


**vivendi**

# Sustainable Development

*September 2007*

# vivendi

100%



UNIVERSAL  
UNIVERSAL MUSIC GROUP

#1 Worldwide in music


100% / 65%



CANAL+  
GROUPE

#1 in pay-TV in France and Poland


56%



# 2 among mobile operators  
#1 in 3G services in France

40% of neuf cegetel

51%



Maroc  
Telecom

# 1 in fixed-line, mobile and internet in Morocco

100%



vivendi  
games

# 1 Worldwide in online gaming

20%



NBC UNIVERSAL

World leader in entertainment

We innovate to anticipate consumer needs

# Vivendi's approach to sustainable development

Our approach is based on a twofold demand:

- Taking all dimensions of our corporate responsibility into account:
  - Economic
  - Social and societal
  - Environmental
- Defining issues that are specific to Vivendi, as a producer and distributor of content





# Taking all dimensions of our corporate responsibility into account

## Commitments:

- The Compliance Programme
- The Charters: Values Charter; Safety at Work Charter; Fundamental Social Rights Charter; Supplier Relations Charter; Environment Charter; Internet Confidence Charter
- The Programme of compliance with environmental, health and workplace safety standards

# Taking all dimensions of our corporate responsibility into account

## The European Context:

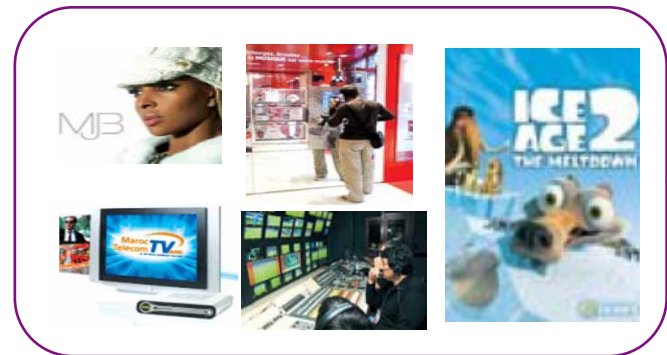
- Sustainable development in the Treaty on European Union
- The European commitment to sustainable development:  
European sustainable development strategy; programs dealing with protection of minors, promotion of cultural diversity; pluralism of content; intercultural dialogue



# Taking all dimensions of our corporate responsibility into account

## The guiding principles of our economic responsibility:

- Governance\*
- Strengthening the positions of all the group's business units (music, television, film, mobile, internet and games)
- Innovating by finding the best talents and creating new services
- Attentiveness to customers



\* see appendix

# Taking all dimensions of our corporate responsibility into account

## The guiding principles of our social responsibility:

- Decentralized management of human resources while adhering to Vivendi's values and rules of conduct
- Motivate and develop the skills of the employees
- Reach out to the next generation
- Strengthening social ties



# Taking all dimensions of our corporate responsibility into account

## The guiding principles of our environmental responsibility:

- Transparency
- A better understanding of the nature of the environmental issues affecting our business units
- Health and mobile telephony





# Vivendi Sustainable development issues

Vivendi, as a producer and distributor of content, has an impact on society:

- Protection of minors
- Promoting cultural diversity
- Sharing knowledge



# Vivendi Sustainable development issues

## Protection of minors:

The protection of minors is a major societal concern for Vivendi. How can we reconcile the development of content and services offerings and their potential impact on young people?

- Rules of ethics
- Awareness actions
- Parental control



# Vivendi Sustainable development issues

## Promotion of cultural diversity

“Cultural diversity is a mainspring of the sustainable development of communities, peoples, and nations” – *UNESCO, Convention on the Protection and Promotion of the Diversity of Cultural Expressions, October 2005.*

Vivendi shares this vision:

- Strengthening capacities for local production
- Encouraging diversity in music repertoires
- Encouraging diversity of cinematic expression
- Promoting cultural heritage



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# Vivendi Sustainable development issues

## Sharing knowledge:

How can Vivendi evaluate its « intellectual footprint » ?

- Quality and pluralism of content
- Encouraging public awareness of sustainable development issues
- Encouraging dialogue between cultures





# Implementation of the sustainable development approach

## A shared impetus:

- The Management Board, chaired by Jean-Bernard Lévy, is made up of heads of Vivendi's business units, the Chief Financial Officer, and the Senior Vice-President, Human Resources.
- The Management Board, through its collegial form of operation and in the nature of its missions, contributes to making the sustainable development policy an integral part of the decision-making process at the highest level.



# Implementation of the sustainable development approach

## Dedicated resources:

- A sustainable development department under the direct responsibility of Vivendi's Senior Management
- A sustainable development committee which brings together representatives of the head office and of the Group's business units six times a year
- An annual sustainable development report :The 8<sup>th</sup> edition was published in June 2007
- An Internet site dedicated to sustainable development



Vivendi is listed on the  
sustainable development stock indices

- ASPI Eurozone, established by the Vigeo rating agency
- Ethibel Excellence Sustainability Index (ESI), established by Ethibel
- FTSE4 Good Global, established by the FTSE

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## Appendix : Governance

### ■ A dual and collegial corporate governance structure

#### The Supervisory Board chaired by Jean-René Fourtou

- 11 members: 9 independent; 10 European citizens (1 Belgian, 7 French, 1 Polish, 1 Spanish); 1 American
- 4 Committees of the Supervisory Board: Strategy Committee; Audit Committee; Human Resources Committee; Corporate Governance Committee
- 11 meetings in 2006; participation rate: 91%

#### Management Board chaired by Jean-Bernard Lévy

- 7 members (heads of Vivendi's business units, the Chief Financial Officer and the senior Vice-President, Human resources) ; 4 European citizens (3 French and 1 German), 1 Moroccan citizen, 1 American citizen
- Main areas of expertise include: implementation of Vivendi's strategic orientations in collaboration with the supervisory Board ; social and human resources policy ; environmental matters, Compliance Program activities, internal audit and internal control procedures, monitoring of risk assessment and of the work of the Risks Committee.

### ■ Internal control : creation of the Risks Committee in 2006

### ■ Attentiveness to shareholders: Thomson Extel 2006 and 2007 Award for Investor Relations in Media Sector