

Omnicom

# WORKING IN CONCERT

2024 Corporate Responsibility Report





More than ever, Omnicom is orchestrating collaboration across a global network of talent to unlock bold ideas that drive growth for our clients and for our business. We are working across agencies and geographies to mobilize talent with speed and at scale, while fully committed to operating ethically and responsibly.

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Protect Our Planet

# Letter from Our Chairman and CEO

At Omnicom, we know it takes the right people, the right tools and a commitment to working together to deliver innovative ideas that help our clients grow their businesses. Similarly, our corporate responsibility initiatives succeed only when they're done as a collective effort. That's why this year's report, 'Working in Concert', is all about collaboration.

In the following pages, you'll read how we've continued to track our progress across three key pillars of corporate responsibility: Empower People, Protect Our Planet and Lead Responsibly. Our work in these areas helps us build a stronger Omnicom – one that provides outstanding support and value to our people, communities, clients and shareholders.

## Empower People

Our people are our greatest asset, developing the ideas and innovations that drive client success. We strive to provide them with a workplace where everyone feels valued and empowered, unlocking their creativity and giving them every opportunity to succeed and grow in their careers.

In that spirit, in 2024, we celebrated nearly three decades of Omnicom University, providing hundreds of participants with valuable management training to help them achieve their full potential. We also launched our inaugural employee benefits survey to collect feedback that is now being used to strengthen our offerings. In addition, our people are committed to making a positive impact, as shown by our pro bono work with Theirworld to improve global access to education.

## Protect Our Planet

Operating in over 70 countries, we align our practices with sustainability standards and our clients' goals. Last year, we continued to track greenhouse gas emissions and further optimized our real estate and renewable energy use to reduce our environmental impact.

## Lead Responsibly

At Omnicom, we've always insisted on the highest ethical standards for employees, contractors and business partners across our global operations. As technology rapidly advances, our due diligence also expands to include the responsible implementation of these innovations.

Specifically, we've strengthened our cybersecurity protocols, worked hand in hand with clients and tech partners to test innovations, and enforced the safe, responsible and ethical use of Gen AI internally.

These are just a few of the highlights you'll see in this year's report. I would like to thank everyone at Omnicom for supporting our corporate responsibility ambitions and joining forces to move the needle.

We ended the year by announcing our proposed acquisition of Interpublic – an industry-defining deal that will create unmatched suite of capabilities and deliver significant value for our clients and shareholders. I know the people of Interpublic share our dedication to operating responsibly, and I look forward to working together on these initiatives when we close the deal.

I encourage you to read on to learn how we work in concert to deliver great work for our clients, our shareholders and each other.



A handwritten signature in black ink that reads "John Wren".

John Wren  
Omnicom Chairman and CEO



# ABOUT OMNICOM

Omnicom is a leading provider of data-inspired, creative marketing and sales solutions. Omnicom's iconic agency brands are home to the industry's most innovative communications specialists who are focused on driving intelligent business outcomes for their clients. Our branded networks and agencies provide a diverse, comprehensive range of global, regional and local solutions in the following disciplines:

- Media & Advertising
- Precision Marketing
- Public Relations
- Healthcare
- Branding & Retail Commerce
- Experiential
- Execution & Support

Our portfolio of companies provides the best talent, creativity, technology and innovation to some of the world's most iconic and successful brands.

## Global Networks as Part of Our Worldwide Family of Companies



Communications  
Consultancy  
Network

### 2024 Revenue By Geography

	Revenue	% of Revenue
Americas:		
North America	\$ 8,650.2	55.2%
Latin America	433.7	2.8%
EMEA:		
Europe	4,439.0	28.2%
Middle East and Africa	319.2	2.0%
Asia-Pacific:	1,847.0	11.8%
<b>Total</b>	<b>\$ 15,689.1</b>	

### 2024 Revenue By Discipline

	Revenue	% of Revenue
Media & Advertising	\$ 8,466.2	54.0%
Precision Marketing	1,820.9	11.6%
Public Relations	1,679.2	10.7%
Healthcare	1,354.7	8.5%
Branding & Retail Commerce	792.9	5.1%
Experiential	731.5	4.7%
Execution & Support	843.7	5.4%
<b>Total</b>	<b>\$ 15,689.1</b>	

## Financial Summary (in Millions)

	2024	2023	2022
<b>Revenue</b>	\$15,689.1	\$14,692.2	\$14,289.1
<b>Operating Income</b>	\$2,274.6	\$2,104.7	\$2,083.3
<b>Net Income</b>	\$1,574.0	\$1,391.4	\$1,316.5

For in-depth financial information, please see our **2024 Form 10-K**.

# Year in Review: Omnicom Corporate Responsibility Highlights

## Empower People

- Celebrated nearly **three decades** of Omnicom University (OU) with **nearly 500** participants in 2024.
- Launched our **inaugural** employee benefits survey to collect feedback and strengthen our offerings.
- Contributed over **\$300K** in pro bono work for Theirworld in 2024.

## Protect Our Planet

- Reduced our overall greenhouse gas (GHG) emissions by 29% against our 2019 baseline.
- Helped Ad Net Zero launch its **Global Media Sustainability Framework**.

## Lead Responsibly

- Invested in additional cybersecurity training for our community of developers and engineers.
- Deepened our **Gen AI** understanding and implemented new capabilities.
- Formalized a **policy on outside directors** to help ensure board members are able to dedicate sufficient time to the discharge of their duties.

## Awards and Recognitions



### BARRON'S

100 Most Sustainable U.S. Companies



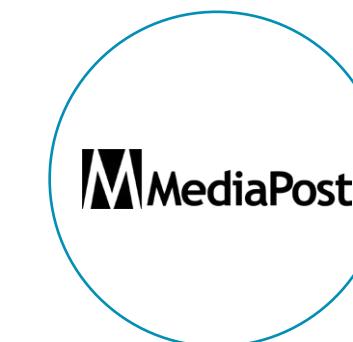
### FORBES

America's Best Employers for Women



### GERETY AWARDS

Holding Company of the Year



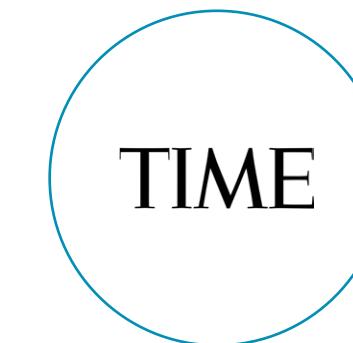
### MEDIAPOST

Holding Company of the Year



### NEWSWEEK

America's Greatest Workplaces for Women



### TIME MAGAZINE

World's Most Sustainable Companies



# EMPOWER PEOPLE

Omnicom's people work in concert to compose creative solutions that drive growth for our clients. By fostering environments where each colleague is respected for their individual backgrounds and perspectives, we empower our people to do their best work and drive personal, professional and company growth. Our impact extends far beyond our business – we use our voices to promote quality education through pro bono partnerships.

## Enhancing and Ensuring Professional Growth

Our business success depends on recruiting, developing and retaining a world-class workforce that reflects our global community of clients. To do so, we provide development opportunities that empower our people to provide the most innovative and strategic service in our industry.

## Celebrating Nearly 30 Years of Omnicom University

Omnicom helps our people expand their skills and advance their career journeys through continued education and tailored curriculums. In 2024, we marked almost three decades of Omnicom University (OU), our management development program that fosters leadership, innovation and close collaboration across our global network.

## Introducing New OU Case Studies

OU leadership development programs are based on original, customized Omnicom content. Four new OU case studies debuted in 2024, offering insights on business acquisitions, technology and talent development.



“I loved how open every discussion was and how much I learned from my classmates as well as the professors. I am truly better for being here.”

– Stephanie M., Ketchum

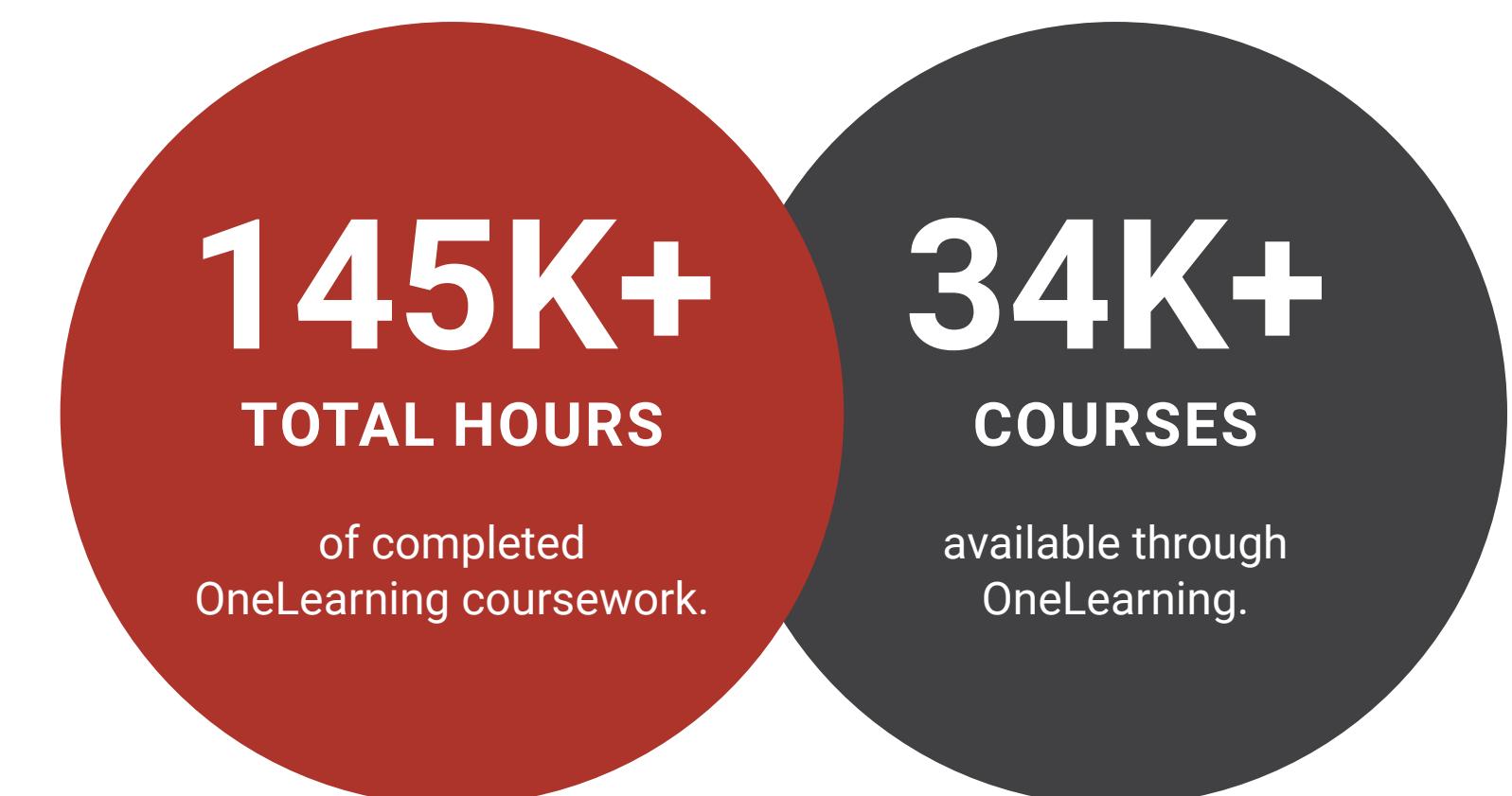
“I enjoyed the curated program that has us learning on multiple levels and developing self-awareness and trust among a group of strangers.”

– Kristin H., FleishmanHillard

## Investing in OneLearning

The OneLearning platform provides employees access to required and supplementary training from Omnicom, its agencies and external partners. OneLearning includes a robust catalog across a wide variety of topics, including Office 365, privacy, ethics and more. In 2024, we saw organic growth in the platform as agencies continued to adopt and select training to meet their people's needs.

OneLearning is also home to Omnicom's more extensive learning and development hubs: Omnicom Academy and LinkedIn Learning.



## Retaining Talent Through Roleseeker

Roleseeker gives employees visibility to job opportunities within Omnicom's U.S. network and agencies. Roleseeker aims to remove potential recruitment and retention barriers while providing employees with internal opportunities catered to their capabilities, experiences and career goals.



## Supporting Belonging Through Employee Groups

At Omnicom, employee growth is just as important as the growth of our business. Our six global Employee Resource Groups (ERGs) and various agency affinity groups invite all our employees to come together and share resources and development opportunities.



## Encouraging Online Safety During Cybersecurity Awareness Month

During Cybersecurity Awareness Month in October, we raised the importance of online safety and cybercrime prevention through in-person events at offices around the world, virtual live webinars and weekly communication.

For more information on Omnicom's approach to cybersecurity, see [Page 33](#).



# Employee Health and Well-being

Prioritizing the health and well-being of our people is essential to Omnicom and our values.

## Collecting Feedback from Employees

We launched our inaugural employee benefits survey in 2024, following a series of steering committee meetings, executive interviews and focus groups. In this survey, we heard cost and access to mental health resources were among the most important factors for employees. In response to feedback, we're exploring how to expand our mental health resources. Additionally, we enhanced our focus on providing comprehensive health benefits and resources for employees and their families to better support their wellness needs.

### Added Flexibility for New Parents

Full-time and some part-time employees are eligible for up to 10 consecutive weeks of paid Parental Leave following the birth of a child or the placement of a child in connection with adoption or foster care. Employees can now decide when to take their leave within 20 weeks of birth or placement to provide new parents with greater flexibility in taking paid leave.

### Sword Health Physical Therapy

We added Sword Health to our suite of health resources in 2024. Sword is a musculoskeletal therapy program offering a virtual alternative to traditional physical therapy. Participants receive a tablet and motion sensors for guided exercises in the comfort of their homes.

### Calm

Since 2023, we have provided premium Calm memberships to all global employees and their family members at no cost to the employee.

### Carrot

Carrot provides a range of family services guided by dedicated experts and a high-quality network of providers and agencies, including assistance with pregnancy, postpartum care, fertility and infertility treatments, adoption, foster care, surrogacy and cryopreservation.

### MetLife Legal Services

Through our offering of the MetLife Legal Plan, employees can access a nationwide network of attorneys for personal, family, real estate and vehicle legal needs for themselves and parents if they so choose. Those enrolled also receive enhanced identity theft and fraud protection alerts.



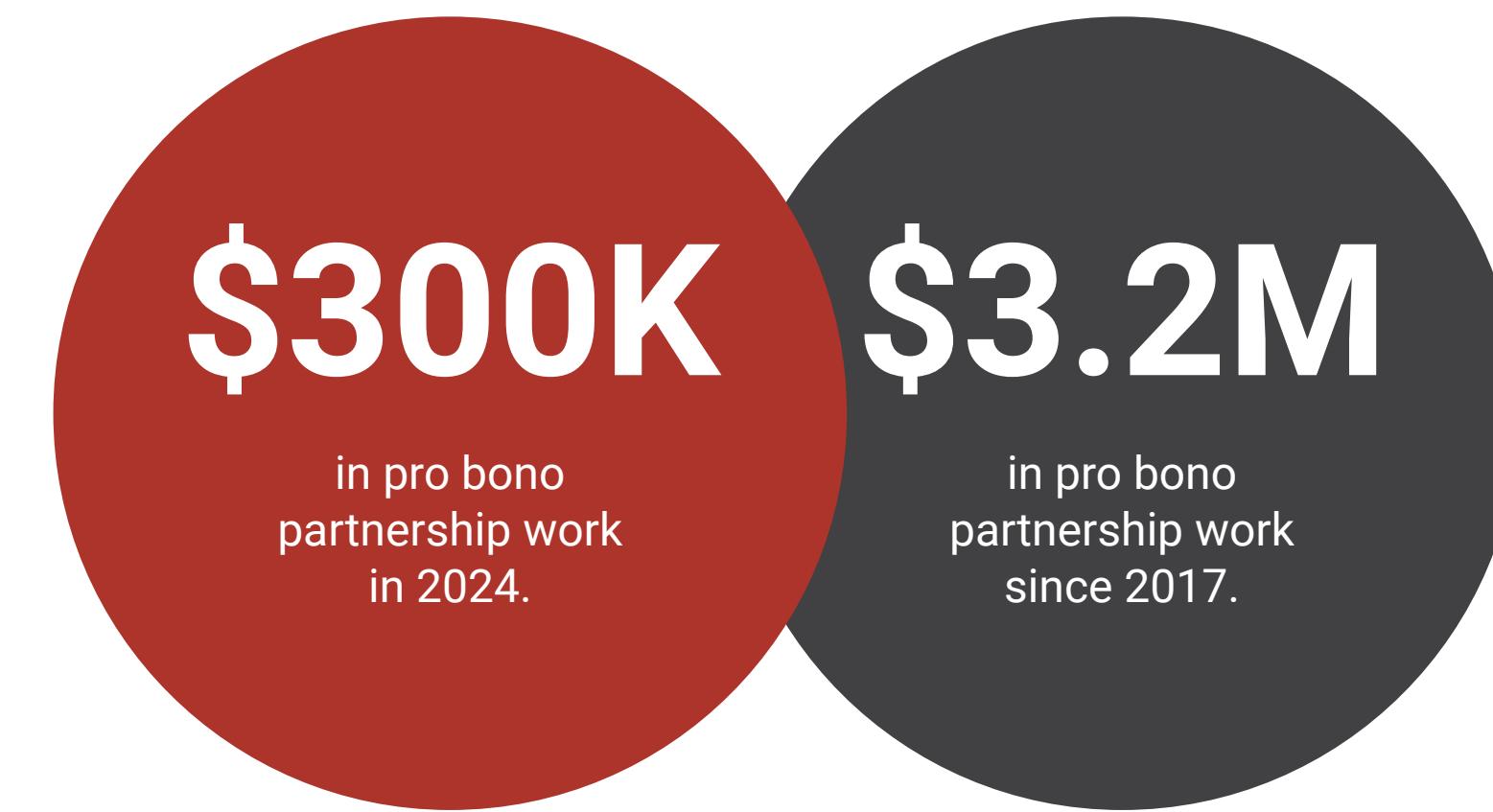
## Engaging in Pro Bono Work to Advance Communities

Omnicom supports the United Nations (UN) Sustainable Development Goal No. 4: Quality Education. Through our pro bono partnership with Theirworld, we help safeguard education.

### Bringing Attention to Childhood Education Inequities with Theirworld

Our longtime partner, Theirworld, a global children's education charity, seeks to eliminate complex barriers to children's education and help more students reach their full potential.

In 2024, Omnicom agencies AlmapBBDO, BBDO, Porter Novelli and Omnicom Media Group supported Theirworld in launching the Act For Early Years campaign at the G20 Summit in Brazil. Global leaders were greeted by signage featuring photos of themselves as children to drive home the message that childhood education opens doors to lifelong success. The event was a part of Theirworld's Act For Early Years, a broader global campaign, dedicated to ensuring access to quality early childhood development, care and education.



**“The ‘Act For Early Years’ campaign draws attention to the challenges children face. With the support of Omnicom agencies, we’ve reached world leaders at critical moments in time. We look forward to continuing this partnership as we work to unlock potential of all children around the world.”**

— Sarah Brown, Chair of Theirworld and Executive Chair of the Global Business Coalition for Education



**Theirworld**  
A brighter future for every child



## Supporting Causes Close to Home

*Critical Mass*

### Employee Volunteerism

**Critical Mass** embraces giving back, encouraging team members to donate their time and dollars to benefit local nonprofit organizations. Through active participation, employees were able to donate their time and skills to make a difference in areas such as education, community development, and health and well-being. Some of the organizations supported through this effort included Casa Luz, the Costa Rican Accessible Tourism Network, Soldiers' Angels and St. Mary's Children Fund.

### Results

**374**  
total volunteer hours

**\$14K+**  
total contribution

**40**  
organizations supported



## Combating Global Hunger

*Omnicom Media Group (OMG) U.S.*

### OMGLympics

**OMG** teamed up with Givsly, a company focused on values-based advertising and marketing solutions, to host OMGLympics. In support of Rise Against Hunger, employees participated in a nonperishable food drive, and six offices hosted in-person meal-packing events. Employees helped to provide meals and raise funds for communities facing severe hunger worldwide, including directing aid to the Philippines following Typhoon Gaemi.

### Results

**\$31K**  
total contribution

**650+**  
canned goods donated

**70K+**  
meals packed



## Encouraging Employee Volunteerism

*GMR Marketing*

### Global Service Day

For its second year, **GMR Marketing** encouraged employees to contribute to the United Way, a nonprofit organization building stronger communities by addressing issues in health, education and financial stability. GMR Marketing also motivated employees to volunteer in their surrounding communities by allotting 16 paid hours for service work.

### Results

**\$30K+**  
raised for the United Way

# Supporting Foster Care on National Pyjama Day

## The Pyjama Foundation Through UnLtd

*OMD Australia*

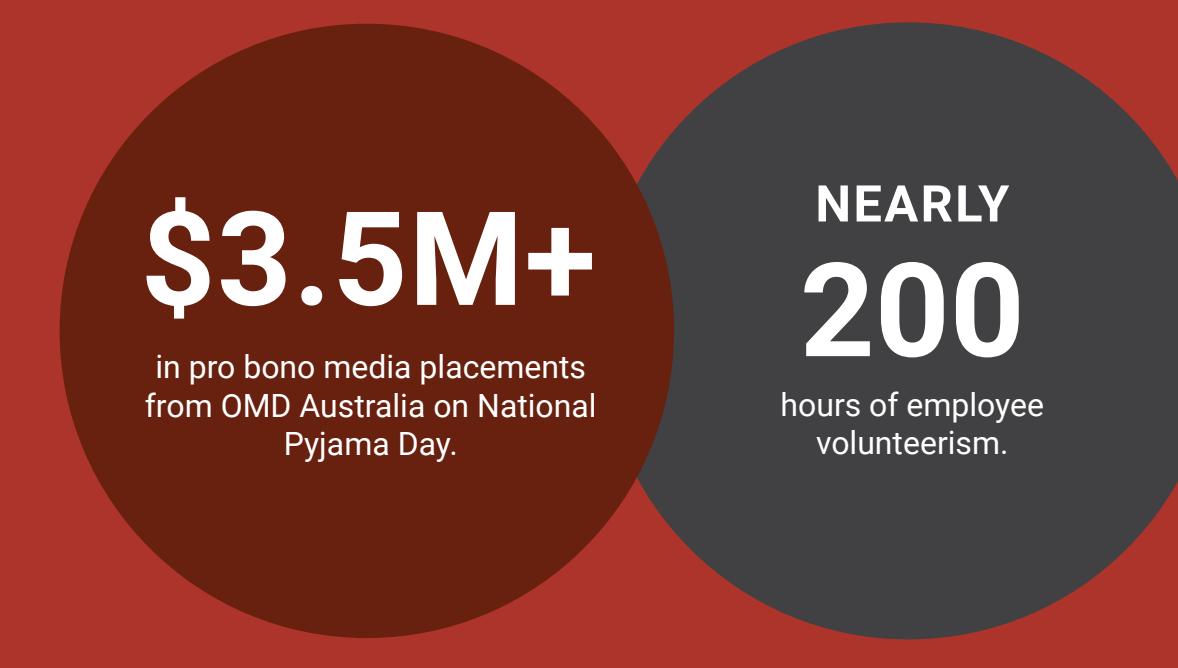
Through UnLtd, the Foundation for Social Entrepreneurs, **OMD Australia** has partnered with The Pyjama Foundation for two decades to support children in foster care. The Pyjama Foundation prioritizes mentorship, literacy and educational programs to break the disadvantaged cycle and empower foster children. OMD Australia is helping bridge the education gap and giving children confidence that can boost their overall well-being.

At UnLtd's Big Dream event in 2024, OMD Australia was recognized with the Good Company Award for its contributions. OMD Australia donated pro bono media support, initiated strategic campaign planning and implemented employee engagement initiatives to boost impact around National Pyjama Day. Employees participated in PJ Angels, mentoring programs, creative workshops and fundraising initiatives, offering hands-on support for children in foster care.



**Fundraising Initiative: National Pyjama Day 2024**

Hosting Pyjama Day at our workplace



### UN Sustainable Development Goals



# Game-changing CPR Training

## Streams of (un)consciousness – British Heart Foundation

PHD UK

The British Heart Foundation and **PHD UK** sought to raise awareness of cardiac arrest events and increase exposure to RevivR, an online CPR training tool. To promote app downloads, they collaborated with high-profile Twitch streamers to meet Gen Z where many spend their time. Gamers across the U.K. had their streams disrupted by the British Heart Foundation with *Streams of (un)consciousness*, mimicking the sudden and unexpected impact of a cardiac arrest. During the simulated emergency, the screen “flatlined,” displaying cardiac arrest statistics and information on how viewers could learn lifesaving CPR.

The impact of this awareness campaign had real-life implications. Just weeks after the activation, a streamer was informed that the CPR demo had saved the life of a follower’s 2-year-old niece.



# Helping Pets be Photo-ready for Adoption

## Adoptable – Pedigree

**Colenso BBDO**

To help shelter dogs find their forever homes, PEDIGREE® teamed up with **Colenso BBDO** and featured adoptable dogs in targeted advertising. Recognizing that low-quality photography can be a barrier to adoption, the “Adoptable” campaign featured real shelter dogs in dynamic out-of-home ads, geographically targeted to potential pet parents. A bespoke AI model was trained to help transform amateur photography captured by busy shelter workers into professional grade ads – creating a “digital skeleton” based on a single photograph that could customize a given dog’s image for any ad format. This first-of-its-kind technology used PEDIGREE’s global reach to turn the brand’s pet food ads into ads for shelter dogs, too.



**6x**  
**INCREASE**

in shelter website traffic and profile views for featured dogs.

**50%**

of featured dogs adopted in the first two weeks.

### Recognition

Cannes Lions  
**Four awards, including one Grand Prix**

London International Awards  
**Eight awards, including one Grand LIA**

One Show  
**Finalist in eight categories**

# Destigmatizing Mental Illness, Honoring a Musical Legacy

## Riky Rick Stronger – The Riky Rick Foundation

TBWA\Hunt\Lascaris Johannesburg

After struggling with depression, South African Hip Hop icon Riky Rick died by suicide in 2022. Known for inspiring young people with messages in his music, his death marked the loss of an influential voice. Searching for a way to keep uplifting the nation with Riky's lyrics and provide a voice for others living with mental illness, **TBWA\Hunt\Lascaris** and The Riky Rick Foundation created the Riky Rick Stronger campaign. The campaign launched a final song, titled "Stronger," using AI and past recordings of Riky. The re-emergence of his voice grabbed South Africa's attention, sparking a nationwide conversation as the song was played on virtually every major radio station.

**#RIKYRICKSTRONGER**  
**THE AI TRACK**  
**THAT GOT SOUTH**  
**AFRICA TALKING**  
**ABOUT MENTAL**  
**HEALTH**

© Music Spotify deezer Apple Music

After winning South African hearts for decades with his music, in February 2022, rapper Riky Rick lost his battle with mental illness. Days before his suicide he tweeted his final tweet, "I'll return a stronger man". Known for galvanising and inspiring the youth with his words, his death meant the nation didn't just lose a massive musical talent, but also a pivotal piece of youth culture.

Riky had a huge influence on many, especially the youth, and he had a legacy of using his words to uplift those around him. So after his death, we scrolled through his social media posts and used them to make one last song from him using AI. The song, which encourages mental well-being, was released through the Riky Rick Foundation. All proceeds from the song will be directed to organisations working to improve

**↓ 39%**  
 in negative sentiment around mental illness during the campaign.

**84%**  
 reach two weeks after launch.

**Recognition**

Bookmark Awards  
**Five awards, including four Gold**

Cannes Lions  
**Silver award**

Creative Circle Ad of the Year  
**Five awards**

D&AD  
**Wood Pencil award winner**

One Show  
**Four Merit awards**

**UN Sustainable Development Goals**

# Making the Child-marriage Conversation Personal

## Child Wedding Cards – UN Women

**Impact BBDO**

Complications arising from pregnancy and childbirth are among the leading causes of death globally for girls aged 15 to 19. UN Women sought to improve the health of millions of girls and women by reducing instances of child marriage and focused its attention on Pakistan, where 21% of brides are girls under 18 years old. To urge lawmakers to help protect girls, **Impact BBDO** helped launch a direct mail campaign called "Child Wedding Cards."

Members of the National Assembly of Pakistan received personal invitations designed by girls aged 5 to 15 to attend a fictional wedding, using their drawings to reinforce the youth of these girls. The campaign inspired dozens of lawmakers to support UN Women's objective by displaying the invitations during an active parliamentary session. Following the campaign, Pakistan's Federal Islamic Court announced a landmark edict reaffirming 18 as the minimum age for marriage in Islam.



**child wedding Cards**

*A direct mail campaign towards lawmakers to increase the minimum age of marriage to 18*

### THE BACKGROUND

21% of girls in Pakistan are married off before the age of 18. According to UNICEF, nearly 19 million are child brides. The UN children's agency estimates that around 4.6 million were married before the age of 15. Some as young as 5.

UN Women, the United Nations entity dedicated to gender equality and the empowerment of women has been actively fighting against the harmful practice of child marriage in Pakistan.

### THE IDEA

To motivate lawmakers to pass a bill protecting children from child marriage and put an end to this harmful practice, UN Women chose to target leaders with a direct mail campaign. Members of the National Assembly of Pakistan

received invitations to fictional children's weddings through wedding cards that would suit a child's wedding, designed entirely by children.

## Landmark Judgement

Made by the Federal Islamic Court that a minimum age of 18 for marriage is not against the beliefs of Islam, which paved the way for the state to raise the minimum age.

## Recognition

Cannes Lions  
Three awards, including the Health Grand Prix for Good

Cresta Awards  
Gold award

D&AD  
Graphite Pencil Winner

Dubai Lynx Awards  
Three awards

One Show  
Two gold awards

## UN Sustainable Development Goals



# Elevating Stories for Youth Suicide Prevention

## Missed Birthdays – Campaign Against Living Miserably (CALM)

adam&eveDDB London

Ahead of World Suicide Prevention Day, **adam&eveDDB London** and CALM launched an integrated campaign called “Missed Birthdays.” Suicide is the leading cause of death for individuals under 34 in the U.K., and the campaign sought to inspire a national conversation about this tragic reality. Signage and an installation of more than 6,900 balloons were deployed at Westfield London, Europe’s largest shopping center. Each balloon represented the birthday of an individual who lost their life to suicide in the past decade. Following the installation, a TV ad showcasing parents who lost their child, Evelyn, to suicide on her 16th birthday, encouraged adults to take action and help end youth suicide.

Audiences were directed to the CALM C.A.R.E. kit – a suite of tools and resources designed to help start mental health conversations and support young people in crisis.





# PROTECT OUR PLANET

Across the 70-plus countries where we operate, our ensemble of agencies works to increase efficiencies and reduce waste. We support our clients' environmental sustainability ambitions and ensure our own operations are in tune with best practices. We've made measurable progress to reduce emissions and improve energy efficiency while deepening our use of data to make more informed decisions in harmony with environmental needs.

# Taking An All-hands Approach to Sustainability

Working together across our global network, Omnicom continues to enhance the environmental sustainability of our operations. In 2024, we decreased our overall greenhouse gas emissions (GHG) by 29% against our 2019 baseline year.

This progress contributes to our efforts to address the environmental impact of our global operations by reducing Scope 1, 2 and 3 GHG emissions by 46% by 2030, against a 2019 baseline. This ambition is validated by the Science Based Targets initiative (SBTi) and aligned with the efforts of the Paris Agreement to limit average global temperature increases to 1.5 degrees Celsius.

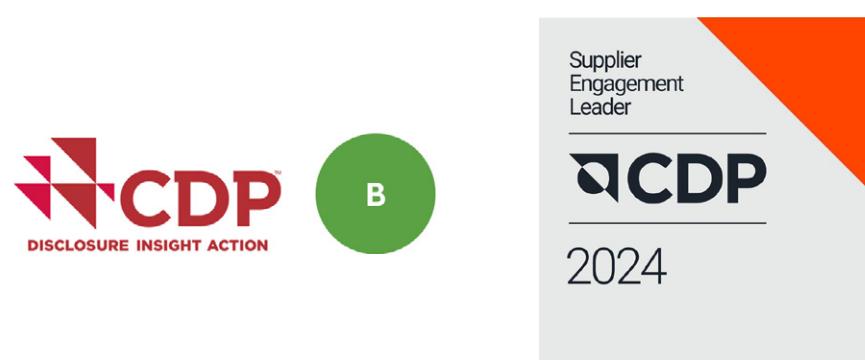
As a global professional services business, optimizing our operations requires a profoundly detailed and data-oriented approach. Leveraging our network reach and resources, we continue identifying opportunities to improve efficiencies for long-term success.

## Progress Against Our Goals

2030 Goal	2024 Progress
Reduce Scope 1, 2 and 3 emissions by <b>46.2%</b> by 2030 (2019 baseline)	<b>29%</b> absolute reduction of Scope 1, 2 and 3 emissions against 2019 baseline

## Recognizing Progress at Omnicom

The **CDP** assigned Omnicom's 2023 and 2024 Climate Change submissions a "B," which indicates we have addressed the environmental impact of our business, and our strategy is evidence of undertaking actions to ensure good environmental management. Omnicom was also named to CDP's Supplier Engagement Assessment (SEA) A-list for the 2024 disclosure cycle.



## Advancing Sustainable Media Activations Globally

As the global advertising industry adopts more sustainable practices, common measurement standards can help agencies and partners compare and track progress consistently. In 2024, Ad Net Zero (ANZ), of which we are a founding member, introduced the first iteration of its Global Media Sustainability Framework to the industry. This framework is a tool to help clients make sustainable media-buying decisions, offering voluntary standards for measuring GHG emissions from activities across digital, television, print, outdoor and cinema media channels.

Since the organization's inception in 2020, Omnicom has played an active role in ANZ, contributing thought leadership and best practices while participating in the sustainability framework task force.

The introduction of ANZ's measurement standards is the culmination of input from six cross-industry working groups and a 12-month global engagement effort, which garnered support from the world's largest advertisers, six largest holding companies, major media owners, technology companies and other trade groups.

As advertisers, agencies and media owners work to drive partner adoption, we expect to continue collaborating with ANZ on process refinements, more efficient data-collection processes and additional third-party validation.

**"The standardization of carbon metrics and measurement is a groundbreaking step for the industry to drive toward sustainable transformation. It is a great example of how the industry no longer wants to accept the status quo and is preparing to face the challenges of tomorrow. I am proud and grateful to be part of this movement and the collaborative work we've created so far."**

— Stephanie Helen Scheller, Managing Partner Sustainable Solutions, Omnicom Media Group



## Increasing Energy Efficiency in Media

*OMG Sustainable Solutions*

### All Retail Media Brand Campaigns – Haleon Consumer Health

**OMG Sustainable Solutions** conducted a comprehensive audit to measure the environmental impact of media activities for Haleon, a multinational consumer healthcare company. This project encompassed three major deliverables: A carbon emissions audit, identification of eco-optimization strategies within the retail media mix and a sustainable media playbook with accompanying training videos. The carbon audit revealed that the 10 billion impressions Haleon earned emitted nearly 880 metric tons of CO<sub>2</sub>e emissions. OMG Sustainable Solutions successfully identified opportunities for carbon reduction and actions for a more sustainable and energy-efficient way of doing business.



## Measuring Production Emissions at Scale

*TBWA\Worldwide*

### AdGreen Carbon Calculator

**TBWA\Worldwide** adopted the AdGreen Carbon Calculator across its global network to accelerate sustainable advertising production. With centralized leadership from London, the initiative delivered hands-on training in emissions calculation. The training scaled adoption quickly, empowering agencies to track emissions, make informed decisions and lead by example within Omnicom and beyond.

### Results

**15+**  
agencies onboarded

**50+**  
production professionals trained

**28+**  
video projects assessed

## Optimizing Our Real Estate Investments

We continually evaluate our global real estate footprint to help ensure we're making the most of opportunities to reduce our environmental impact while embracing growth opportunities.

Omnicom is strategically consolidating and optimizing owned and leased spaces to support our people and our clients. These efforts led to a reduction of more than 1 million square feet between 2022 and 2023.

In 2024, we expanded our Global Solutions Centers of Excellence in India, housing more than 5,500 employees. Four new campus locations in Bengaluru, Chennai, Gurugram and Hyderabad reaffirm our commitment to expanding our presence in India's fast-growing economy, tapping into a broad range of talent, and continuing to drive innovation and enhance client services across the company.

## Factoring Sustainability into Our Future

In 2024, we put standardized sustainability data-collection templates and tools to the test, scoring our facilities both quantitatively and qualitatively on three core themes:

- Facilities Management
- Design and Construction
- Site Selection

Year-over-year benchmarks help Omnicom determine what's working, where efficiency opportunities exist in our buildings, and how we can prioritize and plan for more sustainability-focused capital and operational investments.

## Introducing the Omnicom Production and Content Studio

In 2024, we opened our new Omnicom Production and Content Studio, a state-of-the-art collaboration space established to strategically bring talent together. This new facility offers modern collaborative spaces for creativity and media production while helping avoid the need for multiple spaces in the future.



# Aligning Our Ambitions Through a Global Core Team

Omnicom's Environmental Sustainability Global Core Team, encompassing corporate and agency-network representatives, meets monthly to inform our agencies of corporate sustainability activities and share the latest efforts from across our network.

In 2024, we took the extra step to understand our client's goals, initiatives and questions about environmental sustainability. Through inquiries from key clients across the network, we are collecting insights to help ensure our strategy and ambitions continue to align with our clients' goals, objectives and expectations.

“Our Environmental Sustainability Global Core Team is working hand-in-hand across regions, openly sharing insights and best practices. This collective effort ensures that our multinational sustainability strategy resonates locally, translating ambition into real, positive impact.”

— Karen van Bergen, Chief Environmental Sustainability Officer at Omnicom





## Engaging Employees in Climate Action

*Credera*

### CredClimate ERG

**Credera's** CredClimate Employee Resource Group drives grassroots sustainability efforts by equipping employees with tools, knowledge and inspiration designed to help them have a positive impact at home and work. Ongoing workshops and internal initiatives foster sustainability awareness across offices. Programming like Green Week turns engagement into action, from reducing office waste to integrating corporate responsibility in client conversations.

### Results

#### Firmwide

participation across the U.S. and U.K.

#### New

office sustainability and ESG education initiatives

#### Increased

employee engagement on environmental topics

**TBWA\**

## Building a Global Sustainability Network

*TBWA\Worldwide*

### Carbon Fighters Leads

**TBWA\Worldwide** has embedded climate responsibility at the highest levels: Every agency CEO is tasked with reducing emissions in line with Omnicom's environmental guidelines. A dedicated Teams channel connects nearly 200 leaders worldwide to share progress. Additionally, a core leadership group, the "United Nations of Sustainability," meets quarterly to drive strategic alignment and accountability across the network.

### Results

#### 200

global executives connected across eight sustainability themes

#### Quarterly

strategy sessions led by cross-continental leadership

#### Ongoing

guidance for policy alignment and new business

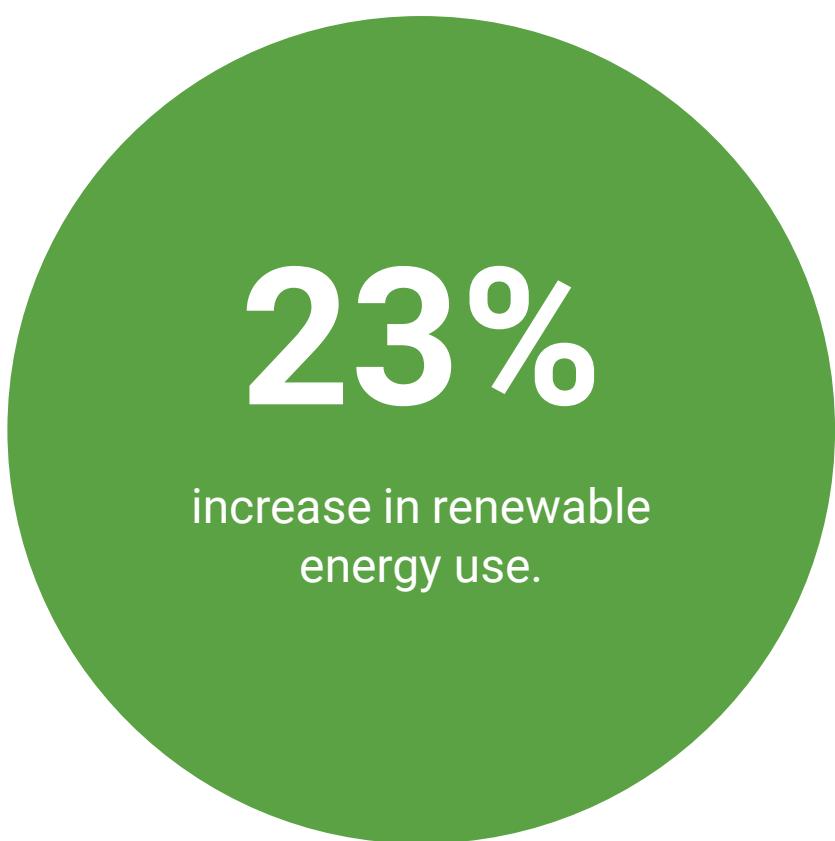
# Evaluating Environmental Impact

As we advance our sustainability ambitions, we strive to find efficiencies while reducing our global electricity footprint.

## Boosting Renewable Energy Use

Renewable energy is key to reaching our 2030 GHG reductions. Wherever possible, we strive to purchase renewable energy directly from utilities. In certain locations, we are also exploring the ability to generate renewable energy. In 2024, renewable energy made up 31.9% of our total energy purchases – up from 16.1% in our 2019 baseline year.

Since 2022, we have reduced our global electricity footprint by **50K MEGAWATT HOURS (MWh)** compared to our 2019 baseline year.



### Global Electricity Footprint (in MWh)

	2024 <sup>1</sup>	2023	2022	2019 Baseline
Total electricity use	81,632	85,353	84,625	131,990
Purchased renewable electricity	26,050	29,749	24,876	21,200
Renewables as a percent of total electricity	31.9% <sup>2</sup>	34.8%	29.4%	16.1%

### Global GHG Emissions (in Metric Tons of Carbon, or MTCO<sub>2</sub>e)

	2024	2023	2022	2019 Baseline
Direct Emissions				
Scope 1	32,733	39,028	32,915	44,756
Scope 2	35,512	34,292	34,362	49,821
Total Direct Emissions	68,245 <sup>4</sup>	73,320	67,277	94,577
Indirect Emissions				
Scope 3 <sup>3</sup>	336,108 <sup>5</sup>	323,514	314,988	473,555
Total GHG Emissions	404,353 <sup>5</sup>	396,833	382,265	568,132

1. The electricity data disclosed in this report refers to electricity that is measured and managed by Omnicom. Please see our [CDP Climate Response](#) for further energy details.

2. In 2024, our overall renewable electricity percentage decreased marginally compared to 2023. This change is related to our efforts to reduce total electricity consumption and the way we are able to source renewable energy. We continued to use a substantial amount of renewable electricity, and our commitment to renewables remains unchanged.

3. Scope 3 emissions include the indirect emissions of our supply chain partners that are not under our direct control; they are comprised of seven categories that are related to Omnicom's business: Category 1: Purchased Goods and Services; Category 2: Capital Goods; Category 3: Fuel and Energy-Related Activities; Category 5: Waste Generated Operations; Category 6: Business Travel; Category 7: Employee Commuting; and Category 8: Upstream Leased Assets.

4. Scope 2 emissions increased by 3.5% from 2023 to 2024, primarily due to an increase of real estate square footage managed by Omnicom

5. Scope 3 emissions increased by 3.9% from 2023 to 2024, primarily attributed to an increase in business travel activity related to client service activities.

**Note:** Emission factors are updated annually by third-party issuing bodies like DEFRA (Department of Food and Rural Affairs), USEEIO (US Environmentally-Extended Input-Output) and others. We apply these factors from the effective date of issuance. The issuing bodies do not update the prior year's factors to be consistent, which impacts the change in calculated emissions compared to prior years.

**Note:** All values are shown in terms of tons(t) of carbon dioxide (CO<sub>2</sub>) equivalent(e) and rounded up/down.

# Highlighting Biodiversity with Nesting Dolls

## Umbrella Species – WWF France

TBWA\Paris

World Wildlife Fund (WWF) is well known in France for its efforts to protect nature. However almost half of French people cannot define the organization's scope, or its impact on biodiversity. To honor WWF's 50th anniversary, generate donations and raise awareness of its efforts, **TBWA\Paris** deployed a campaign using nesting dolls to educate the public about "umbrella species" (animals with large habitat ranges) and drive home the message that by protecting one species, we can protect thousands. Conservation efforts for umbrella species can also protect flora and fauna in the same ecosystem. For example, efforts to protect African elephants may also benefit western gorillas, bongos and grey parrots.

Real nesting dolls were developed with the outer layer representing an umbrella species and inner dolls symbolizing additional species protected. The dolls were sold during the holiday season and portrayed in an [immersive virtual gallery](#) on social media and billboards all over France.



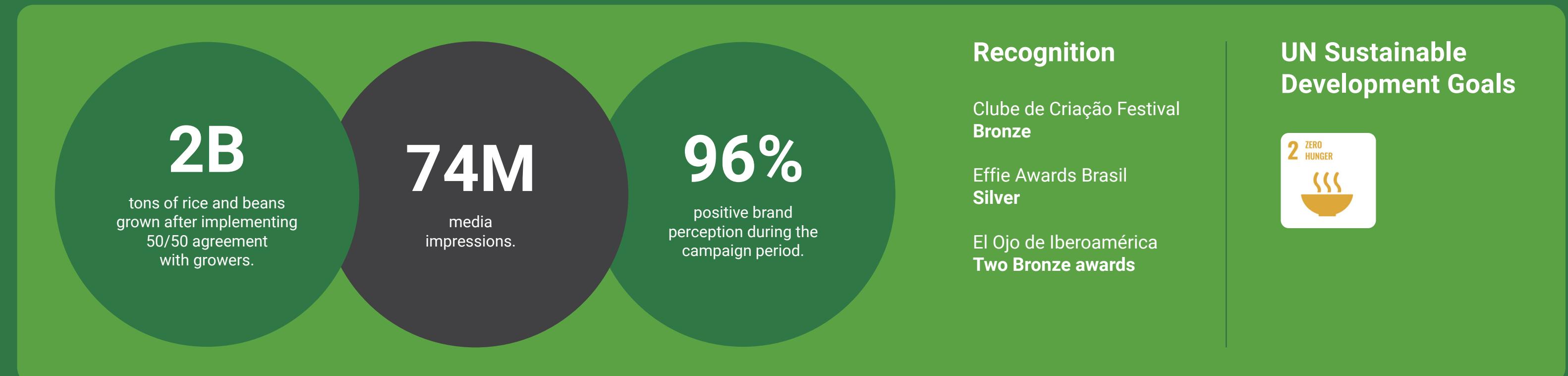
# Encouraging Farmers and Consumers to Embrace Sustainable Agriculture

## 50/50 – Camil

TBWA\Brazil

Rice and beans is a staple Brazilian meal, traditionally enjoyed five to seven times a week and recognized for its nutritional value. However, in recent years, bean consumption dropped as rising costs, complex preparations and long cooking times were at odds with consumer lifestyles. TBWA\Brazil partnered with Camil, one of the largest consumer goods companies in Latin America, to boost the sale of beans.

Camil proposed an agreement with growers that would guarantee equitable investments and access to resources for rice and bean growers. In turn, growers promised responsible production in line with Camil's zero-waste and pesticide-free practices. With suppliers onboard, Camil launched a 50/50 Pack to sell equal portions of rice and beans and sparked conversations on social media about the best way to prepare the dish. Consumers and media chimed in, debating which of the two foods should serve as the base or topping of their meals. The 50/50 campaign successfully boosted bean sales by nearly 25%.



# Visualizing Climate Change on Lake Garda

## The Floating Boat

*BBDO/Italy*

One of Europe's leading green-energy operators, E.ON, partnered with artist Domenico Pellegrino and **BBDO** to launch a high-impact climate awareness initiative on Lake Garda. The project centered around a striking visual installation: A boat suspended 75 centimeters above the water, representing the lake's average water loss over four years as a result of climate change. Supported by an integrated multichannel campaign, including earned media, public engagement activities and digital outreach, E.ON's installation sparked nationwide social and traditional media attention. E.ON Italy also organized a flash mob near San Biagio Island, with employees and members of the local community forming a human chain to represent that each individual plays a role in making more sustainable choices. The initiative raised awareness of water scarcity, inspired collective climate action as part of the #MakItalyGreen movement and positioned E.ON as a leader in sustainable communication.





# LEAD RESPONSIBLY

Omnicom is led by strong corporate governance and policies that align our practices with our stakeholders' priorities. Guided by our Code of Business Conduct, Omnicom emphasizes the highest ethical standards for all employees, contractors and business partners across our global operations.

## Setting the Tone from the Top: Our Board of Directors

Overseen by our Board of Directors, Omnicom continues to further a legacy of responsible leadership while driving consistent business growth. Omnicom's directors bring a strong mix of skills, perspectives and experiences to the oversight of management that's vital to our continued success. In 2024, we adopted our policy imposing numerical limits on the number of public company boards our directors may serve on in order to help our board members dedicate sufficient time to the discharge of their duties. Through a deliberate, ongoing refreshment process that includes annual election for each director, our Board consistently evolves while maintaining institutional knowledge.



John D. Wren



Mary C. Choksi



Leonard S. Coleman, Jr.



Mark D. Gerstein



Ronnie S. Hawkins



Deborah J. Kissire



Gracia C. Martore



Patricia Salas Pineda



Linda Johnson Rice



Cassandra Santos



Valerie M. Williams

## Reinforcing Ethics and Integrity

At the highest levels of leadership, integrity and problem-solving work in harmony to drive sustainable business growth. Our Board of Directors is an experienced group that emphasizes and models the highest ethical standards for all employees, contractors and business partners across our global operations. And we are pioneering the use of technologies to bring forward solutions that strike the right chord with our stakeholders' priorities.

### Code of Business Conduct

Omnicom's Code of Business Conduct reflects our commitment to uphold the highest ethical standards across all areas of our business. The Code applies to everyone who works on Omnicom's behalf, including full- and part-time employees, contractors, business partners and members of the Board. We encourage anyone who witnesses or learns of activity that violates the Code, the law or any other policy to speak up by taking one or more of the following actions:

- Reaching out to their supervisor or a senior manager
- Contacting the financial manager of their agency or network
- Contacting the legal department of their agency or network
- Calling Omnicom's Internal Control Line or emailing Omnicom's legal department, both of which allow employees to remain anonymous

### Anti-corruption and Anti-bribery Training

We require all Omnicom employees to complete robust anti-corruption and anti-bribery training. Given the nuances of global regulations and varying cultural norms across our operating regions, the training sets a universal standard for how employees should conduct themselves when selecting third-party vendors, interacting with government officials, accepting gifts or hospitality, and maintaining records.

### Political Contributions and Trade Association Disclosures

Our U.S. Political Contributions Policy outlines our standards for consideration and approval for our agencies to engage in political activities at the federal, state or local levels. At the holding company level, Omnicom does not make political contributions or sponsor a political action committee, and in 2024, our agencies did not make U.S. political contributions. Omnicom discloses payments in excess of \$50K to U.S. trade associations for dues or contributions and the amount of such dues or contributions used for lobbying or other political activity. See the [Corporate Governance](#) section of our website for more information.



# Responsibly Implementing Technology

As rapid technological advancements give rise to new opportunities and risks, Omnicom goes to great lengths to ensure responsible adoption and use of technology across our network in alignment with our ethics and applicable laws. This extends to the thoughtful adoption of artificial intelligence (AI) and our meticulous attention to cyber risks. Both are governed by global Omnicom frameworks supported at the highest levels of our company and developed by leading subject-matter experts who are constantly monitoring global policy changes and updating our procedures accordingly.

## Strengthening Cybersecurity Protocols

Omnicom continues to strengthen the security of our operations through our global Information Management Security System (ISMS), which is certified under ISO 27001 and guided by internationally recognized cybersecurity standards, including the National Institute of Standards and Technology (NIST) framework in the U.S.

Because the data privacy of our people and clients remains a business-critical priority, we adopted new, more vigilant global data retention policies in 2024, focused on data governance and disabling the use of USBs, hard drives and other storage mechanisms.

As part of our ISO 27001 certification, we invested in new, more robust training for our developers and engineers. This was in addition to the annual security awareness training and Acceptable Use Policy acknowledgements that all employees across the company are required to complete.

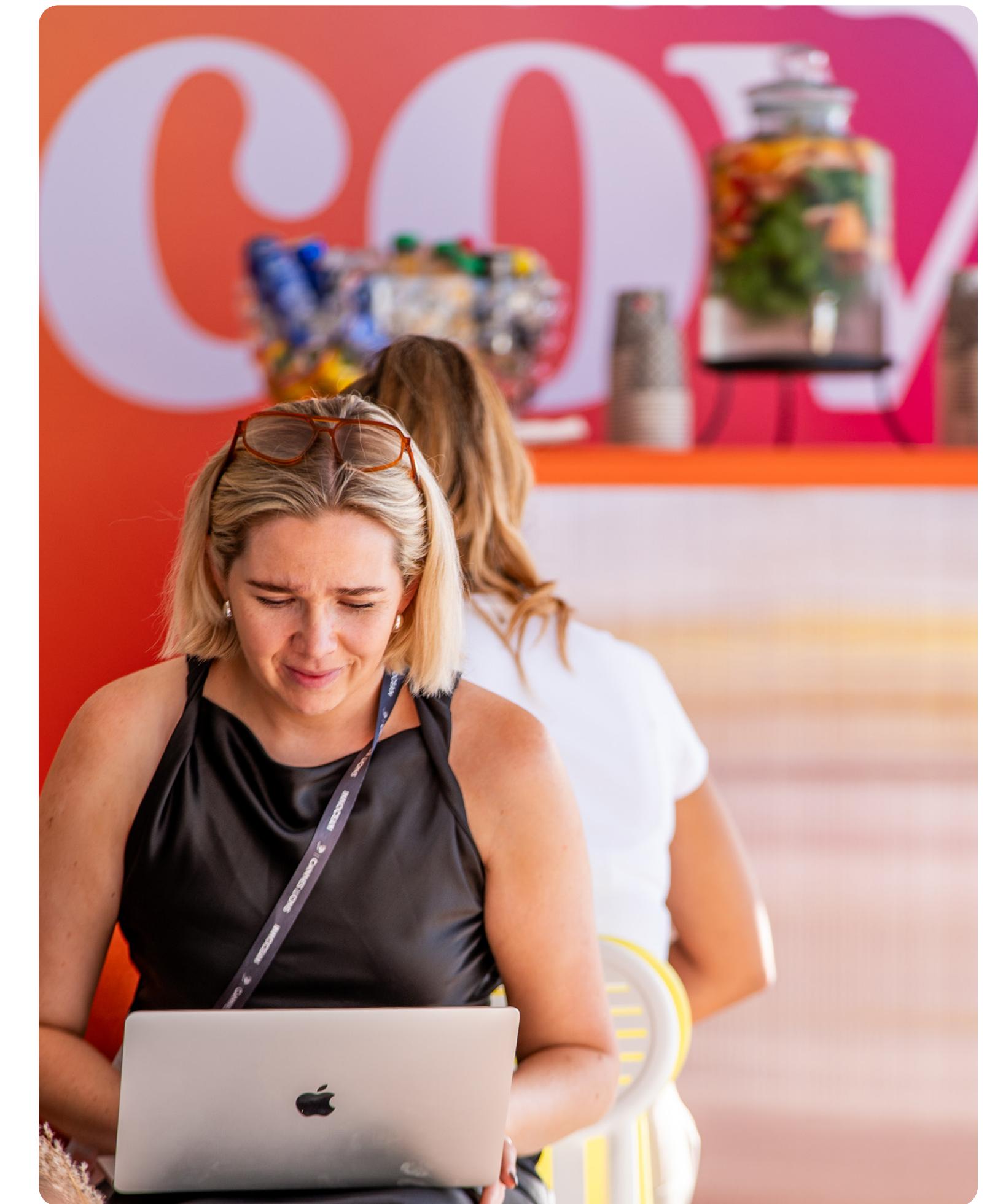
## Leveraging AI for Cybersecurity

As we explore the use of AI technologies to drive creativity and better outcomes for clients, Omnicom is also embracing AI within our IT operations to drive efficiencies, reduce costs and detect threats. Using behavior analytics to understand patterns, AI is helping us identify abnormalities across our communication and network systems.

## Taking a Dedicated, Measured Approach to Gen AI

Advancements in AI have pushed beyond productivity tools and task automation. When harnessed the right way, Gen AI can be a powerful resource for human creativity – and a differentiator for our business. Through our open operating system, Omni, we aspire to empower our people to seize these opportunities safely and securely for the benefit of our clients.

While we are excited by the potential of Gen AI, we continue to take a measured approach to exploring and implementing the technology. As part of our IT governance framework, our team of senior leaders and subject matter experts regularly review, test and approve newly requested Gen AI applications to ensure they meet our IT and cybersecurity standards.



## Fostering Client Conversations via AI Thought Leadership

As AI excites and challenges ways of working across communications and marketing, Omnicom shared lessons and best practices gained from our AI journey with top clients and their agency leaders at a private event in Chicago. Designed to fuel open discussion and education on the use of AI, the event coincided with the Business of Brands event hosted by Ad Age, drawing enthusiastic engagement on topics ranging from talent and supply chain management to attribution analysis, ethics and more.

## Deepening Our Gen AI Capabilities with LeapPoint

In 2024, Omnicom Precision Marketing Group (OPMG) acquired LeapPoint, a digital advisory firm helping organizations optimize marketing life cycles by strategically integrating people, processes and Adobe technology.

LeapPoint uses Gen AI to minimize manual work and maximize creative output, empowering creatives and marketers to accelerate workflows and deliver personalized experiences to customers at speed and scale. This move is part of OPMG's strategic efforts to offer the industry's most comprehensive end-to-end content solution and build on Omnicom's long-standing partnership with Adobe.

“ LeapPoint is an expert in delivering the process optimization, workflow automation and technology integrations critical to the implementation of a modern marketing operating model. This acquisition not only strengthens our existing content supply chain capabilities, but also further positions OPMG as a leader in the digital transformation space.”

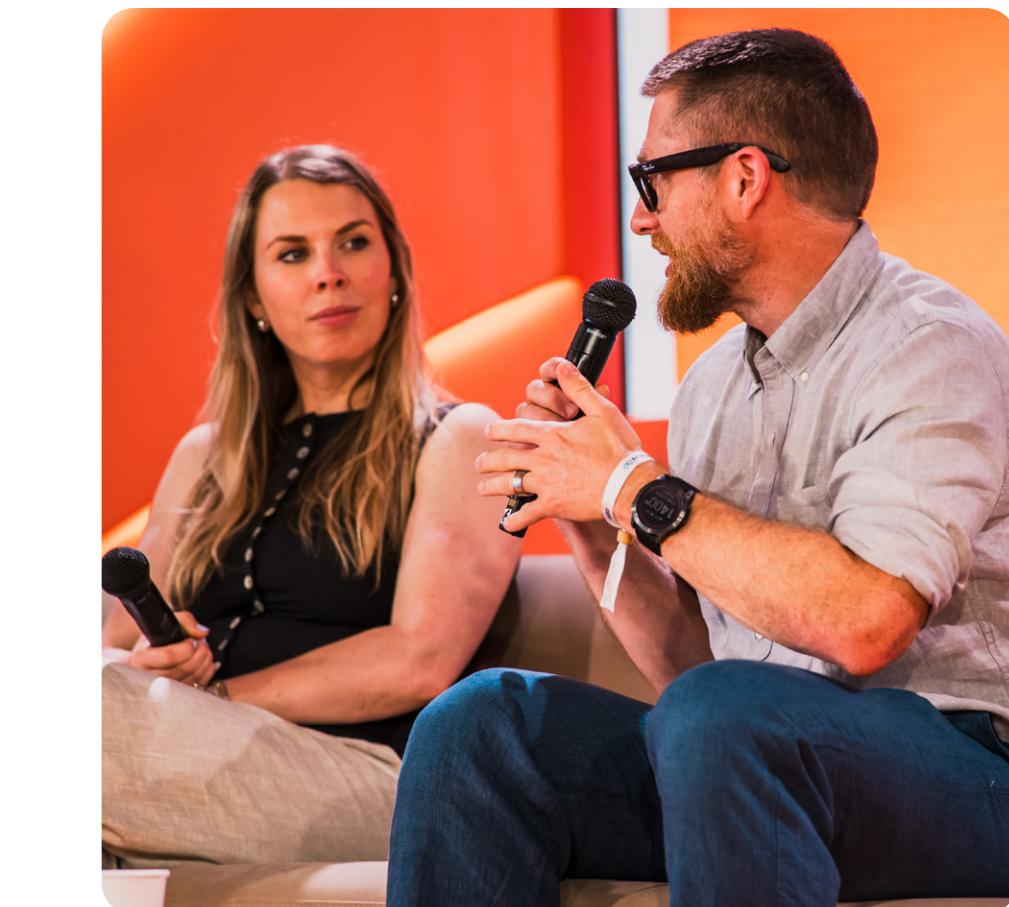
— Luke Taylor, CEO of OPMG

## Showcasing AI Innovation at Cannes

While the journey to implement AI responsibly is complex, the level of excitement and progress presented at the 2024 Cannes Lions International Festival of Creativity demonstrated this complexity isn't hampering the industry's enthusiasm.

Inside our Omnicom Cove at the festival, we put our AI leadership on display, hosting our first Omnicom AI Science Fair where colleagues, clients and partners could see the innovation underway across our agencies, including:

- **Nissan Iruyo**, an intelligent puppet system developed by TBWA\HAKUHODO and Nissan to revolutionize family drives, using Nissan's sensing, audio and visual technologies to maintain emotional contact between parents and children.
- **AI Gut Check**, developed by DDB to analyze social data about how people feel about our clients' products, then generate creative thought starters.
- **Omni Assist**, a Gen AI-powered virtual assistant developed by Omnicom and embedded in Omni, provides audience and cultural insights, optimization and more.
- **ArtBotAI**, developed by Critical Mass, helps develop highly personalized digital content quickly and at scale without sacrificing quality. Leveraging Omni, ArtBotAI assembles clients' content assets to create and deliver high-quality, personalized experiences to customers.



With clients looking for guidance and inspiration amid AI advancements, we are proud of innovations like those at the Omnicom AI Science Fair. They show how we put our passion, knowledge and cutting-edge capabilities into action to drive tangible results.



# ABOUT THIS REPORT

Omnicom's approach to corporate responsibility is built upon our long-standing and persistent commitment to employee development, environmental stewardship, a culture of ethics and firm corporate governance. This report provides a high-level overview of Omnicom's corporate responsibility commitments, activities and progress in 2024 and includes some anecdotal information from early 2025.

The report is organized to reflect our three focus areas: Empower People, Protect Our Planet and Lead Responsibly. In this report, and online at [omnicomgroup.com/corporate-responsibility](https://omnicomgroup.com/corporate-responsibility), we have included a select number of case studies from our network of agencies to characterize Omnicom's commitment to our workplace, our communities and the environment.

## Material Topics Identification

In developing this report, we consulted internal and external stakeholders and various global reporting/performance frameworks to determine relevant material topics. These frameworks include Global Reporting Initiative (GRI) Standards and G4 Media Sector Disclosures, the Sustainability Accounting Standards Board (SASB), United Nations Global Compact (UNGC) and the UN Sustainable Development Goals.

Our material topics are:

- Talent
- Community engagement
- Environment
- Ethics and integrity
- Governance

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

As part of our regular governance efforts, we reached out to shareholders holding approximately 70% of our outstanding shares, and we spoke with every shareholder who accepted our invitation for engagement. The constructive feedback we received from shareholders is shared with and discussed by the Board of Directors on a regular basis. Topics discussed include company strategy and performance, Board composition, refreshment and leadership, succession planning, environmental sustainability and corporate governance.

## Scope

The quantitative data in this report covers Omnicom's global operations in fiscal year 2024 (Jan. 1, 2024 to Dec. 31, 2024). Numbers throughout the report are estimates based on available data. Unless otherwise noted, data within the report reflects our United States operations. Our last published report, released in summer 2024, covered primarily 2023 data and activities.

This report was prepared with reference to the GRI Standards 2021 and aligns with the SASB Marketing and Advertising Sustainability Accounting Standard (Version 2023-12). We plan to continue publishing a corporate responsibility report annually.





# REPORTING INDEX

# GRI INDEX

GRI Standard	Disclosure	Location / Description
<b>General Disclosures</b>		
GRI 2: General Disclosures 2021	2-1 Organizational details	<a href="#">Omnicom 2024 CR Report, Page 5 (About Omnicom)</a> <a href="#">Omnicom 2024 Form 10-K, Item 1. Business</a>
	2-2 Entities included in the organization's sustainability reporting	<a href="#">Omnicom 2024 Form 10-K, Subsidiaries of Registrant, Exhibit 21</a>
	2-3 Reporting period, frequency and contact point	<a href="#">Omnicom 2024 CR Report, Page 36 (About This Report, Scope)</a>
	2-4 Restatements of information	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	2-5 External assurance	Data in this report has not been externally assured.
	2-6 Activities, value chain and other business relationships	<a href="#">Omnicom 2024 CR Report, Page 5 (About Omnicom)</a> <a href="#">Omnicom 2024 Form 10-K, Item 1. Business</a>
	2-8 Workers who are not employees	Omnicom does not report this information.
	2-9 Governance structure and composition	<a href="#">Omnicom 2024 CR Report, Page 31 (Lead Responsibly, Setting the Tone from the Top: Our Board of Directors)</a> <a href="#">Omnicom 2025 Proxy Statement, Pages 30-35 (Board Leadership Structure)</a>

GRI Standard	Disclosure	Location / Description
GRI 2: General Disclosures 2021	2-10 Nomination and selection of the highest governance body	<a href="#">Omnicom 2024 CR Report, Page 31 (Lead Responsibly, Setting the Tone from the Top: Our Board of Directors)</a> <a href="#">Omnicom 2025 Proxy Statement, Item 1: Election of Directors</a>
	2-11 Chair of the highest governance body	<a href="#">Omnicom 2025 Proxy Statement, Pages 30-31 (Board Leadership Structure)</a>
	2-12 Role of the highest governance body in overseeing the management of impacts	<a href="#">Omnicom Governance Committee Charter</a> <a href="#">Corporate Governance Guidelines</a> <a href="#">Omnicom 2025 Proxy Statement, Pages 27-28 (Board's Role and Responsibilities)</a>
	2-13 Delegation of responsibility for managing impacts	<a href="#">Omnicom Governance Committee Charter</a> <a href="#">Omnicom 2025 Proxy Statement, Pages 27-28 (Board's Role and Responsibilities)</a>
	2-14 Role of the highest governance body in sustainability reporting	Reviewed by Omnicom's Chief Financial Officer
	2-15 Conflicts of interest	<a href="#">Omnicom 2025 Proxy Statement, Page 35 (Ethical Business Conduct)</a>
	2-16 Communication of critical concerns	<a href="#">Omnicom 2025 Proxy Statement, Page 29 (Shareholder Communications with Board Members)</a> <a href="#">Omnicom Internal Control Line</a>
	2-17 Collective knowledge of the highest governance body	Senior management regularly discusses economic, environmental, social and governance topics during shareholder engagement meetings conducted annually.
	2-18 Evaluation of the performance of the highest governance body	<a href="#">Omnicom 2025 Proxy Statement, Pages 13-14 (Qualifications of the Members of the Board)</a>
	2-19 Remuneration policies	<a href="#">Omnicom 2025 Proxy Statement, Pages 9-10 (Executive Compensation Highlights)</a> <a href="#">36-37 (Directors' Compensation for Fiscal Year 2024)</a> <a href="#">39-67 (Executive Compensation)</a>

**GRI Standard****Disclosure****Location / Description**

GRI 2: General Disclosures 2021

2-20 Process to determine remuneration

[Omnicom 2025 Proxy Statement, Pages 46-54 \(Compensation Discussion & Analysis\)](#)

2-22 Statement on sustainable development strategy

[Omnicom 2024 CR Report, Page 4 \(Letter from Our Chairman and CEO\)](#)

2-23 Policy commitments

Partially reported: Omnicom's Code of Business Conduct is approved by our Board of Directors. All employees are required to read and abide by our Code of Business Conduct.

[Omnicom Website: Corporate Governance](#)

2-24 Embedding policy commitments

Partially reported: Omnicom's Code of Business Conduct is approved by our Board of Directors. All employees are required to read and abide by our Code of Business Conduct.

[Omnicom Website: Corporate Governance](#)

2-26 Mechanisms for seeking advice and raising concerns

[Omnicom Internal Control Line](#)

2-27 Compliance with laws and regulations

During our fiscal year ending Dec. 31, 2024, Omnicom was not subject to any legal proceedings with a material adverse effect on our results of operations or financial position.

2-28 Membership associations

Ad Council, American Advertising Federation, American Association of Advertising Agencies (4As), Institute for Public Relations, Theirworld

2-29 Approach to stakeholder engagement

[Omnicom 2024 CR Report, Page 36 \(About This Report, Material Topics Identification\)](#)

2-30 Collective bargaining agreements

0% of Omnicom employees in the United States are covered by collective bargaining agreements.

**Material Topics**

GRI 3: Material Topics 2021

3-1 Process to determine material topics

[Omnicom 2024 CR Report, Page 36 \(About This Report, Material Topics Identification\)](#)

3-2 List of material topics

[Omnicom 2024 CR Report, Page 36 \(About This Report, Material Topics Identification\)](#)

GRI Standard	Disclosure	Location / Description
<b>Economic</b>		
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	<a href="#">Omnicom 2024 Form 10-K, F-4-F-8 (Consolidated Balance Sheets)</a>
	201-2 Financial implications and other risks and opportunities due to climate change	<a href="#">Omnicom 2024 CDP Climate Response</a>
	201-3 Defined benefit plan obligations and other retirement plans	<a href="#">Omnicom 2024 Form 10-K, F-24 (Pension and Other Postemployment Benefits)</a>
GRI 202: Market Presence 2016	202-2 Proportion of senior management hired from the local community	Partially reported: The majority of our senior management at the Omnicom holding company level are hired from the countries they work in.
GRI 203: Indirect Economic Impacts 2016	203-1 Infrastructure investments and services supported	<a href="#">Omnicom 2024 CR Report, Page 12 (Empower People, Engaging in Pro Bono Work to Advance Communities)</a>
	203-2 Significant indirect economic impacts	<a href="#">Omnicom 2024 CR Report, Page 12 (Empower People, Engaging in Pro Bono Work to Advance Communities)</a>
GRI 204: Procurement Practices 2016	204-1 Proportion of spending on local suppliers	The majority of Omnicom's buying decisions are made at the agency level in the context of the production of client products and campaigns.
GRI 205: Anti-corruption 2016	205-2 Communication and training about anti-corruption policies and procedures	<a href="#">Omnicom 2024 CR Report, Page 32 (Lead Responsibly, Reinforcing Ethics and Integrity)</a>
		<a href="#">Omnicom Code of Business Conduct</a>
GRI 206: Anti-competitive Behavior 2016	206-2 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	There were no legal actions during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant.

GRI Standard	Disclosure	Location / Description
<b>Environment</b>		
GRI 302: Energy 2016	302-1 Energy consumption within the organization	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	302-3 Energy intensity	<a href="#">Omnicom 2024 CDP Climate Response</a>
	302-4 Reduction of energy consumption	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	302-5 Reductions in energy requirements of products and services	<a href="#">Omnicom 2024 CR Report, Page 21 (Protect Our Planet, Taking An All-hands Approach to Sustainability)</a>
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	305-2 Energy indirect (Scope 2) GHG emissions	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	305-3 Other indirect (Scope 3) GHG emissions	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
	305-4 GHG emissions intensity	<a href="#">Omnicom 2024 CDP Climate Response</a>
	305-5 Reduction of GHG emissions	<a href="#">Omnicom 2024 CR Report, Page 26 (Protect Our Planet, Evaluating Environmental Impact)</a>
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	Partially reported: <a href="#">Omnicom Supplier Code of Conduct</a>

GRI Standard	Disclosure	Location / Description
<b>Social</b>		
GRI 401: Employment 2016	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	The percentage of part-time employees at the Omnicom holding company level is insignificant. Omnicom doesn't track this information at the agency level.
	401-3 Parental leave	<a href="#">2024 Omnicom CR Report, Page 11 (Empower People, Employee Health and Well-being)</a>
GRI 403: Occupational Health and Safety 2018	403-6 Promotion of worker health	<a href="#">2024 Omnicom CR Report, Page 11 (Empower People, Employee Health and Well-being)</a>
GRI 404: Training and Education 2016	404-1 Average hours of training per year per employee	<a href="#">Partially reported: Omnicom 2024 CR Report, Page 9 (Empower People, Enhancing and Ensuring Professional Growth)</a>
	404-2 Programs for upgrading employee skills and transition assistance programs	<a href="#">Omnicom 2024 CR Report, Page 9 (Empower People, Enhancing and Ensuring Professional Growth)</a>
	404-3 Percentage of employees receiving regular performance and career development reviews	Employee performance and career development reviews are conducted at the agency level.
GRI 408: Child Labor 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	Partially reported: <a href="#">Omnicom Supplier Code of Conduct</a>
GRI 409: Forced or Compulsory Labor 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Partially reported: <a href="#">Omnicom Supplier Code of Conduct</a>
GRI 414: Supplier Social Assessment 2016	414-1 New suppliers that were screened using social criteria	Partially reported: <a href="#">Omnicom Supplier Code of Conduct</a>
GRI 415: Public Policy 2016	415-1 Political contributions	<a href="#">Partially reported: Omnicom 2024 CR Report, Page 32 (Lead Responsibly, Political Contributions and Trade Association Disclosures)</a>

# SASB STANDARDS INDEX

Omnicom's 2024 SASB Report has been prepared in alignment with the Sustainability Accounting Standards Board (SASB) Advertising and Marketing Standard, Version 2023-12. Disclosures and metrics cover calendar year 2024, unless otherwise indicated. This report complements our annual Corporate Responsibility Report, available at [omnicomgroup.com/corporate-responsibility](https://omnicomgroup.com/corporate-responsibility).

Topic	SASB Code	Accounting Metric	Response
Data Privacy	SV-AD-220a.1	Discussion of policies and practices relating to targeted advertising and consumer privacy	Omnicom has a number of affiliates engaged in the business of buying and placing media using behavioral advertising practices. Such activities primarily occur through Omnicom Media Group and its subsidiaries OMD, PHD and Hearts & Science. At times, Omnicom and its subsidiaries use in-house tools to launch behavioral advertising campaigns for Omnicom's advertiser clients. At other times, Omnicom and its subsidiaries use industry standard technology and data providers to do so on Omnicom's behalf, such as Facebook, Google, numerous demand-side platforms and other providers. Omnicom and its subsidiaries take privacy compliance very seriously and have ingrained it into the company's culture. In the United States, Omnicom complies with all applicable state privacy laws, including but not limited to the California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), Colorado Privacy Act (CPA), Virginia Consumer Data Protection Act (VCDPA), guidance from the Federal Trade Commission (FTC) and generally accepted industry self-regulatory standards, including those applicable standards promulgated by the Interactive Advertising Bureau (IAB) and Digital Advertising Alliance (DAA). In the EU and U.K., Omnicom complies with the General Data Protection Regulation (GDPR) and Data Protection Act 2018, respectively. Each Omnicom subsidiary maintains a thorough privacy policy, including the following: <a href="https://omnicommediagroup.com/privacy-notice/">https://omnicommediagroup.com/privacy-notice/</a> and <a href="https://www.annalect.com/privacy/">https://www.annalect.com/privacy/</a> . Such policies and Omnicom's behavioral advertising practices are regularly reviewed to stay current and in compliance with new legal requirements and prevailing industry best practices. Consumers can exercise certain choices regarding the processing of their personal information as described in such privacy policies or by contacting <a href="mailto:privacy@omnicommediagroup.com">privacy@omnicommediagroup.com</a> .
	SV-AD-220a.2	Percentage of online advertising impressions that are targeted to custom audiences	Omnicom's aim is to help its advertiser clients achieve their goals by serving the right advertisement at the right time to the right audience. This benefits both the advertiser, who wants to reach specific audiences, and consumers, who then receive advertisements that are relevant to their interests. Advertising campaigns may involve many methods to do so, including targeting advertisements to custom audiences. Campaigns may also involve contextual advertising, the use of influencers, promotions on social media and advertising on traditional media. Given the complexity of such campaigns and the wide variety of methods used for Omnicom's thousands of clients, it is not feasible to provide a specific percentage of impressions that are targeted to custom audiences.
	SV-AD-220a.3	Total amount of monetary losses as a result of legal proceedings associated with consumer privacy	In the ordinary course of its business, Omnicom may receive third-party subpoenas from regulators or private litigants regarding the customer privacy practices of Omnicom's advertising clients. These inquiries are generally not based on the activities of Omnicom.  There have been no material monetary losses incurred by Omnicom as a result of legal proceedings associated with customer privacy to the extent based upon the acts or omissions of Omnicom.

Topic	SASB Code	Accounting Metric	Response
Advertising Integrity	SV-AD-270a.1	Total amount of monetary losses as a result of legal proceedings associated with false, deceptive or unfair advertising	In the ordinary course of its business, Omnicom may be involved in legal proceedings brought by regulators or private litigants who object to the advertising or marketing campaigns disseminated by Omnicom's advertiser clients. Such proceedings may involve allegations that the advertising at issue is false, deceptive or misleading. These proceedings, however, are typically based on the actions of Omnicom's clients and handled by such clients. There have been no material monetary losses incurred by Omnicom as a result of legal proceedings associated with allegations of false, deceptive or unfair advertising.
	SV-AD-270a.2	Percentage of campaigns reviewed for adherence with a self-regulatory assessment procedure or equivalent, percentage of those in compliance	While Omnicom's advertiser clients are ultimately responsible for the advertising claims made about their products or services and for defending their campaigns before the Advertising Self-Regulatory Council (ASRC), Omnicom's attorneys and business affairs teams are familiar with the guidance and precedent set forth by the National Advertising Division (NAD), National Advertising Review Board (NARB), Children's Advertising Review Unit (CARU) and ASRC's other self-regulatory programs. Omnicom takes this ASRC guidance into account when reviewing the various U.S. advertising and marketing campaigns it develops on behalf of clients. Accordingly, Omnicom is confident that 100% of the advertising campaigns it develops that require review are reviewed for adherence with a self-regulatory assessment procedure or equivalent.
	SV-AD-270a.3	Percentage of campaigns that promote alcohol or tobacco products	4.2% of 2022 revenue, 4.4% of 2023 revenue and 4.3% of 2024 revenue was associated with campaigns for alcohol and tobacco clients. In each of the years, alcohol clients comprised the large majority of these percentages, and a portion of our work for tobacco clients promoted tobacco cessation programs and smoke-free tobacco products.
Workforce Diversity & Inclusion	SV-AD-330a.1	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) professionals, and (d) all other employees	Omnicom is currently not disclosing its workforce diversity and inclusion data.

Topic	SASB Code	Accounting Metric	Response
Activity Metrics	SV-AD-000.A	Median reach of advertisements and marketing campaigns	Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.
	SV-AD-000.B	Number of exposures to advertisements or marketing campaigns	Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.
	SV-AD-000.C	Median frequency of exposures	Given the scope and variety of Omnicom's advertising and marketing campaigns, this metric cannot be accurately quantified.
	SV-AD-000.D	Number of employees	Omnicom had 74.2K employees as of Dec. 31, 2022, 75.9K employees as of Dec. 31, 2023 and 74.9K employees as of Dec. 31, 2024.

## Forward-Looking Statements

This report contains forward-looking statements, including statements within the meaning of the Private Securities Litigation Reform Act of 1995. In addition, from time to time, the Company or its representatives have made, or may make, forward-looking statements, orally or in writing. These statements may discuss goals, intentions and expectations as to future plans, trends, events, results of operations or financial condition, or otherwise, based on current beliefs of the Company's management, as well as assumptions made by, and information currently available to, the Company's management. Forward-looking statements may be accompanied by words such as "aim," "anticipate," "believe," "plan," "could," "should," "would," "estimate," "expect," "forecast," "future," "guidance," "intend," "may," "will," "possible," "potential," "predict," "project" or similar words, phrases or expressions. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the Company's control. Therefore, you should not place undue reliance on such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include: risks relating to the pending merger with The Interpublic Group of Companies, Inc., or IPG, including: that the merger may not be completed in a timely manner or at all; delays, unanticipated costs or restrictions resulting from regulatory review of the merger, including the risk that the Company or IPG may be unable to obtain governmental and regulatory approvals required for the merger, or that such approvals may result in the imposition of conditions that could adversely affect the combined company or the expected benefits of the merger; uncertainties associated with the merger may cause a loss of both companies' management personnel and other key employees, and cause disruptions to both companies' business relationships; the merger agreement subjects the Company and IPG to restrictions on business activities prior to the

effective time of the merger; the Company and IPG are expected to incur significant costs in connection with the merger and integration; litigation risks relating to the merger; the business and operations of both companies may not be integrated successfully in the expected time frame; the merger may result in a loss of both companies' clients, service providers, vendors, joint venture participants and other business counterparties; and the combined company may fail to realize all of the anticipated benefits of the merger or fail to effectively manage its expanded operations; adverse economic conditions and disruptions, including geopolitical events, international hostilities, acts of terrorism, public health crises, inflation or stagflation, tariffs and other trade barriers, central bank interest rate policies in countries that comprise our major markets, labor and supply chain issues affecting the distribution of our clients' products, or a disruption in the credit markets; international, national or local economic conditions that could adversely affect the Company or its clients; losses on media purchases and production costs incurred on behalf of clients; reductions in client spending, a slowdown in client payments or a deterioration or disruption in the credit markets; the ability to attract new clients and retain existing clients in the manner anticipated; changes in client marketing and communications services requirements; failure to manage potential conflicts of interest between or among clients; unanticipated changes related to competitive factors in the marketing and communications services industries; unanticipated changes to, or the ability to hire and retain key personnel; currency exchange rate fluctuations; reliance on information technology systems and risks related to cybersecurity incidents; effective management of the risks, challenges and efficiencies presented by utilizing Artificial Intelligence technologies and related partnerships in our business; changes in legislation or governmental regulations affecting the Company or its clients; risks associated with assumptions the Company makes in connection with its acquisitions, critical accounting estimates and legal proceedings; the Company's international operations, which

are subject to the risks of currency repatriation restrictions, social or political conditions and an evolving regulatory environment in high-growth markets and developing countries; and risks related to our environmental, social and governance goals and initiatives, including impacts from regulators and other stakeholders, and the impact of factors outside of our control on such goals and initiatives.

The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors as well as the risk factors discussed in our filings with the Securities and Exchange Commission, including our Annual Reports on Form 10-K and Quarterly Reports on Form 10-Q.

Certain statements contained in this report, particularly pertaining to our ESG performance, goals and initiatives, are subject to additional risks and uncertainties, including regarding gathering and verification of information and related methodological considerations; our ability to implement various initiatives under expected time frames, cost, and complexity; our dependence on third parties to provide certain information and to comply with applicable laws and policies; and other unforeseen events or conditions. These factors, as well as others, may cause results to differ materially and adversely from those expressed in any of our forward-looking statements.

Additionally, we may provide information herein or in other locations, such as our corporate website or documents accessible thereby, that is not necessarily "material" under the federal securities laws for Securities and Exchange Commission reporting purposes, but that is responsive to various matters, including certain ESG standards and frameworks (including standards for the measurement of underlying data), and the interests of various stakeholders. Much of this information is subject to assumptions, estimates or third-party information that is still evolving and subject to change. For example, our disclosures may change due to revisions in framework requirements, availability or quality of information, changes in our

business or applicable government policies, or other factors, some of which may be beyond our control. We note that standards and expectations regarding GHG accounting and the processes for measuring and counting GHG emissions and GHG emission reductions are evolving, and we cannot guarantee that our approach to these or other matters will necessarily align with a particular standard or stakeholder preference. It is possible that our approaches both to measuring our emissions and to reducing emissions and measuring those reductions may be, either currently by some stakeholders or at some point in the future, considered inconsistent with common or best practices with respect to measuring and accounting for such matters, and reducing overall emissions. Similarly, while we seek to align these disclosures with the recommendations of various third-party frameworks, such as the SASB, we ultimately use such frameworks only as references for our disclosures and cannot guarantee strict adherence to these framework recommendations. Separately, the standards and performance metrics used, and the expectations and assumptions they are based on, have not, unless otherwise expressly specified, been verified by any third party.



Omnicom

If you have questions or comments regarding this report,  
please email [csr@omnicomgroup.com](mailto:csr@omnicomgroup.com)

Read more at [omnicomgroup.com/corporate-responsibility](http://omnicomgroup.com/corporate-responsibility)