IPG is a purpose-driven creative company, committed to achieving the highest standards on environmental, social, and governance issues (ESG).

We are focused on five strategic priorities that define our ESG work.

We bring these five strategic ESG pillars to life at our own company, as well as with our clients. To see examples of the work we are doing alongside marketers and media partners to create a more sustainable and equitable world, visit interpublic.com/our-work.
Climate Action
Caring for our planet.

IPG focuses on energy-efficient and sustainable office spaces in our real estate portfolio. All new tenant buildouts require LEED certification wherever possible.

IPG is a member of The Climate Pledge, co-founded by Amazon and Global Optimism, to reach net-zero carbon across our business by 2040, 10 years ahead of the Paris Agreement.

IPG has set an emissions reduction target in line with limiting global temperature rise to 1.5 degrees Celsius through The Science Based Targets initiative, the best-practice framework for validating emissions reduction targets.

IPG is a member of the AdNetZero global leadership group. IPG and several IPG companies also support related initiatives like AdGreen, isla, and the IPA Media Climate Charter.

We are committed to sourcing 100% renewable electricity by 2030. As of December 2022, 20% of the company’s electricity came from renewable sources. IPG has measured our greenhouse gas (GHG) emissions since 2015.

IPG’s updated travel policies ask employees to consider carbon emissions associated with business travel, encouraging the most sustainable options wherever possible.

IPG was the first U.S.-based advertising holding company to receive limited external assurance on certain ESG data.

IPG reports annually into the Global Reporting Initiative (GRI), CDP, SASB and TCFD.
Human Capital
Protecting employee health and safety, providing fair compensation, and supporting career growth.

IPG hosts a variety of wellness, safety, and career development events to encourage employees’ personal and professional growth including:

- Trainings on stress reduction
- Skills-based training
- Leadership training
- Mental health support
- Transition assistance
- Lunch and learns
- Self-care emails and newsletters
- Themed employee awareness campaigns
- IPG crisis preparedness program
- Individual department training
- Empowerment
- Regular performance and career development reviews

IPG has a WELL Health-Safety rating in 47 locations. WELL is the premier building standard focused on enhancing health and wellness through the buildings where we live and work.

We have embraced a safe, in-person work environment that enhances employee connections and creativity.

IPG Corporate hosts Taco Tuesday
Diversity, Equity and Inclusion

Building strong practices intentionally focused on inspired inclusivity into all levels of our organization, talent pipeline, and supply chain, as well as client work.

In 2006, IPG became the first in our industry to tie the compensation of CEOs to high priority objectives in alignment with DEI goals and workforce commitments.

As part of our ongoing effort to ensure pay equity, we conduct an annual review in conjunction with an independent outside expert.

IPG was the first advertising holding company to release race and gender composition of its workforce to promote transparency and accountability. We continue to track demographics across a wide range of identities.

In addition to offering programming throughout the year, IPG’s Business Resource Groups (BRGs) provide a space for employees with a shared characteristic to connect and network within our global workforce. Offering guidance to our agency partners and clients, our BRGs serve as thought leaders for their respective communities and can advise on multicultural marketing needs.

In 2022, IPG Mediabrands and MAGNA hosted the second Equity Upfront™, a first-of-its-kind industry event to raise visibility for minority-owned media companies.
Data Ethics & Privacy

IPG has a responsibility to promote high standards in data management, privacy and security and to ensure the ethical use of data.

We know that ethical data use, digital responsibility, and conscious marketing are the way to ensure relevant and respectful engagements in the digital economy.

Responsible Media and Content

Our companies are responsible for creating some of the world’s most recognizable marketing campaigns, and we expect such work to support the long-term well-being of our communities and our planet. IPG is also focused on promoting fairness, which means addressing the social issues impacted by the increasingly important role of technology, including the use of data, as well as social media content.

Some of our Responsible Media and Content Principles include:

- IPG companies should work toward limiting their work with clients in industries that produce products or services which are harmful to the health and safety of our communities, including pornography and weapons.
- IPG and its affiliates proactively review the climate impacts of potential clients in the oil, energy and utility sectors before accepting new work.
- We do not support or engage in marketing or communications aimed at influencing public policy that seeks to extend the life of fossil fuels.
- In our work with clients in the alcoholic beverage industry, our companies must promote responsible consumption and follow regulations regarding age limits and gate-keeping.

IPG partners with The Unstereotype Alliance to implement best practices in creating work free from stereotypes.

Mediabrands and MAGNA released the fourth edition of the Media Responsibility Index, a quantitative report that raises industry awareness and standards around harm reduction for brands and consumers in advertising.

The latest MRI report, released in October 2022, assessed platforms for accountability in four areas: safety, inclusivity, sustainability and data ethics. These priorities align with ESG frameworks and enable businesses to easily extend how they measure their ESG impacts to include media. The priority areas incorporate the Media Responsibility Principles on brand safety and media responsibility, which have been officially adopted by the American Association of Advertising Agencies (4As).

MRI: Key Findings

The MRI 4.0 found improvements across four priorities for social media platforms, and flagged children’s safety as a priority for broadcast and cable. Read more here.
Governance
Practices and processes that help ensure we move the needle on ESG.

45% of IPG’s board members are women

IPG developed a new Board Diversity Policy, formalizing the company’s longstanding commitment to maintaining a gender and ethnically inclusive board that also reflects diverse perspectives, skills, geographic and cultural backgrounds, and experiences in areas relevant to our global operations. Other policies include:

- Anti-Corruption Policy
- Anti-Harassment and Equal Opportunity Policy
- Corporate Governance Guidelines
- Corporate Governance and Social Responsibility Committee Charter
- Human Rights Policy
- IPG Code of Conduct
- Supplier Code of Conduct
- Environmental Sustainability Policy
- Responsible Media and Content Principles

**Recognitions**

- BEST PLACES TO WORK for LGBTQ+ Equality
- FTSE4Good
- Bloomberg Gender-Equality Index

**Ratings**

- AA
- MSCI
- 81st Percentile
- Outperformer (Top 10% - 30%)

**Data**

- 45% of IPG’s board members are women
Partnerships

Environmental
- Ad Net Zero
- AdGreen
- America is All In
- Business Ambition for 1.5°C
- The Climate Pledge
- Green The Bid
- IPA Media Climate Charter
- isla
- Science Based Targets Initiative (SBTi)
- UN Race to Zero
- UN’s Act Now

Social
- 30% Club
- Catalyst
- CEO Action
- charity: water
- Coqual
- The Female Quotient
- Free The Bid
- FREE THE WORK
- National Gay and Lesbian Chamber of Commerce (NGLCC)

Governance
- American Advertising Federation (AAF)
- ANA Educational Foundation (AEF)
- American Association of Advertising Agencies (the 4As) Sustainability Task Force
- Business Coalition for the Equality Act
- Business Roundtable’s Privacy Working Group
- Center for Information Policy Leadership
- Civic Alliance
- Future of Privacy Forum Advisory Board
- Global Privacy Assembly
- Global Privacy Alliance
- Information Accountability Foundation
- Partnership for Responsible Addressable Media
- Privacy for America Steering Committee
- Time to Vote

- National Minority Supplier Development Council (NMSDC)
- PFLAG
- Tanenbaum Center for Interreligious Understanding
- Unstereotype Alliance
- Women’s Business Enterprise National Council (WBENC)
## Timeline

**ESG efforts and achievements over the years.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2006</td>
<td>IPG was the first in the industry to tie the compensation of CEOs to diversity hiring, promotions, and representation</td>
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<td>2009–2022</td>
<td>IPG was named to the Human Rights Campaign’s Corporate Equality Index</td>
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<td>2013</td>
<td>IPG’s program to track travel emissions was the first of its kind to be instituted at a Fortune 500 company</td>
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<tr>
<td>2015</td>
<td>IPG began measuring greenhouse gas emissions (GHGs)</td>
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<td>IPG was the first U.S.-based advertising holding company to publish a GRI report</td>
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<td>2016</td>
<td>IPG began requiring all new tenant buildouts to have a LEED certification</td>
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<td>2019–2022</td>
<td>IPG was listed on the FTSE4Good Index</td>
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<td>2020</td>
<td>IPG became the first advertising holding company to release its EEO1 statistics around gender and race</td>
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<td></td>
<td>IPG reached 100% boundary coverage, including all locations and offices in the company’s global portfolio, for energy and emissions data</td>
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<td>IPG’s MSCI rating increased to A</td>
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<td></td>
<td>IPG received a “low risk” rating from Sustainalytics</td>
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<tr>
<td>2020–2022</td>
<td>IPG was listed on the Dow Jones Sustainability Index (DSJI) North America</td>
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<tr>
<td>2020–2023</td>
<td>IPG was included on the Bloomberg GEI</td>
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<td>2021</td>
<td>IPG committed to set science-based targets through the Science Based Targets initiative (SBTi), the best-practice framework for validating emissions reduction targets</td>
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<td>IPG committed to source 100% renewable electricity by 2030</td>
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<td>2021</td>
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<td>2022</td>
<td>IPG started its purchase of renewable energy credits (RECs)</td>
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<td>IPG’s ESG Report was the first of any U.S.-based advertising holding company to receive limited external assurance on certain ESG data</td>
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<td>IPG began disclosing in accordance with TCFD requirements</td>
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<td></td>
<td>IPG names its first Chief Sustainability Officer and Chief Diversity and Social Impact Officer</td>
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<td>2023</td>
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<td>IPG received a “low risk” rating from Sustainalytics</td>
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<tr>
<td></td>
<td>Expanded assurance on our ESG Report to include Scope 3 Category 6 - business travel</td>
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For more information on our ESG work, contact:

**Jemma Gould, Chief Sustainability Officer, IPG**