Building Trust

FY19 CITIZENSHIP REPORT

Contents

ABOUT THIS REPORT

Building trust – the vital glue that binds all human and business relationships together – has been our hallmark since Dan Edelman started our agency in 1952. In today's age of disruptive change and skepticism, fostering faithfulness means honoring our traditional values and behaviors with our 6,000 employees, hundreds of clients and countless other partners.

In citizenship, building trust requires that we continually evaluate and enhance our global efforts to make a real difference to our clients, people, communities and world. We believe we made tangible progress in FY19, and this Global Citizenship Report strives to illuminate this headway as well as future advancement.

Among the agency highlights: Adding a fourth Edelman value – *The Commitment to Positively Impact Society.* Introduction of a global health and well-being platform. Progressing toward instituting a responsible and sustainable procurement program including supplier diversity. Mandating diversity and inclusion training. Distributing a record $144,000 in community grants to nonprofits our employees actively volunteer with. Launching the Peakon employee engagement platform that provides instant insights into how to foster trust with our employees.

Among local and regional initiatives: Mexico City developed a green meeting guide now used elsewhere; India introduced the Potentialife leadership development program; Shanghai supported Lean In China that helps women develop personally and professionally; and Washington, D.C. reduced its environmental footprint through energy-efficient lighting and other improvements.

Entering our 10th year of a Global Citizenship program, we recognize that our mission to build trust in citizenship must continue to advance to meet our objectives and then set even more ambitious ones.

A LETTER FROM RICHARD

Public relations in its best expression embodies integrity, decency, entrepreneurship and citizenship – all of which build trust. I'm proud of what our agency is doing to establish a house of trust through our mission, values and actions. This report communicates how we believe we made progress in 2019 in our continuous commitment to impact society positively, which we've embodied in a new corporate value.

The 2019 *Edelman Trust Barometer* and our recent *Trust Barometer Special Report: In Brands We Trust?* reflect a profound change in the trust dynamic, with trust becoming increasingly local and led by business. Seventy-five percent of global respondents say they trust their employer to do what is right, two-thirds expect their employer will join them in taking action on societal issues and 71% believe their CEO must take the lead on societal change without waiting for government action.

Our brand survey found that trust is nearly as important to consumers as quality and value. Eight-in-10 respondents believe trust in brands is an important part of their buying behavior. Forty-five percent say a brand that displays unethical behavior or sparks a controversy won't regain their trust, and 40% say they will stop buying from that brand altogether.

We are communicating to our clients what building trust requires; they must lead change, empower employees, activate locally and demonstrate CEO leadership. Our Trust Barometer has shown the way forward for business to step into the void left by government on critical societal issues. The recent announcement by the U.S. Business Roundtable that it is changing its fundamental purpose to stakeholder from shareholder marks a turning point for CEOs. Its action signifies that CEOs are committing to invest in their employees, support their communities and deal ethically with suppliers.

Underscoring our own trust advice, this report seeks to communicate to our employees, clients, communities and world what we're doing ourselves to achieve these core objectives. We are also committed to the practice of ethical communications, transparent and well-sourced, with a place for community commentary, in this time of the battle for truth.

Building trust internally and externally is part of our heritage. When my father, Dan Edelman, started the agency in 1952, his *10 Principles of Success* underlined that he was a visionary about citizenship. The principles included giving back, always doing right, fostering health and well-being, and focusing on education and training and workplace diversity.

We're speaking out for causes as he did and taking on clients that are consistent with Edelman values. Dan is credited with helping achieve adoption of mandatory seat belt laws. We decided against representing tobacco companies more than two decades ago. We do not represent guns and coal. We listen to the views of our people in making the call on who we will work with.

Today, we're working within our firm and beyond to support gender equality, diversity and inclusion, mental health and well-being services, sustainable practices and environmental stewardship. The work of public relations should be in the public interest, a higher bar than what is legal and permissible.

Richard Edelman
President and CEO

"Edelman has been a participant in the United Nations Global Compact since March 2001. I am proud to pledge Edelman's continued support to the Global Compact and its goals."

A LETTER FROM JOHN

Citizenship is like any other business strategy. It touches every part of the organization and contributes to building stakeholder trust. Our own citizenship journey since 2010 underscores this and explains why citizenship and sustainability increasingly permeate every aspect of our operation.

Simply consider how sustainable procurement impacts our key units operationally. It affects finance since employing sustainable buying and supplier diversity requires developing policies and practices that apply to them. It involves HR because employees must be trained. IT must establish a technology platform to manage data and reporting. It impacts revenue and profitability since efficient purchasing saves money. And it influences purpose because working with diverse suppliers helps provide jobs for them.

We've had the benefit of having time to develop and enhance our citizenship program. We have taken incremental steps – evolution, not revolution. Organizations slow to act no longer have that luxury. Why? We're at a tipping point where internal operational needs and initiatives meet company expectations and imperatives from external stakeholders.

For example, governments and regulators are imposing environmental and data privacy restrictions with little lead time. Investors are demanding to know how companies are helping solve societal problems. Employees

and consumers are activists as well. Our latest *In Brands We Trust?* study finds that 81% of consumers say they must be able to trust a brand to do what is right to consider buying from it.

Punctuating our own headway in 2019 was the addition of a fourth Edelman value: *The Commitment to Positively Impact Society.* This new addition defines our social responsibility and behavior, and it influences how we operate. First is the imperative for good health and well-being. In 2019, we added to our suite of mental health services, and in 2020 we will begin to roll out an entire platform that applies to mental health and well-being. Also, 65 of our pro bono and community citizenship projects – the clear majority – related to health and well-being initiatives in FY19. The other is our work on climate action. We have created benchmarks related to environmental activities and made them part of our citizenship score, or C-score, and we have purchased renewable energy credits in the U.S., Europe and India to neutralize carbon emissions, among other actions.

We've experienced challenges, of course. While we're close to our 2020 goal of having women in half of our senior leadership positions, reaching 48% in FY19, more needs to be done in regions such as Asia Pacific. We must do more to reach our 10% spend goal with diverse suppliers and while our C-score rose in FY19, it is still short of our objective.

What's helping us is applying a bottom up and top down approach to building trust in citizenship. Senior leadership has always been supportive, and they continue to be engaged and committed. By empowering our employees, we're often led by local office initiatives that get noticed and applied broadly.

For instance, offices worldwide are leading the way with initiatives that focus on and improve employee health and well-being, the highest concern expressed in our employee survey. In addition, we funded a record $144,000 in community grants in FY19 to nonprofit organizations where our employees volunteer as part of our Community Investment Grant program.

We believe our 2019 Global Citizenship Report demonstrates how we strive continually to build trust among our employees, clients, communities and the planet. We welcome your thoughts.

John Edelman

John Edelman
Managing Director, Global Engagement and Corporate Responsibility

Edelman

10 YEARS & 10 MILESTONES

As we approach the 10th anniversary of establishing Global Citizenship, our corporate social responsibility mandate at Edelman, we distinguish 10 milestones. These citizenship accomplishments reflect how we live our fourth value, *The Commitment to Positively Impact Society.* As our 2019 Trust Barometer illuminated, a strong desire for trust exists within the workplace. Edelman continues to build this trust among four key pillars: our clients, our people, our communities, and our world.

Established a **fourth corporate value:** The Commitment to **Positively Impact Society**
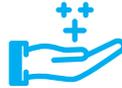
Awarded over **800 Community Investment Grants**, totaling **$1.2 m**

Completed **FIVE** Carbon Disclosure Project submissions

Reduced carbon emissions by **one-third** since 2012

Launched **Peakon survey tool** to measure employee engagement

CARBON TRUST

Achieved **Carbon Trust Standard certification** twice

Implemented a **supplier engagement program**

Attained **EcoVadis Gold** rating twice for CSR practices

Instituted mandatory ethics, IT/security and workplace **behavior training** for all employees

Established **6** global and local employee network groups

HOW WE GOT HERE:

2010
Established a Global Citizenship function dedicated to embedding corporate social responsibility throughout the firm

2011
Developed Edelman's first corporate social responsibility report

Introduced the Community Investment Grant program that awards funds to non-profits where Edelman employees volunteer

Began tracking and reporting global greenhouse gas emission data

2013
Established a policy that gives employees eight hours of paid time off for pro bono and volunteerism activities

2014
Introduced the C-score, a measurement tool to analyze the corporate social responsibility efforts of each Edelman office around the globe

2016
Established the annual Ruth Edelman Citizenship Award that honors the pro bono project best demonstrating the firm's *Commitment to Positively Impact Society*

Achieved global Carbon Trust Standard certification worldwide that recognizes Edelman's commitment to reducing our environmental impacts year over year

2017
Initiated a sustainable procurement program

Aligned with the U.N. Sustainable Development Goals, which seek to grow a global partnership to find peace and prosperity in every country

2018
Achieved EcoVadis Gold rating, placing Edelman among the top 5% of companies for CSR efforts

Received CTS recertification

2019
Began Peakon, a periodic employee engagement tool

Incorporated our fourth corporate value: *The Commitment to Positively Impact Society*

Began implementing a vendor management program

Maintained EcoVadis Gold rating

FY19 HIGHLIGHTS

Our Clients

- Received an **EcoVadis Gold** rating, placing Edelman among the top 4% of evaluated companies for corporate responsibility
- Consolidated **10+ IT Security trainings** to form one comprehensive module

Our People

- Launched **the survey tool, Peakon,** to measure employee trust and obtain timely and ongoing employee views
- Expanded our suite of **mental health and well-being** support services
- Established **a global Diversity & Inclusion Council**
- Delivered diversity and inclusion training to more than **1,300 U.S. employees**
- Introduced our **sixth employee network group,** Boundless, for our employees of Asian descent
- Launched **a breast milk shipping service** to make business travel easier for our U.S. working mothers
- Named to several **Best Places to Work** rosters, including Working Mother Magazine and Best Workplace for Mental Wellness
- Selected 32 U.S. and Canada Edelman Escape recipients to receive **a one-week break from work and $1,500** to pursue a meaningful and fulfilling experience

Our Communities

- Surpassed $1.2 million in charitable donations since the inception of the employee-centered **Community Investment Grant program** eight years ago by **awarding a record $144,000 to 68 organizations**
- Logged **24,850 hours of community engagement,** equating to over **$2.1 million in value**
- Implemented the **GrantsConnect platform** that simplified the grants process and increased employee nominations and nonprofit applications

Our World

- **Decreased our total carbon intensity** (scope 1, 2 and 3 emissions) in FY18 per full-time equivalent (FTE) by 28% since FY12
- Launched the second phase of our **sustainable procurement strategy** that assesses vendors' CSR practices and programs
- **Purchased renewable energy credits** that apply to scope 2 emissions for all operations in Europe, India and the U.S
- **Reduced our printing use by 28%** in global offices we measure, saving $500,000
- Procured **a supplier diversity portal** to help us meet our goal of spending at least 10% with diverse suppliers in priority categories in the U.S
- Transitioned to a new corporate travel agency to **better track travel and hotel use** and added **"green" hotels** for employee use

OUR PROGRESS AGAINST FY18 CITIZENSHIP GOALS

	Goals	Status	Update
ENVIRONMENT	**1. Carbon Footprint:** Edelman aims to realize a 10% decrease (scope 1 + 2 emissions, compared to 2016 levels) in carbon intensity emissions (tCO2e/FTE) in our 20 Carbon Trust certified offices and achieve recertification by 2020.	◗	Edelman is on track to meet by yearend the targeted 10% reduction in carbon intensity per full-time equivalent in 20 offices, which account for 70% of Edelman's global carbon footprint.
	2. Carbon Footprint: Edelman commits to source 100% renewable electricity through Energy Attribute Certificates for all U.S. and EMEA offices by 2020.	◯	Edelman is on track to procure Energy Attribute Certificates for 100% of electricity consumption in the U.S., Europe and India.
	3. Waste Management: Edelman commits to realizing a 50% waste diversion rate in its hub offices by 2020 and all global offices by 2025.	◗	In an FY19 pilot project in Chicago, Edelman raised its waste diversion rate to 46% from 34% by recycling and organic composting. A waste stream audit found that a 53% diversion rate is achievable. Additionally, we are targeting waste audits at our five hub offices by 2020.
ECONOMIC	**4. Business Ethics:** Edelman seeks to align its business practices and citizenship program to the U.N. Sustainable Development Goals and present a 2030 SDG strategy by 2020.	◗	Edelman updated its citizenship score to better reflect, equally balance and effectively measure operational impacts on its clients, people, communities and world, and to better align with the U.N. Sustainable Development Goals. This revised framework will prove beneficial as Edelman develops its strategy in 2020.
	5. Responsible Procurement: Edelman aims to streamline its sustainable procurement processes and maximize spend, using vendor management systems and annually reviewing its sustainable procurement policies.	◗	Edelman in FY20 is introducing in several offices a vendor management system including a supplier locator to source diverse suppliers in priority spend categories in the U.S.
	6. Responsible Procurement: By 2020, Edelman will measure designated key business partners in priority procurement categories to determine their compliance with our sustainable procurement policy.	◗	Edelman completed Phase 2 of its supplier engagement program using a third-party platform that evaluates and rates sustainability performance. Fifty-three suppliers participated. A third phase will begin in FY20.
	7. Responsible Procurement: Edelman seeks to realize a 10% or more spend with diverse suppliers in priority categories in the U.S.	◗	Edelman began planning for a supplier diversity pilot program in the Chicago, Washington, D.C. and Southeast region offices. Learnings from the pilot will help achieve the 10% supplier diversity spend goal in priority categories in the U.S.

OUR PROGRESS AGAINST FY18 CITIZENSHIP GOALS (CONT.)

	Goals	Status	Update
SOCIAL	**8. Learning & Development:** Edelman seeks to add additional training modules in Edelman Learning Institute (ELI) by 2020 on relevant corporate social responsibility topics such as sustainable procurement, diversity and inclusion, U.N. Sustainable Development Goals and IT security.		While regional trainings on the topics of citizenship and the U.N. Sustainable Development Goals have been published, Edelman is in the process of creating in FY20 a global training module for all employees on relevant corporate social responsibility topics including sustainable procurement, diversity and inclusion and environmental issues, among others.
	9. Diversity & Inclusion: Edelman's goal is that by 2020, women will hold at least 50% of local senior leadership positions (level 5+) globally.		In FY19, women comprised 48% of local senior leadership positions (level 5+, Senior Vice President and above) globally. In the U.S., women held 51% of local senior leadership positions. Edelman plans to achieve this goal by placing a greater emphasis on succession planning, global mobility and more.
	10. Diversity & Inclusion: Edelman's goal is to reach a racially/ethnically workplace diversity ratio of 30% in the U.S. by 2022.		In FY19, Edelman achieved nearly 27% racial/ethnic diversity in the U.S. workforce. Edelman intends to achieve its goal through enhanced strategic recruitment efforts, diverse candidate slates and interview committees, and retention and promotion efforts, among other strategies.
	11. Pro Bono: Edelman aims by 2020 to deliver 50% of its pro bono hours against three U.N. SDGs identified by employees: Gender Equality, Quality Education and Zero Hunger.		In FY19, Edelman began reevaluating the priority U.N. Sustainable Development Goals used for its community efforts. Reflecting business practices/operational impacts, employee survey results, external stakeholder materiality assessments and leadership priorities, Edelman aligned on five priority SDGs rather than three: Good Health and Well-being, Quality Education, Gender Equality, Reduced Inequalities and Climate Action. Edelman seeks to deliver 50% of pro bono projects against these goals by 2021.
	12. Health & Well-Being: Edelman will develop a dedicated working group to elevate employee health & well-being programs. By 2020, it will deliver awareness programs and training modules to support these efforts.		Edelman established a formal working group and expanded its suite of services to include Whil, an app that provides access to more than 1,800 video and audio sessions that cover different aspects of mental, emotional, and physical well-being, to all employees; ComPsych Guidance Resources, a confidential program for employees and families; and MDLIVE that provides U.S. employees 24/7 virtual access to doctors, psychiatrists and licensed therapists. In FY20, Edelman will launch a new global well-being initiative, Livewell, which provides a platform for employees to explore well-being through education, programs and counsel. Edelman plans to develop a mental health training module for employees.

OUR UPDATED CITIZENSHIP GOALS

ENVIRONMENT

1. **Carbon Footprint:** Edelman aims to realize a 10% reduction in scope 1, 2 and 3 emissions by 2022 and, by 2025, realize a 15% reduction in scope 1, 2, and 3 emissions.

2. **Carbon Footprint:** Edelman seeks to source 100% renewable electricity where quality Energy Attribute Certificates are available for all scope 2 emissions across all Edelman offices by 2022.

3. **Waste Management:** Edelman seeks to achieve 50% waste diversion in hub offices, if allowable by building and municipality codes, by 2020, and to achieving 50% waste diversion in all Edelman offices by 2025. In addition, Edelman commits to reviewing its environmental policy annually.

ECONOMIC

4. **Business Ethics:** Edelman seeks to align its business practices and citizenship program to the United Nations Sustainable Development Goals and present a '2030 strategy' by 2022.

5. **Responsible Procurement:** Edelman is implementing a vendor management system that will streamline our procurement practices in FY20. In addition, we will review our sustainable procurement policy annually.

6. **Responsible Procurement:** Edelman seeks to incorporate sustainability in the selection criteria for business partners in priority spending categories by 2022 in the U.S. and by 2025 in offices worldwide.

7. **Responsible Procurement:** Edelman seeks to realize a 10% or more spend with diverse suppliers in priority categories in the U.S.

SOCIAL

8. **Learning & Development:** Edelman will develop a global CSR training module that addresses topics such as responsible procurement, sustainability, environmental issues, diversity and inclusion and the U.N. Sustainable Development Goals, among others by 2020.

9. **Diversity & Inclusion:** Edelman's goal is that by 2020, women will hold 50% of senior leadership positions (level 5+, Senior Vice President and above) globally.

10. **Diversity & Inclusion:** Edelman's goal is to reach a racially/ethnically workplace diversity ratio of 30% in the U.S. by 2022.

11. **Pro Bono:** Edelman aims by 2020 to deliver 50% of its pro bono projects against five U.N. Sustainable Development Goals: Climate Action, Gender Equality, Good Health & Well-being, Quality Education, and Reduced Inequalities.

12. **Health & Well-Being:** Edelman has launched Livewell, a wellness campaign that complements our workplace culture with programs, education and support to encourage employees to balance their physical and mental health. By 2020, Edelman hopes this initiative will improve our Peakon survey tool's well-being engagement measure by 0.5 percentage points.

ALIGNING CITIZENSHIP WITH THE U.N. SUSTAINABLE DEVELOPMENT GOALS

In FY19, we narrowed the scope of the U.N. Sustainable Development Goals that Edelman focuses on to be more strategic in our citizenship approach. The chart below lists our four pillars of citizenship – our clients, people, communities and world – and the SDGs that correspond with each. We refocused our priority SDGs when serving the community, recognizing that community efforts – pro bono, general volunteerism, board service and grants – can impact any of the 17 SDGs. We now center on Good Health & Well-being, Quality Education, Reduced Inequalities, Gender Equality and Climate Action, and aim to deliver 50% of pro bono projects against these SDGs in the years ahead.

Our Clients

- **Quality Work**
- **Business Ethics & Compliance**
- **Data Privacy & Information Security**

Our People

- **Employee Health & Well-being**
- **Diversity & Inclusion**
- **Learning & Development**

Our Communities

- **Pro Bono Initiatives**
- **General Volunteerism**
- **Corporate Giving**

Our World

- **Responsible Procurement**
- **Environmental Sustainability**
- **Regulations & Standards**
- **Partnerships**
- **A Global Citizenship Approach**

Our Clients

To assist clients with their purpose-driven campaigns, we must walk the talk ourselves on societal and environmental issues, and this report underlines our concerted efforts in FY19. This enhances our clients' faith in us to impart the best advice and assistance on important citizenship-related fronts, such as our counsel on trust. In 2019, our annual *Edelman Trust Barometer* and our study, the 2019 *Edelman Trust Barometer Special Report: In Brands We Trust?* each signaled that employees and the general public look to businesses and their leaders to help solve societal issues.

BUILDING TRUST WITH OUR CLIENTS

Now in its 20th year, the *Edelman Trust Barometer* has become the most respected annual assessment of the state of trust and distrust worldwide.

Covering over 33,000 respondents in 27 global markets, the trust survey over the years has detected and documented some of the largest opinion shifts shaping the world. It assesses trust levels in business, government, the media and NGOs. Its findings prompt companies and their CEOs to think and, increasingly, take positions or actions about societal challenges.

In 2019, the study revealed that trust had changed profoundly in a year as people shifted their trust to the relationships within their control, most notably their employers. Globally, three-in-four respondents trust their employer to do what is right, significantly higher than NGOs, business and media. Working with leading academics in the field of trust and reputation, Edelman in FY19 better understood what makes trust such a potent asset for organizations, how to measure it accurately and how to demonstrate its true value. We developed Edelman Trust Management, a suite of powerful and flexible analytical tools and consulting services to help companies best manage their trust capital among stakeholders.

Separately but related, a special trust report that surveyed over 25,000 consumers in eight major global markets found that consumers' trust in brands is down while expectations of brands' social responsibility is up. Also, trust ranks nearly as high as quality and value.

Our Client Work

Edelman increasingly helps global clients implement their cause-related initiatives. Specifically, we assist clients through our social impact and sustainability consulting and storytelling, and by applying our communications and marketing talents to purpose-driven work. The following FY19 case studies represent the broad range of client assignments we helped with. For more purpose-driven client work, please visit our Global Citizenship webpage.

The Trust 10

01 Return to record-high trust inequality
There is a 16-point gap in trust between the more-trusting informed public and the far-more-skeptical mass population; the gap is in the double digits in 18 markets.

02 The system isn't working
Despite the divergence in trust between the informed public and mass population, the world is united on one front — they all share an urgent desire for change. Only one in five feels that the system is working for them, with nearly half of the mass population believing that the system is failing them.

03 News engagement surges
Engagement in news skyrocketed 22 points from 2018, with 72% of people saying they consume news about weekly or more and share or post content several times a month or more. But people are encountering roadblocks in their quest for facts; 73% are still worried about fake news being used as a weapon.

04 Trust in search at highest-ever level
Trust in search and trust in traditional media are tied at 65%, their highest historical levels, while trust in social media as a news source remains low at 43% globally.

05 "My Employer" widely trusted
People hold more trust in "My Employer" than in any single institution, with trust levels at 75% globally — 19 points more than business in general and 27 points more than government.

06 CEOs expected to lead on change
76% say CEOs should take the lead on change, rather than waiting for government to impose it — an 11-point increase in the last year. People agree that CEOs can create positive change on issues ranging from pay equity (65%) to prejudice and discrimination (64%) to training for the jobs of tomorrow (64%).

07 The new employee-employer contract
Employees' expectation that prospective employers will join them in taking action on societal issues (67%) is nearly as high as their expectations of personal empowerment (74%) and job opportunity (80%).

08 Trust cements employer-employee relationship
Employees who have trust in their employer are far more likely to engage in beneficial actions on their behalf — they will advocate on behalf of their organization (trust advantage of 39 points), are more engaged (33 points), and remain far more loyal (38 points) and committed (31 points) than their more skeptical counterparts.

09 Trust divided along gender lines
Women are less trusting in institutions than men overall, with a five-point trust gap globally and double-digit gaps in Germany (12 points), the U.S. (11 points) and UAE (10 points). The largest gap is in business (men, trusting at 60%; women, neutral at 53%).

10 Companies can improve society — and do well
73% agreed that a company can take specific actions that both increase profits and improve the economic and social conditions in the communities where it operates — a nine-point increase from 2018.

All data is based on general population sample unless otherwise noted.

To explore the full 2019 Edelman Trust Barometer, visit www.edelman.com/trust-barometer #TrustBarometer

EDELMAN NEW YORK

WNBA: ADVOCATING FOR WOMEN AND GIRLS BY 'TAKING A SEAT, TAKING A STAND'

The Women's National Basketball Association, eager to increase its visibility, launched a women and girl's empowerment program called "Take a Seat, Take a Stand" to raise awareness and attendees to the sport, and Edelman New York helped by delivering a powerful campaign and video. It turned attending a WNBA game into an act of advocacy.

While the WNBA had long been an advocate for gender equality and LGBTQ rights, it wasn't seen as a major player in the modern women's movement. The iconic women's sports league, experiencing empty seats and few viewers, sought to engage a new generation of fans and generate buzz to improve viewership and attendance during the season that ended in the fall of FY19.

The "Take a Seat, Take a Stand" idea offered a simple way to stand in support of six organizations including Planned Parenthood, Mentor and It's On Us that empower women and girls. Every time a fan purchased a ticket,

$5 was donated to the fan's choice of one of the organizations. The league also donated a matching ticket to that organization to send a young girl to a game.

Edelman's video became a rallying anthem video for social media and in-arena broadcast. We developed customized creative assets for each of the league's 12 teams to activate, including a custom Twitter emoji for #WNBATakesAStand, and a comprehensive earned media strategy targeting a wide range of outlets and featuring WNBA stars as media spokespeople.

The campaign, which generated over 500 million impressions, increased opening weekend attendance by 15%, season viewership by 35%, reach by 207%, engagement by 129% and merchandise sales by 66%. More importantly, it reenergized existing WNBA fans and helped a new generation of fans raise their voices for change.

WE STAND FOR EQUALITY.
WE STAND FOR CHANGE.
WE STAND TOGETHER.

This season, buying a ticket to a game does more than support your team. It supports organizations that are changing the game for women and girls.

take a seat
Take a
Stand
WNBA
at wnba.com/takeastand
#WNBATakesAStand

EDELMAN TORONTO

OSTEOPOROSIS CANADA: HELPING FASHION A DISEASE-ILLUMINATING CAMPAIGN

Osteoporosis is a disease that slowly, quietly weakens bones, often going undiagnosed – even when it breaks them. To raise awareness about this disease that affects two million Canadians, Osteoporosis Canada, supported by Amgen Canada, launched a transformative campaign to make the invisible, visible.

The Bübl™ campaign, designed by prominent Canadian fashion designer David Dixon, featured an 18-piece collection using bubble wrap – the universal symbol of protection. The Bübl™ fashion collection was launched on opening night, February 5th, 2019, at Toronto Fashion Week – North America's second-largest fashion week. Symbolically, guests at the fashion show dedicated to bone health walked past giant fossilized dinosaur bones at the Royal Ontario Museum where designer Dixon used blown-up prints of x-rays as a pattern on trench coats and silk dresses.

Edelman Toronto was instrumental in bringing the campaign to life – one that was not only intended to disrupt the osteoporosis landscape while shining a light on a disease that isn't often talked about, but also engaging those 35+, many of whom don't realize the risks they face from the disease.

A post-campaign survey revealed that 91% of those surveyed stated they were made more aware of the disease as a result of the Bübl™ fashion campaign, while an additional 87% indicated they know more about their personal health risks toward osteoporosis because of the initiative. Lastly, Torontonians who saw the campaign were three times more likely than those who did not see the campaign to take additional action to learn more about osteoporosis.

EDELMAN WORLDWIDE

UNILEVER: HELPING DOVE MEN+CARE CHAMPION PATERNITY LEAVE

After its global study of dads found that nearly two-thirds of fathers would quit or consider quitting their job to be very involved after the birth or adoption of a child, Unilever's Dove Men+Care established a digital hub with resources to support paternity leave and help dads approach the issue with their employer. Edelman New York helped coalesce a community to generate social proof of the desire for paid paternity leave and to un-stereotype gender roles.

With Dove's #DearFutureDads campaign, Edelman developed a dedicated website and supporting campaign video to communicate Unilever's drive for a cultural shift and for a new standard to give fathers a minimum of three weeks paid leave. Among other elements, the campaign promoted six benefits of parental leave, six tips from men who took a leave and five steps to ask an employer for paid parental leave.

The launch sparked conversations worldwide and, in one week, earned more video and news coverage than any other company campaign, including 2.5 billion earned impressions, 2,500-plus placements and 35,000-plus pledges of support from dads and others.

Unilever committed $1 million to fund $5,000 paternity leave grants, and it received 30,000-plus applicants. It also sought to enlist business leaders and allies besides dads to join it digitally and support the movement. With the campaign, Unilever transitioned its leading men's grooming brand from brand-say to brand-do.

EDELMAN AUSTRALIA

KFC: CREATING THE KFC YOUTH FOUNDATION

KFC has supported numerous charities in Australia, but its franchisee model meant community initiatives often were disparate and unstructured without a central platform to showcase its good work.

> Reflecting KFC's hiring of over 35,000 youth in the country, Edelman Australia developed the KFC Youth Foundation to create a social impact program that could build young people's confidence through mentorship, skills development, mental well-being and overcoming disadvantage.

The office also developed a creative platform to launch the foundation internally and to consumers and, ultimately, to increase brand trust in KFC and raise at least $1 million in donations. KFC merchandise has a cult following in the country, so Edelman created a collection of KFC merchandise – including chicken-scented surfboard wax, speedos inspired by the KFC Colonel's tie and collectable enamel pins sold in store, among others – to raise money for five charity partners.

Edelman also worked with local artist Chili Philli to create three knitted pieces for the collection and to serve as a campaign spokesperson. Launched in mid-August 2018, the collection generated more than 400 pieces of earned media and 61% of the coverage online linked to the Foundation store. Over 220,000 fashion items have been sold, over $1,350,000 was raised by September 2019 and brand trust in KFC rose 5 percentage points since the foundation's launch.

BUSINESS ETHICS & COMPLIANCE, DATA PRIVACY & INFORMATION SECURITY

Edelman commits to maintaining high ethical standards by communicating what we expect from our employees and from external third parties. Our Code of Ethics and Business Conduct embodies our commitment to providing excellent counsel and service to all stakeholders, and we supplement it with our Day-to-Day Situation Guide that addresses issues specific to our industry.

For external parties, we developed a Code of Ethics for Suppliers and Services Providers that ensure our suppliers, subcontractors, freelancers and other third parties understand and agree to comply with our expected standards in all business dealings.

We set social and environmental priorities and, through our Environmental Policy and Sustainable Procurement Policy, pledge to improve sustainability on several fronts. This includes sourcing goods and services from sustainable sources and collaborating with partners who share our sustainable procurement values and commitment.

We maintain a Digital Code of Conduct that is updated annually so that our online behavior policies mirror closely the pace of change occurring across the digital world. Data breaches and privacy blunders make headlines regularly and trigger global social media discussions and legislation. We help organizations navigate the increasingly complex data security and privacy environment and prepare plans and processes for their use should a data incident occur. We also work with clients to plan and train against likely security and privacy issues, to influence the policy agenda and to define leadership positioning.

In FY19, we continued to train new employees on our data privacy and security policies and procedures, using new training modules and other resources developed in FY18. Sixty-two percent of our level 4+ employees received anti-corruption training in FY19. We also closely monitored advanced threat protection capabilities introduced in FY18 that strive to identify malicious cyberattacks and phishing attempts and provide stronger identity validation.

In FY19, we received a Gold rating from EcoVadis, a provider of business sustainability ratings and other tools for global supply chains, placing Edelman among the top 4% of evaluated companies. EcoVadis delivers an independent CSR analysis covering 21 criteria across four themes of environment, fair labor practices, ethics/fair business practices and supply chain. Its methodology is built on international CSR standards.

Finally, we strive to be transparent about which engagements we will not accept. We do not take engagements from the tobacco, including e-cigarettes, firearms, pornography or coal production industries. We do not accept client assignments that aim to deny climate change. Our Client Portfolio Management Committee reviews current or potential work flagged as a prospective ethical or reputational risk and then determines whether to move forward or not. Further, if an employee doesn't feel comfortable working on a given assignment, they need only to communicate that and they will be reassigned.

83.7%
of employees trained on compliance and ethics

70.6%
of employees trained on general data protection (GDPR)

62.8%
of employees trained on workplace behavior

59.1%
of employees trained on anti-corruption

43.0%
of employees trained on IT security

Our People

Recognizing that our employees increasingly value citizenship, we continually enhance our citizenship programs and initiatives that apply to their lives at work, at home and in their communities.

Nearly three-fourths of employees believe we made moderate-to-significant progress in citizenship within the past year, adding to our belief that our efforts in citizenship, volunteerism, green initiatives and pro bono work contribute to recruiting, hiring and retaining our professionals.

Our employees tell us Edelman has the most impact today on gender equality and data privacy/information security. Also important to them are good health and well-being, green office policies and environmental and sustainability policies.

HEALTH & WELL-BEING

Health and well-being again ranked highest by employees as the most important area for Edelman to advance.

Also, a higher percentage than in FY18 – 52% vs. 47% – think Edelman has created a culture that promotes healthy living.

We expanded our suite of mental health and well-being support services by launching worldwide WHIL, a leading platform and app for daily sessions and 250-plus science-based minicourses for mindfulness, sleep and emotional intelligence skills, among other offerings. We also expanded globally the ComPsych employee-assistance program that integrates behavioral health, wellness and other employee assistance benefits.

In the U.S., we introduced MDLIVE, a provider of telehealth services with an MDLIVE doctor when an employee needs care to treat non-emergency medical and pediatric health issues. When appropriate, the doctor can write and send prescriptions to a nearby pharmacy. Psychologists, therapists and other health-related professionals are also available to help with mental health issues.

BEST WORK PLACE

Edelman Canada was honored for its emphasis on mental health, being named a Best Workplace for Mental Health in 2019. Judges noted the agency's inclusive environment, flexible working hours and commitment to mindfulness.

Edelman Middle East arranged for local hospital personnel to visit and check employee's blood pressure and other vital stats, while its GWEN team held mindfulness workshops to help employees' everyday work life through exercises, listening and communication.

Sabbaticals & Edelman Escape

Edelman offers three types of sabbatical programs – service award sabbaticals, Edelman Escape – Give a Dream and Edelman Escape – Live a Dream.

Service award sabbaticals that provide several weeks of paid time off plus a stipend are available to Edelman employees who have worked with the company for 10 years and then every five years thereafter. The time off and the stipend depend on the years of service.

In FY19, 32 U.S. and Canada employees were selected for an Edelman Escape, a one-week adventure and $1,500 to live a dream or give a dream. Recipients embarked on or are planning an experience that varies from traveling to Rwanda to assist a local school to journeying to Japan to discover more about a late uncle who lived there.

Awards

Edelman was named to several Best Places to Work rosters. They included Working Mother Magazine's U.S. roster, AdAge's Best Places to Work among advertising and PR agencies and Great Places to Work's Best Workplaces in Canada and its Best Workplace for Mental Wellness in Canada. Edelman also was named to the Human Rights Campaign's 2018 list of Best Places to Work for LGBTQ Equality, and Edelman Mexico was included on HRC's roster for Mexico.

We also were designated a Gender Fair company that leverages data to accelerate equality, and again was named a National Association for Female Executives Top Company for Executive Women.

HEALTH & WELL-BEING (CONT.)

Peakon Lets Employees Share Ideas, Concerns

To be more responsive to employees, Edelman launched Peakon, a global survey platform and listening tool that measures employees' trust levels and lets them share concerns and ideas instantly and anonymously with managers and leaders. Quarterly snapshots of employees' experiences give leaders insights that can help shape changes, drive employee engagement and improve their work experience, environment and trust.

Peakon measures four dimensions of engagement, including advocacy in recommending Edelman as a place to work, job satisfaction, pride in our products and services, and likelihood to stay. In the initial survey, employees ranked strategy and organizational fit as the top drivers of Edelman's Net Trust Score, which Peakon measures. Our initial score was higher than that measured at other large multinational companies.

Edelman Miami Introduces Work from Home Wednesdays

In a pilot project, Edelman Miami employees began working from home on Wednesdays. While they worked remotely, employees were responsible for handling and delivering quality client work and maintaining internal meetings.

Employees reported higher levels of engagement and satisfaction with clients continuing to receive the quality service they expect. In addition, over 70 hours of collective commuting time was eliminated, conserving roughly 40 gallons of fuel and reducing CO_2 emissions by 365 kilograms.

Among comments, one employee contended she was 'more productive' and able to have lunch with her daughters, while another cited being "able to sleep in a bit more in the morning and be more creative for a client campaign."

Deemed a "viable and promising initiative," work-from-home Wednesdays will begin in the Colombia office in FY20 as a pilot project.

DIVERSITY & INCLUSION

At Edelman, employee diversity of all types and inclusion enrich our culture and help deliver enhanced business results. Diverse insights also provide our clients with varying perspectives that reflect our changing world. We are committed to maintaining an open and nurturing environment that fosters collaboration, drives diverse thinking and creates a culture that respects and celebrates diversity and inclusion (D&I).

With a focus on increasing workforce representation, Edelman has set two goals to guide our efforts. By 2020, women are to comprise at least 50% of our local senior leaders, and at the end of FY19, that figure was 48% globally, and 51% in the U.S. We have also set a racial and ethnic workforce goal in the U.S. of 30% by 2022. That percentage was nearly 27% at yearend FY19, up from 24% when the U.S. executive committee set the goal.

We have several ongoing efforts to create a work environment where D&I is woven into our culture, behaviors, processes and operations. They include maintaining six employee network groups, increasing training and recruitment efforts, analyzing gender pay and establishing more diverse partnerships, among others. In FY19, Edelman launched a new employee network group, Edelman Boundless. Boundless is committed to highlighting the cultural and business value Asian experiences and perspectives offer to Edelman and our clients

while also building an internal community in which Asian employees and allies can collaborate, engage and grow.

Our D&I training is tailored to our business and required of every U.S. employee to ensure they have the knowledge and tools to help create a more inclusive work environment and culture.

At the end of FY19, more than 1,300 U.S. employees had completed D&I training, and we are launching a global unconscious bias training in the coming year.

We also hosted a Day of Understanding (as part of CEO Action for Diversity and Inclusion) in all U.S. offices for employees to share individual experiences, drive greater understanding of differences and build a more inclusive culture. Employees were asked to take the "I Act On" pledge to commit to personal actions that drive inclusion.

In FY19, we established a global D&I Council to inform programming in each market around the world and we appointed D&I stewards in each U.S. subregion. In FY20, we are launching a diversity-focused mentorship program that pairs diverse mid-level employees with senior leaders. We will also be focusing efforts to ensure that a diverse group of candidates are considered for posts and that hiring panels are diverse.

On the gender pay front, an analysis in 2018 found that the agency pays women 99% of what their male counterparts receive for similar job functions, experience and geographies. Edelman has committed to analyze gender pay every other year to ensure we maintain fair pay practices and strive to reach 100% pay equity. The next analysis is scheduled to be completed in 2020. Additionally, to make business travel easier for our working mothers, we introduced Milk Stork, a breast milk shipping service.

Edelman Employement by Gender and Region

Region	Female	Male	Total
APAC	829	374	1,203
Canada	163	67	230
EMEA	878	401	1,279
LATAM	252	82	334
U.S.	1,769	780	2,549
Total	3,891	1,704	**5,595**

Edelman Employment by Gender and Generation

Generation	Female	Male	Total
Silent	3	0	3
Millennial	3,087	1,114	4,201
Generation Z	33	12	45
Generation X	658	502	1,160
Baby Boomer	110	76	186
Total	3,891	1,704	**5,595**

DIVERSITY & INCLUSION PARTNERSHIPS

Edelman continues to partner with diverse industry and professional groups—from both a D&I and broader citizenship perspective. Some of these organizations include:

- ADCOLOR
- ColorComm
- G(irl)s20
- International Women's Forum
- Media Trust
- Resurgo
- She's the First
- The 3% Movement

We also established or maintained other partnerships around the world:

International Women's Forum

Edelman is a premier sponsor of this invitation-only nonprofit that comprises leading women worldwide representing multinational companies, governments and NGOs and strives to develop and advance policies that enhance people's freedom, choices and opportunities. We invite a delegate from each of our five regions to two global IWF conferences annually. Three senior agency leaders have represented Edelman in the respected International Women's Forum Global Fellows Program and in 2019, an Edelman General Manager was selected a Fellow.

The Valuable 500:

Edelman joined a global coalition that strives to put disability on the business leadership agenda with the goal of enlisting 500 national and multinational private sector corporations to serve as the tipping point for change and to unlock the business, social and economic value of people living with disabilities across the world. Edelman will finalize its commitments in FY20.

United for News:

In early 2019, Edelman offices in Canada and the U.K. began a unique partnership with United for News, a World Economic Forum initiative seeking to amplify women's authoritative voice in the media. We are actively participating in its effort to put female subject-matter experts forward as spokespeople and have begun pilot programs in newsrooms in Canada. In the UK, we are working with the BBC 50:50, helping our clients adapt the BBC's gender equity monitoring system for their own use in their communications.

DIVERSITY & INCLUSION (CONT.)

Our employee network groups each serve as an avenue to build an internal community within the larger Edelman family in which employees share, learn and grow professionally and personally.

Through our networks, employees actively acknowledge, celebrate and educate one another about different cultures, ideals and beliefs. These groups are instrumental in providing learning opportunities, fostering inclusion and creating a community for members of the respective groups.

In FY19, we added a sixth group – Boundless – for our employees of Asian descent. It joins Global Women's Equality Network (GWEN), Edelman Equal that focuses on the LGBTQ community, Edelman Griot centered on the African American community, our Latino network Edelman Inclusivo and our Veterans network Edelman Forward.

Global Women's Equality Network (GWEN)

This global network is very active with "In Circles" for sharing experiences, ideas and support; Opportunity Talks; and pro bono partnerships.

Special days of observance such as International Women's Day also spark GWEN programs including a #GWEN workshop on dealing with difficult clients. In Shanghai, GWEN members enjoyed a Power Hour Breakfast session and a Chakras yoga class. Edelman Singapore held an "Ask Me Anything" minute mentoring event. Elsewhere, the Toronto GWEN team heard a presentation from Labatt Canada's Director of Marketing who provided insights on "What Women Want."

During FY19, other GWEN events included a health talk session in Beijing with doctors from United Family Hospital and a workshop centered on mindfulness in Vancouver with the Women's Health Collective. New York GWEN hosted a New School professor and MSNBC legal analyst who spoke on several issues including equality of representation through access to technology. In Chicago, GWEN recruited mentors for teenage girls from Off the Street Club, a nonprofit organization that the Chicago office sponsors.

Edelman Boundless

This group, committed to highlighting the cultural and business value that Asian perspectives provide through an internal community, launched in 2019 during Asian American Pacific Islander Heritage Month. Many offices held local celebrations to recognize prominent Asian Americans in their region and to pay tribute to their families and community through volunteerism.

Boundless plans to focus on increasing avenues for educating colleagues and others about the diverse Asian experience through a strong effort on community engagement.

DIVERSITY & INCLUSION (CONT.)

Edelman Equal

Reflecting the agency's commitment to LGBTQ rights, Edelman CEO Richard Edelman participated in the World Economic Forum's first-ever panel on LGBTQ rights, emphasizing the importance of business and CEOs to create policies and support these rights and inclusion. He cited Edelman Equal and what it's doing across the Edelman network.

Offices scheduled varied programs and initiatives during Gay Pride month. The Edelman Chicago office alone held six events to raise money for a national storytelling campaign, the GenderCool Project, and to showcase a homegrown video of several Chicago Equal members. Activities included a networking/social event with the Human Rights Campaign, a panel about coming out and an afternoon of drag queen bingo that raised over $700 for a Chicago shelter that support people with HIV/AIDS.

Elsewhere, Edelman Toronto commemorated the 50th anniversary of the Stonewall riots with an event about the history of the Pride movement; San Francisco Equal attended the San Francisco Giants' LGBTQ night; and Atlanta had an evening that included history, coloring and tattoos.

Edelman Forward

This group for veterans and their family members integrated its four working groups to two, including one for recruitment, retention issues and the other for pro bono and volunteerism and community involvement. In FY20, Edelman Forward will expand to the United Kingdom in its first international expansion.

Edelman Griot

Several offices celebrated Black History Month 2019, themed "Say It Loud," by paying tribute to the proud legacy of Blacks who have used their voices to cultivate culture, break down barriers and inspire meaningful change. Among the events: New York Griot held a workshop on "Unapologetic Creativity" with media experts; Los Angeles discussed "Black Twitter in America," and San Francisco Griot hosted a town hall on issues impacting predominantly African American communities in the Bay Area.

Edelman Inclusivo

During Hispanic Heritage Month 2019 and throughout the year, the Washington, D.C. Inclusivo team hosted Spanish language tables, New York members held a Lunch & Learn, and in Chicago, members hosted a cultural bazaar to showcase traditional Latin American foods, among other activities.

LEARNING & DEVELOPMENT

An Edelman career means continual growth. Our DNA emphasizes learning and career development and, increasingly, that includes a focus on citizenship and purpose-driven training. Overall, professional development at Edelman encompasses formal training, coaching and mentoring, and specialized professional events that enhance employees' learning experience.

Demonstrating our commitment to education, all full-time Edelman employees are expected to complete 24 hours of learning each year. In FY19, employees averaged 8 hours of training each for a total of 55,993 hours. Seventy-two percent of employees were actively engaged in training, with active learnings averaging 11 hours of training. Of each Edelman region, Canada led with an average 12.9 hours per employee, followed by Latin America with 10 hours and Asia Pacific with 9 hours. The U.S. with an average of 7.6 hours and Europe at 6.8 hours lagged.

In FY19, working with the London Purpose team, the U.S. Learning and Development team created a local "What Is Purpose" training module.

Our learning and development offerings:

Edelman Learning Institute: Through our "virtual campus," we strive to deepen employees' business acumen, project management and creative thinking skills, among many others. A new, easier-to-use ELI system was introduced in July 2019. It is available on mobile devices with or without an app and provides greater integration with webinar tools. To introduce it, 31 webinars were held across the network.

Leadership Academy: Select client-facing leaders participate in an intensive three-day educational program conducted by experts from inside and outside Edelman.

Mentor Programs: Most of our global offices offer a mentorship (and reverse mentorship) program, connecting experienced employees with junior colleagues. Other programs link minority talent with senior managers, newer women employees with women leaders, and new parents with longtime Edelman parents.

Career Development: Varied experiences across sectors and practices and even geographies can help employees grow and develop their skills and expertise. These can include role changes, our Global Mobility initiative, temporary assignment to another department, a specialized training program, switching accounts to develop desired skills, taking a sabbatical or working on a pro bono project.

Tuition Reimbursement: In many offices, Edelman reimburses employees for satisfactorily completing pre-approved educational studies at an accredited college, university or professional organizations.

Train-the-Trainer Programming: Edelman invests in the facilitation skills of its leaders as teachers, training them to deliver our curriculum in local offices.

Occasionally, regional offices will introduce their own development programs. In FY19, Edelman India introduced the Potentialife training program that combines positive psychology, neuroscience and technology and seven employees to develop leadership skills.

Our Communities

Increasingly, our employees make a positive impact through community involvement by using their professional skills, talents and time. In 2019, 74% of surveyed employees volunteered in their community, both inside and outside Edelman, up from 67% in 2018. Employee efforts in pro bono work through Edelman increased to 19% from 14%, and senior leaders are engaged at least twice a year with pro bono initiatives.

We are developing a new pro bono strategy that examines successful programs at Edelman offices for possible use globally.

We must continue to improve the awareness, empowerment and participation in citizenship as it applies to familiarity with our citizenship goals and our volunteer and pro bono opportunities. A clear discrepancy exists between junior and senior staff in this regard.
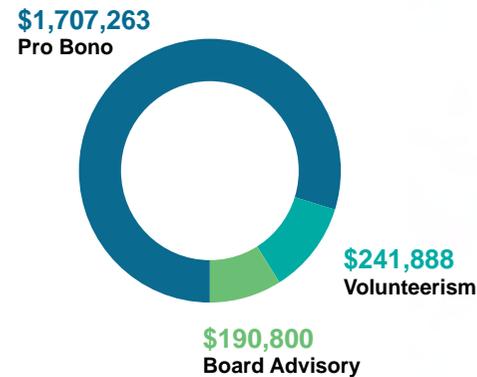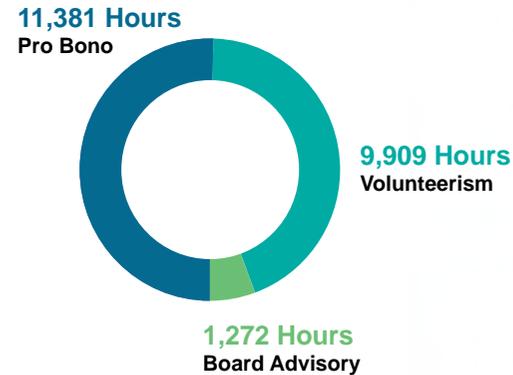
COMMUNITY ENGAGEMENT

We consider a strong community engagement program a win-win for several reasons. We build a deeper relationship with our communities, our employees can apply their skills in new ways, and nonprofits receive the support they need. We encourage and assist employees to make meaningful contributions through volunteerism, pro bono work and involvement in local, national and global initiatives.

Our employees view being active and engaged through volunteering and pro bono opportunities as a core value. Eighty-three percent view global citizenship as an important reason to choose to work at Edelman along with volunteerism (79%) and pro bono efforts (77%). And the value of citizenship within our culture continues to rise, to 72% in 2019 from 65% in 2018.

We give each full-time employee eight hours of paid time off to participate in Edelman-organized pro bono or volunteer projects. Our Pro Bono and Volunteerism Policy prioritizes pro bono work, or "professional volunteerism," defined as skilled work performed by a professional, done free of charge. We are striving to get employees more engaged and are considering actions to help boost their involvement further.

11,381 Hours
Pro Bono

9,909 Hours
Volunteerism

1,272 Hours
Board Advisory

$1,707,263
Pro Bono

$241,888
Volunteerism

$190,800
Board Advisory

FY19 community engagement by the numbers:

24,850 hours of **community engagement*,** equating to $2,139,951 in value, which included:

11,382 hours of pro **bono work,** equating to $1,707,263

9,909 hours of **volunteerism,** equating to $241,888

1,272 hours of board of directors' involvement, equating to $190,800

*On occasion, Edelman offices reported only total hours of community engagement and did not categorize as pro bono, volunteerism and board of directors' work, which explains why the number of hours within each category does not equal the total hours of community engagement reported above.

VOLUNTEERISM AROUND THE WORLD

Edelman offices participated in a wide variety of volunteer activities and projects in FY19.

Canada

Annually, Canada's five offices participate in The Little Give, an initiative Edelman Vancouver started in 2008 and Edelman Canada adopted in 2010 as its national corporate social responsibility project. In FY19, the offices – Calgary, Montreal, Ottawa, Toronto and Vancouver – held their Little Give in the same week and for the same charitable partner, the YWCA. Over 180 employees beautified 13 YWCA centers, cooked meals for those in need and provided career advice, among other activities.

Chicago

Edelman Chicago's Week of Service in late June drew 105 volunteers who worked with six nonprofit organizations, including the Alliance for the Great Lakes, Breakthrough, GirlForward, Lakeview Pantry, Meals on Wheels and Sarah's Inn.

Volunteers collected over 40 pounds of trash during the Alliance for the Great Lakes beach cleanup, served a lunch to 100 individuals experiencing homelessness at the Breakthrough Men's Center, and at Camp GirlForward, helped ready a classroom. Also, volunteers were personal shoppers at Lakeview Pantry for people struggling with poverty and food insecurity, hosted bingo at a senior center for Meals on Wheels and helped establish a library and organize donations at Sarah's Inn, a shelter for victims of domestic violence and their families.

India

Employees in India engaged in six major volunteer initiatives. Edelman Bangalore employees participated in activities with children at the Bosco Mane orphanage and they assisted the Vidyaranya nonprofit organization at its Namma Mane home for underprivileged and parentless girls. Volunteers partnered with "Grow-Trees," sponsoring 47 trees on behalf of employees. Other donations helped provide trees planted at six sites. Mumbai employees created a foot spa center to use the services of a spa that helps visually impaired therapists.

VOLUNTEERISM AROUND THE WORLD (CONT.)

London

Nearly 400 Edelman London colleagues participated in the office's second annual Charity Day. Employees worked with Media Trust, a communications charity, and Hands On London, a community service facilitator, to connect with and support 19 different organizations. Among other activities, volunteers prepared food for vulnerable people in the local community, renovated a charity's retail space and beautified communal green spaces across London.

Middle East

During the holy month of Ramadan, our Dubai office supported Ramadan Sharing Fridges by raising money and shopping for items that filled three shared refrigerators for those in need across Dubai. Employees also donated books to Wanna Read?, a nonprofit with reading rooms for children in hospitals across the United Arab Emirates, and connected it with client Legoland Dubai, which gave a portion of its theme park's tickets sales to the nonprofit. The collaboration raised $30,000. Employees also gave unused office supplies to Emirates Red Crescent, which educates and helps integrate Syrian refugee children within mainstream schools. Additionally, they volunteered at Give & Gain Day at the Manzil Center, which helps people with disabilities.
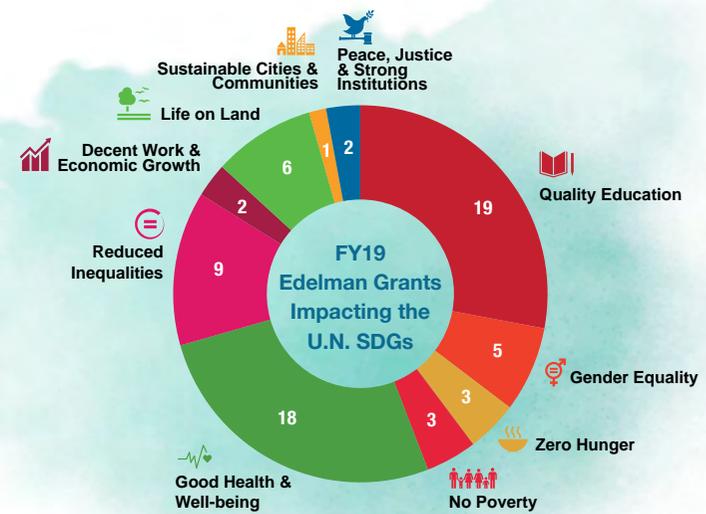

Shanghai

Shanghai employees held a two-day "Go Green" bazaar and donated unused items for recycling such as electronics and other personal goods. A charity auction with the items raised $1,500 USD.

CORPORATE GIVING

For the past eight years, Edelman has donated over $1.2 million in Community Investment Grants to support local nonprofit organizations recommended by employees who volunteer with them. In FY19, 68 grants – the most ever awarded in a single year – totaling $144,000 were awarded. Twenty-seven of the grants assisted programs that fall under the three U.N. Sustainable Development Goals that Edelman centered its giving on during the year – Quality Education, Gender Equality and Zero Hunger.

FY19 Edelman Grants Impacting the U.N. SDGs

- Sustainable Cities & Communities
- Peace, Justice & Strong Institutions
- Life on Land
- Decent Work & Economic Growth
- Quality Education — 19
- Reduced Inequalities — 9 / 2
- Gender Equality — 5
- Zero Hunger — 3
- No Poverty — 3
- Good Health & Well-being — 18
- 6 / 2 / 1

COMMUNITY INVESTMENT GRANTS MAKE A DIFFERENCE

Our Community Investment Grants leave a lasting impact on both the nonprofit organizations we support and the Edelman employees who nominate them. This influence is captured in comments received by recipients and from employees who nominated the programs for grants:

"Your support helps Depaul USA's Dax Program provide essential services in Chicago that connect homeless or housing insecure DePaul University students to emotional and financial support. We could not provide these critical services without your assistance."
– Depaul USA

"Your support makes it possible for talented, low-income youth to have access to educational opportunity and make their dreams a reality by being the first in their families to go to college."
– Latino U Scholars:

"This award will help provide theatre camp to 10 homeless children."
– Brooklyn Children's Theatre:

"It's wonderful to work for a company that supports its employees and the community in such an inspiring way!"
– Edelman Chicago Vice President about Feline Friends of Chicago:

"One reason I love working at Edelman is that I am at a company that prioritizes community investment and nonprofit work, both with our time and financially."
– Edelman Chicago Account Supervisor about 826CHI:

#GivingTuesday Efforts Raise $40,000 for Disaster Relief

On #GivingTuesday on Nov. 27, Edelman and our employees raised $40,000 in disaster relief funds for last year's California wildfires, Hurricanes Michael and Florence and the earthquake in Indonesia. The funds were raised in conjunction with an American Red Cross matching donation program.

Held annually after Thanksgiving, #GivingTuesday encourages people to give back by donating and volunteering. Managing Director John Edelman, who heads our Global Citizenship program, led the agency's efforts, noting that a key principle of success for his father Dan Edelman, who founded the firm in 1952, was giving back to the communities in which we operate. Our employees donated $20,000 and the Daniel J Edelman Family Foundation matched it.

"It's through our citizenship function that Edelman remains steadfast in continuing to do good on #GivingTuesday and throughout the year as well."
– John Edelman

Edelman Chicago Establishes the Dominic DiFrisco Scholarship Fund

Dominic DiFrisco

Edelman founded the Dominic DiFrisco Scholarship Fund in 2019 to honor our esteemed colleague and community leader who was a senior consultant for Edelman since 2002. Dominic died in April at the age of 85.

Dominic was a mentor to many at Edelman and elsewhere, and the scholarship in his name supports youth from the Off The Street Club. Founded in 1900, it is Chicago's oldest boys and girls club, serving more than 3,000 youth in the West Garfield Park neighborhood.

Edelman Chicago is a major supporter of the club in donations and volunteering, and an Edelman Senior Account Supervisor is a member of its auxiliary board. Funding for the scholarship is provided by Edelman Chicago and the Daniel J. Edelman Family Foundation.
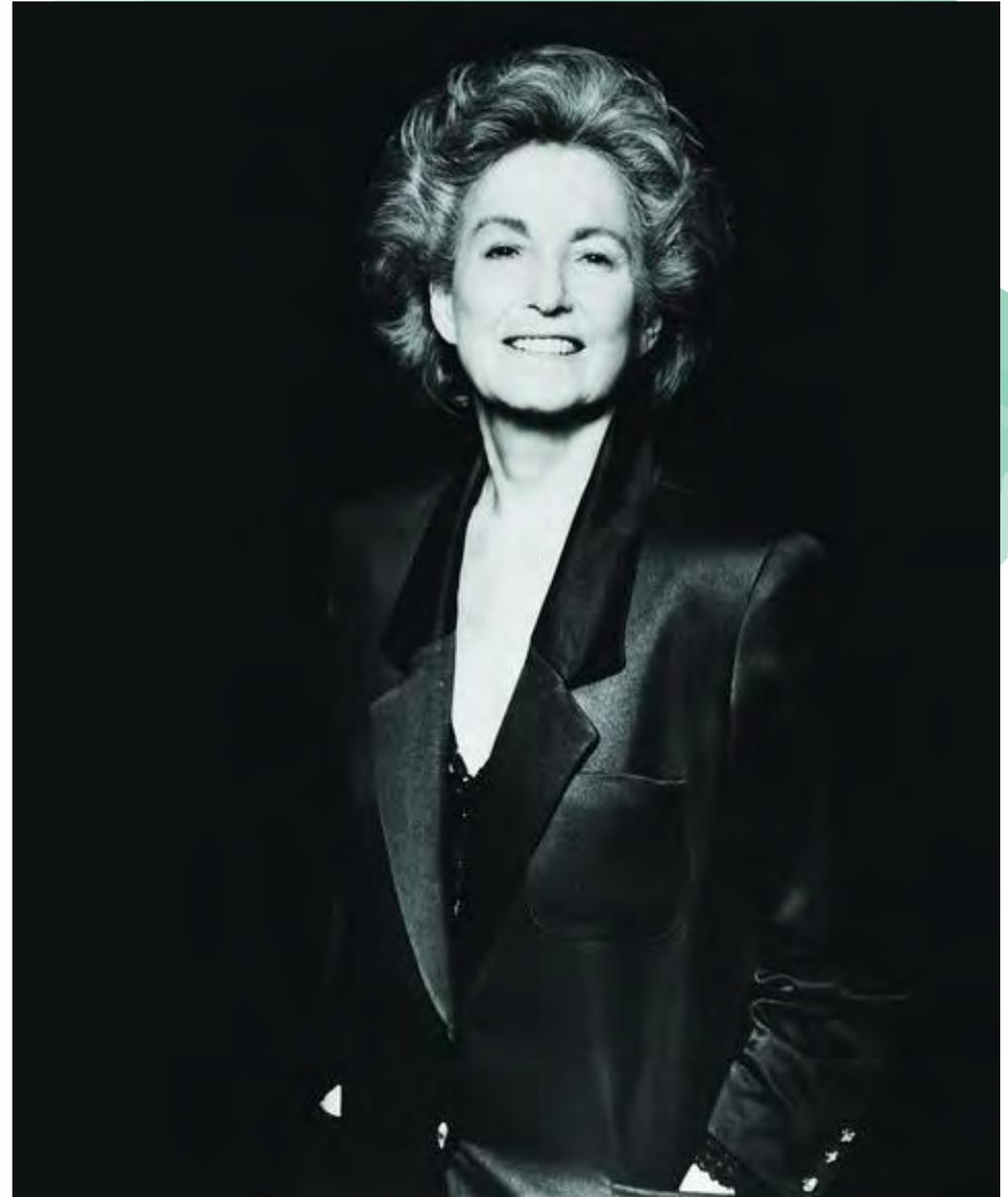
PRO BONO

In FY19, Edelman employees contributed 11,381 hours to 85 pro bono projects which apply to three priority United Nations Sustainable Development Goals identified by our employees: Gender Equality, Quality Education and Zero Hunger. Pro bono hours climbed 27% from 9,000 in FY18, and the estimated value of the work increased to $1.7 million from $1.4 million.

During the year, we reevaluated the Sustainable Development Goals that apply to our community efforts moving forward. Reflecting input from employees and external stakeholders as well as business practices and operational impacts, we aligned on five priority SDGs going forward: Good Health and Well-being, Quality Education, Gender Equality, Reduced Inequalities and Climate Action. We aim to deliver 50% of our pro bono projects against these goals beginning in FY20.

Ruth Edelman Award

In its fourth year, the Ruth Edelman Citizenship Award – which honors the life of the Edelman matriarch and her tireless involvement in the community to support numerous health organizations and nonprofits – recognizes the pro bono project that demonstrates Edelman citizenship to the highest extent. The recognition is part of Edelman's larger Culture Awards, which celebrate the achievements of teams and individuals who have made a positive impact for the firm, clients and one another – and grants $5,000 to the winning team.

Top-ranking entries illuminate the beginning-to-end communications marketing work we do regularly for clients and demonstrate our third core value – *The Courage to do the Right Thing* – and our newest core value – *The Commitment to Positively Impact Society*. The following pages outline our best in-class pro bono work. For more examples of our nonprofit partnerships at work, please visit our Global Citizenship webpage.

EDELMAN TORONTO

JAKE'S HOUSE: GIVE A LITTLE BIT

Imagine that you suffer from a developmental disorder that leads to an isolated life because of the difficulty in communication and interacting socially. Unfortunately, that is the reality for many of the one-in 66 Canadian youth diagnosed with autism. To assist those on the autism spectrum and their families in feeling more connected, Jake's House was founded in 2004 by the parents of a boy, Jake, diagnosed with ASD. A small, grassroots charity, Jake's House plays a vital role in driving inclusion through community events and emotional support.

Like many other small nonprofits, its resources are extremely limited. Edelman Toronto was retained to raise the profile of Jake's House and bolster fundraising at a time of significant funding challenges for autism. Jake's House was competing for donations against larger charities, so the team had to find an inventive way to drive interest and inspire corporate and individual giving.

An idea emerged while delving deep into studies about the condition. The team learned that while those on the spectrum have difficulties with communication, language and social skills, they also exhibit striking strengths including in musical ability. Music, of course, is the ultimate connector, uniting people from myriad backgrounds and experiences. The team decided to put four talented individuals with autism in the spotlight, giving them the stage they deserve.

Edelman began by helping Jake's House secure the rights to a song that held special lyrical significance – the rock band Supertramp's classic "Give a Little Bit." This proved the perfect soundtrack for fundraising and to underscore that with support, individuals with autism are capable of amazing achievements. Working with the charity, the team convinced Roger Hodgson, the composer and performer of "Give a Little Bit," to play a private show in Toronto along with his band, a 47-piece orchestra and four individuals on the spectrum.

The song was taught to the four participants at a weekend rehearsal at the Royal Conservatory of Toronto and later, after meeting Hodgson at the sound check, performed before a sold-out Sony Centre for Performing Arts. A music video was disseminated subsequently through social channels, influencers and the Jake's House site.

Working with creative, earned, brand, digital and paid performance teams, Edelman created a robust communications plan and advised Jake's House to use paid media to stoke the fire. The team secured a Google nonprofit grant and executed its thorough digital and social strategy to ensure all-around success.

The star-studded evening on April 2nd, 2019 began with a video message from Prime Minister Trudeau, an emotional in-person speech by Toronto Mayor John Tory, and support from several high-profile athletes.

We arranged exclusive interviews for Roger Hodgson and one of our performers on the spectrum with two main media targets — Breakfast Television and eTalk – and each extended broadcast/online segments that kicked off our fundraising efforts. And Edelman's music video has generated 275,000-and-counting views and created a second wave of media coverage from toronto.com, Toronto Guardian, InspireMore.com, Good News Network and SamaritanMag.

Within the first three months, the "Give a Little Bit" campaign exceeded the charity's $1.5 million fundraising goal, a record.

"Never in my wildest dreams did I think we could be a part of something so special and impactful," asserted Jake's House founder, David Bodanis. "Without Edelman, none of this would have been possible."

EDELMAN ORLANDO

THE GROVELAND FOUR: GROVELAND FOUR CLEMENCY COALITION

Seventy years ago, four African American men dubbed the Groveland Four were wrongly convicted of a heinous crime and despite the Florida legislature's unanimous resolution in 2017 acknowledging the injustice against them, their clemency review remained stalled into 2019. Edelman Orlando saw an opportunity to create greater awareness of the local issue and seek justice for the Groveland Four with an overdue pardon from the Florida Executive Clemency Board.

Employing strategic communications and public advocacy, the team targeted the key leaders identified as most influential on the issue. The team brought together the disparate parties who primarily had used social media to support the cause, enlisted other supporters and influencers, and decided to amplify these collective voices through earned media as well as social channels. They established the Groveland Four Clemency Coalition with the goal of getting the state's Clemency Board to act and pardon the men.

The Edelman team created an advocacy toolkit for engaging Clemency Board members directly and formed and managed an online community via a Facebook page and the Twitter handle @TheGroveland4. An earned media campaign across local and national media outlets elevated coalition leaders and their call to action through articles and op-eds that generated public pressure.

On Jan. 11, 2019, the Groveland Four were granted a pardon unanimously by the Clemency Board and Florida's new governor signed it three days after taking office. The Twitter handle gained 1,200 followers with tweets generating 349,000 impressions reaching key influencers. The campaign also generated 23 earned media placements and organic coverage of 400 additional media placements in CNN, The Washington Post and USA Today, among others. The Orlando Sentinel editorial board issued an apology to the community for the newspaper's "role in this injustice."

EDELMAN GERMANY

TAFEL DEUTSCHLAND: SAVE FOOD, HELP PEOPLE

Edible food is destroyed in Germany daily while countless Germans don't have enough to eat. TAFEL Deutschland, a federal association that supports and represents over 900 local Tafel initiatives in the country, collects surplus food and distributes it to over 1.5 million people in need of food, one-third of whom are children and youth.

TAFEL is in constant need of financial and volunteer support, and Edelman Germany lent its communications expertise and professional support. As a nonprofit organization, however, they do not have enough personnel to carry out professional communication and marketing. About 30 Edelman Germany professionals from four offices helped support TAFEL in projects to recruit young talent, raise funds and promote TAFEL day on Sept 29, 2018, at Germany's 900-plus regional TAFEL shops.

Each project was led by one or two coordinators who oversaw the whole project and managed the team. The team generated an in-depth analysis of potential young talent, produced an employee handbook, generated content and creative ideas for advertisements, leaflets, postcards and other communications, and employed its digital expertise to recommend changes to the TAFEL website, which led to a website relaunch.

Project results exceeded TAFEL expectations. TAFEL Day drew double the number of participants. The drive to recruit more young talent led to advertisements enticing young volunteers, a handbook, a website audit that telescoped a weak website for encouraging young volunteers, and two workshops that drew 25 TAFEL volunteers energized to recruit more young people.

"Look over the edge of the plate," a campaign in partnership with IKEA that aims to curb food waste, benefitted from Edelman-designed table displays, promotional flyers and postcards that were distributed throughout IKEA Germany stores, which reach about 53 million visitors annually.

EDELMAN MALAYSIA

MALAYSIAN ASSOCIATION OF THE BLIND: SENSORY PHOTOGRAPHY

Nearly 500,000 Malaysians, or about 16% of the country's population, are visually impaired with very limited career opportunities. The nonprofit Malaysian Association for the Blind, the premier volunteer organization in the country serving the visually impaired, and Edelman professionals from the Kuala Lumpur office worked to create awareness of the issue of joblessness among the visually impaired and to upskill and create a viable opportunity for steady income for them. To underscore their plight, only 360 visually impaired Malaysians were employed and only 200 were skilled between 2012 and 2017.

The Edelman team worked with renowned commercial photographer David Lok to train the visually impaired for a profession that typically relies on visual abilities – photography.

A 10-week Sensory Photography program with a handbook was developed to help guide the visually impaired by their intuition and emotion, and photos from participants were showcased in an exhibition. Twenty-eight were featured as tactile photographs with audio descriptors, a first in Malaysia that enabled the visually impaired community to feel the stories through physical touch and audio.

Edelman Malaysia also supported the program by providing digital and PR expertise and support, including media relations efforts that led to RM 1 million in news stories. Overall, the effort led to a nationwide awareness campaign through the Ministry of Women, Family and Community Development; a formalized vocation and platform for nearly 500,000 visually impaired Malaysians; a new vocation and source of income and home for seven visually impaired residents; and a Kancil Award from the country's most prestigious advertising awards competition.

Our World

As a global agency, we recognize we must lead the way beyond just our direct stakeholders to help realize real progress on environmental and sustainability challenges. This includes continuing to improve our own environmental impact, ensuring responsible and sustainable procurement policies and programs, and helping to communicate and correct injustices and harmful environmental practices whenever and wherever we experience them.

RESPONSIBLE PROCUREMENT

Edelman took several actions to streamline our sustainable procurement processes, maximize spending with diverse suppliers and honor our commitment to supplier diversity. We are updating our sustainable procurement policy annually to reflect ongoing progress. Aligned with U.N. Sustainable Development Goal No. 8, we focus on promoting inclusive and sustainable economic growth, full and productive employment and decent work for all.

As part of Edelman's sustainable procurement strategy, we completed Phase 2 of our supplier engagement program in FY19. Edelman used a third-party platform that evaluates and rates sustainability performance to reach out to 116 suppliers in the U.S., Europe and China in FY19 – 23 supplier assessments were completed and five more are having their assessments analyzed. In Phases 1 and 2, a total of 53 suppliers have participated in the evaluation process. We are continuing to expand supplier outreach efforts in FY20 and plan to extend our scope to reach additional suppliers. We will begin Phase 3 of our supplier engagement program in 2020.

It must be noted that because Edelman is a professional service firm, our supply chain is different from supply chains of other companies. Edelman's supply chain consists mainly of other professional services firms such as video production and editorial services. At Edelman, individual offices manage supplier relationships, but we are working toward a more structured approach and are implementing a vendor management system. Additionally, we began using a supplier locator in the U.S. that identifies diverse suppliers in our priority spending categories.

Our supplier diversity program seeks to increase our U.S. spending with racial and ethnic minority owned businesses, as well as those owned by women, LGBTQ, individuals with disabilities and the veteran community. The program also supports small businesses in historically underused business zones, or HUB zones. We began planning for a supplier diversity pilot program in Edelman Chicago, Washington D.C. and Southeast offices. Learnings from them will help us achieve our goal of spending at least 10% with diverse suppliers in our priority categories in the U.S.

OUR ENVIRONMENTAL FOOTPRINT

Our environmental stewardship becomes increasingly important as climate change becomes an ever-more pressing global challenge. We believe all companies must play a role in improving environmental sustainability efforts and achieving climate action goals defined in the Paris Climate Accord.

Recognizing the reality of climate change and the scientific evidence that supports it, we do not accept client assignments that aim to deny climate change and we do not work with coal producers.

We made progress toward our sustainability objectives in FY19, including:

- **Attained Carbon Trust Standard recertification,** demonstrating our commitment to reducing our global carbon footprint

- **Achieved year-to-year decreases** in scope 1 and 2 emissions intensity per full-time equivalent employees for the fifth consecutive year

- Since FY12, we have **decreased our carbon intensity globally by 33%**

- On track to **meet our target of reducing carbon intensity** per full-time equivalent employee for the 20 offices that account for 70% of our global carbon footprint by 10% at yearend 2020 against 2016 levels

- On track to **meet our goal of procuring Energy Attribute Certificates** for all our electrical consumption in the U.S., Europe and India. We purchased EACs for 99.7% of our electrical use in these regions in FY19

We are seeking to realize a 50% waste diversion rate in our five hub offices – New York, Chicago, Washington, D.C., London and San Francisco – by 2020 and all global offices by 2025. We conducted a waste stream pilot program and audit in the Chicago office and found that a 53% diversion rate is achievable. Through that pilot, we raised our Chicago office diversion rate in FY19 to 46% from 34%, with nearly half of the waste stream recycled or diverted via organics composting. We intend to work with other offices on a similar audit to help achieve our 50% waste diversion goal.

Our carbon emissions inventory and material use data apply to FY18 because the timing of our publication and our fiscal year for environmental reporting require a one-year delay in reporting on environmental data.

Our total carbon intensity (scope 1, 2 and 3 emissions) per full-time equivalent employee decreased by 28% since FY12. The reduction reflects a reduction in absolute emissions from ongoing investments in energy efficiency. In FY18, our absolute scope 1, 2 and 3 global carbon emissions increased by 18% vs. FY17 despite our continuous improvements in energy efficiency. The rise was driven mostly by an increase in business air travel activity. We have put into place multiple measures to reduce emissions from business air travel.

OUR ENVIRONMENTAL FOOTPRINT (CONT.)

Scope 1 & 2 Emissions

Scope 1 emissions account for 4% of our global carbon footprint. Scope 1 emissions increased by 13% and carbon intensity of scope 1 emissions per FTE rose by 12% in FY18. Scope 2 emissions represent 17% of our overall carbon footprint. They decreased 5% in FY18.

We also improved our electricity consumption intensity per square foot by 8%. The reduction reflects ongoing investments in energy efficiency, optimization of office space use, office relocation to certified green buildings and improved data quality.

In addition to reducing our electricity consumption at the source, we actively engage in supporting credible efforts to green the grid globally. Back in 2017, we purchased more than 5,700 Megawatt-hour (MWh) of Renewable Energy Credits (RECs) for 100% of our electricity consumption in the U.S. We have rapidly expanded this strategy where possible. Since December 2017, all our offices in Germany source 100% renewable electricity. Since FY16, we have reduced our global scope 2 market-based emissions by 77%.

Scope 3 Emissions

Scope 3 emissions increased by 24% in FY18, mostly driven by an increase in emissions from business air travel. Business air travel accounted for 77% of our global carbon footprint in FY18, and although travel may be critical in maintaining long-term client relationships, Edelman recognizes the major impact business air travel has on the environment.
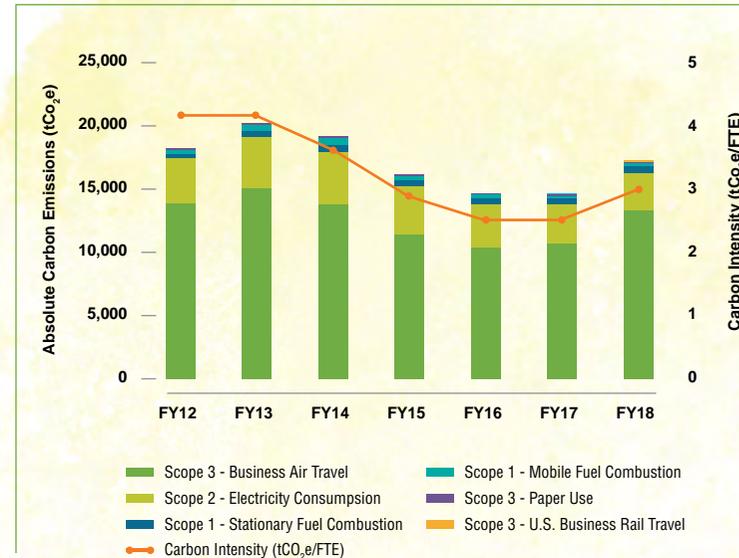
We continue to participate in UPS's Carbon Neutral Carbon Offset program to offset all carbon emissions generated by the transport of our packages by supporting climate change resilience projects. From April 2017 to March 2018, we offset 95 tCO2e through the program.

We will continue to strive to reduce our environmental footprint as part of our transition toward a low-carbon economy, with a strong focus on green office operations, supporting greening of grids globally and minimizing business air travel.

In FY20, we intend to implement a long-term carbon reduction target of 15% by 2025 that reflects a level of ambition informed by science, our material sources of emissions and the nature of our business.

Global Absolute and Intensity Carbon Emissions

Chart legend:
- Scope 3 - Business Air Travel
- Scope 2 - Electricity Consumpsion
- Scope 1 - Stationary Fuel Combustion
- Scope 1 - Mobile Fuel Combustion
- Scope 3 - Paper Use
- Scope 3 - U.S. Business Rail Travel
- Carbon Intensity (tCO$_2$e/FTE)

OUR ENVIRONMENTAL FOOTPRINT (CONT.)

Business Travel

Business air travel accounts for most of our emissions, but air travel is critical to professional services firms such as ours. Over the past year, our Business Air Travel Working Group acted to reduce our carbon footprint from air travel, launching a centralized travel booking system in the U.S. We transitioned to Ovation Travel to better track travel and hotel use. We also added "green" hotels to our Global Business Travel. We will be communicating our broader travel policy in FY20.

We are developing a pilot program with offices where employees travel the most for business to identify and test key opportunities for reducing air travel. These include greater employee awareness and encouragement to use videoconferencing and to travel by rail instead of by plane.

We now gather data on emissions from business travel by rail in the U.S. We are scaling up other offices progressively depending on their contribution to our overall footprint and availability of reliable and accurate business rail travel data.

Carbon Trust Standard

The Carbon Trust Standard (CTS), an independent certification, recognizes organizations that take a best practice approach to managing their environmental impacts. Edelman secured Carbon Trust Standard re-certification in FY18, which is obtained every two years. Our re-certification reflects our continuous efforts and commitment toward sustainability. Edelman was the first public relations firm worldwide to attain CTS certification.

To achieve CTS certification, Edelman was required to establish a system to measure and monitor carbon emissions and to demonstrate year-on-year reductions in carbon emissions. It demonstrates our ongoing commitment to reduce negative environmental impacts from our operations.

Carbon Disclosure Project

In FY19, Edelman completed its fifth response for the Carbon Disclosure Project (CDP), which runs the most comprehensive collection of environmental data from companies and governments that measure and manage their environmental impact. Edelman's FY19 CDP score wasn't available at the time of our report's publication, but we consistently outperform the average score in our industry. Our 2018 score was within the "awareness" band, which is higher than the general average and the North America regional average. Our 2018 score is available on the CDP website.

OUR ENVIRONMENTAL FOOTPRINT (CONT.)

International Regulations and Partnerships

Our continued partnership with NSF International, a U.S. certification organization, and professional services firms, governments and others resulted in development and approval of the first sustainability standard for professional services firms. American National Standards Institute's NSF 391.1 General Sustainability Assessment Criteria for Professional Services was published in January 2019 and we plan to use the standard to guide our own sustainability journey going forward. John Edelman, our Managing Director of Global Engagement and Corporate Responsibility, was a member of the Joint Committee that helped develop the standard.

We also follow government environmental mandates, such as the United Kingdom's mandatory Energy Savings Opportunity Scheme, or ESOS. Under it, Edelman London measures all areas of significant energy use that account for 90% of its energy spend and seeks to identify opportunities for savings through its audit. The article also reports compliance to the U.K. Energy Administration.

Separately, Edelman India complies with local law requiring companies to give 2% of their profits to charity. The Indian offices have identified children's rights and education as the primary beneficiaries of their giving.

TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURE

Recognizing a link between climate-related risk and financial stability, the Task Force on Climate-related Financial Disclosures, or TCFD, developed a list of such disclosures that apply to organizations across sectors and jurisdictions. CDP committed to aligning with the TCFD, recognizing that mainstreaming climate information into financial reports can help meet commitments of the Paris Climate Accord, keeping global warming below 2 degrees Celsius. In FY19, Edelman applied the TCFD framework to our own reporting by transparently identifying material climate risks, opportunities and financial impacts in alignment with the TCFD disclosures in our annual CDP submission.

Climate-related risks have the potential to decrease profitability for our clients based on increased production costs (energy and water). This could potentially decrease their external communications/PR budgets and impact their financial ability to do business with Edelman. Additionally, if a carbon tax were to be implemented in the countries where our clients operate, some of our clients could be financially impacted and thus decrease their ability to continue their relationship with Edelman. Following the Paris Agreement, we expect to observe an increase in costs in the medium- to long-term in the two following areas:

- Increase in electricity tariffs from greening of the grid (as part of government's Nationally Determined Contributions)

- Increase in business travel fares as airlines will work towards the International Air Transport Association's carbon neutral growth target.

The increase in business travel fares is particularly relevant for Edelman as 77% of our emissions are associated with business air travel. Additionally, travel to client sites is currently still essential in the generation of new business as well as supporting existing business. The transition to meetings being held electronically via our Microsoft Teams program will be key to keeping costs under control if airline costs were to increase.

Our CDP response is available publicly at www.CDP.net.

OFFICES "GO GREEN" WITH VARIED INITIATIVES

Edelman India

Edelman India took several environmental actions to reduce its offices' environmental footprint. Biodegradable cafeteria supplies replaced plastic ones, energy-saving LED lights were installed where possible, recycled newspapers were converted into pencils and unused wastepaper became notebooks.

Offices also participated in a partnership with Grow-Trees.com. It encourages supporters to plant trees in public lands through its various projects across India. Employees pledged trees and Edelman matched their pledges.

THE DUBAI DECLUTTER

REDUCE   REUSE
RECYCLE   REHOME

Edelman Mexico

Edelman Mexico created a green meetings campaign with a video and a checklist to reduce the office's energy consumption, food waste and trash. To promote the effort, employees received a small plant and a digital card with information about the program, and a townhall meeting emphasized the importance of green meetings.

Edelman Middle East

Edelman Middle East encouraged employees when moving to its new Dubai office to recycle unwanted items. It banned the purchase of plastic, used the green meetings guide, installed recycling bins and gave employees a reusable Edelman-branded bag and water bottle.

Edelman Shanghai

Edelman Shanghai invited the founder of QUANYU, an environmental protection nonprofit, to present a session on garbage classification. Employees also received non-disposable tableware and stainless steel straws with the Edelman logo.

OPERATIONS AND ENERGY EFFICIENCY

In FY19, we took several actions to improve our operational energy efficiency.

Electronic Waste Disposal

We collaborate with Ingram Micro ITAD, an IT asset disposal service, to reduce electronic waste – older computers, phones and other electronics – responsibly. In partnership with Ingram Micro ITAD, we recycled or repurposed 9,680 assets and saved over 3.3 million kilowatt hours of energy. The initiative saved resources by recycling or reusing the electronic products, and it reduced emissions associated with waste directed to the landfill.

Secured Print

We have introduced secured printing functionality in some of our U.S. offices. The process requires a user to authenticate at the printer, increasing document security and eliminating waste of both paper and toner when the user no longer needs the document. This has proven to reduce paper waste by up to 30%.

Lighting Upgrade

In August 2018, Edelman New York completed an office-level lighting upgrade by retrofitting a total of 2,322 lighting fixtures to LED light fixtures with an external driver. This project is estimated to result in annual electricity savings of 277,475 kWh.

Environmental Benchmarking

Responding to our employee citizenship survey, in which 82% of our employees ranked green initiatives as an important reason to work at Edelman, and feedback from our Carbon Trust re-certification application, Edelman created environmental benchmarking to standardize our green office policies globally. While some offices were exceeding expectations in implementing sustainable activities, others were falling behind. Biannually, we send an environmental benchmarking survey to each office to capture their progress toward our 31 environmental key performance indicators. Our goal is to have all offices reach a minimum score of 70%. 40 of 50 offices have already reached this percentage and others aren't far behind.

Environmental Benchmarking 2019 Regional Scores

APAC	Canada	EMEA	LATAM	U.S.
75.5	86.2	80.5	68.8	88.1
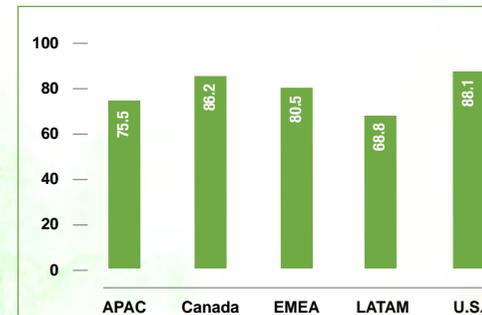
Environmental Benchmarking Results by the Numbers

2018

69%
average score

44
offices responded

25
offices rated green (70%+)

10
offices rated orange (60-69%)

9
offices rated red (<60%)

2019

80%
average score

50
offices responded

40
offices rated green (70%+)

2
offices rated orange (60-69%)

9
offices rated red (<60%)

A GLOBAL CITIZENSHIP APPROACH

Our Citizenship Score: FY19 Results

Edelman's citizenship score, or C-score, illuminates our *Commitment to Positively Impact Society* – our newest core value – as we strive to be socially responsible in all we do. We introduced the score in 2014 to measure our progress in meeting our corporate social responsibility goals. The score measures officewide performance against key performance indicators related to corporate social responsibility.

We recognized that what gets measured gets managed, and the C-score since 2014 has provided us with a strong foundation for managing our citizenship-related initiatives. In FY19, Edelman's global C-score reached 6.6 on a 10-point scale. While this is an increase from last year's 6.4 score, it remains below our goal of 8. The increase largely is attributed to increased participation in citizenship from offices around the world.

C-scores by Region

Region	FY19 Score	FY18 Score
U.S.	6.6	7.5
Canada	7.6	7.0
LATAM	7.5	6.6
APAC	5.6	5.9
EMEA	5.9	5.1
Global C-score	**6.6**	**6.4**

Clients

Offices came close to achieving Edelman's goal of an 85% participation rate for its Introduction to Ethics and Compliance training, registering 83.7% participation, but other mandatory training rates fell short of targets. In FY20, we plan to focus on completing mandatory trainings about information security foundations as well as anti-corruption and other compliance topics in all offices. We also are revising our Introduction to Ethics and Compliance training and will revisit several of our compliance training modules.

Community

Edelman made significant strides on pro bono, volunteerism and board advisory activities. We have set a goal of achieving at least 8 hours of pro bono, general volunteerism and/or board advisory activities per full-time employee. In FY19, that average was 7.71 hours. We fell short of engaging at least 80% of employees in pro bono, general volunteerism and/or board advisory activities with 51% participation. In FY20, we will strive to increase global participation by ensuring that offices are planning for and participating in these activities throughout the year.

People

Most Edelman offices reported that employees are aware of the ComPsych employee assistance program and have access to a structured well-being program. Additionally, many offices reported a high rate of engagement with employee network groups. We also continue to make progress against our goal of having at least 50% of women in leadership positions (level 5+, Senior Vice President and above) by 2020; it was 48% in FY19. In FY20, HR, regional leaders and hiring managers are emphasizing gender diversity in our recruiting efforts.

World

Edelman offices excelled with green office initiatives in FY19. For the first time since the C-score was established in 2014, all Edelman offices reported using separate/labeled bins for trash and recycling. Further, nearly all offices provide environmentally friendly kitchenware and circulated the green meeting guide. In FY20, we are continuing to identify areas for local office improvement and tailor strategies to address them.

Citizenship Score Looking Forward

Looking forward, we are streamlining our key performance indicators and calculation methodology in FY20 to better integrate our four principal citizenship areas of clients, people, communities and world. We intend to move to a weighted average approach, where equal value is placed with each of these areas reflecting the importance of making progress against each category.

Citizenship Network

A Citizenship Advisory Group, a Local Citizenship Network with a representative in each office, and other Edelman colleagues assist our core Global Citizenship team, providing creative, media, editorial services, digital and other specialty assistance.

The Global Citizenship team closely monitors key developments and opportunities, sharing information and updates monthly with the Citizenship Advisory Group and Local Citizenship Network. We consider what other professional services firms are doing to help determine what new issues to explore globally.

ABOUT THIS REPORT

Global Reporting Initiative
This report has been prepared in accordance with the GRI Standards: Core option.

Reporting Year
Edelman's fiscal year 2019, from July 1, 2018 through June 30, 2019, unless otherwise noted.

Currency
All monetary amounts in this report are expressed in U.S. Dollars.

Additional Information
For more information please visit www.edelman.com/about-us/citizenship

Contact
For questions or feedback please contact Citizenship@Edelman.com

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
General Disclosures		
GRI 102: General Disclosures	102-1: Name of the organization	Daniel J. Edelman Holdings, Inc. ("Edelman" within this document, limited to the scope described in 102-45)
	102-2: Activities, brands, products and services	Please visit www.edelman.com/expertise
	102-3: Location of headquarters	Chicago and New York
	102-4: Location of operations	Edelman is actively operating in more than 60 cities with upwards of 6,000 employees around the world. For more detail, please visit www.edelman.com/offices
	102-5 Ownership and legal form	DJE Holdings owns specialty firms such as Edelman, Edible, Krispr Communications, Assembly, Salutem, Revere, United Entertainment Group, Matter, Inc., First&42nd and Zeno Group. For more information, please visit www.edelman.com/about-us/dje-holdings
	102-6 Markets served	Geographically, Edelman's operations are managed through five regions: the European Union, Middle East and Africa (EMEA), Asia Pacific (APAC); Latin America; Canada; and the United States. For more information, please visit www.edelman.com/global-network
	102-7 Scale of the organization	Total number of employees: 6,185 Total # of operations: active in more than 60 cities Edelman global fee revenues for FY18: $970,840,103. Edelman cannot publicize its FY19 revenues until its annual audit has been completed. As a private, family owned company, Edelman does not disclose financial information with the exception of summarized total revenues. Edelman does not disclose detailed information on debt and equity, though it can report that the firm has no debt. For information on products and services provided, please visit www.edelman.com/expertise
	102-8 Information on employees and other workers	The following data was gathered via a headcount query, excluding Zeno Group and contingent workers. Total number of employees: 6,185 Total number of permanent employees by gender: Female - 3,890, Male - 1,703, Unknown - 3 Total number of temporary employees by gender: Female - 409, Male - 179, Unknown - 1 Total number of permanent employees by region: APAC - 1,203, Canada - 232, EMEA - 1,279, LATAM - 334, U.S. - 2,548 Total number of temporary employees by region: APAC - 206, Canada - 9, EMEA - 106, LATAM - 15, U.S. - 253 Total number of full-time employees by gender: Female - 4,075, Male - 1,828, Unknown - 4 Total number of part-time employees by gender: Female - 224, Male - 55, Unknown - 0
	102-9 Supply chain	See Our World - Responsible Procurement, p. 37

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
General Disclosures		
GRI 102: General Disclosures	102-10 Significant changes to the organization and its supply chain	New affilitate locations: During the reporting period, Edelman closed its office in Stockholm, Sweden. With the exit of our business in Sweden, Edelman has entered into an exclusive affiliate relationship with Animal AB to help support Edelman's global clients in Sweden. Edelman did not open any new offices during the reporting period. For more information, please visit www.edelman.com/offices
	102-11 Precautionary Principle or approach	Edelman supports the precautionary approach as described in the United Nations Rio Declaration but, as a professional services firm, its application is not significant to our business.
	102-12 External initiatives (externally-developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes, or which it endorses)	Carbon Trust Standard CDP Chicago Minority Supplier Development Council Clinton Global Initiative European Commission's Energy Efficiency Directive EcoVadis Freedom for All Americans Food Reform for Sustainability and Health (FReSH) Global Reporting Initiative (GRI) Human Rights Council Corporate Equality Index Illinois Joining Forces Points of Light (Corporate Service Council) SedEx B The Bunker U.N. Food Security and Sustainable Agriculture U.N. Global Compact U.N. Global Compact Reporting on the SDGs Action Platform U.N. World Food Programme World Economic Forum (WEF)

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
General Disclosures		
GRI 102: General Disclosures	102-13 Membership of associations (main memberships of industry or other associations, and national or international advocacy organizations)	Boston College Center for Corporate Citizenship Chicago Minority Supplier Development Council Elite Service Disabled Veteran Owned Business Network Impact 2030 International Women's Forum GreenBiz Executive Network National Gay & Lesbian Chamber of Commerce NSF International - Member of Joint Committee for NSF 391.1 Social and Human Capital Coalition Student Veterans of America Sustainable Purchasing Leadership Council (SPLC) U.S. Chamber of Commerce Foundation: Veteran Employment Advisory Council (VEAC) and Military Spouse Employment Advisory Council (MSEAC) WEF Partnering Against Corruption Initiative Women's Business Development Council World Business Council for Sustainable Development
	102-14 Statement from senior decision-maker	See A Letter from Richard, p. 3 and A Letter from John, p. 4
	102-16 Values, principles, standards, and norms of behavior	Our values were updated in FY19 to include a commitment to corporate social responsibility. Our values now include: -The Relentless Pursuit of Excellence -The Freedom to be Constantly Curious -The Courage to do the Right Thing -The Commitment to Positively Impact Society For more information on our values and mission, please visit www.edelman.com/about-us/values-mission For more information about our Code of Ethics and Business Conduct and its sister document, the Day-to-Day Situation Guide, please visit www.edelman.com/about-us/code-ethics-and-business-conduct
	102-18 Governance structure	In addition to Edelman's board of directors, the firm is managed by an Executive Committee that oversees the execution of the firm's strategy. This group also enlists the support of individuals who serve in a variety of capacities whether via the Operations Committee or Strategy Committee. Members of these committees are responsible for Edelman's citizenship performance in a variety of ways. Each region (please see GRI 102-4) operates under the leadership of its own President and Chief Financial Officer. Managing Directors oversee strategy, service and operations in 60 cities around the world. For more information, please visit www.edelman.com/people

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
General Disclosures		
GRI 102: General Disclosures	102-40 List of stakeholder groups	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-41 Collective bargaining agreements	No employees are covered by collective bargaining agreements.
	102-42 Identifying and selecting stakeholders	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-43 Approach to stakeholder engagement	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-44 Key topics and concerns raised	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-45 Entities included in the consolidated financial statements	Please visit www.edelman.com/about-us/dje-holdings This report is about Edelman, including the following specialty firms within DJE Holdings: Edelman Intelligence, Edible, Krispr Communications, Assembly, Matter, Inc., First&42nd, Salutem and Revere, but excluding United Entertainment Group and Zeno Group.
	102-46 Defining report content and topic Boundaries	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-47 List of material topics	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	102-48 Restatements of information	Edelman has not restated information given in previous reports.
	102-49 Changes in reporting	Not applicable
	102-50 Reporting period	Fiscal Year 2019 (July 1, 2018 - June 30, 2019), unless otherwise noted
	102-51 Date of most recent report	October 2018
	102-52 Reporting cycle	Annual
	102-53 Contact point for questions regarding the report	For questions regarding this report and its contents, please contact citizenship@edelman.com
	102-54 Claims of reporting in accordance with the GRI Standards	This report has been prepared in accordance with the GRI Standards: Core Option.
	102-55 GRI content index	This GRI content index covers both General Standard Disclosures and Specific Standard Disclosures.
	102-56 External assurance	Edelman has not sought assurance for the data in its FY19 Citizenship report, but the firm has certified its carbon data through Carbon Trust Standard. Carbon Trust certification occurs every two years - Edelman received certification in 2018 and will be pursuing recertification in 2020. Edelman is the first public relations firm to achieve the Carbon Trust Standard certification worldwide, which certifies that we have reduced our carbon footprint and are committed to further annual reductions. Twenty offices globally were involved in the certification process, and these offices account for over 75% of Edelman's global carbon emissions. Carbon Trust is an external party. Senior leaders from our Global Citizenship Advisory Council, Operating Committee, and Executive Committee participated in providing content and reviewing/ approving our Carbon Trust responses before we submitted to Carbon Trust.

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Business Ethics		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 201: Economic Performance	201-1 Direct economic value generated and distributed	As a private, family owned company, Edelman does not disclose financial information with the exception of summarized total revenues. We do not disclose information on economic value generated, distributed or retained.
	201-2 Financial implications and other risks and opportunities due to climate change	Edelman reports financial implications and specific risks and opportunities as part of our annual CDP supply chain submission, including risks and opporunities -driven by changes in regulation -driven by changes in physical climate parameters -driven by changes in other climate-related developments (Legal, Market, Reputation) Our CDP score is made public for all stakeholders to view and can be found in the "Search and view company and city responses" section at www.cdp.net/en
	201-4 Financial assistance received from government	Not applicable
GRI 205: Anti-Corruption	205-1 Operations assessed for risks related to corruption	A full-time compliance program assesses corruption-related risk throughout Edelman's global operations and provides support in mitigating such risks.
	205-2 Communication and training about anti-corruption policies and procedures	59.1% of employees have been trained on anti-corruption. In FY19, Edelman revamped its anti-corrpuption training modules to refresh the content. Due to training module updates, Edelman did not priotize completion of old modules. Now that this training module has been released, Edelman seeks to achieve 60% completion rate in FY20.
	205-3 Confirmed incidents of corruption and actions taken	There have been no incidents of corruption.
GRI 206: Anti-Competitive Behavior	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	There have been no incidents of anti-competitive behavior, anti-trust or monopoly practices.

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Business Ethics		
GRI 417: Marketing and Labeling	417-1 Requirements for products and service information and labeling	Not applicable
	417-2 Incidents of non-compliance concerning product and service information and labeling	Not applicable
	417-3 Incidents of non-compliance concerning marketing communications	There have been no incidents regarding non-compliance concerning marketing communications.
GRI 419: Socioeconomic Compliance	419-1 Non-compliance with laws and regulations in the social and economic area	Edelman has not identified any non-compliance with laws and/or regulations.
Responsible Procurement		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 204: Procurement Practices	204-1 Proportion of spending on local suppliers	Edelman does not currently track its proportion of spending on local suppliers. In FY19, Edelman launched Phase II of its sustainable procurement program which evaluates the environmental, economic and social impacts of its business partners using a third-party questionnaire that evaluates how well a company has integrated the principles of corporate social responsibility into its business and management systems. Business partners from the U.S., U.K, Germany, France and China were invited to answer a customized questionnaire which results in a sustainability scorecard that provides insights into the company's environmental, social and ethical performance.
GRI 414: Supplier Social Assessment	414-1 New suppliers that were screened using social criteria	In FY19, Edelman launched Phase II of its sustainable procurement program which evaluates the environmental, economic and social impacts of its business partners using a third-party questionnaire that evaluates how well a company has integrated the principles of corporate social responsibility into its business and management systems. Business partners from the U.S., U.K, Germany, France and China were invited to answer a customized questionnaire which results in a sustainability scorecard that provides insights into the company's environmental, social and ethical performance, 4.89% of suppliers from FY18 and FY19 in the targeted regions were invited to participate. Since the program launched in FY19, Edelman does not have baseline data, thus cannot track percentage of new suppliers. Edelman can only report total participation data. Also in FY19, Edelman procured a supplier diversity portal solution that will be implemented in FY20.
	414-2 Negative social impacts in the supply chain and actions taken	Not applicable

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Data Privacy & Information Security		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 418: Customer Privacy	418-1: Substantiated complaints concerning breaches of customer privacy and losses of customer data	Edelman assesses the success of management systems and procedures relating to data protection. Edelman has self-certified under the E.U. Privacy Shield in regards to protection of personal information and has established policies, procedures and controls designed to ensure compliance with applicable data protection laws, including but not limited to GDPR and the CCPA. The firm's commitment and management in this regard are stated in its Global Privacy Principles and overseen by the firm's Chief Privacy Officer and compliance team. The company has not identified any substantiated complaints regarding breaches of consumer privacy.
Environmental Sustainability		
GRI 103: Management Approach	103-1 Explanation of the material topic and its boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 301: Materials	301-1 Materials used by weight or volume	Copy paper purchased for office use in FY18: 43 tons (material weight estimated based on assumption that all paper weighs 80 gram/sq. meter, unless specified by local offices). Data for other non-renewable and renewable materials is not available. All environmental data is one year behind the current report cycle. This is due to historic reporting periods and a need for complete cycle data.
	301-2 Recycled input materials used	59% of copy paper purchased was with post-consumer recycled content by weight in FY18 (material weight estimated based on assumption that all paper weighs 80 gram/sq. meter, unless specified by local offices). All environmental data is one year behind the current report cycle. This is due to historic reporting periods and a need for complete cycle data.
	301-3 Reclaimed products and their packaging materials	Not applicable

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Environmental Sustainability		
GRI 302: Energy	302-1 Energy consumption within the organization	For information on standards, methodologies, assumptions and/or calculation tools used, as well as the source of conversion factors used, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70. For information on total consumption within Edelman from non-renewable sources, total electricity consumption and total energy consumption, see Appendix C: Environmental Performance Data Table, p. 72. Information related to fuel consumption within Edelman from renewable sources, heating consumption, cooling consumption and steam consumption is not applicable. No electricity, heating, cooling or steam energy was sold in FY18.
	302-2 Energy consumption outside of the organization	Not applicable
	302-3 Energy intensity	See Appendix C: Environmental Performance Data Table, p. 72
	302-4 Reduction of energy consumption	See Appendix C: Environmental Performance Data Table, p. 72
	302-5 Reductions in energy requirements of products and services	Not applicable
GRI 303: Water	303-1 Water withdrawal by source	Water consumption data includes water purchase records from 13 Edelman offices (Beijing, Berlin, Bogota, Cologne, Hamburg, Jakarta, Miami, New Delhi, Sacramento, Sao Paulo, Seoul, Shanghai and Silicon Valley), amounting to a partial water consumption footprint of 9,627 cubic meters in FY18. The lack of metering data and water purchase records from the majority of the offices imposed significant data limitation for the calculation of total water consumption. For the currently available data, it is believed that all water consumed is withdrawn from municipal water supplies or other public or private water utilities. This implies there is zero consumption from sources such as surface water, ground water, rainwater and waste water.
	303-2 Water sources significantly affected by withdrawal of water	Not applicable
	303-3 Water recycled and reused	Not applicable

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Environmental Sustainability		
GRI 305: Emissions	305-1 Direct (scope 1) GHG emissions	For information on gross direct (scope 1) GHG emissions, see Appendix C: Environmental Performance Data Table, p. 72.
		For information on gases included in the calculation, base year for the calculation, source of emission factors and global warming potential (GWP) rates used, consolidation approach for emissions and standards, methodologies, assumptions, and/or calculation tools used, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70.
		There were no biogenic emissions in FY18. All environmental data is one year behind the current report cycle. This is due to historic reporting periods and a need for complete cycle data.
	GRI 305-2 Energy indirect (scope 2) GHG emissions	For information on gross location-based energy indirect (scope 2) GHG emissions and gross market-based energy indirect (scope 2) GHG emissions, see Appendix C: Environmental Performance Data Table, p. 72.
		For information on gases included in the calculation, base year for the calculation, source of emission factors and global warming potential (GWP) rates used, consolidation approach for emissions and standards, methodologies, assumptions, and/or calculation tools used, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70.
	GRI 305-3 Other indirect (scope 3) GHG emissions	For information on gross other indirect (scope 3) GHG emissions and other indirect (scope 3) GHG emissions categories and activities included in the calculation, see Appendix C: Environmental Performance Data Table, p. 72.
		For information on gases included in the calculation, base year for the calculation, sorce of emission factors and global warming potential (GWP) rates used and standards, methodologies, assumptions, and/or calculation tools used, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70.
		There were no biogenic emissions in FY18. All environmental data is one year behind the current report cycle. This is due to historic reporting periods and a need for complete cycle data.
	GRI 305-4 GHG emissions intensity	For information on GHG emissions intensity ratio for the organization, organization-specific metric chosen to calculate the ratio, and types of GHG emissions included in the intensity ratio, see Appendix C: Environmental Performance Data Table, p. 72. Edelman reports on carbon intensity for both scope 1 and 2 emissions per headcount, and scope 1, 2 and selected scope 3 emissions per headcount.
		For information on gases included in the calculation, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70.

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Environmental Sustainability		
	GRI 305-5 Reduction of GHG emissions	For information on GHG emissions reduced as a direct result of reduction initiatives and scopes in which reductions took place (scope 1, 2 and selected 3 emissions), see Appendix C: Environmental Performance Data Table, p. 72. For information on gases included in the calculation, base year or baseline, and standards, methodologies, assumptions, and/or calculation tools used, see Appendix B: GHG Emissions Reporting Methodology and Environmental Metrics, p. 70.
	GRI 305-6 Emissions of ozone-depleting subtances (ODS)	Not applicable
	GRI 305-7 Nitrogen oxides (NOX), sulfur oxides (SOX), and other signficiant air emissions	Not applicable
GRI 307: Environmental Compliance	307-1 Non-compliance with environmental laws and regulations	Edelman has not identified any non-compliance with environmental laws and/or regulations.
GRI 308: Supplier Environmental Assessment	308-1 New suppliers that were screened using environmental criteria	In FY19, Edelman launched Phase II of its sustainable procurement program which evaluates the environmental, economic and social impacts of its business partners using a third-party questionnaire that evaluates how well a company has integrated the principles of corporate social responsibility into its business and management systems. Participating business partners from the U.S., U.K, Germany, France and China answered a customized questionnaire which results in a sustainability scorecard that provides insights into the company's environmental, social and ethical performance and risks, as well as recommendations for improvement moving forward. 4.89% of suppliers from the targeted regions were invited to participate. Our Sustainable Procurement Policy can be found at www.scribd.com/document/364537386/Sustainable-Procurement-Policy
	308-2 Negative environmental impacts in the supply chain and actions taken	Not applicable
Employee Health & Well-being		
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Employee Health & Well-being		
GRI 401: Employment	401-1 New employee hires and employee turnover	The following numbers do not include Zeno Group or contingent workers.

The following numbers do not include Zeno Group or contingent workers.

Total Number of New Hires: 3,056, as listed in Disclosure 102-7

Hires by Age Group:
The breakdown of such statistical information regarding age is not published for reasons of confidentiality.

Hires by Gender:
Female: 2,193
Male: 854
Unknown: 9

Hires by Region:
APAC: 1,151
Canada: 76
EMEA: 582
LATAM: 139
U.S.: 1,108

Average Turnover Percentage: 37%

Turnover by Age Group:
The breakdown of such statistical information regarding age is not published for reasons of confidentiality

Turnover by Gender:
Female: 38.55%
Male: 33.49%
Unknown: 40.00%

Turnover by Region:
APAC: 59.76%
Canada: 31.36%
EMEA: 34.23%
LATAM: 43.67%
U.S.: 26.94%

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Employee Health & Well-being		
GRI 401: Employment	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	A majority of our benefits are tailored by location to meet the specific needs of our people, their families and their communities.
	401-3 Parental leave	Total number of employees that were entitled to parental leave, by gender: Male - 851, Female - 1,981 Total number of employees who took parental leave, by gender: Male - 40, Female - 133 Total number of employees that returned to work in the reporting period after parental leave ended, by gender: Male - 40, Female - 125 Total number of employees that returned to work after parental leave ended that were still employed 12 months after their return to work, by gender: Male - 39, Female - 124 Return to work and retention rates of employees that took parental leave, by gender: Male - 100% and 98%, Female - 94% and 93%
	403-1 Workers representation in formal joint management-worker health and safety committees	Not applicable
	403-2 Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	Edelman had four worker's compensation claims during the reporting period, all of which took place in the U.S. These claims consisted of the following injuries: 1 - Cut Finger 1 - Burn to Arm 1 - Fractured Leg 1 - Dislocated Shoulder Edelman does not report the number of worker injuries by gender. Edelman has no claims relating to occupational diseases or work-related fatalities. Edelman had one claim with lost days with the employee returning to work at Edelman California after being released from her doctor for a fractured leg. Incidents are reported by Edelman HR Benefits to C.N.A., which handles Edelman's worker's compensation claims. C.N.A records and reports on claim statistics.
	403-3 Workers with high incidence or high risk of diseases related to their occupation	As a professional services firm, Edelman employees are not generally involved in occupational activities that have a high incidence of or high risk of specific physical diseases. That being said, Edelman continues to strengthen its efforts to address and measure mental health-related illnesses.

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Employee Training & Development		
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 404: Training and Education	404-1 Average hours of training per year per employee	In FY19, 55,993 training hours were completed globally. Edelman does not report training hours by age or gender.
	404-2 Programs for upgrading employee skills and transition assistance programs	See Our People - Learning & Development, p. 25
	404-3 Percentage of employees receiving regular performance and career development reviews	All review-eligible global employees receive performance reviews to provide them with regular opportunities to assess career direction and receive feedback. All reviews are tracked via a performance management system.
Diversity & Inclusion		
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	The following numbers exclude Zeno Group and Contingent Workers Percentage of individuals on Edelman's Operating Committee, by gender: Male - 53%, Female - 47% Percentage of individuals on Edelman's Operating Committee, by age group: Under 30 years old - 0%, 30-50 years old - 33%, over 50 years old - 67% Percentage of employees per employee category in each of the following diversity categories: -Gender: Male - 31%, Female - 69% -Age Group: Under 30 years old - 38%, 30-50 years old - 53%, over 50 years old - 9%
	405-2 Ratio of basic salary and remuneration of women to men	Edelman is committed to equal pay. In 2018, Edelman completed a gender pay analysis which found that Edelman pays women 99% of what male counterparts are paid for similar job functions, experience and geographies. The analysis looked at all countries with 30 or more Edelman employees, analyzing 30 countries in total. The company has made a commitment to analyze gender pay every other year to ensure Edelman maintains fair pay practices in the future; the next analysis is scheduled to be completed in 2020. The effective ratio of basic salary and remuneration of women to men is not published for reasons of confidentiality.

FY19 GRI INDEX

GRI Standard	Disclosure Title	Page Number(s), URL(s) and/or Direct Response
Material Topics		
Community Investment		
GRI 103: Management Approach	103-1 Explanation of the material topic and its Boundary	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-2 The management approach and its components	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
	103-3 Evaluation of the management approach	See Appendix A - GRI 103: Materiality & Management Approach, p. 60
GRI 413: Local Communities	413-1 Operations with local community engagement, impact assessments, and development programs	100% of Edelman offices have implemented local community engagement programs. For information on Edelman's commitment to its communities, see Our Communities, p. 26
	413-2 Operations with significant actual and potential negative impacts on local communities	Not applicable

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

Our 2019 Materiality Assessment

To ensure our citizenship strategy prioritizes the issues that have the most impact on the economy, society and the environment, and that most effect our stakeholders, Edelman conducts a global employee survey every year, and an in-depth materiality assessment every two years. Edelman's last assessment was conducted in 2019. This process consisted of:

- 24 interviews with Edelman senior leadership, including the firm's CEO, CFO and COO, among others

- 15 external stakeholder interviews with clients, academics and NGOs

- A company-wide global citizenship survey, shared with all 6,000+ colleagues around the world (1,044 responded)

Based on the results of these research elements, Edelman has identified the following topics as being material to report on:

1. Business Ethics

2. Community Investment

3. Data Privacy & Information Security

4. Diversity & Inclusion

5. Employee Health & Well-being

6. Employee Training & Development

7. Environmental Sustainability

8. Responsible Procurement

These topics have been placed on a materiality matrix, with their position relative to the degree of influence on stakeholder assessments and decisions, as well as the significance of Edelman's economic, environmental and social impacts.

Influence on stakeholder assessments & decisions

Significance on the reporting organization's economic, environmental & social impacts

● Our Clients ● Our People ● Our Communities ● Our World

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

BUSINESS ETHICS

Disclosure 103-1: Explanation of the material topic and its Boundary

As a communications firm, having a strong moral compass is essential – not just for Edelman's own choices internally, but for the choices of our clients, our client portfolio and the "company we keep."

Edelman's commitment to business ethics is global, and ranges from our employees, to our clients that we counsel, to the suppliers that we do business with.

Disclosure 103-2: The management approach and its components

While our culture has evolved over our firm's 60-plus-year history, we are still driven by Dan Edelman's founding principles, including entrepreneurship, independence and the mandate that everyone is an Account Executive. Core to our culture are our values, which guide our behavior, support a client-centric approach, influence the way we work with each other, our clients and the community, and inspire great work. In FY19, Edelman reevaluated its core values – the results are as follows.

The Relentless Pursuit of Excellence: Bring the best of ourselves and partners to our clients.

The Freedom to be Constantly Curious: Embody a tenacious and thorough approach that drives creativity and growth for clients and ourselves.

The Courage to do the Right Thing: Serve as a trusted and resilient partner for clients, colleagues and communities.

The Commitment to Positively Impact Society: Perform our work with an environmental conscience, and a sense of tolerance, fairness and equality

Our Code of Ethics and Business Conduct provides a uniform understanding as to what is expected of our employees and embodies our commitment to excellent counsel and service to all stakeholders. The code is supplemented by our Day-to-Day Situation Guide, which addresses issues specific to our industry.

We're also committed to maintaining high ethical standards externally by the third parties that we engage. Our Code of Ethics for Suppliers and Service Providers ensures that subcontractors, freelancers, suppliers and other third parties understand and agree to comply with our expected standards in all business dealings related to Edelman.

Edelman is committed to focusing online behavior through the lens of "doing the right thing." We have a Digital Code of Conduct that is updated annually, as our online behavior policies closely mirror the dramatic pace of change that has occurred across the digital world. Our guidelines have been constructed to reflect the evolving norms of online community behavior, especially as it pertains to how corporations, and the agencies acting on their behalf, conduct themselves online.

Finally, perhaps the single most important aspect of business ethics is the company we keep, or, more simply, which clients we choose to do business with. Edelman does not accept engagements for the tobacco (including e-cigarettes), firearms, pornography or coal production industries. Further, we do not accept client assignments that aim to deny climate change. While category exclusion in these cases is simple, others are not as clear. Evaluation of opportunities is conducted by the Client Portfolio Management Committee. This committee is comprised of global, regional and departmental leadership and is responsible for reviewing current or potential work that has been flagged as a prospective ethical or reputational risk and making determinations on whether to move forward with a piece of business. And, as has been the standard for some time, if an Edelman employee does not feel comfortable working on a given assignment, all they need to do is raise their hand and they will be reassigned.

Disclosure 103-3: Evaluation of the management approach

Edelman revisits its roster of policies regularly to ensure that the most current information is being communicated to employees worldwide, with 43% having been updated within the last year and 43% having been updated within the last one to two years. Edelman has considered moving to a formal annual update, but because almost all policies are updated frequently and new policies are written every year, we have deemed this approach sufficient.

Since establishing the Client Portfolio Management Committee, Edelman has more easily been able to determine certain sectors, governments and clients that the firm cannot do business with. In FY20, we seek to strengthen engagement and equal participation amongst all Edelman regions. We recognize the need for transparency on this issue and are considering ways in which we can communicate openly with our employees while also maintaining the confidentiality of our clients in the future.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

COMMUNITY INVESTMENT

Disclosure 103-1: Explanation of the material topic and its Boundary

Community investment is one of the ways in which Edelman embodies its fourth value, *The Commitment to Positively Impact Society.*

Edelman operates in over 60 cities around the world, but given the nature of our client work, the number of communities we impact is much greater. For this reason, Edelman's community investment efforts are global and not limited to the cities where Edelman has a physical presence.

Disclosure 103-2: The management approach and its components

Edelman's Pro Bono and Volunteerism Policy encourages offices to take the lead in creating opportunities for their employees, from volunteer days to pro bono partnerships. The policy provides clear guidance on minimal time investments, U.N. SDG priorities and logging hours efficiently.

We also have established several goals related to community investment. They include:

- **Edelman aims by 2020 to deliver 50% of its pro bono projects against five new priority U.N. SDGs: Gender Equality, Quality Education, Climate Action, Reduced Inequalities and Good Health & Well-being.** Previously, Edelman had focused on Gender Equality, Quality Education and Zero Hunger, and in FY19, Edelman exceeded this goal.
- **Achieve an average of 8 hours of general volunteerism/pro bono activities per full-time employee.** In FY19, Edelman averaged 7.71 hours/full-time employee.
- **Achieve 80% employee participation in general volunteerism/pro bono activities.** In FY19, Edelman averaged 51% employee participation.

Progress against these goals is measured biannually via the Edelman C-score.

At Edelman, we believe we have the opportunity and responsibility to use our communications capabilities to not only help our corporate clients, but also to support nonprofit organizations through pro bono work. In FY19, Edelman employees contributed 11,381 hours toward pro bono projects around the globe, with an estimated value of the work being $1.7 million – we're proud to say this number has climbed 27% from 9,000 in FY18.

In addition to pro bono projects, Edelman employees also give back to their communities via Edelman-sponsored volunteer opportunities and board advisory engagements. In FY19, Edelman employees contributed 9,909 hours of volunteerism, equating to $241,888, and 1,272 hours of board of directors' involvement, equating to $190,800.

Finally, Edelman's Community Investment Grant program funds nonprofit organizations where our employees volunteer. Since the program's inception in 2011, Edelman has surpassed $1.2 million in charitable donations. In FY19, Edelman awarded a record $144,000 to 68 nonprofit organizations – the most the firm has given in a single year.

Disclosure 103-3: Evaluation of the management approach

Edelman previously had a goal of aligning 50% of pro bono hours to three U.N. Sustainable Development Goals identified by our employees – Zero Hunger, Quality Education and Gender Equality. While Edelman met this goal in FY19, we began reevaluating the priority SDGs used for its community efforts. Reflecting business practices/operational impacts, employee survey results, external stakeholder materiality assessments and leadership priorities, Edelman aligned on five SDGs rather than three: Good Health and Well-being, Quality Education, Gender Equality, Reduced Inequalities and Climate Action. Edelman seeks to deliver 50% of pro bono projects against these goals by 2021.

Despite allowing each full-time employee 8 hours to participate in Edelman-organized pro bono or volunteer projects, the average amount of time spent on community activities per full-time employee is only 7.71 hours, with just 51% participation. We recently streamlined our reporting process so that Edelman employees could more easily capture their time spent on citizenship efforts directly in their weekly timecards. In FY20, we plan to more closely align with Edelman's established employee network groups to determine how we can partner with each group to embed community investment activities into their planned activations.

To improve previously low participation and tedious processes involved with the Community Investment Grant program, Edelman implemented GrantsConnect in FY19, enabling employees and nonprofit organizations from around the globe to answer an online questionnaire as opposed to emailing nomination and application forms to the Global Citizenship team directly. We're pleased with the results – in FY19, Edelman awarded a record $144,000 to 68 nonprofit organizations – the most the firm has given in a single year – due to the increase in employee nominations and nonprofit applications.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

DATA PRIVACY & INFORMATION SECURITY
Disclosure 103-1: Explanation of the material topic and its Boundary

Daniel J. Edelman Holdings, Inc. and its family of companies (collectively, Edelman) understands the importance of fair information privacy practices in individual privacy. Edelman helps its clients maintain and grow their relationships with stakeholders, and a key part of a brand's relationship with its stakeholders involves a stakeholder's confidence in the privacy practices associated with the brand. To put it simply, privacy is good corporate citizenship, and best practices are applied globally – not only to Edelman, but also to its clients.

Disclosure 103-2: The management approach and its components

In May 2018, Edelman adopted privacy principles consistent with its leadership position in the industry and applicable laws and regulations. Edelman conducts its business – and assists its clients in conducting their businesses — according to its Global Privacy Principles with regard to the collection, use, storage and other processing of personal information, which are designed to identify the personal information that is being processed and ensure the processing is taking place in a fair and proper manner in accordance with applicable laws and these principles.

Edelman has a goal of having 100% of full-time employees trained on Information Security Awareness – in FY19, 43% of employees had been trained. This KPI is measured as part of Edelman's C-score. Edelman also provides trainings on data protection – in FY19, Edelman's current completion rate was 70.6%.

Externally, Edelman's Data Security & Privacy team helps organizations of all sizes and across sectors navigate the increasingly complex environment surrounding the collection, use and protection of corporate and personal data. We help organizations prepare for and manage communications around a data breach or cyberattack. Through developing comprehensive communications plans and processes, we help companies communicate quickly and thoughtfully following a data incident. We also work with companies across a variety of sectors to proactively plan and train against likely security and privacy issues, influence the policy agenda and define leadership positioning.

Disclosure 103-3: Evaluation of the management approach

Edelman continually reviews and updates its data privacy and information security practices to ensure it effectively safeguards personal and business data for our clients and for ourselves.

Edelman has yet to meet its goal of having 100% of full-time employees trained on Information Security Awareness. Previously, there were over ten modules dedicated to the topic. In FY19, Edelman revamped its approach to IT security trainings, combining these modules to form a single, streamlined training.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

DIVERSITY & INCLUSION

Disclosure 103-1: Explanation of the material topic and its Boundary

At Edelman, we believe that diversity of all types — gender, race, ethnicity, age, sexual orientation, religion, veteran's status, disability and more — and inclusion enhance our vibrant work culture and help deliver stronger business results. We know diversity and inclusion (D&I) are integral to our ability to provide innovative and creative solutions for our clients. By maintaining a more diverse workforce, we are better equipped to develop campaigns that reach and resonate with our clients' increasingly diverse customer and stakeholder bases.

The definition of diversity varies around the world, requiring a tailored approach for each region in which Edelman operates. Several of Edelman's D&I pilot programs have been piloted in the U.S. and will be expanded and other regional programs created across the globe.

Disclosure 103-2: The management approach and its components

Edelman's approach to D&I is centered around four areas: Employee Growth & Development, Education & Awareness, Business Development, and Engagement. Within these pillars we have established objectives to benchmark and drive our work. Improving workforce representation has been one area where we've set goals. They include women representing 50% of local senior leadership positions (level 5+, Senior Vice President and above) globally by 2020, and to reach 30% racial/ethnic workplace diversity in the U.S. by 2022.

We continue to make significant progress – in FY19, women comprised 48% of local senior leadership positions globally, and 51% in the U.S. Having 50% of local senior leadership positions being held by women is one of the KPIs measured as part of Edelman's C-score. In addition, the firm reached nearly 27% racial/ethnic workplace diversity in the U.S. in FY19.

Additionally, we've enlisted several ongoing efforts to create a work environment where D&I are woven into our culture, behaviors, processes and operations with a focus on employee networks, training, recruitment and partnerships, among other initiatives.

In FY19, Edelman established a global D&I Council and enlisted D&I stewards in each U.S. subregion to further drive our commitments and programming in offices across the company.

Our D&I training is tailored to our business and is required for each member of our current and future U.S. workforce. The goal is to ensure each employee has the knowledge and tools to help them in understanding other cultures and creating a more inclusive work environment. At the end of FY19, more than 1,300 U.S. employees had participated in the training.

Our six employee network groups serve as vehicles to build an internal community in which employees can share, learn and grow — professionally and personally. These groups are the catalyst for helping our employees create a community within the larger Edelman family. Through the work of the networks, our employees play an active role in acknowledging, celebrating and educating fellow colleagues about diverse cultures, ideals and beliefs. Participation in and local implementation of applicable employee network groups is one of the KPIs measured as part of Edelman's C-score.

On the gender pay front, an analysis in 2018 found that the agency pays women 99% of what their male counterparts receive for similar job functions, experience and geographies. Edelman has committed to analyze gender pay every other year to ensure we maintain fair pay practices and strive to reach 100% pay equity. The next analysis is scheduled to be completed in 2020.

Disclosure 103-3: Evaluation of the management approach

We are still working to achieve our racial/ethnic diversity goal of 30% in the U.S. by 2022. To achieve this goal, we'll be primarily focusing on recruitment, hiring and interview processes, and retention efforts. Edelman plans to further build upon this effort through recruiting from historically black colleges and universities (HBCUs) and other schools, diverse partnership programs and groups, diverse candidate interview slates and interview committees and introducing a new, global unconscious bias training in FY20. Edelman will also be launching a diversity-focused mentorship program that pairs diverse mid-level employees with senior leaders who can provide support, guidance and opportunities.

We are approaching our goal of women holding 50% of local senior leadership positions globally. Moving forward, we plan to place a greater emphasis on succession planning and global mobility programming to ensure we are offering women equal opportunity.

As a way to track and benchmark our progress in reaching these goals we will be fielding a global D&I survey in FY20. The survey will be released to all staff to gauge current employee sentiment and effectiveness of current programs.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

EMPLOYEE HEALTH & WELL-BEING

Disclosure 103-1: Explanation of the material topic and its Boundary

In an industry constantly driven by change and growth to meet our clients ever-evolving needs, we at Edelman recognize and value our people, our No. 1 asset, who have allowed us to become one of the most respected agencies of our time.

Balance is something we would like to help our employees aspire to and achieve in their lives. It has long been known that there is a clear link between healthy, energized employees and a company's success. We also recognize that employees today take a more holistic approach to their own well-being and expect their employers to help. While well-being at our firm incorporates many core policies our employees have come to expect, it also extends to helping our people achieve mindfulness, encouraging them always to be present in any given situation.

Disclosure 103-2: The management approach and its components

In FY18, Edelman established a goal of developing a dedicated working group to elevate employee health and well-being programs and, by 2020, will aim to deliver awareness programs and training modules to support these efforts. We've since revised this goal to read as follows:

- Health & Well-being: Edelman has launched Livewell, a wellness campaign that complements our workplace culture with programs, education and support to encourage employees to balance their physical and mental health. By 2020, Edelman hopes this initiative will improve our Peakon survey tool's well-being engagement measure by 0.5 percentage points.

In FY19, Edelman established a formal working group and expanded its suite of mental health and well-being support services. A majority of our benefits are tailored by location to meet the specific needs our of people, their families, and their communities – some examples of programs that focus on employees' health and well-being include:

- Whil, an app that provides access to more than 1,800 video and audio sessions that cover different aspects of mental, emotional, and physical well-being

- ComPsych Guidance Resources, a confidential program for employees and families

- MDLIVE, which provides U.S. employees 24/7 virtual access to doctors, psychiatrists and licensed therapists

- Flexible work arrangements and family leave, which offer flexible work time, telecommuting and reduced workweek arrangements for qualifying employees. In addition, Edelman gives extended parental leave to new biological and adoptive parents, as well as family leave for eldercare emergencies. Edelman also has a child and pet adoption assistance program that provides financial support for the adoption process.

Edelman evaluates implementation of health & well-being programming via its C-score, which measures all-staff access to a structured, recurring well-being program.

Disclosure 103-3: Evaluation of the management approach

We know that there is more that Edelman can do to support employees with their health and well-being. In FY20, we will be introducing Livewell, a platform for employees to explore the practice of well-being through education, programs and tips for maintaining a physically and mentally healthy lifestyle.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

EMPLOYEE TRAINING & DEVELOPMENT

Disclosure 103-1: Explanation of the material topic and its Boundary

An Edelman career means continual growth. While certain learning and development offerings vary by region, professional development at Edelman encompasses formal training, coaching and mentoring, and specialized professional events that enhance employees' learning experience.

Demonstrating our commitment to education, all full-time Edelman employees are expected to complete 24 hours of learning each year to achieve an organization-wide goal of 120,000 learning hours per year.

Disclosure 103-2: The management approach and its components

Edelman employees can learn not only from on-the-job experiences, but also through mentorship and career development programs and specially curated online training modules. To help ensure personal and professional development, Edelman offers:

- **Edelman Learning Institute (ELI):** Edelman's corporate "virtual campus" addresses personal and professional growth through a robust, global training system that supports lifelong development and social learning. Edelman offers classroom training, monthly webinars, e-learning and self-directed learning opportunities.
- **Leadership Academy:** Select client-facing leaders come together for an intensive three-day educational experience conducted by experts from inside and outside Edelman.
- **Mentor Programs:** Most global offices offer a mentorship (and reverse mentorship) program, connecting experienced employees with junior colleagues. Other programs link minority talent with senior managers, newer women employees with women leaders, and new parents with longtime Edelman parents.
- **Career Development:** Varied experiences across sectors and practices, and even geographies, can help individuals grow and develop skills and expertise. These can include role changes, our Global Mobility initiative, a secondment to another department, a specialized training program, switching accounts to develop desired skills, taking a sabbatical or working on a pro bono project.
- **Tuition Reimbursement:** If a full-time U.S. Edelman employee satisfactorily complete pre-approved educational studies at accredited colleges, universities, and professional organizations, Edelman will reimburse them.
- **Train-the-Trainer Programming:** Edelman invests in the facilitation skills of its leaders as teachers, training them to deliver our curriculum in local offices.

In FY19, Edelman employees reported a total of 55,993 learning hours, averaging 8 hours/full-time employee. This data is reported to local offices bi-annually through our midyear and end of year C-score communications, as learning and development KPIs make up a significant portion of each office's local citizenship score.

Edelman has also revised its Learning & Development goal to further clarify the types of topics that will be addressed in its global CSR training module. With this new goal, Edelman commits to developing a global CSR training module that addresses topics such as responsible procurement, sustainability, environmental issues, diversity and inclusion and the U.N. Sustainable Development Goals, among others by 2020.

Disclosure 103-3: Evaluation of the management approach

Regular reviews of learning and development data and consistent feedback from our Local Citizenship Network allow Edelman to evaluate changes that need to be made to its learning and development approach.

Resulting from this feedback, Edelman instituted several changes in FY19 and is planning for additional changes in FY20 to fulfill our goals.

In July 2019, Edelman replaced Edelman Learning Institute's (ELI's) system. The new platform is mobile-friendly and available on mobile devices without an app. The platform provides greater integration with webinar tools, and since launching in July, Edelman has already delivered 31 webinars across the network. We've seen an increase in both user and administrative use, and a tremendous reduction in help desk tickets related to the platform. The new platform is not only more cost effective across Edelman and built on modern technology, it's easy to use and provides more flexibility in terms of course assignment, reporting and marketing of local courses.

Edelman will also be announcing its updated list of mandatory training requirements and ensure participation with an increased cadence of communications in FY20. These mandatory trainings will be incorporated into Edelman's FY20 C-score requirements.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

ENVIRONMENTAL SUSTAINABILITY

Disclosure 103-1: Explanation of the material topic and its Boundary

At Edelman, we acknowledge that climate change represents one of the most important global challenges facing society, business and government today. We understand that we must play our part to reduce our carbon footprint and collaborate with clients to support their transition towards the low-carbon economy. We believe that businesses, governments and society must work together to address climate change by balancing the interdependent priorities of human development, the environment and the global economy.

This report includes our carbon emissions inventory and material use data for FY18. There is a one year delay for environmental data reporting due to the timing of our publication and our fiscal year for environmental reporting.

Edelman operates in over 30 countries and 60 offices in five regions including the United States, Canada, Europe, the Middle East and Africa (EMEA), Asia Pacific (APAC) and Latin America.

Disclosure 103-2: The management approach and its components

Edelman's Environmental Policy is updated annually and outlines our position on climate change, as well as the firm's approach to managing environmental impacts.

Our revised citizenship goals include several goals related to environmental sustainability, including:

1.**Carbon Footprint: Edelman aims to realize a 10% reduction in scope 1, 2 and 3 emissions by 2022 and, by 2025, realize a 15% reduction in scope 1, 2, and 3 emissions.** Edelman is on track to meet the targeted 10% reduction in carbon intensity per full-time equivalent in the 20 offices that account for 70% of Edelman's global carbon footprint by yearend from 2016 levels.

2. **Carbon Footprint: Edelman seeks to source 100% renewable electricity where quality Energy Attribute Certificates are available for all scope 2 emissions across all Edelman offices by 2022.** Thus far, Edelman has purchased Energy Attributes Certificates for 100% of electricity consumption in the U.S., Europe and India.

3. **Waste Management: Edelman commits to achieving 50% waste diversion in hub offices, if allowable by building and municipality codes, by 2020, and to achieving 50% waste diversion in all Edelman offices by 2025. In addition, Edelman commits to reviewing its environmental policy annually**. In a Chicago pilot project, Edelman raised its diversion rate

to 46% from 34% so nearly half of its waste stream is being recycled or diverted via organics composting. The Chicago waste stream audit found that a 53% diversion rate is achievable.

Edelman asks all offices to participate in an environmental benchmarking survey biannually. Our goal is to have each office achieve at least 70%. In FY19, Edelman achieved an average local office environmental benchmarking score of 80%. Another form of measurement is Edelman's C-score, which in FY19 included four KPIs evaluating environmental sustainability performance.

Our Business + Social Purpose practice provides strategic sustainability counsel, focused on materiality, strategy development, stakeholder engagement, transparency, and ultimately communications and activations aimed at engaging stakeholders in efforts to drive more sustainable practices. We aim to support our clients' efforts to reduce emissions from their operations, improve energy efficiency, advance alternative fuels and sustainable energy solutions and lead in the transition to sustainable and socially responsible business models. We also work with clients to constructively participate in the dialogue around climate change and contribute to policy discussions, with the goal of making progress on this shared global challenge.

Edelman has implemented several strategies to reduce its carbon footprint. The firm utilizes a web-based carbon data management software to house primary data obtained from electricity bills, fuel and paper purchase records, and flight ticket information. In FY19, Edelman updated the platform to account for rail travel in U.S. offices. Our total carbon intensity (scope 1, 2 and 3 emissions) per full-time equivalent (FTE) decreased by 28% since FY12. This significant reduction is attributable to a reduction in absolute emissions from ongoing investments in energy efficiency. In FY18, our absolute scope 1, 2 and 3 global carbon emissions increased by 18% compared with FY17 despite our continuous improvements in energy efficiency, driven mostly by an increase in business air travel activity. We have since implemented multiple measures to reduce emissions from business air travel.

Business air travel accounted for 77% of our global carbon footprint in FY18. As a professional services company, business travel is important to nurture long-term relationships with our clients and within our organization and to support the delivery of our global services. Over the past year, our Business Air Travel Working Group implemented solutions to reduce our carbon footprint from air travel, including the launch of a centralized travel booking system in the United States. The system facilitates monitoring of flight booking in accordance with our Global Corporate Travel Policy and the implementation of a stricter flight approval process.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

In FY18 Edelman secured Carbon Trust Standard (CTS) re-certification, which is obtained every two years. This achievement builds onto our continuous efforts and commitment toward sustainability, as Edelman became the first public relations firm globally to attain CTS certification in FY16.

Currently, Edelman's approach to waste diversion varies by office given municipal rules on organics and building owner policies.

Disclosure 103-3: Evaluation of the management approach

Edelman will be updating its environmental policy by the end of 2019 to more accurately reflect our progress and goals moving forward.

We've updated our citizenship goals related to environmental sustainability – they include purchasing renewable energy credits for all Edelman offices by 2022 and reducing our carbon footprint by 15% by 2025.

In FY19, Edelman's C-score evaluated just four environmental KPIs – in FY20, it will measure six. In addition to re-evaluating our approach to the C-score, Edelman also revisited the KPIs measured via the biannual environmental benchmarking survey. The new list has eliminated KPIs that all Edelman offices were achieving, and now reflects the changes that have been made to the "World" section of the Edelman C-score.

We will continue to strive to reduce our environmental footprint as part of our transition towards the low-carbon economy, with a strong focus on green office operations, supporting greening of grids globally and optimizing business air travel. We are planning to set in FY20 a long-term carbon reduction target of 15% by 2025 that considers level of ambition informed by science, our material sources of emissions and the nature of our business.

In FY20, the Business Air Travel Working Group will develop a pilot strategy with offices that travel the most for business to identify and test key reductions opportunities. Examples include employee awareness and engagement to encourage the use of videoconferencing and travelling by rail instead of by plane. This year, we started to report emissions from business travel by rail in the United States. We are planning to progressively scale up to other regions in coming years depending on the offices' contribution to our overall footprint and availability of reliable and accurate business rail travel data.

While Edelman implemented a waste pilot program at its headquarters in Chicago in FY19, which achieved a waste diversion rate of 47%, the program has yet to be rolled out to additional offices. In FY20, Edelman seeks to expand this program to each of its hub offices to achieve its goal of 50% waste diversion across all hub offices.

APPENDIX A - GRI 103: MATERIALITY & MANAGEMENT APPROACH

RESPONSIBLE PROCUREMENT

Disclosure 103-1: Explanation of the material topic and its Boundary

To Edelman, working in a socially responsible manner means doing business ethically, and treating people and the environment with respect throughout our operations. These commitments also extend to our supply chain through sustainable purchasing, supplier diversity and supplier accountability.

Disclosure 103-2: The management approach and its components

A growing priority area for the firm, Edelman has updated its three goals related to responsible procurement:

- **Responsible Procurement: Edelman is implementing a vendor management system that will streamline our procurement practices in FY20. In addition, we will review our sustainable procurement policy annually.** Edelman is introducing a vendor management system, which will first be implemented in Canada in FY20, followed by the U.S. The U.S. implementation will also include a supplier locator to source diverse suppliers in our priority spend categories.

- **Responsible Procurement: Edelman seeks to incorporate sustainability in the selection criteria for business partners in priority spending categories by 2022 in the U.S. and by 2025 in offices worldwide.** Edelman completed Phase 2 of its supplier engagement program using a third-party platform that evaluates and rates sustainability performance. The number of participating suppliers in Phases 1 and 2 was 53. A third phase will begin in FY20.

- **Responsible Procurement: Edelman seeks to realize a 10% or more spend with diverse suppliers in priority categories in the U.S.** Edelman began planning for a supplier diversity pilot program in the second half of 2019 in the Chicago, Washington D.C. and Southeast offices. Learnings from the pilot will help achieve the 10% supplier diversity spend goal in priority categories in the U.S.

Edelman's Sustainable Procurement Policy will be updated annually moving forward and contains information on Edelman's commitments.

Disclosure 103-3: Evaluation of the management approach

After completing Phase 2 of our supplier engagement program, Edelman plans to enact a third phase in FY20.

Edelman plans to update its Sustainable Procurement Policy to better reflect our efforts by the end of 2019.

APPENDIX B: GHG EMISSIONS REPORTING METHODOLOGY AND ENVIRONMENTAL METRICS

GHG EMISSIONS REPORTING METHODOLOGY

Edelman's carbon footprint was consolidated in accordance with the World Resources Institute/World Business Council for Sustainable Development's *The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard,* revised edition (March 2004), referred to as The Greenhouse Gas Protocol in this document.

ORGANIZATIONAL BOUNDARY AND REPORTING PERIOD

Edelman's organizational boundary of its carbon inventory is based on operational control approach in accordance with *The Greenhouse Gas Protocol.* The inventory accounts for 100% of carbon emissions of business activities and operations in which Edelman has direct operational control and the full authority to introduce and implement operating policies. The current carbon inventory accounts for the carbon emissions of Edelman's operations for July 1, 2017- June 30, 2018.

Edelman operates in more than 60 cities under five regions, namely the United States, Canada, Europe, the Middle East and Africa (EMEA), Asia Pacific (APAC) and Latin America. Carbon emissions from 59 local offices were reported for FY18[1].

OPERATIONAL BOUNDARY

The carbon footprint includes scope 1, scope 2 and selected scope 3 emissions that were reported for operations within the organizational boundary.

GHG QUANTIFICATION METHODOLOGY AND EMISSION FACTORS

All carbon emissions include three of the seven greenhouse gases covered by the Kyoto Protocol, namely carbon dioxide (CO2), methane (CH4) and nitrous oxide (N2O). Hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulphur hexafluoride (SF6), and nitrogen trifluoride (NF3) are omitted from our reporting as they are not a material source of greenhouse gas for Edelman.

Carbon emissions are calculated by multiplying activity data with published emission factors. Carbon emissions from multiple gases are standardized to a carbon dioxide equivalent (CO2e) by applying the corresponding Global Warming Potential (GWP). The general calculation formula and global warming potentials used are:

Total GHG emissions (tCO$_2$e) = Σsources (Activity data x Emission factor x GWP)

GHG	Global Warming Potential (GWP)	Reference
Carbon Dioxide (CO$_2$)	1	Fourth Assessment Report published by Intergovernmental Panel on Climate Change (IPCC AR4)[2]
Methane (CH4)	25	
Nitrous Oxide (N2O)	298	

Operational boundary	Emission source
Scope 1 Direct carbon emissions	Natural gas consumption for stationary combustion
	Diesel consumption for mobile combustion
	Petrol consumption for mobile combustion
Scope 2 Energy indirect carbon emissions	Electricity consumption
Scope 3 Other indirect carbon emissions	Business air travel
	Business rail travel[2]
	Office copy paper use

[1] There were eight offices excluded as the data quality from these offices is deemed to be insignificant for Edelman's global footprint.

[2] Edelman started to track and report emissions from business rail travel in the United States in FY17. Edelman is progressively scaling up to other regions and offices where data is available. As emissions from business rail travel account for less than 1% of Edelman's global carbon footprint, this change in operational boundaries did not trigger a base year inventory recalculation.

[3] Previously, Edelman referred to GWPs from IPCC AR2. Edelman conducted a materiality assessment to assess if base year carbon emissions should be recalculated. The change is insignificant and base year emissions do not need to be recalculated as the transition from AR2 to AR4 results in a change in total carbon emissions inferior to 0.01%.

[4] An error was found in the proxy calculation to estimate natural gas consumption for two offices (Frankfurt and San Francisco) which consume natural gas but do not have access to energy consumption data. The error was fixed in FY18, resulting in a 15% increase in calculations in emissions from natural gas (equivalent to a 0.5% change in our global carbon footprint

APPENDIX B: GHG EMISSIONS REPORTING METHODOLOGY AND ENVIRONMENTAL METRICS

Published emission factors were identified for all emission sources. They specify the amount of emissions per unit of activity.

Emission source	Source of emission factor
Scope 1 – Global	GHG Protocol (March 2017). WRI Emission Factors from Cross-Sector Tools (March 2017); Table 1,2,3: Natural gas; Table 12,13: Passenger Car - Diesel - Year 1983-present (On-Road Diesel Fuel), Passenger Car - Gasoline - Year 2005-present (Gasoline/Petrol) (direct).
Scope 2 – United States, location-based	US Environmental Protection Agency (2018) e-GRID2016.
Scope 2 – Other regions, location-based	OECD/IEA (2017) World edition of CO2 Emissions from Fuel Combustion.
Scope 2 – United States, market based	Green-e (2018) Residual Mix Emissions Rates
Scope 2 – Europe, market-based	Association of Issuing Bodies (2017) RE-DISS 2017
Scope 2 – Other regions, market-based	OECD/IEA (2017) World edition of CO2 Emissions from Fuel Combustion.
Scope 3 – Business Air Travel	DEBRIS (2018) UK Government GHG Conversion Factors for Company Reporting; Business travel – air (with Radiative Forcing).
Scope 3 – US Business Rail Travel	GHG Protocol (March 2017). WRI Emission Factors from Cross-Sector Tools (March 2017); Table 18: Train – National Rail, US.
Scope 3 – Paper Global	Environmental Paper Network Paper Calculator Version 3.2.1.

Carbon emissions data is reported in both absolute and normalized values. Full-time equivalent (FTE) at fiscal yearend (i.e. June 30, 2018) is used to calculated carbon intensity (tCO2e/FTE). FTE covers permanent full-time and part-time employees only (interns, trainees, contractors and temporary employee are excluded).

BASE YEAR GHG EMISSIONS AND RECALCULATION

The carbon emissions for FY12 were set as the base year for comparing our emissions performance over time. It is the suggested base year in which carbon emissions data is available. The base year carbon emissions apply to scope 1, scope 2 and scope 3 emissions associated with staff business air travel and office copy paper use.

The following base year inventory recalculations were conducted in FY18:

i. Historical energy consumption in megajoules (MJ) for mobile fuel combustion (diesel and petrol) was overestimated by 7% due to an error with heat value conversion factors. The conversion factors were corrected in FY18 and base year energy consumption recalculated accordingly. Note that this did not have any impact on historical carbon emissions calculations.

ii. Market-based emissions in FY17 were revised to reflect the purchase of RECs for 100% of Edelman's electricity consumption in the United States in FY17.

iii. Estimation methodology to extrapolate electricity and natural gas consumption[4] for offices without any primary data was updated.

DATA COLLECTION AND REPORTING TOOLS

Primary usage data is used to calculate carbon emissions through the application of relevant emission factors. The primary data obtained from electricity bills, fuel and paper purchase records, and flight ticket information are collected via a web-based carbon data management software. For offices for which primary data is not available, a proxy is estimated based on the average of offices with primary data in the same region on a monthly basis. For example, the average monthly energy consumption per square foot is applied to estimate electricity and natural gas consumption.

Edelman's business air travel data comes from a combination of internal booking receipts, data provided by external travel agents as part of the company's airline procurement process and flight itinerary records. A proxy built from average air travel emissions per employee is applied to calculate carbon emissions only to cases where booking receipts, data from an external travel agent, and employees who book on their own are applied to calculate carbon emissions.

Supporting documents such as copies of purchase invoices were maintained by local offices for internal data verifications. At the time of footprint calculations, invoices were checked against the input data based on sampling for electricity, fuel and paper purchases. Raw data and emissions calculation tools are properly documented and archived for future reference.

APPENDIX C: ENVIRONMENTAL PERFORMANCE DATA TABLE

Environmental metric	FY 18	FY 17	% change, FY17-18	FY16	FY15	FY14	FY13	FY12
Carbon emissions by source				Tons of CO2 equivalent (tCO$_2$e)				
Scope 1 emissions	**765**	**679**	**13%**	**795**	**795**	**1,101**	**949**	**646**
Stationary fuel combustion	558	465	20%	394	394	609	501	359
Mobile fuel combustion	207	214	-3%	402	402	492	448	287
Scope 2 emissions	**2,952**	**3,095**	**-5%**	**3,819**	**3,819**	**4,132**	**3,982**	**3,580**
Electricity consumption (location-based)	2,952	3,095	-5%	3,819	3,819	4,132	3,982	3,580
Electricity consumption (market-based)	874	1,880	-53%	3,903	3,903	4,132	3,982	3,580
Scope 3 emissions	**13,470**	**10,836**	**24%**	**11,446**	**11,446**	**13,834**	**15,168**	**13,963**
Business air travel	13,265	10,669	24%	11,376	11,376	13,755	15,081	13,823
U.S. business rail travel	101	85	19%	-	-	-	-	-
Office paper use	104	82	27%	70	70	79	87	140
Total carbon emissions	**17,186**	**14,610**	**18%**	**16,061**	**16,061**	**19,067**	**20,099**	**18,189**
Carbon emissions by region				Tons of CO$_2$ equivalent (tCO$_2$e)				
United States	10,736	8,733	23%	9,070	8,856	10,849	12,475	11,326
APACMEA	3,633	3,077	18%	3,330	3,424	3,437	3,162	2,742
Europe	2,422	2,216	9%	1,621	2,959	4,204	3,949	3,621
Canada	191	380	-50%	420	471	388	340	322
Latin America	205	205	0%	223	350	189	173	179
Total carbon emissions	**17,186**	**14,610**	**18%**	**14,665**	**16,061**	**19,067**	**20,099**	**18,189**
Carbon emissions intensity				Tons of CO$_2$ equivalent per full-time equivalent (tCO$_2$e/FTE)				
Scope 1 and 2 emissions per headcount	0.642	0.653	-2%	0.724	0.830	0.992	1.022	0.963
% change compared to FY12	-33%	-32%		-25%	-14%	3%	6%	
Scope 1, 2 and selected 3 emissions per headcount	2.970	2.529	17%	2.501	2.889	3.614	4.165	4.146
% change compared to FY12	-28%	-39%		-40%	-30%	-13%	0%	

APPENDIX C: ENVIRONMENTAL PERFORMANCE DATA TABLE

Environmental metric	FY 18	FY 17	% change, FY17-18	FY16	FY15	FY14	FY13	FY12
Carbon emissions percentage by source								
Scope 1 emissions	4%	5%		5%	5%	6%	5%	4%
Stationary fuel combustion	3%	3%		3%	2%	3%	2%	2%
Mobile fuel combustion	1%	1%		2%	3%	3%	2%	2%
Scope 2 emissions	17%	21%		24%	24%	22%	20%	20%
Electricity consumption (location-based)	17%	21%		24%	24%	22%	20%	20%
Scope 3 emissions	78%	74%		71%	71%	73%	75%	77%
Business air travel	77%	73%		71%	71%	72%	75%	76%
U.S. business rail travel	1%	1%		0%	0%	0%	0%	0%
Office paper use	1%	1%		0%	0%	0%	0%	1%
Total	**100%**	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**
Carbon emissions percentage by region								
United States	62%	60%		62%	55%	57%	62%	62%
APACMEA	21%	21%		23%	21%	18%	16%	15%
Europe	14%	15%		11%	18%	22%	20%	20%
Canada	1%	3%		3%	3%	2%	2%	2%
Latin America	1%	1%		2%	2%	1%	1%	1%
Total	**100%**	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**
Energy usage by source			Megajoules (MJ)					
Electricity	31,153,759	32,385,998	-4%	34,602,423	35,962,454	36,891,919	35,080,460	31,521,306
Natural gas	9,903,319	8,256,048	20%	8,451,024	6,992,160	10,810,952	8,902,461	6,374,840
Diesel	1,995,745	1,999,476	0%	1,943,124	1,788,771	1,076,837	991,167	687,059
Petrol	906,197	1,006,371	-10%	2,071,771	4,144,795	6,351,328	5,766,551	3,633,072
Total	**43,959,020**	**43,647,893**	**1%**	**47,068,342**	**48,888,179**	**55,131,035**	**50,740,638**	**42,216,276**
% change compared to FY12	4%	3%		11%	16%	31%	20%	

APPENDIX C: ENVIRONMENTAL PERFORMANCE DATA TABLE

Environmental metric	FY 18	FY 17	% change, FY17-18	FY16	FY15	FY14	FY13	FY12
Energy usage intensity				**Megajoules per square foot (MJ/ft2)**				
Total energy consumption per floor area	39.99	41.34	-3%	45.73	49.19	63.95	67.62	56.26
% change compared to FY12	-29%	-27%		-19%	-13%	14%	20%	
Energy usage percentage by source								
Electricity	71%	74%		74%	74%	67%	69%	75%
Natural gas	23%	19%		18%	14%	20%	18%	15%
Diesel	5%	5%		4%	4%	2%	2%	2%
Petrol	2%	2%		4%	8%	12%	11%	9%
Total	**100%**	**100%**		**100%**	**100%**	**100%**	**100%**	**100%**

Footnotes

1. Some values may not sum exactly to total number due to rounding.

2 Detailed methodology for carbon emissions and energy usage calculations, including changes in base year inventory, is available in **Appendix B - GHG Emissions Reporting Methodology and Environmental Metrics.**

3 Edelman reports scope 2 emissions using both the location-based and market-based consolidation approach, in accordance with The Greenhouse Gas Protocol. Carbon emissions classified as "total carbon emissions", "scope 2 emissions" and "electricity consumption" reflects the location-based carbon accounting approach.