raised enough money to provide meals for 212,250 hungry people in eastern Massachusetts in 2017
- **Partnering with Operation Smile** to achieve record growth by moving from a single-channel program to a fully integrated approach that includes TV, digital, and direct marketing, as well active donor journey management

"We have experience—and a track record of—helping organizations achieve their goals. Our people are passionate and deeply committed to our clients' success—because we believe so much in the good they are doing."

Alan Hall, CEO One & All

Agency Focus: Rabin Martin

Rabin Martin is a strategy consulting firm focused exclusively on global health. We work at the intersection of the private sector and unmet public health need to help our clients become leaders in health. By designing innovative yet practical solutions, we help our clients make a measurable impact on the health of people around the world. For the past 15 years, we have worked with Fortune 100 companies, major foundations, UN agencies and health associations on the development and implementation of a variety of strategies, programs and thought-leadership activities, including:

Merck for Mothers

In helping guide the strategy for **Merck for Mothers**, designing innovative projects around the world and brokering unusual public/private partnerships, Rabin Martin has been able to leverage our greatest assets to strengthen Merck's leadership in global health. It has been a privilege to help Merck bring a fresh perspective and business mindset to accelerate progress in reducing maternal mortality and make a difference for more than six million women across the globe – from Harlem to Zambia.

"Our mission is to help clients reach new populations and improve the health of people around the world. Partnerships like our work with Merck for Mothers inspire us and enable us to fulfill that mission each and every day."

Jeff Sturchio, CEO & President
Rabin Martin



In 2017, in the wake of the devastating impact of Hurricanes Harvey and Irene, Omnicom pledged to match the donations made by our employees to the American Red Cross relief efforts. By the end of the giving period, we raised a total of \$267,030 to support affected individuals and communities.

Omnicom Agencies Take the Lead on Education

Agencies across our global networks continue to advocate to ensure inclusive and equitable quality education through client work and awareness campaigns.



Bay Path University "It's My Time"

Opening education up to women

77 million adult women in the United States do not have a bachelor's degree. Marina Maher developed the "It's My Time" campaign to raise awareness of the first fully online bachelor's program created just for women by The American Women's College, part of not-for-profit Bay Path University. Elements included LinkedIn "InMail" and influencer campaigns, and public awareness of the barriers to education.

Marina Maher Communications, DAS



Free a Girl "School for Justice"

Highlighting the issue of childhood prostitution

Discussion of childhood prostitution is taboo in India. FleishmanHillard supported Free a Girl's "School for Justice" campaign, an education initiative that helped survivors of sex trafficking escape prostitution. Designed to bring this taboo topic into public discussion in Indian society, the award-winning campaign's integrated approach included collaboration with judicial officials, a high-profile launch event and outreach through social media, media relations and educational events.

FleishmanHillard, DAS



Isbank Books

Encouraging reading with free books

The job of encouraging kids to read is never-ending. For more than 10 years, Medina Turgul has supported Isbank's reading campaign, which gives a free book to kids who have completed their school reports. In 2017, we distributed one million books, bringing the total to 12 million over the course of the campaign.

Medina Turgul DDB, DDB



VisionPath Education

Introducing teens to the world of work

Siegel+Gale supports the work of Visionpath Education, a social enterprise that helps young people gain the skills they need for a successful future. Visionpath works in partnership with leading employers collaborating on inspiring and engaging programs that help smart 14-18 year olds build their skills, learn about the world of work and connect with organizations they'd love to work for.

Siegel+Gale, DAS



Tu título sirve (Your Degree is Useful)

Building awareness of the value of a university degree

University graduates in Spain are known to "lighten" their CV's in order to get a job for which they are typically over qualified. DDB Spain created a video to reverse the impression that a university degree is not useful and built a social media campaign - #TuTituloSiSirve (Your Degree It Is Useful) – around it, which was shared by thousands.

DDB Spain, DDB



SberBank "Ladoshki"

Paying for school meals with the palm of the hand

Children often spend their lunch money to buy anything but healthy food. To help direct the money to its proper use, BBDO Moscow with SberBank, implemented Ladoshki technology that lets children pay for school meals by using their palms on an infrared scanner. The program was piloted in two cities and is now in more than 74 schools across Russia.

BBDO Moscow, BBDO



Education for Employment

Creating economic opportunities for unemployed youth

Education For Employment (EFE) is a network of non-profits in the Middle East & North Africa (MENA), with a mission to create economic opportunities for unemployed youth so that they can create a brighter future for themselves, their families and communities. Impact Proximity revamped EFE's website and digital communications to drive awareness for the program, engage stakeholders and increase donations.

Impact Proximity, BBDO



GirlTalkHQ.com Uninterrupted

Highlighting the problem of men interrupting women

Studies show that men interrupt women at an alarming rate in everything from casual conversations to business meetings. To bring awareness, BBDO Canada created an uninteruptable radio ad for GirlTalkHQ.com, during which a woman explains the facts surrounding the issue – where it happens, how it feels, the root causes behind it and what we can do about it – all in one single, uninterrupted sentence.

BBDO Canada, BBDO



Client Noa Ubongo (Sharpen Your Brain)

Bringing free learning to Tanzanian youth

Noa Ubongo, "Sharpen Your Brain" in Swahili, is a free learning channel for youth that offers short video classes focused on workforce readiness and entrepreneurship skills. Created and financed by TBWA\Khanga Rue, it was launched with three pilot classes in 2016. Since then, it's had nearly 2 million views, reached more than 3 million people, with 12,400+ hours of viewing time.

TBWA\Khanga Rue, TBWA



Past & Future Tune In

Promoting the future of American high schools

XQ Institute and the Entertainment Industry Foundation (EIF) invited the public to rethink the future of American high schools with a special one-hour event, "EIF Presents: XQ Super School Live". MAL\FOR GOOD developed the integrated tune-in campaign for the early September event, which aired live on all four U.S. networks.

MAL\FOR GOOD, TBWA

Client Campaigns that Deliver Change

In 2017, our global agency networks continued to help their for-profit and pro bono clients drive progress on social and environmental issues in local communities. Here's a sample of compelling campaigns from around the world.



Fractured Truth

Fracturing common misconceptions around osteoporosis

The Fractured Truth campaign was created to literally fracture common misconceptions around osteoporosis, educate women on the facts, and urge them to speak with their doctors about the seriousness of this underestimated condition. The campaign has reached over 3.5 million people, and the message is getting through. Women actively share the content with friends, comment on social media, and talk to their doctors. The #1 message women took away from the campaign was urgency to treat.

Patients & Purpose, DAS

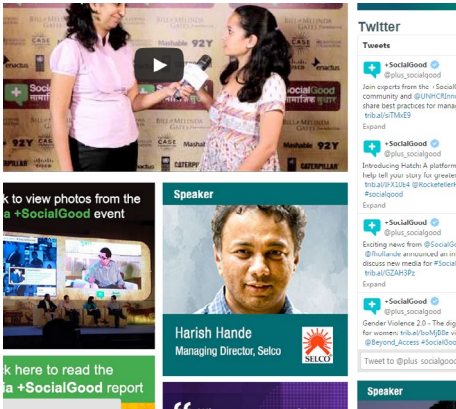


HP #LatinoJobs

Talent is our only criteria

HP is hiring and talent is the company's only criteria. Dedicated to becoming the employer of choice for underrepresented groups seeking careers in the tech industry, #LatinoJobs is the latest addition to HP's Reinvent Mindsets talent attraction series, a collaboration with the multicultural experts at Alma DDB.

Alma, DDB



UN Foundation +SocialGood

Collaborating to inspire solutions in support of the SDGs

The UN Foundation wanted to encourage change makers to gather to share ideas and inspire solutions in support of the UN Sustainable Development Goals. FleishmanHillard and FleishmanHillard India were engaged to launch a new platform—+SocialGood—in Mumbai. The project included execution of a turnkey event, including logistics, event management, content development, media relations and social media to amplify the collaboration.

FleishmanHillard India, DAS



State Farm Neighborhood of Good

Localizing & personalizing purpose for State Farm

To reinforce its brand values and positioning, “We’re Here to Help,” State Farm introduced Neighborhood of Good™, a program to encourage volunteerism. The Marketing Arm hosted monthly Neighborhood of Good™ events in three cities and micro experiences across 28 markets. Within the first month, nearly 16,000 people volunteered approximately 4,000 hours, and a campaign total of 37,000+ acts of volunteerism solidified the State Farm’s reputation as a nationwide enabler of positive social impact.

The Marketing Arm, DAS

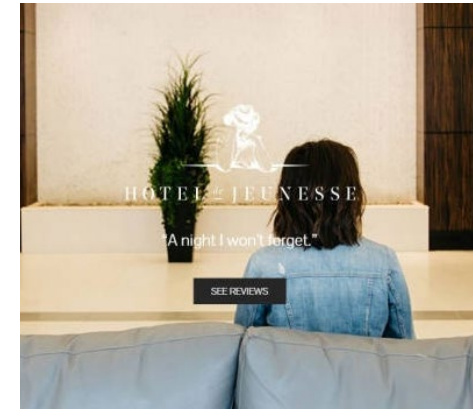


Procter & Gamble Disaster Relief and Tide Loads of Hope

Providing unique and needed disaster relief services

Since 2005, Procter & Gamble has provided everyday essentials and free laundry services through its disaster relief and Tide Loads of Hope program to families affected by natural disasters. In 2017 following Hurricanes Maria, Irma and Harvey, Ketchum provided communications outreach and on-site support, helping distribute personal care and cleaning kits containing brands such as Always, Bounty, Crest, Gillette and Pampers and helping wash 2,300+ loads of laundry. The campaign generated 1.2 billion+ media impressions.

Ketchum, DAS



Crime Stoppers

Putting a stop to sex trade trafficking

Trafficking of young girls into the sex trade is an issue, even in Canada. Crime Stoppers had DDB Toronto create a campaign to help stop the practice. The campaign generated positive results, including the rescue of a young girl after a citizen saw the campaign, and recognizing the danger, alerted authorities.

DDB Toronto, DDB



Audi

Recruiting designated drivers in real-time

Audi asked Verda to develop its holiday season designated driver campaign. Verda's video featured the auto-maker's real-time search for a responsible driver. The hook was that once they found him, "Bob" as he was dubbed, was rewarded with a new Audi on the spot to drive his friends home in. The campaign garnered 600,000+ views, 1,500 shares and 5,000 reactions in two days.

Verda, DDB



Unilever Turkey Lipton #It's time to talk

Supporting talk with silence

In an increasingly polarized world where digital media tops face-to-face interaction, Lipton commissioned Medina Turgul DDB to create "It's time to talk". Employing a media event, the agency dramatized the issue by closing Lipton's prime time commercial, broadcast simultaneously across 17 national channels, with five minutes of silent packshot. The event reached 17 million impressions within 15 minutes, and 300 million to date.

Medina Turgul DDB, DDB



Texas Bathroom Bill I Pee with LGBT

Defeating discrimination

A concerted effort was launched in Texas to defeat the discriminatory bathroom bill known as SB6. GSD&M partnered with the ACLU of Texas and Legacy Community Health to launch "I Pee with LGBT." A video, shared across digital and social platforms, created awareness about the discriminatory nature of SB6 and ultimately contributed to the bill's defeat.

GSD&M, DAS

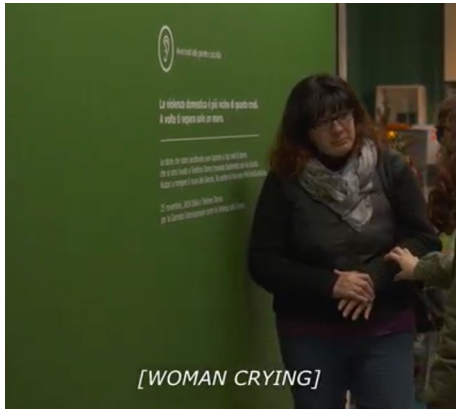


There are Many Ways to See the World

Raising the visibility of the Blind Institute Of Bahia

Morya worked with the Blind Institute of Bahia to raise visibility of the Institute and funds to maintain and expand services. Through a branding initiative, a commissioned song to reach the unsighted, and donations from media, the Institute increased donation revenues, and the campaign created more than 50,000 impressions on Facebook and 16,000 views on YouTube.

Morya, DDB

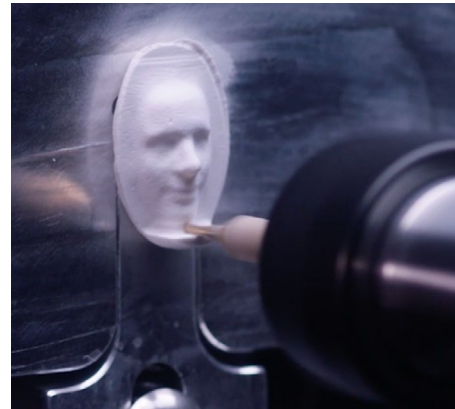


IKEA International Day Against Violence on Women

Raising awareness of violence on women

DDB Italy supported IKEA to communicate the brand's support for International Day Against Violence on Women, in partnership with non-profit Italian Association Telefono. The campaign created a web-based awareness-raising video and an in-store activation, drawing customers attention to violence against women with "walls" of personal audio stories.

DDB Italy, DDB



National Safety Council Prescribed to Death

Humanizing the effects of opioid addiction

Opioid addiction is in the news so much we can become immune to its message. With the National Safety Council, Ketchum and BBDO conceived "Prescribed to Death" to humanize the effects of opioid addiction, etching 22,000 faces of real overdose victims—the average number who die annually from opioids—on replicas of actual pills.

Ketchum and BBDO, DAS



Thai Health Promotion Foundation Hearing Rescue

Helping alert the hearing impaired to danger while they sleep

With Thai Health Promotion Foundation and Deaf Association of Bangkok, BBDO Bangkok surveyed the hearing impaired in Thailand and found that 100% take out their hearing aid at night. In response, the Foundation created the world's first hearing aid that not only amplifies sound, but also detects the sounds of danger by turning the hearing device into a vibrating wristband.

BBDO Bangkok, BBDO



Department for Transport Pink Kittens

Revealing what you miss when you glance at your phone when driving

Distracted driving is dangerous practice among young drivers. AMV BBDO created THINK!, a video to show young drivers, a third of whom admit to using their phone while driving, how much they miss and the disastrous results when they glance at their phone, even for just a few seconds.

AMV BBDO, BBDO

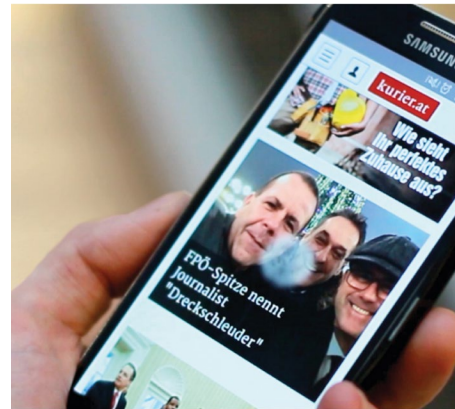


DB Export Beer Bottle Sand

Reducing the impact sand dredging has on our beaches

To advocate for the reuse of valuable resources, AMV BBDO headed out on a roadshow featuring machines that turned empty DB Export Gold beer bottles into sand that would supply the construction industry, do-it-yourself retailers and engineering firms, and thereby reducing the reliance on sand being dredged from beaches.

AMV BBDO, BBDO



The Blind Spot

Making people aware of a disease they are not affected by

How do you get someone to appreciate a disease when they haven't experienced it? To support Light for the World's fight against preventable blindness, PKP BBDO simulated the symptoms of cataracts with an overlay ad published on Austria's online newspapers and prompted with a call to action. The campaign achieved a 125% increase in donations in one day compared to donations in a whole month.

PKP BBDO, BBDO



Asia Pacific Transgender Network 'Change The Clap'

Campaigning against the discrimination of transgender community in Pakistan

BBDO Pakistan was tasked with the mission to bring the issue of transgender rights to the forefront. Launched on International Human Rights Day in December 2017, the campaign was picked up by celebrities, publishers, magazines and news channels, in Pakistan and globally. The public awareness and lobbying prompted the government to add a third gender option to national identity cards and passports.

BBDO Pakistan, BBDO



Energy Upgrade California: Eclipse

Driving awareness about energy conservation during a mid-summer solar eclipse

The client wanted to help Californians minimize their power usage. The campaign built on the first total solar eclipse experience in the United States in 40 years, engaging customers using on-air exposure, social executions and event activations, complete with branded viewing glasses, to get Californians talking about their energy use. Site traffic doubled in August, with 76% more conversions than prior months.

OMD, Omnicom Media Group



Channel 4: Paralympics

Changing the nation's attitudes towards disability for the better

To raise awareness of the Paralympic Games, OMD UK created a three-minute film featuring an entirely disabled cast, launched across the Channel 4 network and retargeted to give engaged viewers access to behind the scenes footage and athletes' stories. Almost half the UK population tuned in, and 75% believe the campaign has helped them feel more comfortable talking to those with a disability.

OMD UK, Omnicom Media Group



Burt's Bees Social Buzz

Helping the plight of the honeybee through social media

Burt's Bees has a mission to protect the honeybee. PHD created a media campaign that drove awareness of the mission using a bespoke Snapchat filter, which, when shared by users, would trigger the planting of 5,000 wildflower seeds. The campaign overachieved its UK target, with 267 million seeds planted and an 8% lift in average sales in Boots.

PHD UK, Omnicom Media Group



ANZ #holdtight

Helping Australians to make marriage equality a reality

To celebrate 11 years of Mardi Gras and to champion marriage equality, TBWA Sydney—Eleven inspired Australians to stand proud and #holdtight through a PR campaign that went viral within 48 hours and wearable wristbands that lit up as two people held hands. The campaign reached 6 million people and distributed 6,000 wristbands.

TBWA Sydney - Eleven, TBWA



The Bridal Uniform

Raising voices to put an end to #childmarriages

At the end of this year's bridal week, one outfit caught everyone's attention. It was a school uniform, embellished with heavy motifs, worn by a girl. A striking symbol to raise awareness and highlight the horrible trade-off that takes place when a child is deprived of her right to an education, and instead married. This bridal uniform was used to question the unfortunate nature of many marriages that should not be a cause of celebration.

BBDO Pakistan, BBDO



One Love Foundation Behind the Post

Raising awareness of relationship abuse

It can be hard for young adults to acknowledge they are in an abusive relationship when social posts are “liked” at face value. MAL\FOR GOOD created a campaign to raise awareness of abuse, highlighting the warning signs of an unhealthy relationship by showing the real life that happens behind social media posts. The campaign generated 13 million views and 38 million impressions in one month.

MAL\FOR GOOD, TBWA



The Humsafar Trust Equal Toilets Mission

Defeating transphobia in the toilets of Mumbai

Building on the notion that people wouldn't discriminate among transgender people if they knew what it felt like, TBWA\ India executed a social experiment using a viral film designed to drive home a hard-hitting message. Overall, organic reach totaled 7 million people through a campaign that included pledges and digital, print and radio coverage.

TBWA\ India, TBWA

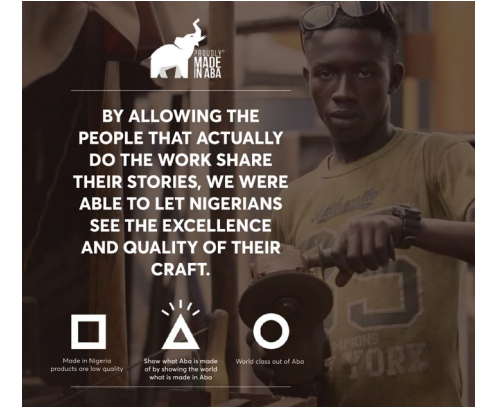


NYPD: Build the Block

Fostering communication between NYC police officers and the communities they serve

Build the Block, a partnership between the NYPD, New York City Police Foundation and Omnicom agencies, is facilitating communication between NYC police officers and residents, creating accountability, respect and productive relationships. OMD created a robust media plan, starting with a radio campaign to target African-American males. The campaign is a first step in OMD's ongoing support of the NYPD.

OMD, Omnicom Media Group



Proudly Made in Aba

Creating a sense of pride in locally made products

Despite the fact that Nigerian brands are exported globally, they are not valued locally. Nigeria Concept created “Proudly Made in Aba” to increase Nigerian’s pride in locally made products. The documentaries showcasing the energy and passion needed to produce high-value local brands received 22 million impressions, 5.8 million views, \$150,000 of earned media and produced a 35% increase in sales.

Nigeria Concept, TBWA



France Nature Environnement

Promoting nature at its best

Re-Mind PHD obtained €1.7 million (\$2 million USD) worth of free space across digital and print consumer platforms to disrupt and electrify the French with messages promoting nature at its best and pollution free. The campaign included placement of more than 5,500 panels, published in 28 daily publications and magazines, and more than 3.5 million impressions delivered on the Internet.

Re-Mind PHD, Omnicom Media Group



Jane Goodall Institute Australia Rewind the Future

Helping turn back the clock by inspiring action

The Jane Goodall Institute Australia wanted to encourage people to make their own positive change for the environment. TBWA Sydney's Rewind the Future campaign, in support of Jane Goodall's national speaking tour, drew attention to the current state of the earth and how Jane is inspiring others to make a change - as it's not too late to rewind the future.

TBWA Sydney, TBWA



Chicco's TurnAfter2 Campaign

Changing safety behavior with a simple message

Cone Communications and Chicco, a brand known for its top-rated car seats, launched a campaign to keep children safer on the road. TurnAfter2 reminds parents to wait to "turn" their child forward-facing "after two" years old. In just one year, the simplicity of the message helped increase awareness from 58% to 73% among parents of children under the age of two.

Cone Communications, DAS



CARE

Providing urgent assistance to the world's most vulnerable people

Porter Novelli, as part of its multi-year global pro bono partnership with CARE, brought the Global Emergency Response Coalition to life, working along with other committed agencies, through a two-week campaign designed to help those already going hungry and on the brink of famine to survive and lay the groundwork for recovery.

Porter Novelli, DAS



PEOPLE

Across our agencies, Omnicom employees create award-winning campaigns and deliver innovative communications that reach millions of people in every corner of the world. We are successful because our people – and the unique contributions each brings to our work – reflect the diverse backgrounds, experiences and perspectives of the global communities we serve.



For the second consecutive year, Omnicom received a perfect score on the Corporate Equality Index, designating us as a 2017 “Best Place to Work for LGBTQ Equality.”

America's Best Employers

In May 2018, Omnicom Group was named as one of the best employers in the United States by Forbes Magazine for the third straight year, ranking 128 out of the top 500 large employers in the nation.



At the 44th annual One Show Awards, Omnicom Group was named Creative Holding Company of the Year. In total, 51 Omnicom agencies won 332 Pencils and Merits from approximately 20 different countries.

Strengthening Our Approach

Omnicom is dedicated to helping our people flourish, providing them with advancement opportunities, competitive benefits and creative workspaces. Underpinning each of these is our abiding commitment to diversity and inclusion, which we foster through:

Leadership: Reporting to Omnicom’s Chief Diversity Officer, diversity champions across our agency networks help ensure we meet our diversity and inclusion objectives, while representing the unique needs and cultures within their organizations

Measurement: Omnicom discloses our five-year progress on key global diversity metrics. For our 2017 report, see Measuring Our Progress.

Accountability: Each year, qualitative factors, including diversity, are considered in determining Omnicom’s CEO pay.

Our commitment to diversity and inclusion is core to our People initiatives at Omnicom and across our agency networks. In this chapter, we explain how we are:

- Building an Inclusive Culture
- Attracting Diverse Talent
- Developing Our People
- Celebrating Difference
- Expanding Our Influence

Measuring Our Progress

Omnicom discloses our five-year progress for U.S. employees against key diversity metrics:



21% of U.S. “Officials and Managers” are multicultural, an increase of 31% 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 54% of U.S. “Officials and Managers”

Of the approximately 24,000 U.S. employees who are “Professionals” and “Officials and Managers,” 26% are multicultural, 55% are women, and only 34% are white men

Of the 11 current members of Omnicom’s Board of Directors, six are women and four are African American

Building an Inclusive Culture

Diversity matters, to our people, who seek an inclusive culture where differences in gender, age and ethnicity are embraced and supported, and to our clients, who increasingly are using diversity as a way to build diverse cultures.

At Omnicom, we foster an inclusive work environment through our Omnicom People Engagement Network (OPEN) and its vibrant employee resource groups – Omniwomen and OPEN Pride.

Omniwomen



With women representing more than 50% of Omnicom's global workforce, their professional progress is not simply a gender issue but a business imperative.

Founded in 2014, Omniwomen's global mission is to drive the advancement of women to senior leadership roles throughout Omnicom. We are proud to say that great progress has been made with the ascension of women into high-profile leadership roles across our networks.

In 2017, we experienced a groundswell of support, with Omniwomen chapters launching in Germany, United Arab Emirates (UAE), France and Canada and plans in place for

another half-dozen chapters by mid-2018, in New York, San Francisco, Los Angeles and other global centers, each focused on expanding networking, career opportunities and skills development (see Omniwomen Canada Launch, page 26).

International Women's Day

March 8 is a time when people all over the world come together to celebrate the professional and personal achievements of women. Omniwomen joined these celebrations through a number of events and activations:

- Omniwomen Next challenged the women of Omnicom to share what bold action they would take to help drive gender parity and inclusiveness, in honor of the 2017 International Women's Day theme #BeBoldForChange. Hundreds of women from around the world participated in the initiative and their stories were posted on [tumblr](#).
- Omniwomen chapters were launched in Canada, the UAE and Germany, where 150 clients and employees attended the kick-off event in Berlin.
- The third annual Leadership Summit was hosted by Omniwomen UK. Approximately 350 women gathered for inspirational stories focused on leadership journeys and offering encouragement to aim high, be authentic and believe in yourself.



Attendees at Cannes 2017

OMNIWOMEN AT CANNES

Omniwomen France, which was launched in March 2017, convened an Omniwomen breakfast at the OMD Oasis during Cannes 2017. The event featured interviews with 10 inspiring Omniwomen, and an unannounced guest appearance by Omnicom CEO John Wren.

GOAL

In 2018, in advance of publishing this report, we established a new company-wide goal: By January 1, 2019, Omnicom will offer sexual harassment training to 100% of its full-time, regular employees in the United States and require such employee to be trained within three months of their hire date and every two years thereafter.



OPEN Pride China launch participants

“OPEN PRIDE TRIES TO FOSTER AN INCLUSIVE AND ENGAGING WORK ENVIRONMENT FOR OMNICOM’S LGBTQ+ COMMUNITY AND ALLIES. I AM PARTICULARLY PLEASED THAT IN A VERY SHORT TIME, OPEN PRIDE HAS BECOME A TRULY GLOBAL INITIATIVE WITH THRIVING CHAPTERS AROUND THE WORLD AND PARTICULARLY IN KEY CITIES IN ASIA PACIFIC, A REGION THAT IS HOME TO 60 PERCENT OF HUMANITY AND THE WORLD’S LARGEST LGBTQ+ COMMUNITY.”

Serge Dumont, Omnicom Vice Chairman and OPEN Pride Global Executive Sponsor

Omniwomen Canada Launch

In March 2017, Aileen Virola, Managing Director, GMR Marketing, Carolyn Ray, Managing Director, Interbrand Canada, and Anika Latif, Principal, Daggerwing Group joined forces with Omnicom Group to create a new Omniwomen Canada chapter. brandchannel spoke with them about their plans to be a catalyst for leadership development. We’ve excerpted and condensed their conversation:

Inspired by what we’ve seen in the UK and US chapters, our mission is to serve as the catalyst to increase the influence and number of women leaders throughout the Omnicom network in Canada by bringing them together in an open and supportive environment for networking and learning. We want to inspire, empower and support one another to reach our full leadership potential and drive improved business impact.

Our first priority is to focus on mentoring and coaching, starting with a speed mentoring event, where our members can meet with strong women leaders, exchange ideas, insights, information and experience with senior leaders.



We have big dreams for the Canada chapter. We aspire to have an engaged base of 250-plus active members and subscribers to the Omniwomen Canada group and, perhaps most exciting, have an all-Canada summit with incredible, inspirational speakers in 2018.

OPEN Pride

Launched in 2016 in New York, OPEN Pride leads our company-wide efforts to promote awareness, acceptance and advocacy for Omnicom’s LGBTQ+ community and its allies. Through our global chapters, we are fostering an inclusive and engaging work environment by creating opportunities for leadership, visibility, community involvement, networking and business creation. Our goal is to engage our workforce wherever they are in the world and then, with the launch of new chapters, adopt an approach that reflects and respects local issues.

In 2017, OPEN Pride extended its global reach, with inspiring groundbreaking initiatives in India, China, the Philippines and the United Kingdom. In the first part of 2018, new chapters were added in Australia and the United States. In 2017, we also launched a Facebook group with the aim of creating a safe space for members plus allies of Omnicom’s LGBTQ+ community to connect, communicate and share.

Among the 2017 highlights:

OPEN Pride UK was launched by a group of LGBTQ+ volunteers from agencies across the Omnicom Group in the UK. At the official kick-off in May, the founders declared their modest target to have the group come out at the 2017 Pride in London Parade, just 66 days away. The challenge to UK colleagues was to produce 60-second videos on the Parade theme, “Love Happens Here.” Eight videos, from UK

agencies Hall & Partners, Haygarth, Proximity, Progress, DDB Remedy, FleishmanHillard Fishburn, RAPP and TBWA, were showcased on a truck-mounted screen along the parade route. The launch ignited an important conversation that continued through 2017 as OPEN Pride UK expanded its engagement, reach and membership.

OPEN Pride New York was well represented in New York City's Pride March in 2017. The group also secured a Platinum Sponsorship with the NYC Pride Organization for 2019, which will be an especially important year as the city of New York will be the official host of World Pride 2019 and will also be celebrating the 50th anniversary of the Stonewall uprising. The sponsorship is in exchange for in-kind branding and PR contributions with support from RAPP Worldwide, FleishmanHillard, Interbrand and Ketchum, among others.

OPEN Pride China launched in Shanghai in January 2018 with an inaugural Omnicom Leadership speaking series. Fittingly, the series' opening event featured a dialogue between Serge Dumont, Omnicom Vice Chairman and OPEN Pride Global Executive Sponsor, and celebrity Jin Xing. Jin Xing, a dancer, choreographer and TV talk show host, is an icon in the LGBTQ+ community. With 100 million weekly viewers, she is the first transgender woman in China to receive, in the mid-1990s, official recognition of her transition as a woman. The candid and engaging conversation centered on Jin Xing's personal story and aspects of leadership that helped her succeed.



Hearts & Science celebrates Pride Month

Omnicom at Davos advanced our OPEN Pride mission during the World Economic Forum's compelling panel, "Progress in Peril: How Business, Philanthropy and Media Can Lead to Achieving 100% Acceptance for LGBTQ People". Speakers at the January 2018 annual gathering in Switzerland included Serge Dumont, Omnicom Vice Chairman and OPEN Pride Global Executive Sponsor, Jim Fitterling, President of Dow Chemical, and Brad Smith, President of Microsoft, among others, who discussed their companies' initiatives to drive LGBTQ+ equality.



Sponsored by GLAAD, the Ariadne Getty Foundation and Omnicom, the highlight of the panel was the announcement by Ari Getty of a \$15M gift to fund the newly launched GLAAD Media Institute, a training, consulting and research venture to effect positive change with LGBTQ+ advocates around the world.



Attendees at the OPEN Inclusion Summit in New York City

OMNICOM OPEN INCLUSION SUMMIT

As we navigate increasingly challenging times, it's important that we come together as a network to share ideas and best practices to connect and build lasting relationships. On November 8th, 2017 Omnicom hosted our first annual OPEN Inclusion Summit in New York City. The one-day immersive experience convened more than 100 diversity leaders, diversity champions, allies and advocates to focus on creating a culture of acceptance and building the workforce of the future. Content for the day included case studies, presentations, panels and networking. Topics discussed included: employee resources groups, talent development, workplace culture, unconscious bias, crisis communication, and client work.



Welcoming MAIP Fellows at Omnicom Health Group

Top (left to right):

- **Marcia Hu**, CDM NY, Brand Coordinator, MAIP Class of 2017
- **Eduardo Benavidez Jr.**, CDM NY, Brand Coordinator, MAIP Class of 2017
- **Artiana Wynder**, Patients & Purpose, Art Director, MAIP Class of 2016
- **Theo Chiong**, Patients & Purpose, Brand Coordinator, MAIP Class of 2017

Bottom (left to right):

- **Julian Soto**, Patients & Purpose, Senior Copywriter, MAIP Class of 2015
- **Carlos Estrada**, DDB Health, Art Director, MAIP Class of 2017



In 2017, Edward Frankel, SVP and Director of Talent Acquisition at Omnicom Health Group, was honored by the 4As Multicultural Advertising Internship Program with the Pantheon Award for his transformational leadership in talent diversity and inclusion.

Attracting Diverse Talent

In today's changing media landscape, it's critical that we seek out and champion talent from every corner of our communities. Around the world, Omnicom agencies are reaching out to young people to raise awareness about the different opportunities in our industry and rolling out initiatives to attract – and retain – our young leaders of tomorrow. For example:

FleishmanHillard's FH4Inclusion Campaigns

support education, scholarships and outreach in underserved, diverse neighborhoods in Asia, South Africa, Russia, the EU and the United States. In the UK, for example, FleishmanHillard Fishburn (FHF) partners with Career Ready, a charity that gives 16 to 18 year old students from lower income homes access to the professional world. FHF has provided three, six-week summer internships to Career Ready students, who gain first-hand agency experience, practical employment knowledge, as well as inspiration, through one-on-one mentorship from FHF staff and master-class sessions on networking, communication, personal branding and interview success.

CPM France's CPM Académie, the first of its kind, is a business development and marketing school formed in partnership with the CFA CODIS, an apprenticeship training organization. Through a 12-month training program, CPM Académie apprentices gain the expertise required for jobs in the sales force, merchandising and sales demonstrations. In 2017, 20 new apprentices joined CPM France's sales force, sales activation and merchandising teams. Since the program launched in 2014, 70 young people have been trained at CPM France.

Leadership in Talent Diversity and Inclusion

In 2017, Omnicom Health Group continued its network-leading partnership with the 4A's Multicultural Advertising Intern Program (MAIP), hosting 13 MAIP Fellows across the Omnicom Health Group network. Under the leadership of Edward Frankel, SVP and Director of Talent Acquisition at OHG, 2017 was their third successful year of participation. Since Frankel initiated the program at Omnicom, he has hosted 24 MAIP Fellows with nine more participating in the 2018 Summer Internship Program.

MAIP offers full-time, paid internships for diverse young professionals with more than 100 agencies across the industry.



Interns spend 22 weeks in virtual and in-agency training, to gain exposure, experience and networking opportunities.

In return, the agency gains access to top talent, with the aim of hiring MAIP Fellows at the end of their internships or tapping into the talent pool down the road through alumni events.

Building on the success achieved placing interns across OHG agencies, the network continued to expand OHG's talent acquisition programs, identifying historical black colleges & universities (HBCU) to partner with to build awareness of career opportunities in the advertising world. Educational efforts are already underway with Tennessee State, Howard and Hampton Universities.

Partnerships in Diversity

In 2017, Omnicom Group advanced its diversity and inclusion efforts through two significant new commitments:



Omnicom Group CEO John Wren joined more than 300 other CEOs to sign on to the **CEO Action for Diversity & Inclusion** initiative, the largest CEO-driven business commitment to advance diversity and inclusion within the workplace.

As a signatory, Omnicom is committed to providing employees time and space to have conversations about topics like race, delivering unconscious bias training to employees and sharing actions to help advance diversity and inclusion. In January 2018, almost 250 Chief Human Resources Officers and Chief Diversity and Inclusion Officers from CEO Action signatory companies, including Omnicom's Chief Diversity Officer Tiffany R. Warren, convened for a summit to learn, listen, and support CEO efforts to lead with action-oriented steps and drive diversity and inclusion commitments.

Omnicom Group joined global advertisers, digital media partners, advertising agency consortia, associations and industry champions at the Cannes Festival of Creativity to launch the **Unstereotype Alliance** affirming their commitment to a global and universal agenda to tackle

harmful gender stereotypes in advertising. Driven by the United Nations, the Unstereotype Alliance is committed to drive, measure and deliver decisive change.

Omnicom also continues to collaborate with a variety of industry and community organizations to create opportunities for diverse talent. These include:

- **AAF Mosaic Center for Multiculturalism:** A leader in multicultural marketing/ advertising and inclusion issues. Omnicom Group is the premiere sponsor of the AAF Most Promising Multicultural Student Program (MPMS) and sponsor/producer of Most Promising University (MPU)
- **The Brotherhood/Sister Sol:** Comprehensive, holistic and long-term support services to Black and Latino youth who range in age from eight to twenty-two
- **Ghetto Film School (GFS):** An organization that educates, develops and celebrates the next generation of diverse filmmakers
- **GLAAD:** A dynamic media force that tackles tough issues to shape the narrative of LGBTQ acceptance
- **LaGrant Foundation:** Scholarships, career development workshops, mentoring and internships for multicultural students in PR and Communications



Young filmmakers participating in the Ghetto Film School

Omnicom University changes people's lives. Here is how a few of our participants describe the experience:

"THE OPPORTUNITY TO LEARN SUBSTANTIVE AND RELEVANT CONTENT, TAUGHT WITH PASSION... THE MOST INSPIRING AND SUPPORTIVE EXPERIENCE OF MY CAREER."

Sharon Callahan, Chief Client Officer,
Omnicom Healthcare Group

"THREE DAYS OF IMMERSION AND TRANSFORMATION. ...IT HELPED ME CHART A LEARNING COURSE FOR MYSELF. MORE IMPORTANTLY, I HAD THE OPPORTUNITY TO MEET WONDERFUL PEOPLE AND SHARE SIMILAR PROBLEMS."

Ranji Cherian, President
DDB Mudra South

"THE SMP FORMULA IS FUELED BY THREE THINGS: 1. RELEVANT CASES ON REAL ISSUES, 2. GREAT TEACHERS TO LEARN FROM, 3. LIVELY CLASSMATES TO LEARN WITH. IT PROVIDES GROWTH, INSPIRATION, MOTIVATION AND DIRECTION, AS WELL AS AFFIRMING AND ENDURING SUPPORT, BOTH IN AND BEYOND THE BABSON CLASSROOM."

Cilla Snowball, Group Chairman &
Group CEO, AMV Group

Developing Our People

Omnicom has a deep and longstanding commitment to developing our people. Dedicated to making our organization a place where people can build their careers, we have continued our focus on education and training, from basic skills to the advanced programs of Omnicom University. Omnicom University is regarded as one of the pre-eminent executive education experiences and a major source of "cultural glue" for Omnicom. For 23 years, Omnicom University has built the leadership muscle of our most senior leaders by using hundreds of real world cases – from Omnicom agencies – to help leadership navigate industry challenges and opportunities in our rapidly changing business. To date, more than 4,800 students have gone through our programs, which include:

Senior Management Undergraduate and Graduate Programs (SMP), designed for the most senior executives in the company, with course content over the two-year commitment focusing on individual leadership, including balancing responsibilities as a producer, manager and leader, as well current critical issues facing our industry.

Advanced Management Program (AMP), which introduces future leaders and "rising stars" to the core principles of managing a professional service firm, with a focus on our case-study method to stimulate discussions of issues and trends that challenge our industry.

Agency Leadership Program (ALP), a hands-on course tailored to new leaders to hone their decision-making through simulation challenges

based on situations that face our agency leaders on a regular basis.

In addition to Omnicom University, our networks and agencies offer a variety of training and development programs. Below are just a few highlights:

Omnicom Emerging Stars brings together top young talent from across Omnicom agencies to help kick start their careers. Our Emerging Stars are submerged in a crash course in innovation and creative methodologies, introduced to leading thinkers and see inside some of the world's best agencies. The three-day experience culminates in the creation and pitch of an integrated marketing challenge to senior client stakeholders and Omnicom leaders.

Interbrand Academy is an open-access, global learning platform offering live-streamed sessions throughout the year, available to every office in the network, across every level of experience in the organization. The on-demand sessions, available on our employees' mobile devices, offer how-to skills sessions, trademark law and image rights modules.

Discovery and Development provides high-performing professionals at Porter Novelli with the opportunity to immerse themselves in the work and culture of another office. Participants expand their knowledge and skills, build lasting relationships and share their experiences, splitting their time between home office existing projects and local client work at their host site. Twelve staff members participated in 2017 and another dozen, representing 10 cities and visiting offices in the U.S., U.K., Belgium and Mexico, are taking part in 2018.

"The Discovery and Development program was hands-down the best experience of my career thus far. I got to meet my fellow Omnicom brethren, got a fantastic understanding of the business challenges and opportunities in the EU that I've been able to put to work in DC, and got to truly feel how global and respected the Porter Novelli brand is."

Rebecca Mark, Vice President of Research in Porter Novelli's Washington, DC office, travelled to Brussels for her Discovery and Development assignment

DAS Accelerate Military Veterans Program

Now in its fourth year, the DAS Accelerate Military Veterans Program (MVP) provides training and employment for veterans of Special Operation Forces (SOF) including SEALs, MARSOC, Para Rescue, Rangers and Green Berets. Veterans rotate through three, four-month training stints at one of the 40 participating DAS companies and are offered positions within a company on completion of their residency. The program aims to add three full-time candidates each year moving forward.

Currently, 11 program participants are employed at DAS/Omnicom.



The DAS Accelerate MVP program has unleashed an impressive and under-tapped pool of Special Forces experts whose deep training and unwavering commitment to excellence makes them superior candidates who enrich our culture, thinking and business and bring a diverse set of perspectives that help us learn and grow.

We're proud to profile four program participants:



"My time in the DAS Accelerate MVP program has given me incredible insight into the breadth of agencies that DAS has to offer and given me confidence that my career path is the right one."

William (Veteran Marine Raider),
Accelerate Resident



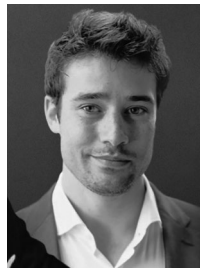
"The most valuable part of the program was the ability to get a glimpse into various careers that we've never been exposed to. Being able to see the dynamics of how an agency works prior to taking on a full-time position gave me the chance to craft my leadership and soft skills appropriately."

Maria Samantha Moeller (Veteran Staff Sargent US Army), Account Supervisor, Dieste



"I look back at the last year – new job, new organization, new boss, new goals – and how much the DAS Accelerate MVP program has made an impact on my life. I like to think about the impact that I can make in return, not only to Omnicom Group, but to other military members who are looking to start their new career."

Mark Allen (Veteran Navy SEAL),
Project Manager, Integrated Merchandizing Systems



"What this DAS Accelerate MVP program has given me over the past two years has been an incredible understanding of how the mindset and Special Operations Forces skills that you develop while in the military are directly applicable to a wide range of career paths within DAS."

John Unsworth (Veteran Navy SEAL), Client Relations Manager,
Healthcare Consultancy Group

"OUR GOAL IS TO BRING THE BEST TALENT TO DAS, AND SOMETIMES WE NEED TO LOOK BEYOND THE OBVIOUS TALENT POOL."

Dale A Adams, Chairman and CEO
The DAS Group of Companies



SUPPORTING EMPLOYEE HEALTH AND WELL-BEING

Omnicom continues to offer comprehensive and quality health care benefits while maintaining a reasonable degree of individual choice to meet our employees' diverse needs.

Many of our agencies offer health and wellness incentives, including:

- Health screenings, nutritional counseling, stress management workshops, mental health awareness and Employee Assistance Program (EAP)
- Wellness fairs, gym membership discounts, massage programs, yoga sessions, meditation and ergonomics assessments
- Smoking cessation programs
- As well as incentives for public transportation via free or subsidized commuter passes, and bike-riding encouragement with onsite bike racks, rentals and discounts

Unconscious Bias Training

Our diversity of experiences, backgrounds, locations, viewpoints and ideas are what makes Omnicom a great place to work, and differentiates us as an employer of choice. In an effort to help support this culture of openness, three of our networks—BBDO, DAS, DDB and TBWA—have introduced unconscious bias training for their employees, with Omnicom Health Group having launched its training program in the first quarter of 2018. Unconscious bias training provides the tools and resources needed to work effectively in our diverse workplace, including the ability to recognize the biases we all carry with us in our interactions with others and more mindful of such behavior and the impact it has on others.

Celebrating Difference With ADCOLOR

Now in its 11th year, ADCOLOR continues to lead the way, championing individuals and companies that go above and beyond to make a difference in the creative and tech industries. Its annual awards celebrate the achievements of people of color along with members of the LGBTQ+ community and other underrepresented groups. A complementary industry conference convenes innovators, experts and thought leaders from multiple creative industries. And ADCOLOR FUTURES, a third initiative of the non-profit, focuses on identifying and nurturing the next generation of leaders in the advertising, marketing, media, and public relations industries through career training and mentorship.



Kendra Clarke, VP of Data Science and Product Development, Sparks & Honey at the 2017 ADCOLOR Conference

Omnicom agencies presented on panels, including “A Briefing on the Now, Next and Future,” with Sparks & Honey, and “Programs That Make Impact,” with BBDO. In addition, a highlight of 2017’s ADCOLOR Awards celebration featured a conversation between rapper/disrupter of culture Snoop Dogg, Ryan Ford, Creative Director of Snoop’s ad agency, Cashmere, and Doug Melville, Chief Diversity Officer, North America, TBWA, and Disruptor Series co-founder. As Snoop Dogg says, somebody’s got to use their voice to make a difference. “I’m disrupting to push the culture forward.” Listen to the engaging and provocative conversation at [Disruptor Series Podcast](#).

“ADCOLOR created a new status quo, and we continue to do so by honoring, discussing and supporting those who rise up while reaching back. As always, add color and advocate.”

Tiffany Warren, SVP and Chief Diversity Officer, Omnicom and ADCOLOR Founder

Expanding Our Influence

Omnicom is committed to expanding our supplier diversity efforts.



52% of the 30 million businesses operating in the U.S. are minority- and women-owned, yet they receive just 6% of the country's business-to-business procurement spend.

We think this is a huge opportunity, and while we still have a long way to go, our diversity officers across our networks and agencies are initiating the conversations and connections required to involve more diverse vendors to the work we deliver to our clients.

In connection with the Omnicom Supplier Diversity efforts, we created the Omnicom Supplier Diversity Database in order to expand access to diverse suppliers across our global network of agencies. The database is a resource that spurs collaboration with clients and suppliers and currently includes more than 1,300 minority- and women-owned vendors. By successfully utilizing these relationships, we help meet the diversity goals that we have set for Omnicom as well as those of our clients.

Across our businesses, we are both acting on our clients' requirements and driving uptake within our own networks. We are responding to the continued increase in the number and size of client requests for diverse suppliers, ranging from 5% to 25% of their total creative spend. In addition, our diversity executives continue to create a broad range of tools and tactics to introduce the broad range of talented supplier services to our creative and production directors. For example:

GSD&M created vendor partner discovery training capsules using a new electronic mail technology called "EYEMAIL" (developed by a minority/woman-owned enterprise) that introduces 60-second executive-led educational videos promoting the importance of vendor diversity. The first, Leadership and Commitment, was released in December 2017. Four others are following in 2018.

TBWA is developing One Sandbox, a web-based platform listing qualified women, multicultural and LGBTQ+ vendors that will be available across its collective of US agencies in 2018.

BBDO, DDB, Organic and others support Free the Bid, which builds diversity by having networks and agencies pledge to include one woman director's bid on every job they produce or bid on.



E4 Youth initiative participants

BRINGING YOUTH TO THE TABLE

In 2017, GSD&M took part, for the first time, in an E4 Youth initiative designed to establish pathways to careers in commercial creative arts by removing barriers for talented yet underserved and underrepresented youth. The agency coordinated an E4 Youth/Southwest Airlines project, under the direction of Kirya Francis, VP-Strategic Solutions, built on a creative roster of students (two high-schoolers and a graduate) who were submerged—with no prior advertising or agency experience—into developing a campaign to drive engagement among millennials.

"THESE KIDS HAVE NATURAL TALENT. WHEN THEY ARE EDUCATED, AND MENTORED, THEY SHINE!"

Max Rutherford, Vendor Partner Diversity Director at GSD&M and advisory board member of E4 Youth, captured the campaign's success



ENVIRONMENT

Omnicom is committed to environmental stewardship – to promote innovation, increase efficiency and reduce waste – everywhere we have direct control of the resources. Recognizing the local and national contexts within which our global network operates, Omnicom has established an overarching stewardship framework and empowered our companies to take responsibility for developing and implementing environmental policies, procedures and training.



BRIGHT IDEA

DDB Hamburg DmbH moved into its new location in May 2017. By employing open floor plan designs, eliminating individual offices and creating shared spaces, the company increased collaboration and fostered a dynamic creative environment. More than that, by reducing the total amount of space occupied and making more efficient use of it, the Hamburg crew reduced energy use by 25% compared to its former office residency and drew all of its electricity from renewable energy sources.



CARBON SAVINGS

In 2017, TBWA Sydney began a major energy conservation project with the intention of significantly reducing its energy consumption in 2018 and beyond. The project will see the installation of 244 solar panels to the roof of the offices on Pyrmont Street, with anticipated investment pay back in under four years (with a return on investment of 26%) and, importantly, reduces carbon emissions projected at 100 tons per annum.

Strengthening Our Approach

In 2018, Omnicom introduced our new Environmental Policy. It 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 community
- Procurement
- Recycling and waste management

We describe our initiatives in each of these areas below.

GOALS

We also established goals to help us drive performance against our commitment:



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



Increase use of electricity from renewable energy sources globally by 20% by 2023

Collectively, our efforts underpin our commitment to the United Nations Global Compact, to which Omnicom is a signatory.

Designing Space for Creativity and Energy Efficiency

In 2017, we continued our real estate strategy to transition our global agency portfolio into shared office spaces, designed with innovation and efficiency in mind. Our open-plan designs have the dual advantage of fostering collaboration and creativity across agencies and of helping us use the space we own and lease more efficiently, resulting in reduced costs and environmental impacts. We opened the door to shared spaces in Beijing, Stamford, CT, and Berlin in 2017. Similar projects are set to open in New York City, Chicago and Dallas in 2018.

From an efficiency perspective, we are maximizing the use of our real estate footage, through shared use conference rooms, reception, wellness and other common spaces. From a design perspective, we are minimizing our footprint by building and retrofitting to our new planning standard, which includes energy-efficient lighting and heating and cooling, and reduced material use in ceilings and flooring.

Standardizing Efficiency of Building Operations

In addition, as part of this long-term initiative, we are standardizing operations across the millions of square feet our global network occupies. As a result we are reducing equipment needs, and saving energy, through centralized printing and duplication stations and pantry services, while also achieving purchasing and administrative services efficiencies.

Smart Travel and Commuting

Our business is built on relationships, and these are strengthened when we meet with our clients face-to-face. Air travel is our largest source of carbon emissions, so we promote smart travel policies that reduce the need for air travel when possible by combining business trips to minimize travel impact and employing video conferencing where effective. As we continue to implement our shared workspace strategy, we target locations that are close to public transit in order to provide options for employee commuting. In addition, some Omnicom companies provide incentives for employees to use public transportation, cycle and car pool to reduce their environmental footprint. At our new location in Stamford, CT, for example, we provide shuttle service from the local train station to our workspace. We work on a case-by-case basis to create opportunities for tele-working to allow for better work life balance and lower environmental impact. In 2017, our Scope 3 emissions fell 10% compared to 2016.

Minimizing Our Waste Impact

As a holding company, we encourage our agencies to implement programs to maximize reuse and safe recycling of electronic office equipment, paper and other office resources.

Our Performance

As Omnicom continues to grow, these new policies and goals reinforce our commitment to managing our energy use and carbon footprint, the areas where we have the largest environmental impact.

In 2017, we used 152,841 megawatt hours (MWh) of electricity:

5.5% decrease compared to 2016
6.5% reduction of total energy use year-over-year

In addition, we reduced our company-wide greenhouse gas (GHG) emissions by 10.1% in 2017 compared to 2016. This reduction is the result of a 40% decrease year-over-year in our Scope 1 emissions as the positive impacts of our office consolidation efforts continued. We also reported a decrease in air-travel related Scope 3 emissions, from 176,016 metric tonnes of CO₂ equivalent (MT CO₂e) in 2016 to 158,016 MT CO₂e in 2017, which was offset by a 5% increase in our Scope 2 emissions compared to 2016.

Energy Footprint

	2017	2016	2015
Total Energy Used	175,964	188,365	191,128
Total Electricity Used (MWh)	152,841	161,903	167,585
Total GHG Emissions (MT CO ₂ e)	258,963	288,806	286,134

GHG Emissions (MT CO₂e)

	2017	2016	2015
Scope 1	23,961	39,764	49,277
Scope 2	77,445	73,905	75,532
Scope 3	158,016	176,016	160,325
Total GHG Emissions	260,233	289,685	286,134

2016 Scope 1 and 2 emissions have been restated to include a previously unreported emissions source in the United Kingdom.

Offsetting Our Carbon Impact Using Renewable Energy

As part of Omnicom's strategy to reduce our carbon footprint, we derive a portion of our electricity needs from renewable sources. Our efforts in this area are spearheaded in the UK, where we control our electricity purchases and are buying green power through our purchasing agreements. In the United States, 90% of our electricity spend is under the control of landlords in our leased spaces and we only have the opportunity to manage 10% of our spend. In 2017, total electricity purchased from renewable resources remained steady at 10.1%.

Electricity from Renewable Sources (MWh)

	2017	2016	2015
Purchased (MWh)	15,689	16,401	13,353
% of Total	10.1	10.3	8.0



GOVERNANCE

Omnicom is committed to strengthening our governing structure, building a board of directors with exceptional experience and diverse points of view, and ensuring that across our networks and agencies, we are upholding the highest ethical standards.



New independent directors: Gracia C. Martore (left) and Ronnie S. Hawkins (right)

INDEPENDENT DIRECTORS

Since the 2017 Annual Meeting, two new independent directors, Gracia C. Martore and Ronnie S. Hawkins, have been appointed to the Board. Ms. Martore is the former President and Chief Executive Officer of TEGNA Inc. and Mr. Hawkins is a Managing Director of Global Infrastructure Partners. Each of Ms. Martore and Mr. Hawkins bring critical skills to the Board's overall mix of skill sets, which strengthen the Board's collective ability to effectively oversee management and the implementation of Omnicom's plan for long-term strategic growth. Ms. Martore serves as a member of the Audit and Governance Committees. Mr. Hawkins serves on the Finance Committee.

A Strong and Diverse Board

Omnicom believes that workplace diversity creates value for the Company, enhances the quality of work we create for clients and fosters a positive corporate culture. We know that a workforce reflecting the demographics of our society is better poised to create effective campaigns for our clients that resonate with a diverse population. With our global presence, we believe it is important that our workforce reflects our global community. This commitment to diversity starts within the boardroom. Our Board includes six women, a majority, and four African Americans, including Leonard S. Coleman, Jr., our Lead Independent Director. A majority of the Audit, Compensation, and Governance Committees are comprised of female directors, with female directors Chairing both the Audit and Compensation Committees.

Board Refreshment

In 2015, we undertook a Board Refreshment initiative that has led to a number of meaningful steps, including expanding the responsibilities of our Lead Independent Director, adopting a mandatory retirement age for Board members, and bringing greater diversity into the Board and committee leadership.

At our May shareholder meeting, Bruce Crawford stepped down as Chairman. Bruce has been a remarkable leader and we thank him for his wisdom, guidance and numerous contributions to both Omnicom and the Board of Directors over the past three decades.

In anticipation of Mr. Crawford's retirement, the Board determined that at this time it would be in the best interests of Omnicom and its shareholders to combine the roles of Chairman

and CEO. The Board carefully considered shareholder perspectives on Omnicom's leadership structure through extensive engagement in which shareholders indicated they were largely supportive of combining these roles.

Long-serving Board members Jack Purcell and Reg Murphy also stepped down from the Board in May. We would like to recognize both Jack and Reg and extend our thanks for their outstanding leadership, dedication and loyalty to Omnicom over the years.

In the past year, we also welcomed two new independent directors - Gracia Martore (2017) and Ronnie Hawkins (2018). Ms. Martore was recently the President and CEO of TEGNA, formerly known as Gannett and Co. Mr. Hawkins is a Managing Director of Global Infrastructure Partners.

With these changes, Omnicom's Board has 11 directors, with ten independent members, including six women



and four African Americans.



These changes strengthen Omnicom's governance structure and demonstrate our commitment to onboarding exceptional candidates who bring a wealth of experience and diverse points of view.

For more information, see [OmnicomGroup Proxy Statement 2018](#).

Continuing Shareholder Engagement

Ongoing shareholder engagement is a priority for our Board and management team. In 2017, we reached out to shareholders holding more than 70% of our outstanding shares and engaged with approximately 40% of outstanding shares. Mr. Coleman, our Lead Independent Director, actively participated in investor meetings with over 20% of outstanding shares. Broad topics discussed included company strategy and performance; Board composition, refreshment and leadership; inclusion and diversity efforts across the organization; sustainability initiatives; and Omnicom's executive compensation program.

In addition, key topics discussed with shareholders included:

- **Board Leadership**, with the majority of shareholders indicating they were supportive of combining the Chair and CEO positions as described above, and
- **Board Refreshment**, with shareholders responding favorably to the level of progress Omnicom has shown to meaningfully refresh our Board, including adoption of a mandatory retirement policy, which is fostering a smooth transition, and in ensuring that our Board is representative of all of our constituencies – our clients, our employees and our shareholders.

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 Human Rights Policy and Code of Business Conduct. In 2017, we began an update of our Code of Business Conduct for a 2018 release. We expect training to rollout across Omnicom in the second half of 2018. We also implemented global policies to ensure our compliance with the EU's Global Data Protection Regulation, which took effect on May 25, 2018.

GOAL

In addition, to underscore our commitment, we have established the following goals:

- **Develop Supplier Code of Conduct by 2020**
- **By January 1, 2020, Omnicom will offer business ethics and/or anti-bribery training to 100% of its full-time, regular employees worldwide and require such employees to be trained within 3 months of their hire date and every 2 years thereafter.**

At Omnicom, we recognize that we have the power to create positive change in society. As a signatory to the United Nation's Global Compact, we have committed to "supporting and respecting the protection of internationally proclaimed human rights and making sure that we are not complicit in human rights abuses." To further underscore our commitment, in 2018, we published our Human Rights Policy. It outlines our responsibilities to our employees, clients, suppliers and other stakeholders, and the mechanisms through which we will inform about and uphold our commitments. For more information, visit our website.

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 and anti-corruption and anti-bribery laws where we do business.

We provide robust processes for confidential and anonymous submission by employees of concerns regarding accounting or auditing matters, as well as potential violations of our Code of Business Conduct or Code of Ethics for Senior Financial Officers. Procedures for submitting concerns are available on our website at <http://www.omnicomgroup.com>.

ABOUT THIS REPORT

This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2017. The report is organized to reflect 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 Topics Identification

In developing this report we consulted the Global Reporting Initiative (GRI) Standards, the CDP climate change framework, the Sustainability Accounting Standards Board (SASB) Marketing and Advertising sector guidelines, the United Nations Global Compact (UNGC) 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 including, specifically, the direct dialogues we had with our largest shareholders in 2017.

Scope

The data in this report covers Omnicom's global operations in FY2017 (from January 1 – December 31, 2017). Unless otherwise noted, data within the report reflects our United States operations. Our last report was published in 2017. We plan to continue publishing an annual comprehensive corporate responsibility report that fulfills the requirements of the GRI Standards and the UNGC Communication on Progress.

OMNICOM UN COMMUNICATION ON PROGRESS

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. 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 FY2017 and covers the UNGC 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 and revised 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 Human Rights Policy and Code of Business 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 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.

2017 GRI Content Index

General Standard Disclosures

<i>Disclosure Number</i>	<i>Description</i>	<i>Response</i>
ORGANIZATIONAL PROFILE		
102-1	Name of the organization	Page 1 of CR Report, Page 1 of Omnicom 10-K
102-2	Activities, brands, products, and services	Page 1 of Omnicom 10-K
102-3	Location of headquarters	Page 6 of Omnicom 10-K
102-4	Location of operations	Page 2 of Omnicom 10-K
102-5	Ownership and legal form	Pages 1, 7 of Omnicom 10-K
102-6	Markets served	Page 2 of Omnicom 10-K
102-7	Scale of the organization	Page 2 of Omnicom 10-K
102-8	Information on employees and other workers	Page 2 of Omnicom 10-K
102-9	Supply chain	Pages 4, 33 of CR Report
102-10	Significant changes to the organization and its supply chain	There were no significant changes during the reporting period
102-11	Precautionary Principle or approach	Pages 35-36 of CR Report
102-12	External initiatives	Page 40 of CR Report
102-13	Membership of associations	Pages 29, 32 of CR Report
STRATEGY		
102-14	Statement from senior decision-maker	Page 1 of CR Report
102-15	Key impacts, risks, and opportunities	Pages 5-6 of CR Report, Page 3 of Omnicom 10-K
ETHICS & INTEGRITY		
102-16	Values, principles, standards, and norms of behavior	Omnicom Code of Business Conduct
GOVERNANCE		
102-18	Governance structure	Page 38 of CR Report, Pages 5-6 of Omnicom Proxy Statement
102-19	Delegating authority	Pages 22-23 of Omnicom Proxy Statement
102-20	Executive-level responsibility for economic, environmental, and social topics	Page 40 of Omnicom Proxy Statement
102-21	Consulting stakeholders on economic, environmental, and social topics	Page 40 of CR Report, Page 7 of Omnicom Proxy Statement

General Standard Disclosures

<i>Disclosure Number</i>	<i>Description</i>	<i>Response</i>
102-22	Composition of the highest governance body and its committees	Page 38 of CR Report, Pages 14-22 of Omnicom Proxy Statement
102-23	Chair of the highest governance body	Page 38 of CR Report, Pages 14-22 of Omnicom Proxy Statement
102-24	Nominating and selecting the highest governance body	Pages 38-39 of CR Report, Pages 20-21 of Omnicom Proxy Statement
102-25	Conflicts of interest	Pages 30-31 of Omnicom Proxy Statement
102-30	Effectiveness of risk management processes	Pages 21-22, 56 of Omnicom Proxy Statement
102-32	Highest governance body's role in sustainability reporting	Reviewed and approved by Executive Vice President and Chief Financial Officer
102-33	Communicating critical concerns	Pages 30-31 of Omnicom Proxy Statement, Omnicom Internal Control Line
102-35	Remuneration policies	Pages 8, 22 of Omnicom Proxy Statement
102-36	Process for determining remuneration	Page 43 of Omnicom Proxy Statement
STAKEHOLDER ENGAGEMENT		
102-40	List of stakeholder groups	Page 40 of CR Report
102-41	Collective bargaining agreements	0% of Omnicom employees in the United States are covered by collective bargaining agreements
102-42	Identifying and selecting stakeholders	Page 40 of CR Report
102-43	Approach to stakeholder engagement	Page 40 of CR Report
102-44	Key topics and concerns raised	Page 40 of CR Report
REPORTING PRACTICE		
102-45	Entities included in the consolidated financial statements	Pages 15-17 of Omnicom 10-K
102-46	Defining report content and topic Boundaries	Page 40 of CR Report
102-47	List of material topics	Page 40 of CR Report
102-48	Restatements of information	Page 36 of the report includes a footnote restating 2016 GHG emissions
102-49	Changes in reporting	Page 40 of CR Report
102-50	Reporting period	Page 40 of CR Report

General Standard Disclosures

<i>Disclosure Number</i>	<i>Description</i>	<i>Response</i>
102-51	Date of most recent report	Page 40 of CR Report
102-52	Reporting cycle	Page 40 of CR Report
102-53	Contact point for questions regarding the report	Page 47 of CR Report
102-54	Claims of reporting in accordance with GRI Standards	This report has been prepared in accordance with the GRI Standards: Core option
102-55	GRI content index	Page 43 of CR Report
102-56	External assurance	This report has not been externally assured
MANAGEMENT APPROACH		
103-1	Explanation of the material topic and its Boundary	Pages 4-6 of CR Report
103-2	The management approach and its components	Pages 4-6 of CR Report
103-3	Evaluation of the management approach	Pages 4-6 of CR Report

2017 GRI Content Index

Topic-Specific Disclosures

<i>Disclosure Number</i>	<i>Description</i>	<i>Response</i>
ECONOMIC PERFORMANCE		
201-1	Direct economic value generated and distributed	Page 4 of CR Report, Page 8 of Omnicom 10-K
201-3	Defined benefit plan obligations and other retirement plans	Page F-12 of Omnicom 10-K
ANTI-CORRUPTION		
205-1	Operations assessed for risks related to corruption	Pages 39, 41-42 of CR Report, Page 5 of Omnicom 10-K
ENERGY		
302-1	Energy consumption within the organization	Page 36 of CR Report
302-4	Reduction of energy consumption	Page 36 of CR Report
EMISSIONS		
305-1	Direct (Scope 1) GHG emissions	Page 36 of CR Report
305-2	Energy indirect (Scope 2) GHG emissions	Page 36 of CR Report
305-5	Reduction of GHG emissions	Page 36 of CR Report
EMPLOYMENT		
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Page 32 of CR Report
DIVERSITY AND EQUAL OPPORTUNITY		
405-1	Diversity of governance bodies and employees	Pages 24-25 of CR Report
HUMAN RIGHTS ASSESSMENT		
412-2	Employee training on human rights policies or procedures	Pages 39, 41-42 of CR Report, Omnicom Code of Business Conduct
LOCAL COMMUNITIES		
413-1	Operations with local community engagement, impact assessments, and development programs	Pages 7-11 of CR Report
PUBLIC POLICY		
415-1	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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