Our Sustainable Development Policy

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September 2010
Vivendi
Our ambition: offering the best to the digital generation

Vivendi is at the heart of the worlds of content, platforms, and interactive networks

#1 Video Games Worldwide
#1 Music Worldwide
#1 Alternative Telecoms France
#1 Telecoms Morocco
#1 Alternative Broadband Brazil
#1 Pay-TV France
Enabling present and future generations to:

- Satisfy their need to communicate
- Feed their curiosity
- Develop their talents
- Encourage intercultural dialogue
Vivendi’s specific characteristics

- Producer and distributor of content
- At the core of technological broadband and mobility evolutions
- Centered on the subscription model
Our economic, social and environmental issues

**Our economic issues**
- Investing in creation and leveraging our content
- Ensuring the protection of personal data
- Ongoing attention to customers’ needs
- Vigilance towards suppliers

**Our social issues**
- Encouraging constructive social dialogue
- Continuing an ambitious policy of employee shareholding
- Contributing to the development of territories

**Our environmental issues**
- A rigorous policy
- The energy issue
- Health and mobile telephony
Our specific issues

Protecting and empowering youth
- Promoting rules of professional ethics
- Continuing to raise parents’ and children’s awareness
- Offering parental control
- Empowering youth in the new uses

Promoting cultural diversity
- Encouraging creation in all its diversity
- Contributing to strengthening production capacities in Africa
- Promoting heritage

Sharing knowledge
- Promoting pluralism and quality of content
- Raising awareness of sustainable development
- Encouraging intercultural dialogue
- Facilitating access to new technologies
Implementation of the Sustainable Development Policy (1/4)

Chairman of the Management Board

On the agenda of the:
- Management Board
- Risks Committee

Meets regularly with civil society network (Paris, New York)
Vivendi is one of the first CAC 40 companies to integrate performance objectives related to its social responsibility into the variable remuneration of senior executives.

- Decision taken at the Supervisory Board (September 2009)

- The criteria defined for each business unit:
  - Commensurate with the expertise and the positioning of each of them
  - Pertinent and verifiable by a specialized firm
  - Able to measure the individual contribution of the Group’s senior executives in terms of strategic sustainable development issues
Implementation of the Sustainable Development Policy (3/4)

Transversal mobilisation

Close co-operation between the Sustainable Development Department and:
- The Investor Relations Department
- The Audit Department
- The Human Resources Department
- The General Counsel
- The Communications Department
Implementation of the Sustainable Development Policy (4/4)

- Sustainable Development Committee (6 times per year)
- External auditor’s report
- Annual Sustainable Development Report
- A dedicated section on the corporate website
- A newsletter to be released
In November 2009, Vivendi was ranked by Goldman Sachs among the top five leading European companies in the media sector in terms of economic performance and sustainable development criteria.

- Vivendi is listed in several SRI indexes:
  - FTSE4Good
  - ASPI
  - Ethibel Sustainability Index Excellence
  - ECPI

- Vivendi answers the Carbon Disclosure Project questionnaire each year.
Sustainable development, how much money does it make?

More than it could ever cost!

- Risk management
- Competitive advantages
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Appendices
Vivendi: Group profile

- Vivendi is at the heart of the worlds of content, platforms and interactive networks, ideally positioned to capture growing demand from consumers for mobility, broadband and digital content
  - 73 million subscriptions representing 75% of sales in 2009

- 49,000 employees, premium content and best-in-class networks, and presence in 77 countries. Our ambition: offering the best to the digital generation

- **Key figures (in EUR millions)**
  - **FY2009**
    - Revenues: 27,132
    - EBITA: 5,390
    - Cash Flow From Operations: 5,237
    - Adjusted Net Income: 2,585
    - Cash dividend paid on May 11, 2010: 1,721 (€1.40 per share)

  - Market capitalization: €24.3bn ($32.4bn) *

*Closing price: €19.68 per share as of September 22, 2010*
Indicators linked to our impact and audience (June 2010)

- **Activision Blizzard**
  11.5 million subscribers to *World of Warcraft*; More than 55 million units of *Call of Duty* franchise sold around the world

- **Universal Music Group**
  A quarter of albums sold or downloaded worldwide; A music catalog with more than two million titles; Major Artists reflecting the diversity of world music

- **SFR**
  More than 20 million mobile customers; 4.7 million broadband Internet customers; 820 sales outlets close to customers

- **Maroc Telecom**
  22 million clients including 15.9 million mobile customers and 1.2 million fixed lines in Morocco; The first operator to launch ADSL TV in Africa

- **Canal+ Group**
  12.3 million subscriptions to Canal + channel; Some 300 channels, 55 of them exclusive with CanalSat; The first French international TV operator with Canal + Overseas

- **GVT**
  3.5 million of lines in service; Coverage in 89 cities; Present in Brazil’s key markets; The leader in next generation services (high-speed broadband and VoIP) and the most modern network in Brazil
Governance

A dual and collegial corporate governance structure

✓ The Supervisory Board chaired by Jean-René Fourtou (12 members)
  • 4 nationalities (1 Belgian, 9 French, 1 Dutch and 1 American)
  • 1/3 women
  • 10 independent members
  • 4 committees: Strategy Committee; Audit Committee; Human Resources Committee; Corporate Governance Committee
  • 10 meetings in 2009

✓ Management Board chaired by Jean-Bernard Lévy (6 members)
  • 4 nationalities (3 French, 1 German, 1 British, et 1 Moroccan)
  • The President, CEOs of business units, CFO
  • 18 meetings in 2009
  • Quarterly activity report submitted to the Supervisory Board
  • Management committees in each entity.

An optimal organization of internal control

✓ Compliance Program
✓ General principles established under COSO (The Committee of Sponsoring Organizations of the Treadway Commission)
✓ Risk Committee
✓ Financial Information and Communication Procedures Committee
Principal social indicators (December 2009)

- Total headcount: 49,004 employees
  of which 35% women

Headcount by business unit

- Canal+ Group: 9%
- Activision Blizzard: 15%
- Universal Music Group: 15%
- SFR: 20%
- GVT: 11%
- Maroc Telecom Group: 29%

Headcount by geographical area

- Rest of Europe: 9%
- Asia-Pacific: 3%
- South America and Central America: 12%
- France: 31%
- Africa: 29%
Principal environmental indicators (December 2009)

- Water consumption (in thousands of cubic meters) : 637
- Electricity consumption (in millions of kilowatt hours) : 848
- CO2 emissions (in millions of kilograms) : 248
- Waste production (in tons) : 3771
Vivendi corporate social responsibility program

"Bringing joy through communications and entertainment to young people in need"

✓ Objectives:
  - To foster happiness through communications and entertainment (Vivendi’s core businesses – video games, music, telecom, Internet, TV and film)
  - To introduce young adults to Vivendi’s industries and to support young talent

✓ Dedicated to:
  - ill, marginalized, at-risk, or disadvantaged youth and young adults ages 12-25

✓ Countries:
  - United States, UK, France, Morocco, Burkina Faso, Mali and Brazil.

http://createjoy.vivendi.com/en