

# REVISION OF M&C SAATCHI PLC'S THIRD PLANET COMMITMENT

## - IN THE LIGHT OF GREENWASHING GUIDANCE

In the light of updated guidance released by regulators on greenwashing and the use of terms such as 'carbon neutral' we are responding by making sure that we are setting a good example and ensuring our own house is in order. That's why we are announcing that we have updated our 'Planet Commitment Number 3':

### OLD WORDING

- Be carbon neutral across our own operations by 2025 and across our value chain by 2030

### NEW WORDING

- Set an internal price on carbon and offset remaining emissions from our own operations by 2025 and across our value chain by 2030

Although there is still much to do, since 2019 we have reduced our market based Scope 1 & 2 emissions by 29% and have had our near term 2030 target verified by the Science Based Targets initiative.

### A REMINDER OF OUR SIX MAJOR PLANET COMMITMENTS:

1. Setting a net zero target in line with the SBTi net zero standard
2. Reduce our scope 1, 2 and 3 emissions by 50% by 2030
3. Set an internal price on carbon and offset remaining emissions from our own operations by 2025 and across our value chain by 2030 (revised commitment wording)
4. Build climate-literate teams
5. Grow the % of revenue from planet positive campaigns year on year
6. Review the environmental approach of potential new clients

