



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

Human
Capital

Diversity,
Equity and
Inclusion

Data Ethics
and Privacy

Responsible
Media and
Content

Climate Action

Caring for our planet.

**THE
CLIMATE
PLEDGE**

IPG

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.



**SCIENCE
BASED
TARGETS**

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

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

IPG reports annually into the Global Reporting Initiative (GRI), CDP, SASB and TCFD.



TCFD

Human Capital

Protecting employee health and safety, providing fair compensation, and supporting career growth.



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.

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**
- **Empowership**
- **Regular performance and career development reviews**

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.

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

IPG adopted the UN's Women's Empowerment Principles, a program guiding businesses to promote gender equality and women's empowerment in the workplace, marketplace, and community.

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.



U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION (EEOC) DATA
2021 IPG WORKFORCE REPRESENTATION

BLACK OR AFRICAN AMERICAN			ASIAN			WHITE			HISPANIC OR LATINO			WOMEN		
2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL
2.6%	4.3%	7.2%	5.5%	9.4%	11.4%	84.9%	76.8%	68.7%	5.2%	7.1%	9.2%	45.4%	58.0%	61.1%
YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE
59.3%	6.3%	5.1%	18.1%	1.1%	2.6%	-3.0%	-1.0%	-0.7%	-4.0%	4.6%	-3.5%	5.8%	1.8%	-1.7%
2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL
4.2%	4.5%	7.6%	6.5%	9.6%	11.6%	82.3%	76.0%	68.2%	5.0%	7.4%	8.9%	48.1%	59.0%	60.0%
YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE	YOY % CHANGE
11.6%	14.3%	22.2%	8.7%	6.9%	7.8%	-2.4%	-2.8%	-5.6%	4.7%	7.1%	12.3%	3.2%	1.1%	1.8%
2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL	2019 EEOC LEVEL	2020 EEOC LEVEL	2021 EEOC LEVEL
4.7%	5.2%	9.3%	7.1%	10.2%	12.6%	80.4%	73.8%	64.4%	5.2%	8.0%	10.0%	49.6%	59.7%	61.1%

Source: IPG Human Resources Information Systems

Business Diversity

15%

of our total spend, spent with minority-owned and woman-owned vendors in 2022

24%

YOY spend increase with minority-owned businesses in 2022

23%

YOY spend increase with woman-owned businesses in 2022



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.

It is our duty to protect and assume appropriate use of personal information and to promote policies within the industry that do the same.

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.

Mediabrand 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).

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

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



FTSE4Good



**S&P Dow Jones
Indices**

A Division of S&P Global

S&P 500 ESG Index

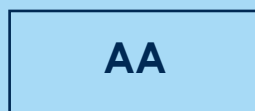
**S&P Dow Jones
Indices**

A Division of S&P Global

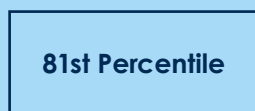
S&P Global 1200 ESG Index



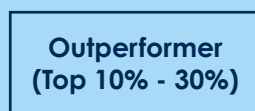
Ratings



MSCI



ecovadis
Business Sustainability Ratings



STATE STREET GLOBAL ADVISORS

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

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

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)

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.

2006

IPG was the first in the industry to tie the compensation of CEOs to diversity hiring, promotions, and representation

2009–2022

IPG was named to the Human Rights Campaign's Corporate Equality Index

2013

IPG's program to track travel emissions was the first of its kind to be instituted at a Fortune 500 company

2015

IPG began measuring greenhouse gas emissions (GHGs)

IPG was the first U.S.-based advertising holding company to publish a GRI report

2016

IPG began requiring all new tenant buildouts to have a LEED certification

2019–2022

IPG was listed on the FTSE4Good Index

2020

IPG became the first advertising holding company to release its EEO1 statistics around gender and race

IPG reached 100% boundary coverage, including all locations and offices in the company's global portfolio, for energy and emissions data

IPG's MSCI rating increased to A

IPG received a "low risk" rating from Sustainalytics

2020–2022

IPG was listed on the Dow Jones Sustainability Index (DSJI) North America

2020–2023

IPG was included on the Bloomberg GEI

2021

IPG committed to set science-based targets through the Science Based Targets initiative (SBTi), the best-practice framework for validating emissions reduction targets

IPG committed to source 100% renewable electricity by 2030

2021

IPG joined The Climate Pledge, co-founded by Amazon and Global Optimism, to reach net-zero carbon across our business by 2040

2022

IPG started its purchase of renewable energy credits (RECs)

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

IPG began disclosing in accordance with TCFD requirements

IPG names its first Chief Sustainability Officer and Chief Diversity and Social Impact Officer

2023

IPG's MSCI rating increased to AA

IPG received a "low risk" rating from Sustainalytics

Expanded assurance on our ESG Report to include Scope 3 Category 6 - business travel





For more information on our ESG work, contact:

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