

CARBON REDUCTION PLAN 2023

Supplier name: DDB UK (Parent Company: Omnicom)

Publication date: 30th June 2023

Commitment to achieving Net Zero

DDB UK (Omnicom) is committed to achieving Net Zero emissions by 2030.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Omnicom has made significant progress in our efforts to address our environmental impact. In 2022, we extended our multiyear streak of reducing the energy we consume annually across our footprint. We achieved a 53.3% energy reduction per person globally per our 2015 baseline, which further exceeds our goal of reaching a 20% reduction per person by 2023.

Baseline Year: 2019 (Market based)

Additional Details relating to the Baseline Emissions calculations.

* Omnicom restated Scope 1 and 2 emissions data from 2019-2021, which can be attributed to the use of a more updated and comprehensive calculation methodology. As a result, Scope 1 and 2 emissions are higher compared to the level of emissions previously reported, with the exception of Scope 1 emissions in 2019, which are lower. Our methodology continues to follow the Greenhouse Gas Protocol and closely aligns with globally recognized CDP and SBTi frameworks. An external environmental expert helped Omnicom estimate emissions factors and apply assumptions where there may be data gaps. We're continually improving our processes to gather more granular information and decrease the gaps in our data.

** Omnicom's Scope 3 emissions are restated for years 2019-2021 due, in part, to the updated and comprehensive methodology mentioned in footnote one. But the restatements are mainly a result of a much more comprehensive reporting scenario. Our Scope 3 emissions reporting now include five additional Scope 3 emissions categories that are material to Omnicom's business. Previously the only Scope 3 emissions categories included were a portion of (Category 3) Fuel & Energy Related Activities and (Category 6) Business Travel. As a result of incorporating more categories and implementing new methodologies, reported Scope 3 emissions increased significantly compared to previous years.

Reported Scope 3 emissions data includes the following categories: Category 1: Purchase Goods & Services, Category 2: Capital Goods, Category 3: Fuel and Energy Related Activities, Category 5:

Waste Generated in Operations, Category 6: Business Travel, Category 7: Employee Commuting, Category 8: Upstream Leased Assets.

Baseline year emissions:

EMISSIONS	TOTAL (tCO₂e): 469,438
Scope 1	(tCO₂e): 4,933
Scope 2	(tCO₂e): 52,323
Scope 3 (Included Sources)	(tCO₂e): 412,182
Total Emissions	(tCO₂e): 469,438

Current Emissions Reporting

Reporting Year: 2022 (Market Based)

EMISSIONS	TOTAL (tCO₂e): 361,394
Scope 1	(tCO₂e): 32,915
Scope 2	(tCO₂e): 17,120
Scope 3 (Included Sources)	(tCO₂e): 311,359
Total Emissions	(tCO₂e): 361,394

Emissions reduction targets

We have been working with an environmental consultancy to complete an abatement analysis and energy forecasting to set a net-zero target. This process is underway, we will likely set this as a global target. In addition to a global target, with our commitment to AdNetZero, participating markets may have specific net-zero targets. For example, all UK agencies will be net-zero by 2030.

Omnicom has validated near-term targets with SBTi as of May 2023.

Now, we've set a new, aggressive goal to reduce our Scope 1, 2 and 3 greenhouse gas emissions 46.2% by 2030 against our 2019 baseline this is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory.

Carbon Reduction Projects

In 2022, we extended our multiyear streak of reducing the energy we consume annually across our footprint. We once again cut our global energy consumption, using 88,002 megawatt-hours (MWh) of energy, an 11.9% reduction compared to 2021. We also cut our electricity use by 6.5%, from 90,491 MWh in 2021 to 84,625 MWh in 2022.

We've established a prescriptive process to how we select, design and manage our facilities to ensure environmental and sustainability factors are key components of our approach. Specifically, we introduced a thorough set of checklists in early 2023 that evaluate sustainability criteria from site selection through build and day-to-day operations. Some elements we consider include:

- Energy usage: LED lighting, ENERGY STAR-rated computers and other equipment, no CFC-containing refrigerants, blinds and/or shades on all windows, and other energy-efficient practices.
- Water reduction: WaterSense-labeled fixtures, low-flow/low-flush faucets and toilets, and other approaches designed to reduce water use.
- Air quality: Central air-handling units with air filters rated Minimum
- Efficiency Reporting Value (MERV) 13 or higher, air-quality testing during and after construction, and other plans and processes for improving air quality.
- Waste reduction: Waste-diversion trackers from waste haulers, dedicated areas and receptacles for recycling materials, no individual waste bins at desks and other methods for reducing waste.
- Office operations: At least 50% Forest Stewardship Council-certified paper and wood products, rechargeable batteries, annual sustainability training for employees and facility managers, and implementation of other practices for operating sustainably.
- Use of these comprehensive checklists is now built into our global planning standard, which also includes Leadership in Energy and
- Environmental Design (LEED®) principles and guides our building and retrofitting activities.

Furthermore, DDB UK have implemented an Environmental Management System and successfully achieved our ISO14001/2015 certification with the most recent audit completed in June 2023.

The environmental management measures and projects detailed above have been completed or implemented since 2019, and the carbon emission reduction achieved equates

to a 23.01% reduction against the 2019 baseline and the measures will be in effect when performing the contract

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the Supplier:

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Date:

¹<https://ghgprotocol.org/corporate-standard>

²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

³<https://ghgprotocol.org/standards/scope-3-standard>