

GRI CONTENT INDEX 2015

GRI G4 guidelines were used as a reference. The below table includes those aspects that were found material.

GRI	DESCRIPTION	LOCATIONS & COMMENTS
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STRATEGY AND ANALYSIS

G4-1	Statement from the most senior decision maker of the organization about the relevance of sustainability to the organization and its strategy for addressing sustainability.	Letter from Our Executive Leadership (CSR Report pg. 3)
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ORGANIZATIONAL PROFILE

G4-3	Name of the organization.	Weber Shandwick
G4-4	Primary brands, products, and/or services.	What We Do (http://www.webershandwick.com/what-we-do)
G4-5	Location of organization's headquarters.	New York, NY
G4-6	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	Global Network (http://www.webershandwick.com/who-we-are/global-network)
G4-7	Nature of ownership and legal form.	CMGRP, Inc. is a wholly-owned unit of The Interpublic Group of Companies (NYSE: IPG).
G4-8	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	Global Network (http://www.webershandwick.com/who-we-are/global-network)
G4-9	Scale of the reporting organization.	Weber Shandwick's global employees totaled approximately 3,500, and core operations included 78 cities in 34 countries as of August 2016.
G4-10	Total workforce by employment type, employment contract and region.	The majority of Weber Shandwick's workforce is composed of full-time workers, and there are no significant seasonal fluctuations in employment numbers. The company does not disclose employee gender information.
G4-11	Percentage of employees covered by collective bargaining agreements.	Weber Shandwick employees are not covered by a collective bargaining agreement.
G4-12	Describe the organization's supply chain.	Weber Shandwick is a professional services firm. Our services are commercially available, and our business doesn't typically involve use of raw goods and materials. Our company relies on vendors to provide the supplies we require to perform our jobs. We are committed to managing our procurement function and supply chain proactively, in such a way as to deliver environmental benefits alongside financial ones. (CSR report p. 9)
G4-13	Significant changes during the reporting period regarding the organization's size, structure, ownership or its supply chain.	In 2015, Weber Shandwick expanded its operations into Mexico City, Houston and Brasilia. (http://www.webershandwick.com/who-we-are/global-network)

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ORGANIZATIONAL PROFILE: COMMITMENTS TO EXTERNAL INITIATIVES

G4-14	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	Environmental Policy (CSR Report p. 9)
G4-15	Externally developed economic, environmental and social charters, principles or other initiatives to which the organization subscribes or endorses.	Weber Shandwick is committed to complying with all applicable legal environmental requirements and industry standards, striving to go beyond compliance through our ISO 14001 and LEED certifications as well as ongoing advancement in our operations. (CSR Report p. 14)
G4-16	<p>Memberships in associations and/or national/international advocacy organizations in which the organization:</p> <ul style="list-style-type: none"> • Holds a position on the governance body; • Participates in projects or committees; • Provides substantive funding beyond routine membership dues; or • Views membership as strategic. 	<p>Weber Shandwick is a member of the U.S. Green Building Council. In North America, the firm makes a contribution to Carbonfund.org to offset non-billable travel. As of August 2016, Weber Shandwick Chairman Jack Leslie is Chairman of the Duke Global Health Institute's Board of Advisors, Chairman of the U.S. African Development Foundation, Chairman of the USAID Advisory Committee on Voluntary Foreign Aid, Chairman of the Ron Brown Scholar Program Board of Trustees and a member of the Council on Foreign Relations, The Performance Theatre's Inspired Leadership Award and the Circumnavigators Foundation. Weber Shandwick CEO Andy Polansky is an advisory board member of the Advertising Council and The College of New Jersey Foundation; a member of the Arthur W. Page Society and The Seminar. Weber Shandwick President Gail Heimann is a Board Member of the LAGRANT Foundation. Colin Byrne, Weber Shandwick CEO, UK & EMEA, is a trustee of ActionAid. Judith Harrison, Senior Vice President, Staffing and Diversity & Inclusion, is a member of the advisory board for the Ron Brown Scholar Program, ColorComm, New York Women in Communications and president elect of the PRSA Foundation; Harrison also participates on the 4A's Diversity Steering Committee and the Clinton Global Initiative's Disability Working Group. Greg Power, CEO of Canada for Weber Shandwick, is a member of the advisory board for the Institute of Communications and Advertising (ICA), Canada. Nancy Nichols, Weber Shandwick Senior Vice President, External Affairs, is a member of the advisory board for the Advertising Educational Foundation and the American Advertising Federation. Robert Aras, partner at Prime Weber Shandwick, is responsible for diversity in the Swedish Association of Communications Agencies (KOMM) and was a jury member of Guldvågen 2015.</p>

REPORT SCOPE AND BOUNDARY

G4-17	Entities included in financial statements.	What We Do (http://www.webershandwick.com/what-we-do) and Global Network (http://www.webershandwick.com/who-we-are/global-network)
G4-18	Explain the process for defining the report content and the Aspect Boundaries. Explain how the organization has implemented the Reporting Principles for Defining Report Content.	In defining the report content, we took materiality into consideration by addressing the issues of greatest relevance to our business and our stakeholders, in addition to aligning with parent company Interpublic Group's reporting.
G4-23	Changes from previous reports in terms of scope and/or boundaries.	In 2015, Weber Shandwick expanded its operations into Mexico City, Houston and Brasilia. It closed its offices in Ottawa and Inverness. (http://www.webershandwick.com/who-we-are/global-network)

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STAKEHOLDER ENGAGEMENT

G4-24	List of stakeholder groups engaged by the organization.	The firm's key stakeholders include employees, clients and vendors.
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REPORT PROFILE

G4-28	Reporting period for information provided.	January - December 2015
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G4-29	Date of most recent previous report.	2014 (http://www.webershandwick.com/uploads/news/files/2014_CSR_Report.pdf)
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G4-30	Reporting cycle.	Annual
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G4-31	Contact point for questions regarding the report or its contents.	csr@webershandwick.com
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REPORT PROFILE: GRI CONTENT INDEX

G4-32	Report the "in accordance" option the organization has chosen. Report the GRI Content Index for the chosen option. Report the reference to the External Assurance Report, if the report has been externally assured.	This report contains Standard Disclosures from the GRI G4 Sustainability Reporting Guidelines.
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GOVERNANCE

G4-34	Governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	Weber Shandwick Leadership Team (http://www.webershandwick.com/who-we-are/leadership); Weber Shandwick North America CSR Committee and U.K. Environmental Committee (CSR Report p. 12)
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ETHICS AND INTEGRITY

G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	Weber Shandwick values include strategic creativity, dedication to success, executional excellence, collaboration and growth, and integrity and transparency. As part of Interpublic Group (IPG) we comply with IPG's Code of Conduct (http://www.interpublic.com/about/corporate-governance), which serves as the foundation of how we do business on a day-to-day basis, and provides us with guidelines on how to work with our colleagues, suppliers, clients and others with whom we may interact as we do business. We operate globally and our world has become increasingly complex, so the Code of Conduct is updated regularly and all employees are required to participate in training. We take pride in our reputation and high moral and ethical standards, and ensure 100% compliance with our Code of Conduct, dedication to success, executional excellence, collaboration and growth.
G4-57	Helplines or advice lines for employees.	IPG Code of Conduct (http://www.interpublic.com/about/corporate-governance)
G4-58	Mechanisms for reporting concerns about unethical or unlawful behavior.	Interpublic Alert Line (http://www.interpublic.com/about/corporate-governance)

SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
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ECONOMIC

ASPECT — ECONOMIC PERFORMANCE

G4-EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments.	IPG 2015 Annual Report (http://investors.interpublic.com/phoenix.zhtml?c=87867&p=irol-reportsannual)
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ASPECT — INDIRECT ECONOMIC IMPACTS

G4 - EC8	Significant indirect economic impacts and extent of impacts.	Engaging the Environment (CSR Report p. 7); Empowering Our People & Our Business (CSR Report p. 17); Making an Impact (CSR Report p. 31)
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ENVIRONMENTAL

ASPECT — MATERIALS

G4-EN1	Materials used by weight or volume.	Unable to quantify at this time.
G4-EN2	Percentage of materials used that are recycled input materials.	Measurement is on a case-by-case basis. Procurement of office supplies considers use of recycled and recyclable materials. In our office buildings that are LEED certified, construction is done with LEED principles in mind.

ASPECT — ENERGY

G4-EN3	Energy consumption within the organization.	In 2014, we began requiring all new North American leases to provide electricity sub-metering to incentivize tenant-driven energy efficiency. We aim to be able to report on this in North America by the end of 2018.
G4-EN4	Energy consumption outside of the organization.	Unable to quantify at this time.
G4-EN5	Energy intensity.	Unable to quantify at this time.
G4-EN6	Reduction of energy consumption.	Unable to quantify at this time.
G4-EN7	Reductions in energy requirements of products and services.	Unable to quantify at this time.

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Generic Disclosures on Management Approach

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ASPECT — BIODIVERSITY

G4-EN11	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	The firm's global office leases are located in major metropolitan areas.
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ASPECT — EMISSIONS

G4-EN15	Direct greenhouse gas emissions.	Unable to quantify at this time.
G4-EN16	Energy indirect greenhouse gas emissions.	Unable to quantify at this time.
G4-EN17	Other indirect greenhouse gas emissions.	Unable to quantify at this time.
G4-EN18	Greenhouse gas emissions intensity.	Unable to quantify at this time.
G4-EN19	Initiatives to reduce greenhouse gas emissions and reductions achieved.	In 2015, Weber Shandwick achieved or was in the process of achieving LEED certification for 50% of its offices in North America, making up 65% of the region's total headcount. In North America, the firm makes a contribution to carbonfund.org to offset non-billable travel. (CSR Report pg. 10, 14)
G4-EN21	NOx, SOx and other significant air emissions.	Unable to quantify at this time.

ASPECT — EFFLUENTS AND WASTE

G4-EN22	Total water discharge by quality and destination.	Unable to quantify at this time.
G4-EN23	Total weight of waste by type and disposal method.	Unable to quantify at this time.
G4-EN24	Total number and volume of significant spills.	No spills to report.
G4-EN25	Weight of transported, imported, exported or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII and percentage of transported waste shipped internationally.	Unable to quantify at this time.

SPECIFIC STANDARD DISCLOSURES

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ASPECT — PRODUCTS AND SERVICES

G4-EN27	Extent of impact mitigation of environmental impacts of products and services.	Weber Shandwick purchased carbon offset certificates for its non-billable airline travel. In 2015 the offset was 3183.533 metric tons of CO2 emissions. (CSR Report pg. 10)
G4-EN28	Products and packaging materials reclaimed.	Most of our offices are located in commercial properties, which we share with other companies. We're unable to report on this given that we are only tenants and share our space. We look for properties that have recycling programs and are LEED certified.

ASPECT — COMPLIANCE

G4-EN29	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	No fines to report.
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ASPECT — TRANSPORT

G4-EN30	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations and transporting members of the workforce.	Weber Shandwick purchased carbon offset certificates for its non-billable airline travel. In 2015 the offset was 3183.533 metric tons of CO2 emissions. (CSR Report pg. 10)
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ASPECT — OVERALL

G4-EN31	Total environmental protection expenditures and investments by type.	In North America, our CSR committee funds office Green Teams \$25 per employee per year to further green initiatives. Green Team members receive billable hours credit to encourage participation. Our carbon offset cost \$31,835.33 in 2015. When we build according to LEED certification, it requires a larger investment.
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ASPECT — SUPPLIER ENVIRONMENTAL ASSESSMENT

G4-EN32	Percentage of new suppliers that were screened using environmental criteria.	IPG Supplier Code of Conduct (http://www.interpublic.com/about/corporate-governance). ISO 14001 certifications across Weber Shandwick offices require evaluation and auditing.
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ASPECT — ENVIRONMENTAL GRIEVANCE MECHANISMS

G4-EN34	Number of grievances about environmental impacts filed, addressed and resolved through formal grievance mechanisms.	No grievances to report on.
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SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

GRI	DESCRIPTION	LOCATIONS & COMMENTS
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LABOR PRACTICES AND DECENT WORK

ASPECT — TRAINING AND EDUCATION

G4-LA10	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	WeberShandwick.edu offers a targeted learning and development approach, with classroom training, instructor-led webinars, on-the-job learning and external development opportunities. In June 2015, Weber Shandwick introduced unlimited access to online learning platform lynda.com for all Weber Shandwick employees.
G4-LA11	Percentage of employees receiving regular performance and career development reviews, by gender and by employee category.	Our policy is to review all employees annually for performance and career development.

HUMAN RIGHTS

ASPECT — INVESTMENT

G4-HR2	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	All employees receive annual online training on our Code of Conduct.
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ASPECT — FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING

G4-HR4	Operations and suppliers identified in which the right to exercise freedom of association and collective bargaining may be at significant risk.	None.
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ASPECT — CHILD LABOR

G4-HR5	Operations and suppliers identified as having significant risk for incidents of child labor.	None.
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ASPECT — FORCED OR COMPULSORY LABOR

G4-HR6	Operations and suppliers identified as having significant risk for incidents of forced or compulsory labor.	None.
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ASPECT — INDIGENOUS RIGHTS

G4-HR8	Total number of incidents of violations involving rights of indigenous people and actions taken.	None.
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SPECIFIC STANDARD DISCLOSURES

Generic Disclosures on Management Approach

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ASPECT — SUPPLIER HUMAN RIGHTS ASSESSMENT

G4-HR10	Percentage of new suppliers that were screened using human rights criteria.	IPG Supplier Code of Conduct (http://www.interpublic.com/about/corporate-governance)
G4-HR11	Significant actual and potential negative human rights impacts in the supply chain and actions taken.	None.

SOCIETY

ASPECT — LOCAL COMMUNITIES

G4-S01	Percentage of operations with implemented local community engagement, impact assessments and development programs.	Impact Project (CSR Report p. 64)
G4-S02	Operations with significant potential or actual negative impacts on local communities.	None.

ASPECT — ANTI-CORRUPTION

G4-S04	Communication and training on anti-corruption policies and procedures.	As part of Interpublic Group (IPG) we comply with IPG's annual online Code of Conduct training which covers anti-corruption policies and procedures. (http://www.interpublic.com/about/corporate-governance)
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ASPECT — ANTI-COMPETITIVE BEHAVIOR

G4-S07	Total number of legal actions for anti-competitive behavior, anti-trust and monopoly practices and their outcomes.	No legal actions to report on.
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ASPECT — COMPLIANCE

G4-S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	No fines to report on.
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ASPECT — SUPPLIER ASSESSMENTS FOR IMPACTS ON SOCIETY

G4-S09	Percentage of new suppliers that were screened using criteria for impacts on society.	IPG Supplier Code of Conduct (http://www.interpublic.com/about/corporate-governance)
G4-S010	Significant actual and potential negative impacts on society in the supply chain and actions taken.	None.

ASPECT — GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY

G4-S011	Number of grievances about impacts on society filed, addressed and resolved through formal grievance mechanisms.	None.
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PRODUCT RESPONSIBILITY

ASPECT — MARKETING COMMUNICATIONS

G4-PR6	Sale of banned or disputed products.	None.
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ASPECT — CUSTOMER PRIVACY

G4-PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	None.
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ASPECT — COMPLIANCE

G4-PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	None.
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