**Section 172(1) statement**

From the perspective of the Board, the matters that it is responsible for considering have been considered to an appropriate extent and the directors have acted in a way they consider in good faith would be most likely to promote the success of the Company for the benefit of its members as a whole (having regard to the stakeholders and matters set out under Section 172 (1) (a)-(f) of the Companies Act 2006), in the decisions taken during the year ended 31 December 2021.

***Strategy, Purpose, Culture and Values***

Each of our Publicis Sapient core values (engaging with openness, inclusive collaboration, a learning mind set, partnering for client impact and embracing the future) serve as a guiding star, directing us to be our most impactful selves, both in working together and with our clients.

Our core values help us to live our purpose (to help people thrive in the brave pursuit of the next) and our core behaviours are how we make choices and take actions that enable our core values.

It is important to recognise that in an organisation such as ours, our strategy and culture is very much aligned with that of our ultimate parent company Publicis Groupe S.A. The Company operates as a consulting and interactive services company offering consulting services, such as business and information technology strategy, business applications, business intelligence, industrial solutions and outsourcing services. Publicis Sapient fuses business strategy with experience and engineering to accelerate growth and effectiveness.

The Board recognises the importance of having the right corporate culture. Our long-term success depends on achieving our strategic goals in the right way, so we look after the best interests of our stakeholders.

***How Stakeholder interests are considered***

The directors fulfil their duties partly through a governance framework that delegates day-to-day decision-making to senior management and employees of the Company.

Action has been taken to ensure stakeholder interests are embedded within the culture and operating model of the business by various means. The global Chief Executive Officer and Global Chief Financial Officer sit as directors of the Company and both have oversight over the strategic activities delegated to employees and as such, regularly provide updates to the other directors.

As part of their induction, all directors are briefed on their duties and they can access professional advice on these, either from the Company Secretary or, if they judge it necessary, from an independent adviser. Directors must fully adhere to the Group code of ethics (“JANUS”) which includes a defined set of internal policies, procedures and processes framework that take into account stakeholder interests. As part of this process, they must declare any potential conflicts of interest annually. For further details of JANUS, the Group structure and our corporate culture, please see: <https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy>

***Our stakeholders***

The Company is committed to being a responsible business. Our behaviour is aligned with the expectations of our people, clients, investors, communities and society as a whole and we are aware that this is important for the long-term success of the Company:

1. *Our People*

People are at the heart of our services and indeed our core values were born out of conversations with 2,000 of our people. Diversity and inclusion are deeply rooted in our strategy and recruitment policy, which brings through a diverse range of talent crucial in communication and advertising. For our business to succeed, it is vital that we understand our employee’s values, and what drives them. We aim to manage our people's performance and development and encourage employees to discuss training proposals with their managers, whilst ensuring we operate as efficiently as possible and this is fundamental to the long-term success of the business. We also ensure we share common values that inform and guide our behaviour, so that we achieve our goals in the right way.

**Engagement:** The Company has a well-developed structure through which it engages with its employees. We communicate our core values, policies and processes to all our employees via JANUS and our detailed employee handbook. Our dedicated qualified HR and People teams are on hand to ensure compliance with JANUS and all local applicable employment laws and are a point of contact for employees to raise queries, concerns and provide feedback on any employment matters, thus helping us to make improvements to our processes. Senior management sit on the Publicis Sapient UK Inclusion & Diversity Council and meet monthly to discuss key employee initiatives. We also have a whistleblowing policy, managed by an independent whistleblowing services provider, where employees can report concerns confidentially. We also have a whistleblowing policy, managed by an independent whistleblowing services provider, where employees can report concerns confidentially. We are continuously working on wide collaborative projects relating to recruitment, career development and equal pay.

We have implemented new employee initiatives (as well as continue to promote current initiatives) that represent interests of employees throughout the year, including:

* HEADLINE – a mental health and well-being initiative to support employees and ensure they have better days at work i.e. free seminars on how to manage stress at work;
* Publicis Sapient Core Skills Programme – the employee e-learning training and career development platform;
* Viva Women – regularly offer free events and training for developing and encouraging confidence in female leaders;
* Egalite – committed to enhance Company’s reputation as an employer of choice for LGBT employees by promoting equality in the workplace; and
* Caregivers Connect - which offers a confidential and free helpline offering independent advice and support to employees on health, family, finances and work. This year, we held two drop in events where people could access key resources, ask questions and find out more about how we support carers and their supervisors.
* Embrase - To foster a more informed and inclusive community where BAME employees and their allies can live, develop and work authentically. To help steer Publicis Groupe UK to become a reflection of the brands and communities it serves.

We use various methods to engage and communicate with our employees, driven by senior management (on a global and local level) including:

* Regular email updates and announcements from business leads;
* Quarterly business updates from our CEO;
* Communication from other leadership team members on business changes and ad-hoc matters;
* Ad-hoc Pulse and Office vibe surveys;
* Core value activation workshops;
* Publicis Sapient Start – induction training for all new joiners;
* Online social London Office Community on VOX/Jive platforms;
* Regular capability group and industry team meetings and webinars;
* Weekly creative workshare;
* Quarterly industry webinars; and
* Virtual Town Hall Meetings/Hybrid Meetings – these meetings were an opportunity for employees to engage with each other or to provide feedback to senior management to help improve our processes, and for senior management to listen to employee concerns and inform them of any key strategic changes and transactions happening in the Company.

These meetings were an opportunity for employees to engage with each other, or to provide feedback to senior management to help improve our processes, and for senior management to listen to employee concerns and inform them of any key strategic changes and transactions happening in the Company. Employees are consulted regularly on a wide range of matters affecting their current and future interests.

People have continued to work in a hybrid manner, both in the office and at home, as the Covid restrictions have been removed. Using the Heads Up, Heads Down, Heads together approach.

1. *Business Relationships (our clients and suppliers)*
   1. *Clients*

Our client strategy prioritises growth, driven by responsible marketing which is at the core of what we want for our client’s brands and products; we also need to respond to consumers’ expectation about climate change and our social impact as this is driving the consumer’s choice. Data protection is another vital requirement, as we need to keep consumer’s trust in our digital world; citizens-consumers need to keep their freedom to share data or not, and their ability to express their choices. This all ensures we are bringing new clients into the Group and maintaining strong client relationships.

**Engagement:** We engage with our clients on a regular basis. We set up and communicate key performance indicators (KPIs) with our clients from the outset and the managing director of the Company has regular meetings with the clients, to discuss their needs, progress with the monthly KPIs, any concerns or feedback. The Chief Executive Officer regularly attends these meetings.

We operate in a way that allows us to stay close to our clients, and actively seek feedback to build relationships and inform them of ongoing improvements. We have fully dedicated client teams that have increased engagement with clients throughout the year, in order to gain insight from clients to assist with innovation and improvements in our processes. For further details of how we work with our clients, please see: <https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy>

* 1. *Suppliers*

In line with our current strategy, we practice responsible procurement. We value all of our suppliers and create and maintain relationships to ensure that they are compliant with applicable law and our processes. We aim to ensure all suppliers are paid promptly.

**Engagement:** We communicate our core values, policies and processes to all our suppliers via our supplier code of conduct, which they must all adhere to. We engage with key suppliers on a regular basis through our dedicated financial operations and procurement teams who have monthly or quarterly calls with major suppliers (dependent on their classification i.e. business critical or high revenue) to discuss payment concerns and provide feedback. We have in place a vendor management system (RVIC), where suppliers can raise queries and complaints, helping to make adjustments to our payment processes and we continue to engage with our platform user and monitor supplier satisfaction.

For further details of how we work with our suppliers, please see our modern slavery statement and supplier code of conduct: <https://www.publicissapient.com/legal>.

1. *Wider society*
   1. *Community*

Corporate social responsibility continues to remain an integral part of the Company’s business and long term strategic aspirations. What we believe in inspires what we support. Climate change is the shift for the future and is starting now and we all need to reduce our impact on the environment, without exception. Our approach, which prioritises corporate social responsibility specific to the environment and communities in which we work, is set out in JANUS, communicated and embedded within the business as part of our Groups’ overarching strategic objectives.

The Company's approach is to use our position of strength to create positive change for the people and communities with which we interact. We want to leverage our expertise and enable colleagues to support the communities around us and as such have collaborated with various charities and foundations.

Engagement: Publicis Sapient regularly participates in CSR projects with its long-term partner charities including:

* ‘You Make It’ - offer a creative and inspiring programme for young women to transform their lives through personal empowerment via mentoring, work placements and workshops;
* ‘First Love Foundation’ - helps residents of a London borough in crisis. We developed a ‘Sending Machine’ – a digital vending machine that doesn’t dispense food but instead sends it those that need it the most over the holiday season.

We encourage our employees to volunteer (through paid leave) for local projects to support the communities in which they live and work. We have implemented a cycling to work scheme, and provided cycling facilities for employees to encourage this.

* 1. *Environment*

We carry out multiple activities to improve the overall environmental conditions of our office building by cutting down the amount of waste produced by recycling used water and recycling 98% of waste. We have installed PV solar panels, which store solar energy and are currently using heat from the earth to heat the building thereby being more energy efficient.

We have installed a building management system to monitor energy usage and temperature control at our main site as well as programmable lighting systems, (including PIR), to reduce usage at non-occupied times and LED lights in 100% of areas.

We also encourage our key suppliers to sign up to our Group CSR Procurement Guidelines and their actions and commitment to CSR is tracked through our internal platform ‘EcoVadis’. Only suppliers who have conducted the self-assessment may progress to the next step, which is the selection process. We aim to expand our commitment to corporate social responsibility further in 2021. For further details of how we interact with communities and the environment, please see: <https://www.publicisgroupe.com/en/the-groupe/corporate-social-responsibility/csr-strategy>

1. *Shareholders*

The Board is committed to openly engaging with our shareholders, as we recognise the importance of a continuing effective dialogue with all shareholders. It is important to us that shareholders understand strategy and objectives.

The board throughout the year reviews the stakeholder interests set out in s.172 by information provided from the Company Secretary and senior management, who have direct engagement with the stakeholders. This year, the board have reviewed and approved reports, policies and processes on gender gap reporting, modern slavery and human trafficking, and payment practices, which affect the interests of various stakeholders (including employees and suppliers). For further details on policies these policies, please see: <https://www.publicissapient.com/legal>.

The board recognises the need to review and challenge regularly the identity of our stakeholders as it makes decisions, as well as how we can improve engagement. This is something we will continue to review throughout 2022.