



## **Statutory Accounts**

**Arena Media Limited 2019**

**Forward 1 UK Limited 2019**

**Havas Media Limited 2019**

**Havas Programmatic Hub Limited 2019**

**Havas Worldwide London Limited 2019**

**Target Media Limited 2019**

## **Arena Media Limited**

### **S172 (1) Companies Act 2006 Compliance Statement**

**Year ended 31 December 2019**

#### **Vivendi**

Havas is a member of the Vivendi group. The company is bound by and applies Vivendi group policies.

Vivendi is an integrated content, media and communications group.

More details of Vivendi's Corporate Social Responsibility ethos, policies, activities and results may be found at <https://www.vivendi.com/en/social-responsibility/>.

#### *Anti-corruption Code*

At Vivendi, all employees are required to comply with the laws and regulations in the countries in which they operate. The Group's commitment in this regard is reflected in the implementation of a Compliance Program that covers personal data protection and anti-corruption measures, as well as obligations for monitoring the Group's business activities.

An Anti-corruption policy has been drawn up to prevent and identify any potential risks situation. These rules apply to all Vivendi employees and all Group business partners (suppliers, subcontractors, intermediaries, etc.).

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#### *Vigilance Program*

Vivendi has implemented a Compliance Program which sets out general ethics rules which are applicable to each and every group employee.

These guidelines cover the rights of employees, the quality of information and its protection, the prevention of conflicts of interest, commercial ethics and the respect of competition rules, the use of group property and resources, financial ethics and respect for the environment. The objective of the Compliance Program is to make employees aware of their professional responsibilities, to provide them with a reference tool that helps them determine appropriate conduct.

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## *Corporate Social Responsibility and Code of Ethics*

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Havas signed the Global Compact back in 2003 and continues to assert its commitment to the 10 main principles defined by the United Nations with regard to human rights, labour law, the environment and the fight against corruption.

Havas has made corporate social responsibility an integral part of everything it does. Havas encourages its agencies to harness the power of creative ideas to bring about positive change and minimize any negative impact on society.

The Group has established six commitments to progress which guide all aspects of the business regardless of the nature of the work.

Havas is committed to:

- promoting a harmonious and healthy working environment that supports collaborators' growth and development;
- reinforcing socially responsible procurement policies in our supply chain;
- promoting transparency and ethics in our business;
- taking the lead in the creation and diffusion of responsible communications throughout our agencies and in collaborations with clients and partners;
- reducing the environmental footprint of our operations; and
- maintaining our commitment to collaborative efforts in reducing climate change.

## **Havas Group UK**

In the UK, the directors of the company have taken all necessary steps to ensure that the company has implemented and complied with all Havas and Vivendi group policies and procedures.

Furthermore, the board constantly assesses the implications of decisions made, in terms of the both the potential long-term consequences for the company, together with the impact on our stakeholders, including shareholders, employees, clients, suppliers and customers, the wider community and the environment.

## **Shareholders**

The board communicates directly with Vivendi regarding strategy and performance of the company through a number of different channels:

- regular and timely management accounts;
- detailed and accurate financial budgets and forecasts;
- collaboration as part of the Vivendi cash management policy; and
- consultation and approval of any significant investment and acquisition decisions.

## **Havas Media Division and HKX**

The company is part of the Havas Media Group trading division and is primarily located within Havas's London Village at Havas King's Cross ("HKX") in Pancras Square, London.

### **Employee engagement**

The board understands that Havas UK's staff are at the heart of everything we do as a business, and the importance of an engaged and dynamic workforce to ensure we can respond to the challenging media market. We have 3 key strategic pillars that deliver against this commitment.

#### *Learning and Development*

Our People team provide high quality development opportunities for all employees:

- HKX Campus, a comprehensive prospectus of learning and development offerings servicing 1,700 employees across the UK;
- regular keynote talks and inspiration sessions delivered in our onsite auditorium;
- bespoke individual development plans and manager training;
- in 2019, HKX Campus delivered an average of 69 hours of development per employee, significantly above the 'gold' standard of the Institute of Practitioners in Advertising and the UK median average of 21-25 hours per employee as reported by the Chartered Institute of Personnel and Development;
- in 2019 we also ran a 'Careers Fortnight' event to foster and promote career development.

#### *Health and Wellbeing*

Our business also recognises the crucial importance of promoting positive health and wellbeing:

- Havas Equalise is our industry-leading health and wellbeing programme, which has previously been shortlisted for several industry rewards for its strategic focus on health and wellbeing;
- in 2019, the programme delivered over 460 hours of wellbeing activity for our employees, comprised of: 30 keynote talks, 96 mental wellness sessions, 65 physical wellness sessions, and 80 hours of participatory workshops;
- in 2019 we also opened our purpose-built Wellness Lounge which provides a space for our employees to retreat to and recharge as and when needed. Since opening, the lounge has received 1,200 visits.

#### *Diversity and Inclusion*

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In 2019, we delivered against this commitment in the following ways:

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At the end of 2019, we won Campaign's Best Place to Work award and were named the #5 Best Large Company to Work For in recognition of our focus on creating a great place to work for our employees.

### **The community**

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Some of our achievements to date within our community:

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- donated £50,000 worth of time to a charity combating loneliness and isolation.

### **The environment**

Our unique employee-led HKX Roots committee is focused on progressing green policies in the UK to make our business as environmentally friendly as possible.

Some examples of achievements the group has garnered to date:

- our King's Cross premises has eliminated all single use plastics;
- reduced carbon emissions by 6% per employee;
- achieved zero waste to landfill;
- all employee notebooks, pens and pencils are made from old pallets;
- achieve Gold CSR rating with EcoVardis, a trusted provider of sustainability ratings.

### **Suppliers, customers and clients**

We are committed to reinforcing socially responsible procurement policies in our supply chain and with our clients.

Some examples include:

- for local corporate travel, we use a taxi company that only uses low and zero emission cars;
- sourced over 80% of suppliers within 50 miles of our office;
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Our business also recognises the crucial importance of promoting positive health and wellbeing:

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At the end of 2019, we won Campaign's Best Place to Work award and were named the #5 Best Large Company to Work For in recognition of our focus on creating a great place to work for our employees.

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### **The environment**

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- all employee notebooks, pens and pencils are made from old pallets;
- achieve Gold CSR rating with EcoVadis, a trusted provider of sustainability ratings.

### **Suppliers, customers and clients**

We are committed to reinforcing socially responsible procurement policies in our supply chain and with our clients.

Some examples include:

- for local corporate travel, we use a taxi company that only uses low and zero emission cars;
- sourced over 80% of suppliers within 50 miles of our office;
- Havas Media Group became the first agency group in the industry to become DTSG (Digital Trading Standards Group) certified and as part of the accreditation Havas Media take a zero tolerance approach to the misplacement of ads;
- Havas Media Group are also certified with IAB Gold Standard. This certification consolidates all industry best practice initiatives across Brand Safety, Fraud and Coalition for Better Ads. As part of this certification our pledge is that we operate within the strict boundaries of the Gold Standard to ensure we offer our clients the very highest standards in digital buying.

## **Havas Worldwide London Limited**

### **S172 (1) Companies Act 2006 Compliance Statement**

**Year ended 31 December 2019**

#### **Vivendi**

Havas is a member of the Vivendi group. The company is bound by and applies Vivendi group policies.

Vivendi is an integrated content, media and communications group.

More details of Vivendi's Corporate Social Responsibility ethos, policies, activities and results may be found at <https://www.vivendi.com/en/social-responsibility/>.

#### *Anti-corruption Code*

At Vivendi, all employees are required to comply with the laws and regulations in the countries in which they operate. The Group's commitment in this regard is reflected in the implementation of a Compliance Program that covers personal data protection and anti-corruption measures, as well as obligations for monitoring the Group's business activities.

An Anti-corruption policy has been drawn up to prevent and identify any potential risks situation. These rules apply to all Vivendi employees and all Group business partners (suppliers, subcontractors, intermediaries, etc.).

Vivendi Anti-corruption Code may be found at <https://www.vivendi.com/wp-content/uploads/2018/10/Code-anticorruption-SIGNATURE-VA-021018.pdf>.

#### *Vigilance Program*

Vivendi has implemented a Compliance Program which sets out general ethics rules which are applicable to each and every group employee.

These guidelines cover the rights of employees, the quality of information and its protection, the prevention of conflicts of interest, commercial ethics and the respect of competition rules, the use of group property and resources, financial ethics and respect for the environment. The objective of the Compliance Program is to make employees aware of their professional responsibilities, to provide them with a reference tool that helps them determine appropriate conduct.

More details may be found at <https://www.vivendi.com/en/social-responsibility/specific-issues/ethics-and-business-practices/>.

#### **Havas**

The company is a member of the global Havas group. The company is bound by and applies global Havas group policies.

Havas is a leading global advertising and communications services group. Havas has special responsibilities due to its influence on society and how the latter evolves over time.

## *Corporate Social Responsibility and Code of Ethics*

Havas Corporate Social Responsibility policy is coordinated at group level. More details may be found at <https://www.havasgroup.com/csr/>. In addition, Havas 2019 CSR Report may be found at <https://www.havasgroup.com/havas-content/uploads/2020/04/havasgroup-csr-report-2019.pdf>.

Ethics is the foundation of this Corporate Social Responsibility approach and the basis on which the group conducts its business. Havas Code of Ethics is aligned with expectations on the part of its stakeholders. Havas Code of Ethics is detailed at [https://www.havasgroup.com/havas-content/uploads/2020/01/havas\\_codeofethics\\_2017.pdf](https://www.havasgroup.com/havas-content/uploads/2020/01/havas_codeofethics_2017.pdf).

Havas signed the Global Compact back in 2003 and continues to assert its commitment to the 10 main principles defined by the United Nations with regard to human rights, labour law, the environment and the fight against corruption.

Havas has made corporate social responsibility an integral part of everything it does. Havas encourages its agencies to harness the power of creative ideas to bring about positive change and minimize any negative impact on society.

The Group has established six commitments to progress which guide all aspects of the business regardless of the nature of the work.

Havas is committed to:

- promoting a harmonious and healthy working environment that supports collaborators' growth and development;
- reinforcing socially responsible procurement policies in our supply chain;
- promoting transparency and ethics in our business;
- taking the lead in the creation and diffusion of responsible communications throughout our agencies and in collaborations with clients and partners;
- reducing the environmental footprint of our operations; and
- maintaining our commitment to collaborative efforts in reducing climate change.

## **Havas Group UK**

In the UK, the directors of the company have taken all necessary steps to ensure that the company has implemented and complied with all Havas and Vivendi group policies and procedures.

Furthermore, the board constantly assesses the implications of decisions made, in terms of the both the potential long-term consequences for the company, together with the impact on our stakeholders, including shareholders, employees, clients, suppliers and customers, the wider community and the environment.

## **Shareholders**

The board communicates directly with Vivendi regarding strategy and performance of the company through a number of different channels:

- regular and timely management accounts;
- detailed and accurate financial budgets and forecasts;
- collaboration as part of the Vivendi cash management policy; and
- consultation and approval of any significant investment and acquisition decisions.

## **Havas Creative Division and HKX**

The company is part of the Havas Creative trading division and is primarily located within Havas's London Village at Havas King's Cross ("HKX") in Pancras Square, London.

### **Employee engagement**

The board understands that Havas UK's staff are at the heart of everything we do as a business, and the importance of an engaged and dynamic workforce to ensure we can respond to the challenging media market. We have 3 key strategic pillars that deliver against this commitment.

#### *Learning and Development*

Our People team provide high quality development opportunities for all employees:

- HKX Campus, a comprehensive prospectus of learning and development offerings servicing 1,700 employees across the UK;
- regular keynote talks and inspiration sessions delivered in our onsite auditorium;
- bespoke individual development plans and manager training;
- in 2019, HKX Campus delivered an average of 69 hours of development per employee, significantly above the 'gold' standard of the Institute of Practitioners in Advertising and the UK median average of 21-25 hours per employee as reported by the Chartered Institute of Personnel and Development;
- in 2019 we also ran a 'Careers Fortnight' event to foster and promote career development.

#### *Health and Wellbeing*

Our business also recognises the crucial importance of promoting positive health and wellbeing:

- Havas Equalise is our industry-leading health and wellbeing programme, which has previously been shortlisted for several industry rewards for its strategic focus on health and wellbeing;
- in 2019, the programme delivered over 460 hours of wellbeing activity for our employees, comprised of: 30 keynote talks, 96 mental wellness sessions, 65 physical wellness sessions, and 80 hours of participatory workshops;
- in 2019 we also opened our purpose-built Wellness Lounge which provides a space for our employees to retreat to and recharge as and when needed. Since opening, the lounge has received 1,200 visits.

#### *Diversity and Inclusion*

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- all employee notebooks, pens and pencils are made from old pallets;
- achieve Gold CSR rating with EcoVadis, a trusted provider of sustainability ratings.

### **Benefit Corporation Status**

Certified B Corp companies are legally required to consider the impact of decisions on their workers, customers, suppliers, community and the environment. In order to be a Certified B Corporation a company needs to achieve a minimum verified score on the B Impact Assessment—a rigorous assessment of a company's impact on its workers, customers, community, and environment—and make their B Impact Report transparent on bcorporation.net. B Corp Certification is administered by the non-profit B Lab.

Havas Worldwide London attained B Corp status in August 2018.

At Havas our mission is to make a meaningful difference to brands, businesses and people. In 2009 as a Global Group, Havas took the pledge to operate as a responsible business and established six Corporate Social Responsibility commitments with fixed objectives. The logical next step is for Havas Group to become a certified Benefit Corporation (B Corp) globally. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

## **Target Media Limited**

### **S172 (1) Companies Act 2006 Compliance Statement**

**Year ended 31 December 2019**

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