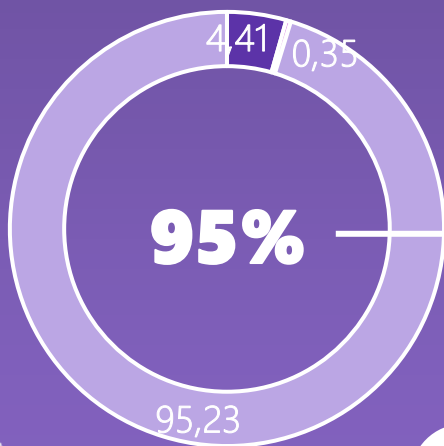


The **OEF** goes far beyond CO₂ alone by **incorporating 16 categories** of environmental impact, thus offering a more comprehensive, accurate and responsible view of environmental performance across direct and indirect **scopes 1, 2 and 3**

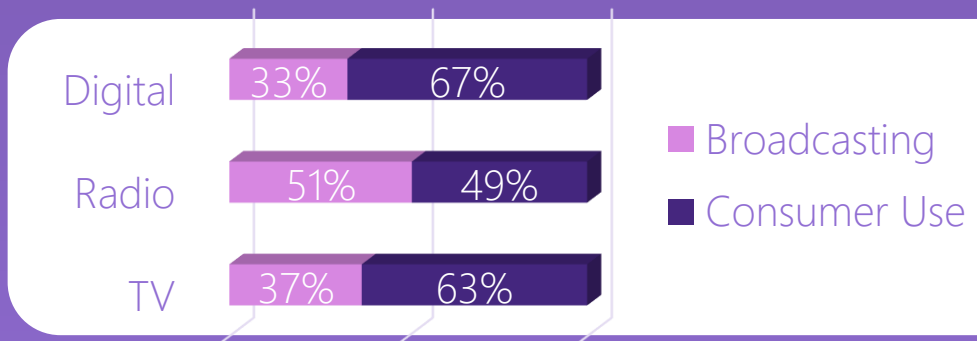


IMPACT BY SCOPE



- Scope 1 Direct emissions
- Scope 2 Indirect emissions related to energy
- Scope 3 Other indirect emissions

of which **91%** = sales of TV, Radio & Digital campaigns



IMPACT BY CATEGORY

3 most significant categories

- Use of resources, minerals & metals
- Use of resources, fossils
- Climate change

