

All Editis content intended for children is reviewed by France's Commission for the supervision and control of publications intended for children and adolescents, a joint body set up by the aforementioned French Law of July 16, 1949, but also by several categories of stakeholders, such as parents (whether members of a parents' association or not), teachers' associations, professional federations, the general public, the media and social networks. Remarks from any of these channels are systematically reviewed and give rise to a response or to corrective action.

At Gameloft, games are presented with the greatest transparency, in terms of both visuals and descriptions, and are clearly classified using an age rating system. They also have a system that prompts the player to verify their age to access content. On games not designed for audiences of any age, access is then blocked for users under 13. In some cases,

only specific elements are blocked, such as targeted ads. Games also include features that enable users to report hateful, discriminatory or degrading content.

Dailymotion is also very committed to protecting minors and young Internet users and has signed the Safer Social Networking Principles associated with the European Union's Safer Internet program. Its prevention and protection measures include the use of a parental filter as a default setting and a response system that gives priority to reports of content containing child pornography or violence against children. Dailymotion addresses these issues in collaboration with France's Central Office for Combating Information and Communication Crime (OCLCTIC) and its PHAROS reporting platform.

### 4.3. *Creation With All*: Building a more responsible world together

#### 4.3.1. OUR PRIORITY: CONTRIBUTE TO A MORE INCLUSIVE WORLD

Vivendi's businesses are built on passion, creativity and talent. Diversity, equality and inclusion are central to their identity and among the major commitments made by the group, which is present in 82 countries.

Because everyone's differences are a source of wealth, Vivendi places individual skills at the heart of collective performance. Making its businesses more inclusive is a long-standing commitment that the group fulfills both internally and externally, notably through the support provided by Vivendi Create Joy to people working to enhance access to

the creative professions. Vivendi recently strengthened its approach by launching multi-business working groups on disability inclusion and equal opportunity and by creating a global Inclusion & Diversity task force in charge of drawing up proposals for joint initiatives to be implemented at group level.

The *Creation With All* program provides a global framework for these initiatives, enabling Vivendi to increase the intensity and impact of its commitment to creating a more inclusive world.

#### 4.3.2. PROMOTING DIVERSITY, EQUALITY AND INCLUSION

##### ■ 4.3.2.1. Eliminating discrimination

Eliminating all forms of discrimination is one of the priorities targeted by the diversity, equality and inclusion programs implemented by the group's businesses. The group is committed to providing equal opportunities for everyone in recruitment, mobility, promotion, training and compensation, regardless of ethnic, social or cultural origin, gender, religion, age, sexual orientation, personal life or disabilities.

To create an environment aligned with their culture, values and challenges, all group companies are committed to promoting diversity within their organization and actively pursue a policy of equal opportunity and equality of treatment for everyone.

Vivendi's businesses deploy training and awareness programs on diversity and inclusion issues, particularly among human resources teams and managers, who play a key role in promoting diversity and inclusion in the workplace. They also propose initiatives to help employees better understand and manage prejudice, bias and the judgment of others. The action plans implemented in this regard take into account local and cultural challenges with regard to discrimination and generally include three complementary dimensions: the signature of diversity and inclusion charters with recognized organizations, the creation of inclusive working groups to drive and monitor change, and the creation of dedicated working groups to address specific issues.

In France, Vivendi and Canal+ Group are long-standing signatories of the Diversity Charter promoted by the Les Entreprises pour la Cité network. Gameloft and the Editis group's Education and Reference division (Sejer) joined the list of signatories in 2019. Another signatory to this charter, Havas Group's BETC also signed the Corporate and Territorial Charter in 2016, which promotes local development in the Seine-Saint-Denis Department outside Paris.

Canal+ Group has defined its diversity and inclusion policy based on five key priorities: gender equality, health and disability, generational diversity, racial diversity and the LGBTQ+ community. Two committees have been set up by Canal+ Group to define and implement action plans in this area. The *Wb your sister?* committee is more specifically dedicated to gender parity and the *Wb your brother?* committee to diversity (see Section 4.2.2.2 of this chapter). In 2020, for the fourth year in a row, Canal+ Group gave young people from diverse backgrounds the chance to participate in its *Grand Match de l'Égalité des Chances* initiative, which aims to seek out the best editorial talent while promoting diversity within its teams, both in front of and behind the camera.

In response to increased awareness about systemic racism, UMG created the Task Force for Meaningful Change (TFMC) in 2020 to strengthen existing diversity, inclusion and social justice policies within UMG. The TFMC team, which includes members of senior management, works to amplify and expand UMG's current programs, devise new initiatives and support marginalized communities in the ongoing fight for equality, justice and inclusion. This is notably achieved by providing aid and financial support to organizations working in various areas (e.g., housing, legal assistance, mental and physical health services); identifying and adopting global policies and initiatives to address racism, intolerance and bias; and reviewing internal procedures to improve access, recruitment, advancement and retention of a diverse workforce at all levels within the company including leadership positions. In addition, since 2017, UMG has been partnering the USC Annenberg Inclusion Initiative, a global think tank aimed at promoting diversity and inclusion in entertainment, notably through the participation of women, and particularly women of color, in the entertainment business. In 2020, it strengthened this partnership to address the urgent issues of racial justice and equality in the recording industry.

Determined to join the general movement to condemn racism and aware of the low representation of diverse talent in the advertising industry, Havas Group has stepped up its commitment in this area by developing an ambitious plan initiated in the United States, known as *#CommitToChange*. Unveiled in July 2020, the plan is part of Havas Group's global diversity, equality and inclusion program All In, which was launched in 2018 and covered more than 150 actions in 42 agencies and villages in 2020 (compared to 100 actions in 39 agencies in 2019).

The *#CommitToChange* plan is based on seven commitments specific to employees who are Black, Indigenous or People of Color (BIPOC). It includes a comprehensive education and awareness program designed for employees at all levels, in which senior leaders participate actively. Other initiatives implemented as part of the *#CommitToChange* plan include reserving a significant percentage of internship opportunities for diverse talent and giving them priority for leadership development and mentorship opportunities.

An advisory committee on these topics has been set up for North America. Comprising senior leaders from the Media, Creative, and Health networks representing the Black, Asian, Hispanic, and LGBTQ+ communities, the nine-member committee is tasked with ensuring that the commitments in the *#CommitToChange* plan are met. In the United States, UMG and Havas North America have designed internship programs for students and recent graduates by forging special partnerships with Historically Black Colleges and Universities (HBCUs), participating in job fairs such as Here Are All the Black People (HAATBP), AfroTech and Power to Fly and supporting organizations aimed at the African-American community like the Congressional Black Caucus. Also, in the United States, many Employee Resource Groups (ERGs) have been set up, uniting employees around a shared diversity initiative and providing support to various communities, including women, Asians, Black people, Hispanics and the LGBTQ+ community. These employee-led groups facilitate networking and enable staff members to connect with one another, enhancing the sense of belonging to the organization.

#### ■ 4.3.2.2. Gender equality

Gender equality is one of Vivendi's core commitments, advocated by its Supervisory Board and all group entities. It helps foster a culture of inclusion and boosts the capacity for innovation on which our business lines depend.

Vivendi firmly upholds the importance of gender parity and diversity within management. It is determined to raise the percentage of women in top roles at all its business units by implementing specific initiatives promoting women in leadership and gender parity.

##### **Gender diversity within the group's management bodies**

Pursuant to Article 7 of the AFEP-MEDEF Code as amended in January 2020, at its November 16, 2020 meeting, Vivendi's Management Board set targets for women's representation in the group's management bodies, as recommended by the Supervisory Board. These targets were 32% for 2020, 34% for 2021 and 35% for 2022.

##### *The proportion of women in the group's management bodies is 32%*

Vivendi's Management Board oversees the policy on gender diversity in management bodies:

- ▶ women now represent 33% of the members of the Vivendi Executive Committee;
- ▶ two women have been members of the UMG Executive Committee since 2015;
- ▶ following the announcement at year-end 2019 that a woman had been named as Studiocanal's Chief Executive Officer, she was appointed to the Canal+ Group Executive Committee, increasing women's representation on the Committee to 30%;
- ▶ women now represent 29% of Operational and Executive Committees at Havas Group;
- ▶ at Editis Group, women now account for 45% of Executive Committee members. In addition, its CEO is a woman;
- ▶ women are heavily underrepresented in the videogame industry. By appointing two women to its Executive Committee between 2019 and 2020, Gameloft upped the proportion of women on the Committee to 18%; and
- ▶ at 50% at year-end 2020, the Vivendi Village Executive Committee has the highest female representation.

##### **Specific initiatives promoting women in leadership and gender equality**

To expand the role of women in the group and improve gender diversity in management positions, Vivendi, UMG, Havas Group and Canal+ Group offer programs to promote women in leadership. Consequently, initiatives to change behaviors and combat stereotypes have been launched. They develop women's leadership and provide individualized support; facilitate dialog with "role models" to enable women employees to draw inspiration from women success stories in predominantly male positions; and organize regular meetings with executives to raise awareness of the importance of gender diversity.