

OMNICOM 2025 ENVIRONMENTAL OVERVIEW

Omnicom (NYSE: OMC) is the world's leading marketing and sales company. Powered by Omni, its proprietary data and identity platform, Omnicom's Connected Capabilities unite the company's agency brands, talent, and domain expertise across media, commerce, consulting, precision marketing, advertising, production, health, public relations, branding, and experiential to address clients' most critical growth priorities.

ABOUT THIS DOCUMENT

This 2025 Environmental Overview contains data and information pertaining to our 2025 reporting period, ending December 31, 2025. It represents a temporarily scaled-back approach to our Corporate Responsibility reporting as we work to integrate with the systems of Interpublic (IPG), which Omnicom acquired in November 2025. Quantitative data does not reflect the former IPG footprint. We plan to resume comprehensive reporting for the 2026 reporting period. For additional information, please visit our [website](#) and the [Omnicom 2024 Corporate Responsibility Report](#).

EMBEDDING SUSTAINABILITY ACROSS OUR NETWORK

Omnicom and its agencies collectively support the environmental sustainability ambitions of our clients while ensuring compliance within our own operations. We are a participant of the United Nations Global Compact and adhere to its principles-based approach to responsible business. To advance our work, we have an Environmental Sustainability Global Core Team that convenes monthly, sharing corporate sustainability progress and local initiatives from our agencies that are aligned with our global strategy.

We take a rigorous, data-driven approach to advancing energy efficiency and reducing emissions. In 2025, our overall greenhouse gas emissions (GHG) decreased by 37.3% against our 2019 baseline year. Against this same baseline, we continue to make progress in reducing Scope 1, 2 and 3 GHG emissions by 46% by 2030. This ambition is validated by the Science Based Targets initiative (SBTi).

Progress On Our Goals

2030 GOAL	2025 PROGRESS
Reduce Scope 1, 2 and 3 emissions by 46.2% by 2030 (2019 baseline)	37.3% absolute reduction of Scope 1, 2 and 3 emissions against 2019 baseline

We also strive to find efficiencies to reduce our global electricity footprint. To reach our 2030 GHG reduction targets, we purchase renewable energy directly from utilities where possible. We are also exploring means of generating our own renewable energy.

60K megawatt-hour (MWh) reduction in global electricity footprint since 2019 baseline year.

26% increase in renewable energy use since 2019 baseline year.

GLOBAL ELECTRICITY FOOTPRINT (IN MWH)¹

	2025	2024	2023	2019 Baseline
Total electricity use	71,754	81,632	85,353	131,990
Purchased renewable electricity	26,853	26,050	29,749	21,200
Renewables as a percent of total electricity	37.4%	31.9%	34.8%	16.1%

GLOBAL GHG EMISSIONS (IN METRIC TONS OF CARBON, OR MTCO_{2e})²

	2025	2024	2023	2019 Baseline
Direct Emissions				
Scope 1	29,030	32,733	39,028	44,756
Scope 2	41,545 ³	35,512	34,292	49,821
Total Direct Emissions	70,575	68,245	73,320	94,577
Indirect Emissions^{4,5}				
Scope 3 ⁵	285,492	336,108	323,514	473,555
Total GHG Emissions	356,067	404,353	396,833	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. Reported 2025 emissions for Omnicom exclude acquired IPG operations. IPG was acquired by Omnicom on Nov. 26, 2025, resulting in approximately one month of 2025 operational overlap. Given this limited overlap period and consistent with SBTi materiality thresholds, IPG's emissions were not material to our 2025 reported footprint or year-over-year comparability.
3. Scope 2 emissions show an increase of 17% from 2024 to 2025 due to expanded use of conservative estimates for gap-filling where primary data was unavailable. Actual measured data showed decreased electricity consumption and increased renewable energy investment. We are improving primary data collection to reduce reliance on estimates.
4. Scope 3 emissions include the indirect emissions of our supply chain partners that are not under our direct control; they comprise 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.
5. FY25 Scope 3 data exclude emissions associated with approximately \$347.3 million in acquisition-related costs connected to the IPG merger, representing 20,250 MTCO₂e. These nonrecurring costs do not reflect normalized emissive spend and are excluded to provide appropriate year-over-year comparability.

NOTES

- Emission factors are updated annually by third-party issuing bodies like Department of Food & Rural Affairs (DEFRA), US Environmentally-Extended Input-Output (USEEIO) 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.
- All values are shown in terms of tons (t) of carbon dioxide (CO₂) equivalent (e) and rounded up/down.
- We expect assurance for select environmental data by November 2026.

ADVANCING GLOBAL SUSTAINABILITY THROUGH PARTNERSHIPS

Universal adoption of sustainability measurement practices is helping us accurately evaluate and track environmental progress. We partner with Ad Net Zero (ANZ) and AdGreen to help move the global advertising industry forward.

As a founding member of ANZ, Omnicom continued to collaborate with the non-profit in 2025 on its Global Media Sustainability Framework (GMSF), the industry's first standardized methodology for measuring GHG emissions.

We also sit on the AdGreen advisory board and support its Carbon Calculator, designed to empower the advertising industry to measure and understand carbon emissions from advertising production activities.

CONTACT

If you have questions or comments regarding this document, please email csr@omcinfo.com.