

OmnicomGroup

OPEN 2.0 – For Global Distribution

July 27, 2020

We are a people business, so it has long been our mission to foster diverse and inclusive workplace's where all our people feel comfortable, confident and supported. Racism and discrimination have no place in society or at Omnicom.

Since May, following the tragic acts of racism in the U.S., our agency and network leadership, Black colleagues and diversity champions across our organization have held Town Halls, Safe Room Discussions, Panels and Educational Forums to share thoughts, fears and reactions to current events, as well to discuss actions we can take to address inequalities. I was particularly moved by one of our OPEN Conversation panel sessions celebrating Juneteenth that many of our Black colleagues feel like outsiders at their agencies and don't have a sense of belonging in our industry. That is not acceptable to me or anyone at Omnicom and I, together with our entire leadership team, am committed to effect change.

Understanding and providing transparency in where we currently stand is a necessary first step in committing to change and paving a path forward. With this in mind, below is a breakdown of Omnicom's workforce diversity in the United States.

U.S. Equal Employment Opportunity Commission (EEOC) Data as of June 15, 2020

| | Black | Asian | Hispanic | White |
|---------------------------|--------------|--------------|-----------------|--------------|
| Executive Managers | 2.7% | 7.2% | 4.9% | 84.1% |
| Mid Managers | 4.8% | 8.9% | 8.6% | 74.8% |
| Professionals | 5.5% | 11.1% | 10.3% | 70.1% |

It's clear that we, and our entire industry, need to do more to truly reflect the businesses, communities and consumers we serve. And from your feedback, we have heard loud and clear – words are just words if actions don't follow.

The result of our many discussions is **OPEN 2.0**, an action plan that builds upon the progress we've made thus far to achieve our ultimate goal: systemic equity throughout Omnicom. Our mission is to attain equal representation, development, support and retention of marginalized groups, and, in particular in the United States, for our Black, Hispanic, Asian and Indigenous professionals and all People of Color. OPEN 2.0 is a framework though – it can be used to support any marginalized group in any one of our markets.

OPEN 2.0 specifies eight Action Items that will help us move toward achieving systemic equity faster and more effectively. These Action Items were carefully considered, and their highlights are provided below:

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- **Action Item #1: Expand the OPEN Leadership Team** – The team, which is led by our Chief Diversity Officer and currently includes 15 Diversity Champions who are dedicated full-time to our DE&I efforts, will be expanded and further supported and empowered. The CEOs of each network and practice area will have a diversity director as a direct report.
- **Action Item #2: Attracting and Recruiting Talent** – Together with the OPEN Leadership Team, our agencies will promote our DE&I programs and initiatives and establish themselves as the best places to belong.
- **Action Item #3: Development** – We will establish the Talent Advocacy Program, a program that will pair an individual with a mentor who is in a position of influence and can advocate for the individual’s success and advancement.
- **Action Item #4: Retention** – We will establish the Talent Advancement Program, a networking system within Omnicom that will allow our HR/Recruiting professionals to source talent from across all Omnicom agencies and offices to more efficiently and effectively provide career advancement.
- **Action Item #5: Clients** – We will establish a Client DE&I Communications Program to regularly update clients on our DE&I initiatives and accomplishments, and we will expand our current supplier diversity programs.
- **Action Item #6: Community** – To complement our current partnerships with nonprofit organizations, we will identify additional organizations that our agencies enthusiastically support and offer our professional services on a pro-bono basis to advance their goals.
- **Action Item #7: Mandatory Training** – We will further expand our training programs designed to create awareness and sensitivity to issues regarding DE&I, such as global, mandatory unconscious bias training.

Being able to measure our progress against these Action Items and hold our leaders accountable is crucial to our success and the success of OPEN 2.0. **Action Item #8: Accountability** will do just that.

Systemic equity will only happen if every one of us contributes and takes responsibility. Moving forward, each and every agency will have specified actions, with deadlines, to ensure advancement of DE&I initiatives, and executives will be held accountable for executing the actions.

Our progress and effectiveness of implementing the Action Items will be measured by establishing Omnicom-wide key performance indicators (KPIs). Senior executives of Omnicom and the CEOs of each of our networks and practice areas will work with our DE&I leaders to set the KPIs in an Annual DE&I Plan. These KPIs will not be taken lightly — they will become part of our everyday operations, and an important factor in executive compensation.

We have always said our people are our number one priority, and this plan puts our words into action. Small gestures, quick reactions and disparate efforts will never be enough to create the systemic equity we strive to achieve. OPEN 2.0 was developed to maintain our energy and focus for years to come, and it will create the type of change we know you are asking for and deserve.

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Thank you to everyone who shared their feedback with me and our leadership teams. From the beginning, you inspired the mission of OPEN 2.0 and drove the Action Items within this plan.

Achieving systemic equity takes a lot of work. Let's get started.

Sincerely,
John Wren