



Nomura European SRI Conference

Pascale Thumerelle

Vice President, Corporate Social Responsibility

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Vivendi's specific contribution to Sustainable Development

Empowering present and future generations to:

- Satisfy their need to communicate
- Feed their curiosity
- Develop their talents
- Encourage intercultural dialogue

Three strategic issues for Vivendi, considering its impact on society*



Promoting cultural
diversity

Protecting and empowering
young people

Knowledge
sharing

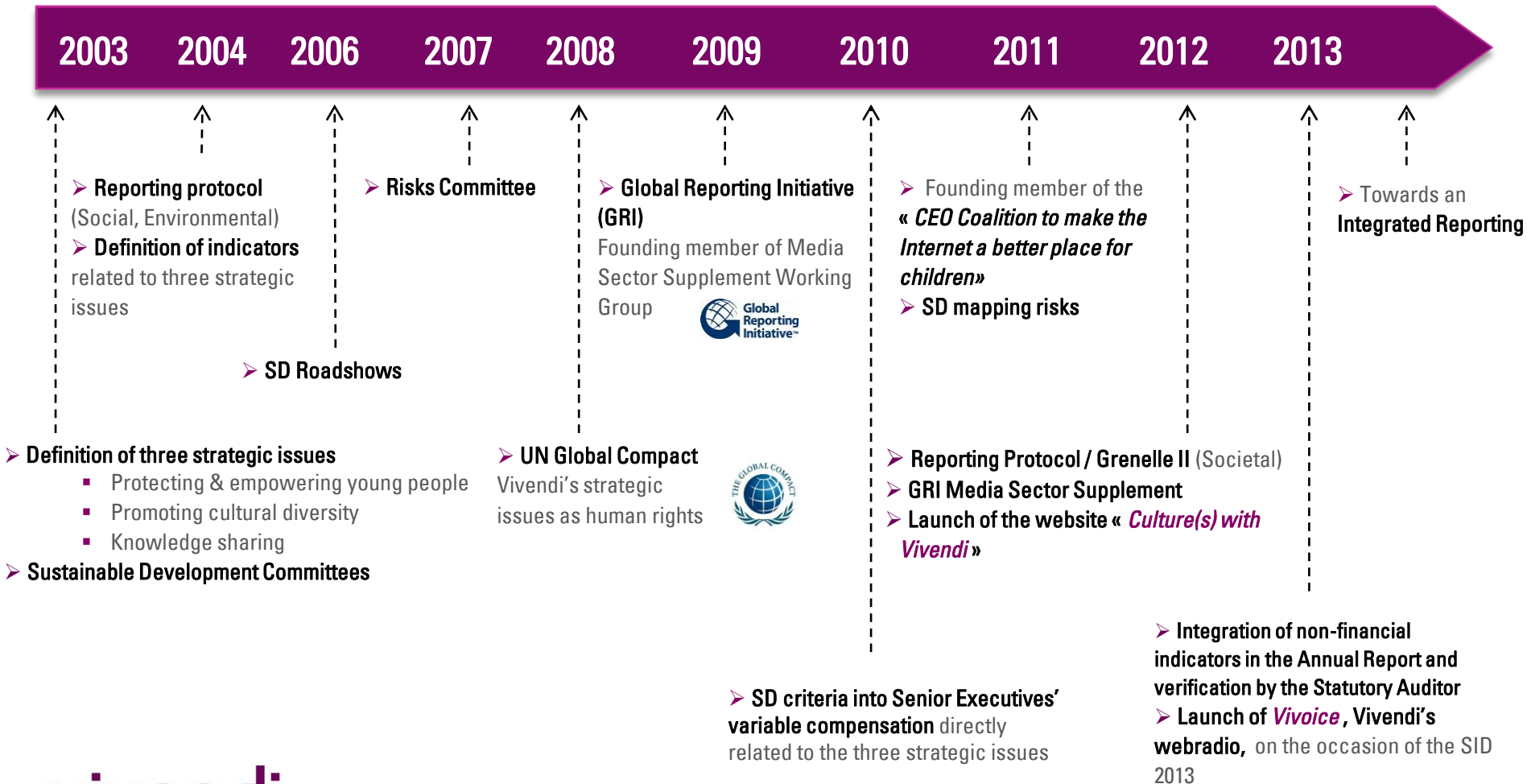
* Consistent with the CSR definition given by the European Commission: "the responsibility of enterprises for their impact on society" in its 2011 Communication "A renewed strategy 2011-2014 for CSR".



Vivendi's CSR ten priority areas for action



Integration of CSR in Vivendi's governance and strategy





Efficient non-financial reporting (1/2)

The integration of **indicators** related to our **three strategic issues** is an **innovative approach** in the cultural and creative sectors

A pioneer in reporting

- Complying with **Art 225 of French law « Grenelle II »**
- Taking into account:
 - ✓ the guidelines of the **Global Reporting Initiative (GRI)**, including the Media Sector Supplement (Vivendi as a co-founder of the working group)
 - ✓ the principles of the UN Global Compact
 - ✓ the OECD Guidelines for Multinational Enterprises
- [http://www.vivendi.com/ files /documents/2012-annual-report/](http://www.vivendi.com/files/documents/2012-annual-report/) (pages 54-70)



Efficient non-financial reporting (1/2)

Societal indicators classified as **strategic and material** by the Statutory Auditor

A verification by the Statutory Auditor of a greater number of societal indicators:

- Protecting and empowering young people
 - ✓ Existence of a formal commitment to ethics on content (production and/or distribution), including specifically the protection of young audiences
 - ✓ Mechanisms for implementing and monitoring this commitment
- Promoting cultural diversity
 - ✓ Percentage of sales accounted for by local repertoires in their country (scope of 59 countries)
 - ✓ Percentage of CNC-approved French-initiative films financed by par Canal+ and associated amounts
 - ✓ Number of first films financed by Canal+
 - ✓ Filmmakers whose films were produced or coproduced by StudioCanal during the year (by citizenship)
- Sharing knowledge
 - ✓ Existence of a formal commitment in favor of pluralism of content
 - ✓ Initiatives in favor or accessibility of offers, products and services

Assessed as being relevant and strategic in so far they contribute to:

- Creating shared value for the company
- The success of Vivendi 's business model
- Managing risks and strengthening the license to operate



Incorporating Sustainable Development Criteria into Vivendi's Senior Executives' Variable Compensation (1/2)

A pioneer by the choice of criteria directly linked to the Group's activities

Vivendi is the only company of the CAC40 to integrate societal criteria of this kind :

- **Protecting and empowering young people**
- **Promoting cultural diversity**
- **Sharing knowledge**

A rigorous approach

- **External and independent third-party**
- Evaluation by **the Human Resources Committee** within the Supervisory Board
- **1,183 Senior Executives** concerned (headquarters and subsidiaries)
- **Targets reached and exceeded** in 2012



Incorporating Sustainable Development Criteria into Vivendi's Senior Executives' Variable Compensation (2/2)

Examples of retained criteria in 2012 for each strategic issue

➤ Protecting and empowering young people

- SFR's launch of a free parental control service enabling parents to manage Internet access for all electronic devices through the SFR box
- GVT's development of Internet education programs and the provision of a parental control tools

➤ Promoting cultural diversity

- Pre-purchase by Canal+ of a number of low-budget or debut European films and also the channel's determination to promote gender parity on air
- GVT's actions to raise the profile of local artists by broadcasting their music
- Universal Music Group's support for local talent in emerging countries

➤ Knowledge sharing

- SFR's actions aimed at reducing the digital divide by, for example, facilitating access to products and services for people with a disability or who are otherwise disadvantaged
- Maroc Telecom's effort to provide mobiles for remote areas in the countries of its African subsidiaries
- Contribution of Canal+ to promoting cinema heritage by restoring some distinguished old films that have become unwatchable

Cultural diversity, at the heart of creative and cultural industries' responsibility

This innovative choice to make **culture** a strategic pillar of Vivendi's societal responsibility is widely recognized as **a source of value creation**

European Parliament Audition - April 2013

- Exchange of views with experts on "Promoting the European cultural and creative sectors as sources of economic growth and jobs".



UNAOC Forum Vienna - February 2013

Vivendi took the floor in three sessions:

- "Diversity in media content"
- "Promoting intercultural understanding, diversity and inclusion: learning from the corporate sector experience and mainstreaming in policy"
- "Entertainment media: engaging audiences with intercultural dialogue".



Amundi Medicis Committee - June 2012

- Participation in the round table "Which place for culture in SRI?"
- Amundi incorporated an assessment of culture into its reference framework for nonfinancial analysis and into its system for rating the stocks in its portfolio.



International Culture & Sustainable Development Seminar - Paris - November 2012

- Co-organized by the French et Quebec Ministries of Culture.
- Taking part in the session "Culture, Economy and Sustainable Development".

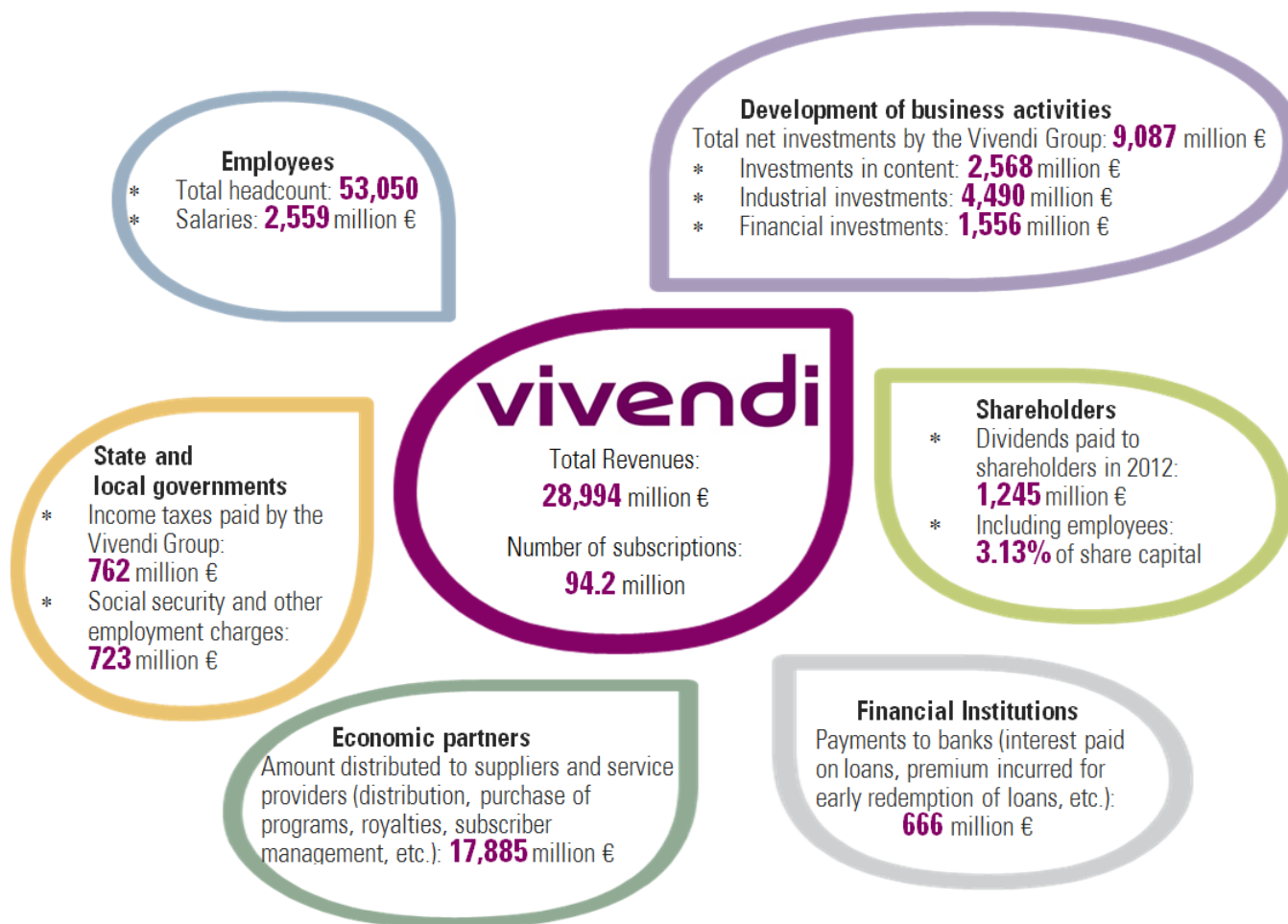


Lille World Forum on Responsible Economy November 2012

- Presentation of the integration of CSR criteria in the variable remuneration of the group's leaders, as well as the media sector supplement of the GRI published in May, Vivendi being one of the founding members and active contributor.



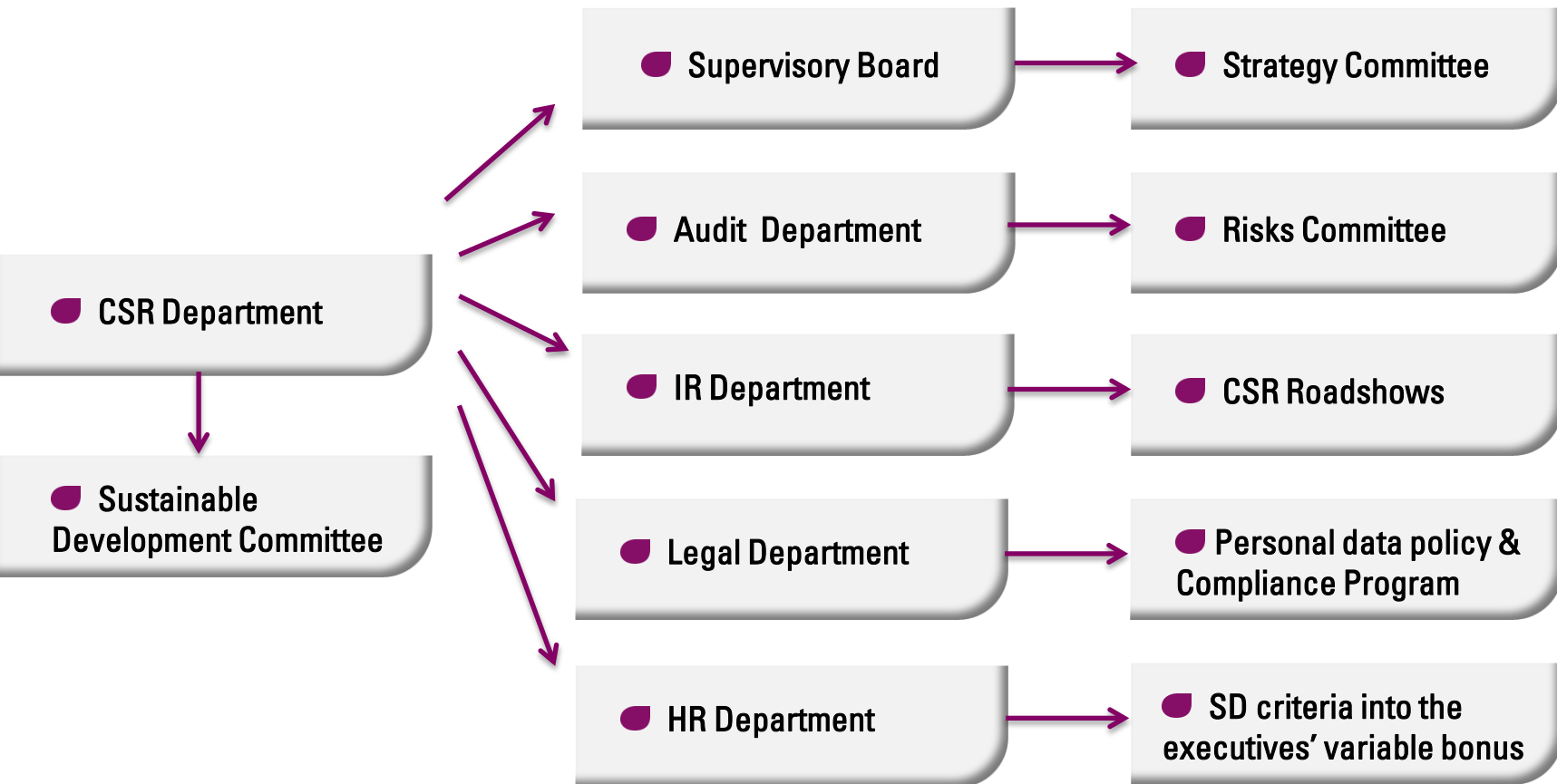
Creating Shared Value



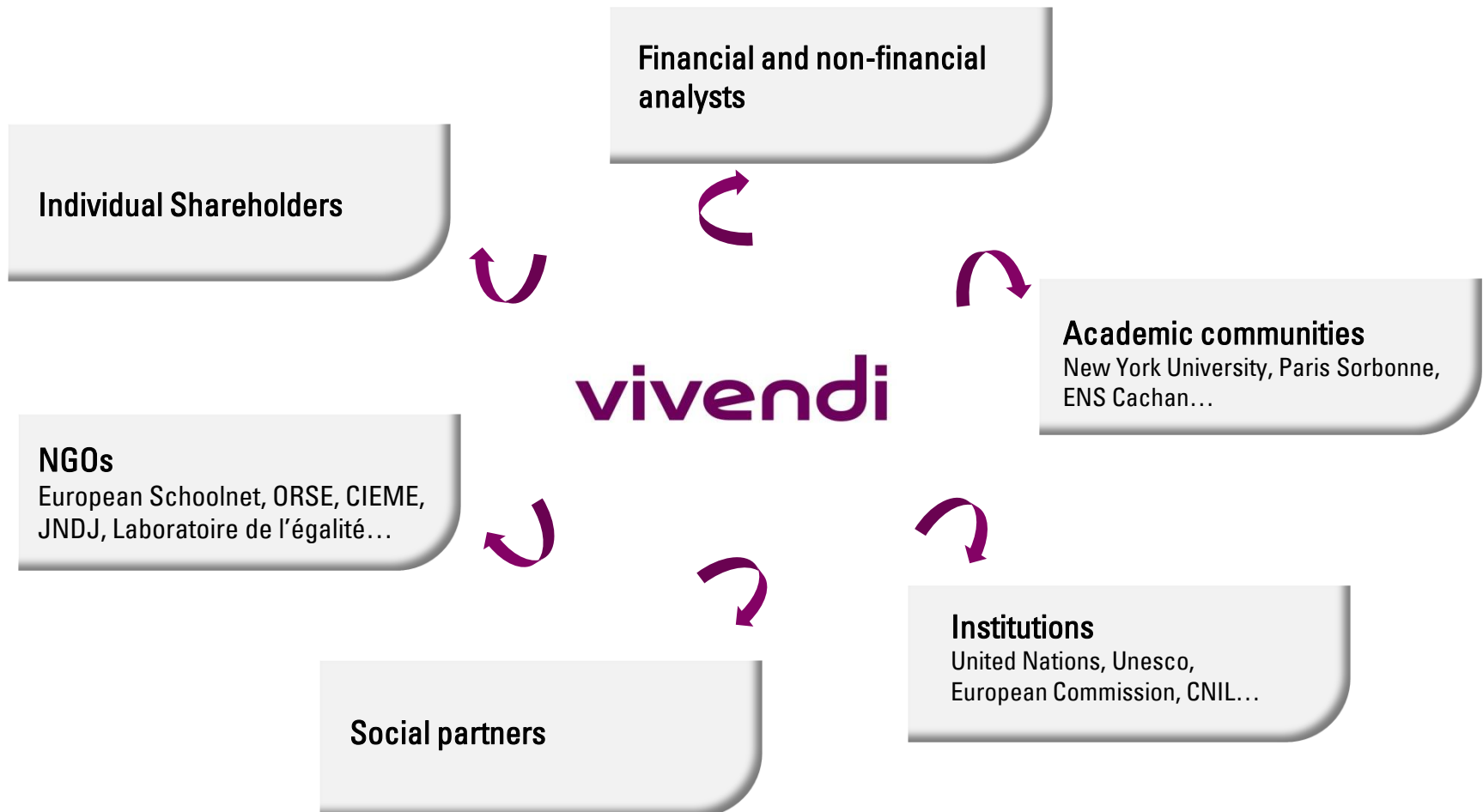
Overview of the sharing of value produced by Vivendi among its principal stakeholders as of December 31st, 2012.



Cross-mobilization



A constructive dialogue with our stakeholders





A high rating of Vivendi's CSR policy

 **n° 1** in the media sector (January 2011)

  Inaugural winner of FIR *-Vigeo prize in category CAC 40 (October 2011)

 **Listed in the Global 100 of the World's Most Sustainable Companies (January 2013), ranked 4th out of all French companies**

SRI indices



Contacts

Investor Relations

Aurélia Cheval

Investor Relations, Director

+33.1.71.71.12.33

aurelia.cheval@vivendi.com

France Bentin

Investor Relations, Director

+33.1.71.71.31.36

france.bentin@vivendi.com

Corporate Social Responsibility

Pascale Thumerelle

Vice President, CSR

+33.1.71.71.12.27

pascale.thumerelle@vivendi.com