



HAVAS

Events

MISSION & VALUES STATEMENT
& CSR POLICY

OUR COMMITMENT IS AT THE HEART OF OUR MANIFESTO

WHEN EVENTS MOVE PEOPLE*

**Quand l'événement nous transporte*

TRANSFORMING LIFE

We believe that events are a powerful catalyst for change. We endeavour to create meaningful events that have a positive impact on society, and that facilitate transformation in businesses, brands, and companies. By stimulating emotions and passions we encourage people to take action and give meaning to engagement.

When events move people, we become the engines of change..

AMPLIFYING STORIES

We believe that events should first and foremost tell a story: team success, business innovation, societal or global issue. We are storytellers and amplifiers of narratives. We activate social networks, influence, press and public relations, so that the memory of the story spreads far beyond our events.

When events move people, the story spreads faster and louder.

ACTIVATING EMPATHY

We know that events resonate best when they are in tune with their audience and their time. We commit to understanding the brand's culture and the audiences we address, capturing the uses, emotions, hopes, and also the barriers in Society.

When events move people, the experience is more accurate, stronger, and more lasting.

WEAVING CONNECTIONS

We recognize the power of events to bridge ideological, cultural, and geographical gaps. We create formats, produce content, and select experts to enlighten minds, establish common ground, and facilitate dialogue.

When events move people, living together becomes obvious.

FOSTERING IMPACT

We make positive and sustainable impact a priority. Our events positively influence communities, promote ethical practices, respect the environment, and contribute to a better world.

When events move people, it is also for the good of the planet and humanity

DARING TO DREAM

We are guided by the search for the great idea that makes sense and have ambition. When events express both intelligence and emotion, dreams really take off. To see bigger and further, we encourage innovative thinking, bold concepts, and the blending of talents.

When events move people, anything becomes possible.

OUR CSR VALUES

1. RELEVANCE #MEANINGFUL

Deliver meaningful experiences for all — businesses and audiences alike.

2. CREATIVITY

Seek and develop ever more innovative concepts by revealing and converging talents.

3. RELIABILITY

Maintain constant attention and deliver flawless professionalism.

4. TRUST

Provide stakeholders with clear and objective information, fostering dialogue and continuous improvement.

5. COMMITMENT

For humanity and the planet, in accordance with ethical principles and behaviors.

Havas Events integrates CSR at the core of its activities to create sustainable economic value, promote social inclusion, and reduce environmental impact.

We are committed to designing responsible experiences and generating positive impact, while identifying and managing risks related to our activity — whether economic (sustainability, profitability, image and reputation), social (health, safety, diversity), or environmental (emissions, waste management, climate change).

Our ambition: to meet stakeholder expectations and actively contribute to a more sustainable and inclusive society.

OUR METHODOLOGY

Structuring Responsible Purchasing

- Make CSR a key factor in partner selection
- Favor committed partners and include CSR criteria in calls for tenders

Internal Awareness and Training

- Engage and train our teams in the agency's CSR policy.
- Analyze past events to capitalize on and share best practices
- Organize regular communication sessions to keep employees informed and mobilized

Stakeholder dialogue

- Understand client needs and expectations and define shared objectives
- Collaborate with partners to implement joint improvement plans
- Communicate and raise awareness among audiences about actions taken
- Share the results of our commitments

STRATEGIC ISSUES & ACTIONS

1 - PRESERVE THE ENVIRONMENT & FIGHT CLIMATE CHANGE *by managing resource use*

- Eco-design of stage sets
- Waste management and anti-waste measures
- Favor public transport and low-emission mobility
- Prioritize suppliers with sustainable practices
- Measure emissions using the Havas Carbon Impact Calculator

2 - PROMOTE INCLUSION & FIGHT DISCRIMINATION *Through economic activity and greater cultural accessibility for all*

- Strengthen the panel of suppliers from social and solidarity economy and specialists in inclusion
- Explore opportunities for inclusive and adapted employment
- Choose partners committed to fighting exclusion and discrimination
- Highlight companies contributing to cultural democratization

3 - COMMIT TO RESPONSIBLE DIGITAL PRACTICES

- Develop responsible use of AI
- Optimize data flows and content distribution
- Ensure security and sovereignty of broadcast data
- Respect privacy and personal data
- Encourage accessibility for all

4 - ENCOURAGE ACCESSIBILITY FOR ALL *Enhance human capital and well-being at work*

- Quality of work life
- Skills development
- Social dialogue
- Health & safety at work
- Diversity & inclusion

Our objectives:

1er milestone : 65% « responsible events » by 2025

2nd milestone : 75% « responsible events » * by 2035

* according to internal calculation tool based on four strategic issues

WE CONTINUE OUR COMMITMENT BEYOND THESE CHALLENGES

CCR

Cultural Corporate
Responsability

At a time when companies' positive impact extends across many areas, we believe that their cultural commitment can have an entirely different scope, enabling them to gain in responsibility and usefulness.

Our Havas Art & Culture division aims to bring together private and cultural stakeholders around a movement that promotes the emergence of a new form of commitment to culture: Cultural Corporate Responsibility (CCR), a new major axis of responsibility for companies.

Havas Art & Culture is concretely committed to fostering dialogue with business and cultural actors around this new direction of engagement. A joint reflection with AFNOR Certification has been launched to create the first CCR label, in order to objectively measure the impact of companies' cultural commitments through the development of a shared framework.

Reinstating cultural engagement at the heart of corporate strategy represents a promising ambition: to integrate culture into the field of corporate social responsibility, making this commitment not only more useful to the company that undertakes it, but also more beneficial to society as a whole.

In 2015, the UN launched the 2030 Agenda, listing 17 Sustainable Development Goals (SDGs) aimed at ending poverty, protecting the planet, and ensuring that the entire world lives in peace and prosperity.

As part of our policy, Havas has focused its commitments by prioritizing some of these SDGs and contributes, at its own level, to advancing this program.



THIS POLICY INTEGRATES, IN A CROSS-CUTTING MANNER::

THE DUTY OF INCLUSION (actions towards stakeholders),
THE DUTY OF VIGILANCE (management of emergency situations during events, control of activity impacts),
THE DUTY OF INTEGRITY (addressing stakeholder expectations)
THE DUTY OF TRANSPARENCE (regular information for stakeholders about our approach)

Within this framework, management reaffirms its commitment and undertakes to:

Comply with all legal requirements applicable to its activities

Mobilize stakeholders, including suppliers, within its responsible management system

Make this policy publicly available

Management also commits to providing a clear framework for defining, updating, and evaluating its sustainable development objectives, in a perspective of continuous improvement.

Stéphane Guerry
CEO Havas Events

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MOVE PEOPLE**