



PMG
gives
back.



*Working
Together
for a Better
Tomorrow*

THE 2023 ACCOUNTABLE SUSTAINABILITY REPORT

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2023 *Look Back*

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A Message from our CEO



2023 was a year of remarkable resiliency, growth, and transformation for our company. Through myriad complexities across the economy and our industry, PMG saw its best year ever for the 13th consecutive year. The dedication, grit, and unwavering support of our people to PMG's customers and our mission allowed us to deliver another successful year, enabling us to further invest in our people, customers, and communities in the year ahead.

Last year also saw many firsts that we are extraordinarily proud of. As we position ourselves for purposeful growth into our second decade, we've made significant investments across our culture, office spaces, technology, and operating model that will power a brighter future for our stakeholders. Through these changes, many of which we have outlined in this report, we remain committed to our sustainability efforts and using our platform to make a positive impact on the world around us.

I hope you find as much inspiration in this report as I do, as the need to evolve rapidly and move quickly has never been more critical—for our industry and the planet. I'm confident PMG has the perfect combination of talent, technology, and passion to continue to make an impact and drive transformative change, all while staying true to our values, mission, and vision as we work together for a better tomorrow.

Much love,

George Popstefanov

George Popstefanov

About Us

PMG began more than a decade ago with the mission to inspire people to believe that anything is possible, both personally and professionally. Fueled by our vision to be the most respected global independent digital company powered by technology and amazing people, we exist to create meaningful connections and experiences, or what we like to call Digital Made for Humans™, for our people and customers using strategy, media, data, and insights along with our marketing intelligence platform Alli.



PMG at a Glance

100%

Client retention rate
in 2023

90%

Employee retention rate
over 5 years

900+

Global employees

FORTUNE

#1 Best Workplaces in
Advertising & Marketing 2023

AdAge

A-List 2023
Best Places to Work 2024
(9th Consecutive Placement)

FASTCOMPANY

Best Workplaces for Innovators
2022-2024

ATL

ATX

CLE

BTN

CR

DAL

FTW

LON

NYC

**CANNES
LIONS**

Winner of 7 Cannes Lions

ADWEEK

Media Plan of the Year 2024
Fastest Growing Agency 2019-2023
Breakthrough Agency of the Year 2021

DIGIDAY

Independent Media Agency
of the Year 2024

HEADCOUNT

2020

296

2021

454

2022

508

2023

900+

**Includes the acquisitions of Camelot Strategic Marketing & Media and RocketMill.*

Our Focus



MISSION

Inspire people to believe anything is possible, both personally and professionally.



VISION

Be the most respected global independent digital company powered by technology and amazing people.



PURPOSE

Create meaningful connections and experiences, otherwise known as Digital Made for Humans™.

Core Values

DO THE RIGHT THING

Integrity and honesty are at the heart of everything we do.

BE INCLUSIVE

Diversity makes us stronger.

BE AGILE

It's our superpower!

ALWAYS CHANGE FOR THE BETTER

Championing innovation and continuous improvement (Kaizen) in big and small ways—it all adds up!

EMBRACE CHALLENGES + OPPORTUNITIES

Desire to be our very best.

HAVE FUN

It's contagious!



2023 In Review

AdAge

A-List 2023

20+

New Customers

6000+

Give Back Hours

42

Graduate Leadership Program Graduates

2

Acquisitions

TCC × PMG
DIGITAL CAREER ACCELERATOR

Launched TCC Digital Career Accelerator Program

182

Employee Promotions

6

New or Enhanced Employee Benefits

100%

Client Retention Rate

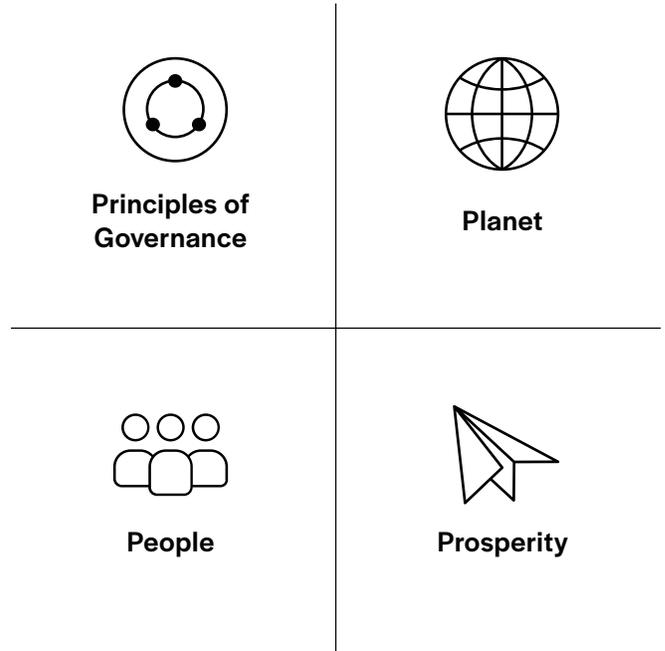
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Ad Age Best Places to Work

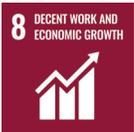
Accountable Sustainability at PMG

The United Nations Sustainable Development Goals (UN SDGs) are 17 interconnected goals that have been unanimously adopted by the member states of the United Nations, serving as a universal framework and call to action. From ending poverty to protecting the planet, these goals aim to ensure that all people enjoy peace and prosperity by 2030.

The World Economic Forum—in partnership with EY, Deloitte, KPMG, and PwC—adapted the UN SDGs to apply to for-profit businesses with a framework that maps the UN SDGs into four categories that inform ethical business decision-making. The categories are Principles of Governance, Planet, People, and Prosperity. PMG uses this framework to guide the contents of our report.



While we work to make progress against all of the Sustainable Development Goals set forth by the United Nations, we have identified the specific goals that align with our company’s values and can be quantitatively measured within our global operating model. These include:

	3 GOOD HEALTH AND WELL-BEING	Good Health and Well-Being
	5 GENDER EQUALITY	Gender Equality
	8 DECENT WORK AND ECONOMIC GROWTH	Decent Work and Economic Growth
	10 REDUCED INEQUALITIES	Reduced Inequalities
	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Responsible Consumption and Production
	13 CLIMATE ACTION	Climate Action
	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Peace, Justice and Strong Institutions

Our Progress in 2023

By holding ourselves publicly accountable to our commitments, we believe we can drive positive change and inspire others in our industry to join us in building a more equitable and sustainable future. 2023 was characterized by new initiatives and measurable progress of which we’re incredibly proud of. We became one of the first mid-sized companies to join the CEO Action for Diversity & Inclusion pledge. We sponsored key leaders at PMG to attend McKinsey’s Connected Leaders Academy. This training program helps organizations make demonstrable progress on inclusion and equity, improve talent pipelines, and unlock the full potential of people at the company.

We also committed thousands of hours and thousands of dollars to giving back to our communities and ensuring that we are spreading prosperity broadly. Our initiatives included the Digital Career Accelerator program jointly run with Tarrant County College that creates career pathways for community college students; the PMG Day of Giving that saw employees give thousands of hours in direct support of local organizations; and financial donations to community organizations that serve children, the hungry and unhoused, and promote inclusivity in our communities.

Greenhouse Gas Emissions

We utilize the EPA Greenhouse Gas Protocol to calculate our Scope 1, 2, and 3 emissions. In line with these guidelines, our analysis of 2023 includes a comprehensive assessment of both our direct and indirect emissions.

PMG began retroactively tracking our Scope 1 and Scope 2 greenhouse gas emissions in 2022. With our first-ever capture of our Scope 3 emissions in 2023, we have been able to identify the maintenance of our physical offices, our data storage requirements, and the digital advertising supply chain as our biggest contributors to our emissions. We continue to work with various stakeholders to identify ways to minimize our carbon footprint and record our Scope 3 emissions.

Scope 1 & 2	Scope 3
305 tons CO2e	5,297 tons CO2e
-12% YoY	

We’re proud of the decrease in Scopes 1 & 2 emissions year-over-year from 2022. Since 2023 was PMG’s first year tracking Scope 3 emissions, we will be carefully watching our change over time as we continue to integrate the operations of our acquisitions of Camelot Strategic Marketing & Media and RocketMill. We acknowledge that PMG’s strategic investments and growth as a company will contribute to an increase in our emissions, but we will continue to take steps to ensure our development is sustainable and to invest in our community.

Looking Ahead: Our Commitments

Protecting the planet and caring for our natural resources is of the utmost importance to PMG, as responsible environmental stewardship aligns with our company’s value of *Do the Right Thing*. We understand that to address the UN SDGs successfully, we need to implement behavior changes that minimize and offset our contribution to carbon emissions and unsustainable consumption.

In partnership with our stakeholders, we plan to:

Our goal is to establish a climate-neutral and environmentally-conscious business through quantifiable efforts across all our operations. Action will span travel policies, ensure energy-efficient workplaces, and engage in responsible organizational consumption. We aim to build a zero-impact workplace and contribute to increasing our share of renewable energy usage in our global offices, reducing waste generation, and promoting sustainable procurement practices.



Evaluate our travel expectations for frequency and number of individuals traveling. As a part of this effort, we commit to reviewing environmentally friendly travel options and utilizing carbon offsets.



Reduce waste generation and increase recycling across all offices.



Reduce our carbon footprint with a goal to achieve carbon neutrality by 2030.



Pursuing Sustainable Growth

PRINCIPLES OF GOVERNANCE | PLANET | PROSPERITY

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Welcome to PMG, Camelot & RocketMill

In 2023, PMG successfully expanded its services and capabilities by acquiring [Camelot Strategic Marketing & Media](#) in Dallas, Texas, and [RocketMill](#) in the U.K.



Camelot Strategic Marketing & Media

As one of the largest independent agency buyers of video, OTT, and CTV, Camelot Strategic Marketing & Media is a perfect complement to PMG's hyper-focus on the customer. As the landscape rapidly evolves, customers require agency partners that deliver a data-informed, tech-enabled, integrated solution obsessed with outcomes, not outputs. Headquartered in Dallas, Texas, Camelot's marquee customers include Intuit, Charter Communications, Experian, Michaels, and Whole Foods.

Over the course of its more than 40-year history, Camelot has built an unrivaled video practice as its commitment to innovation and furthering the video industry is well aligned with PMG's technological advancements, automation, and innovation. The acquisition of Camelot brings advanced expertise in CTV, OTT, traditional media, and measurement to further PMG's full-funnel, fully integrated model.

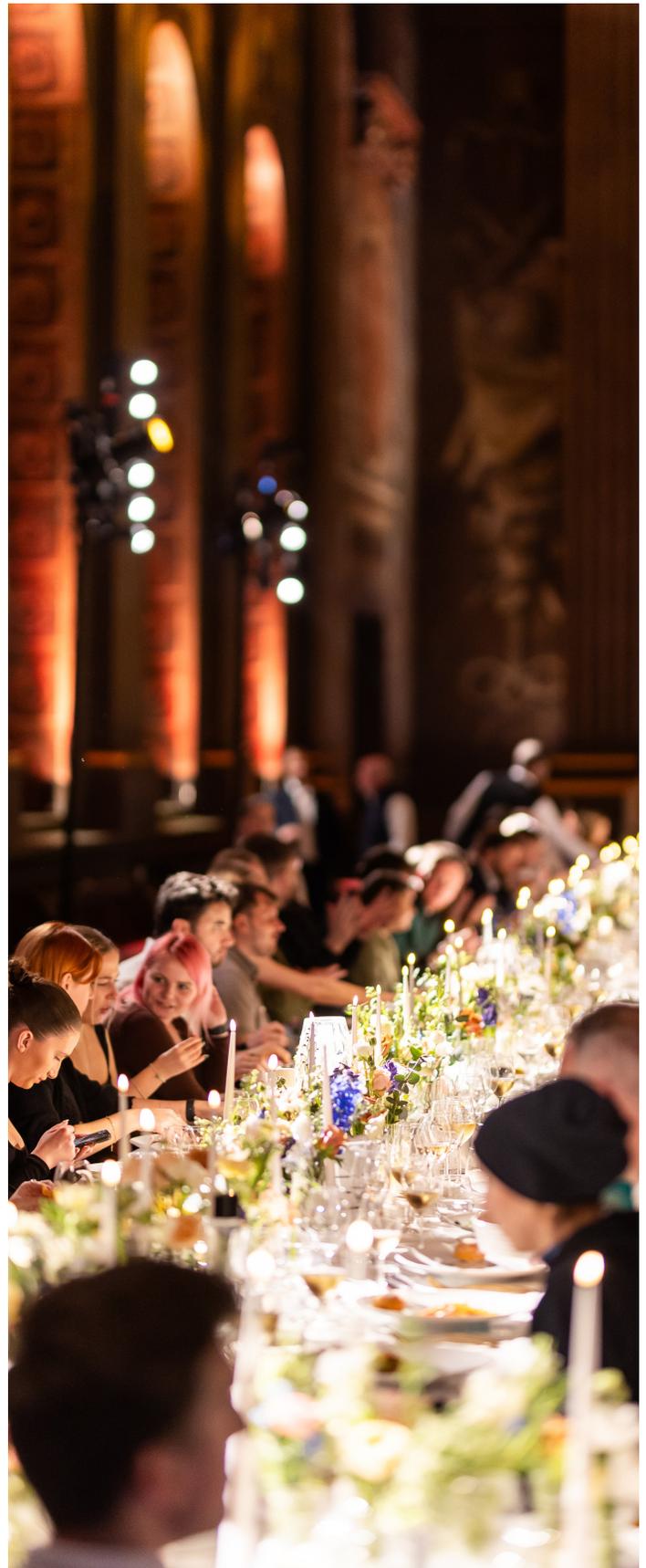
RocketMill

Marking our first-ever European acquisition, in late 2023, PMG acquired RocketMill, a leading independent, full-service digital marketing agency. The combined strengths of PMG and RocketMill bring forth a people-first, customer-centric performance marketing company, creating massive opportunities to bring unparalleled global integrated marketing offerings to more brands. With technology underpinning the foundation of both organizations, we're laser-focused on driving accountable business impact while moving at the pace of data, business, and culture.

RocketMill is one of the U.K.'s fastest-growing independent full-service digital agencies that brings a wealth of knowledge and an integrated approach to marketing performance through media, creative, customer experience, data, and technology. Founded in 2009, their team has established itself as a best-in-class employer in the U.K. and was recently named The Drum's 2023 Agency of the Year. RocketMill's clients include Dropbox, Skybet, BNY Mellon, BYD Auto, Kimberly-Clark, The Telegraph, and more.

In 2023, for the fourth consecutive year, RocketMill achieved a Green accreditation from Investors in the Environment, recognizing its commitment to making long-lasting changes to working practices to help tackle climate change. To be recognized by Investors in the Environment, RocketMill appointed an environmental champion, provided a monthly record of resource use, demonstrated ongoing progress, and adopted projects across social wellbeing, community, conservation, and biodiversity. As a part of this, RocketMill has protected over 280 acres of rainforest to date via The World Land Trust.

The acquisition of Camelot and RocketMill brings us to approximately 900+ PMGers worldwide, and we couldn't be more excited about how our teams will come together to expand our capabilities on a global scale. Our similarities across people-first culture, offerings, and ambition made Camelot and RocketMill obvious choices for accelerating our expansion across North America and Europe. We believe these moves position us to tackle the challenges and opportunities that customers face globally and reinforce our core value of *Always Change for the Better*.



Our New Dallas Headquarters

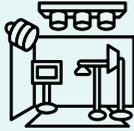
In 2023, PMG finished construction on its new headquarters within The Link at Uptown Dallas, occupying three floors and 75,000 square feet. The new office space adheres to the construction and occupancy sustainability requirements set forth by the [Dallas Office of Environmental Quality & Sustainability](#), which works to ensure activities are in harmony with the natural world around us.



The interior contains amenity-rich features, such as:



**Momentum Café
coffee bar**



**Multimedia creative
production studio**



Innovation Lab



**Interactive art
installations**



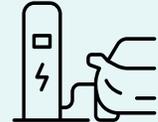
**Communal dining and
lounge area**



**Sustainability
elements, such as
advanced filtration
systems for cleaner air**



**Access to fitness
center and an
outdoor terrace with
panoramic city views**



**EV charging
stations**



Natural lighting is central to the new PMG headquarters, with floor-to-ceiling windows across all three floors to flood the workspace with an abundance of sunlight that reduces the need for artificial lighting. The space is thoughtfully designed to maximize energy efficiency, with smart lighting systems that automatically adjust based on natural light availability, reducing energy consumption. The office space also incorporates greenery throughout, with living walls and indoor plants, further enhancing air quality and aesthetics.

Ways of Working

We believe PMG is better together. Collaboration, ideation, and maximizing impact for our customers—these ideals are strongest when we share the same space and allow serendipity to happen. Through a people-first approach, we're proud to say that by the end of 2023, the vast majority of PMG employees were back to collaborating together in person and furthering the company culture that's made PMG such a great place to work from the beginning. By listening to our people and adapting flexibly, our hybrid approach allows the team to work from home twice a week.

While our goal has been to cultivate the creativity and impact that comes from in-person collaboration, PMG continues to support remote employees, who comprise roughly 22 percent of our total team. It's important that they feel just as much a part of the company culture as those who are at one of our office locations.

Cybersecurity

PMG aims to foster a workforce that prioritizes security and implements the best practices for proper cybersecurity and cyber-risk mitigation as we understand the importance of cybersecurity for the advertising and technology industries. To maintain cybersecurity awareness, we require all employees to undergo cybersecurity training during onboarding and annually thereafter.

Additionally, PMG undergoes an annual SOC 2 audit. This audit thoroughly evaluates PMG's policies, procedures, and technology. Through this comprehensive assessment, we strive to maintain our commitment to upholding high cybersecurity standards.

In 2023, PMG completed its first-ever SOC 2 Type 2 audit over a 6-month period. By moving to a Type 2, PMG achieves:

1 GREATER ASSURANCE

A Type 2 audit tests the effectiveness of controls over a period of time. This demonstrates that PMG's security controls are not just designed well but are working consistently and effectively.

2 INCREASED TRUST & CREDIBILITY

A Type 2 report signifies a higher level of compliance maturity. This can be crucial for winning business with enterprise clients who demand stronger security guarantees.

3 IMPROVED RISK MANAGEMENT

PMG uses the pillars of the SOC 2 Type 2 to guide our proactivity in creating a secure control environment.

PMG now operates on a 12-month SOC 2 Type 2 cadence. A copy of our SOC 2 report or a bridge letter is available upon request.

Made for Humans

PRINCIPLES OF GOVERNANCE | PEOPLE | PROSPERITY

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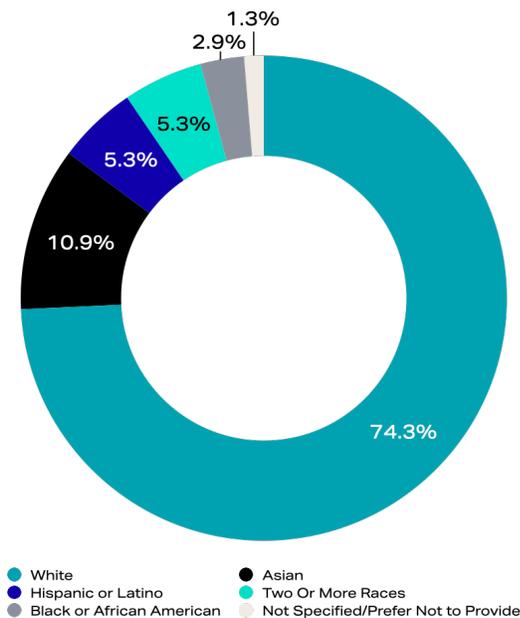
Building a Culture of Belonging, Inclusion & Diversity

As a global company that helps brands connect with everyone, it's our collective responsibility to fully live out our values by championing belonging, inclusion, and diversity within our organization, communities, and industry.

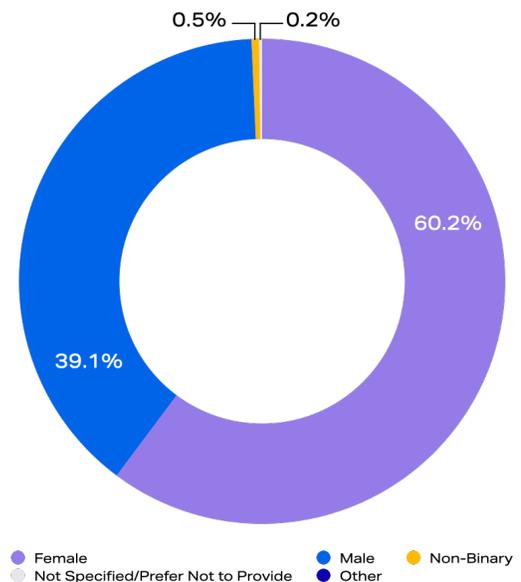
At PMG, belonging and inclusion are nurtured, feedback and engagement are encouraged, and all voices are heard.

Championing a culture of belonging, inclusion, and diversity (CBID) is a company-wide effort encompassing various initiatives, action plans, and programs for improving awareness, education, and engagement across our stakeholders. PMG is a part of a select group of companies whose HR and DE&I executives sit on Google's Independent Agency Panel, which is charged with helping Google develop its inclusive marketing toolkit.

DEMOGRAPHICS BREAKDOWN ACROSS RACE



DEMOGRAPHICS BREAKDOWN ACROSS GENDER



How CBID Drives Sustainable Value Creation at PMG

PMG is dedicated to continuous improvement and remains committed to meaningful and lasting change as we hold ourselves publicly accountable for these goals and creating a culture that's welcoming of everyone.



Workplace & Culture

A dedicated CEO and leadership commitment to CBID, including Leadership Sponsors for all ERGs.

Continuously auditing and adjusting company policies and processes to be more more diverse, equitable, and inclusive.

Fully integrating and supporting Employee Resource Groups (ERGs), including those serving BIPOC, LGBTQIA+, mental wellness, and interfaith communities, among others.

Prioritizing learning and education on unconscious bias, active allyship, and inclusive leadership training as a catalyst for change.

Optimizing our physical and hybrid workspaces to ensure our employees with disabilities have equitable opportunities.

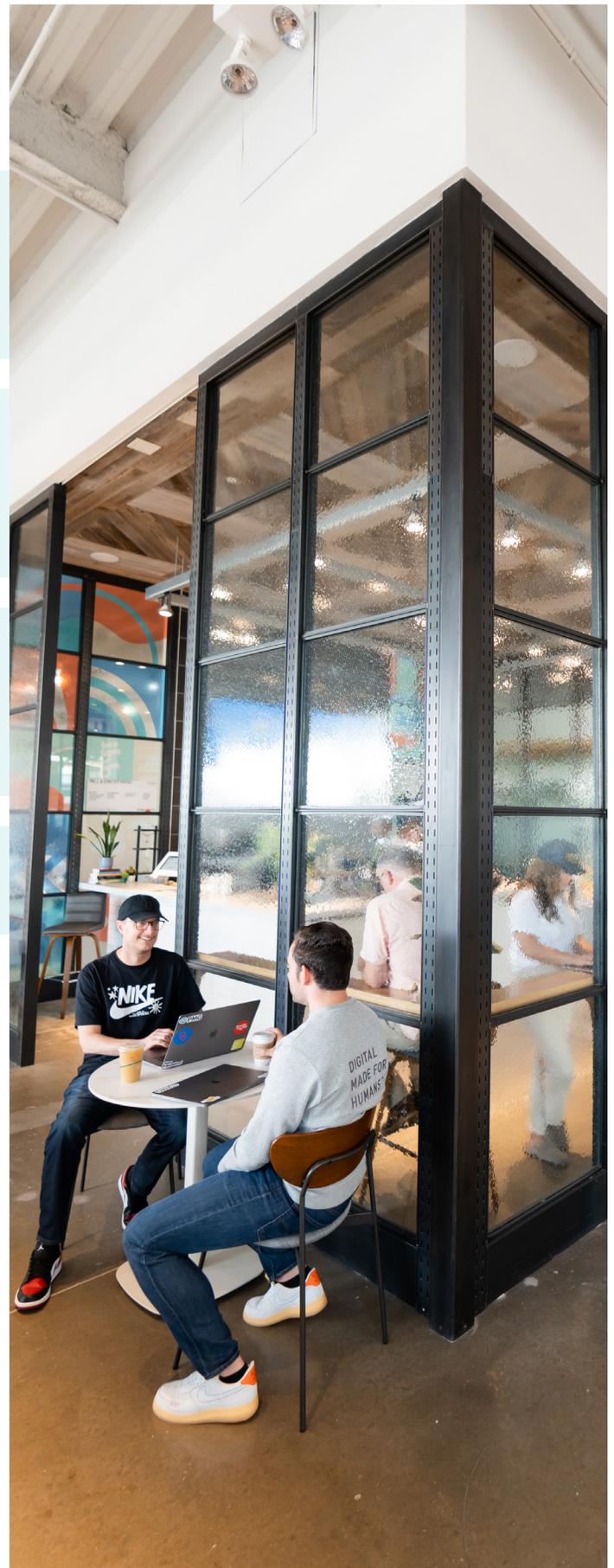
Talent Practices

Regularly analyzing our recruiting, interviewing, and hiring practices to identify areas of opportunity to remove bias and create action plans that increase the representation of diverse hires.

Expanding our outreach to institutions as well as student and professional organizations that support individuals from underrepresented communities as they begin their careers.

Empowering our BIPOC leaders by supporting them in accelerator programs dedicated to improving racial equity, such as McKinsey's Connected Leaders Academy.

Giving employees safe avenues to file complaints about potential bias or discrimination.



Progress Made in 2023

We believe we've made meaningful progress against all of these commitments and continue to demonstrate the importance of CBID at PMG by:

1

Championing diversity, equity, and inclusion across everything that we do internally and externally.

2

Aligning our organization and values to reflect the importance of CBID.

3

Supporting ERGs for women, BIPOC, LBGTQIA+, international, and interfaith communities, and promoting and sharing cultural perspectives company-wide.

4

Establishing inclusive marketing best practices and a process for accountability to ensure we are championing diversity and inclusion across all of our work.

5

Partnered with multicultural student organizations through campus recruiting, including 115 HSI, 67 AAANPI, 62 HBCU, and 24 women's college groups, as well as Colorstack and AIMM.

6

Publicly reporting diversity data annually.



Leading by Example

We embrace the idea that what we do has an impact beyond our walls and apply innovation to being not just a great business but an exemplary work culture that leads by example. Leading by example is the cornerstone of PMG's organizational leadership, policies, and values that inform and guide our global operating model and business practices. Our corporate governance is built around a shared commitment to transparency, accountability, and ethical conduct. Effective governance is critical to ensuring we always uphold our values, adhere to legal and regulatory requirements, and safeguard our business and our people from potential risks.

GOVERNING PRINCIPLES



Transparency



Accountability



Ethical Conduct

As a values-led organization, our governing principles shape our culture, inform our policies, and guide our decision-making at all levels of the company. Our employees are expected to uphold strong ethical principles, as stated in the PMG Employee Handbook. This handbook is required reading for all new employees and must be carefully reviewed and acknowledged during the onboarding process. The Handbook remains available for all employees to review at any time on the internal PMG Hub. PMG's executive leadership conducts an annual review of the Handbook and policies to maintain its accuracy and relevance, with updates being published as needed.

The Employee Handbook covers a range of topics, including:

- Our standards for proper conduct, communication, and professionalism
- Anti-discrimination and harassment policies
- Policies for remote and hybrid work arrangements
- Guidelines for protecting confidential information and maintaining privacy compliance

Employee Engagement & Well-Being

At the heart of PMG’s success is our amazing people. Our aim is to develop the industry’s brightest talent into future leaders, creating a skilled, diverse workforce that produces outstanding results for our customers globally. As a high-performance culture where engagement, feedback, and transparency are encouraged and expected from our employees, we’re dedicated to fostering an environment where all voices are heard.

Total Rewards Program

Our people’s growth and well-being are among our top priorities as an organization, which is why we offer a total rewards program that’s both industry-leading and constantly evolves to meet the changing needs of the PMG team.

 <p>Comprehensive health plan</p>	 <p>Monthly lifestyle accounts</p>
 <p>Generous paid leave</p>	 <p>No-cost Employee Assistance Plan</p>
 <p>Company matching 401k</p>	 <p>State-of-the-art facilities</p>
 <p>Parental leave for all parents</p>	 <p>Commuter FSA</p>
 <p>Robust employee development and training programs</p>	

New to 2023:

BENEFITS

New in 2023 include commuter/transit stipends, enhanced life insurance coverage, increased company contributions to employee Health Savings Accounts, and perks like a company-funded lifestyle spending account.

CAREER ADVANCEMENT

We evolved our Career Development Platform to give greater visibility into various roles across the company, competencies expected at each level, and clear pathways to promotions, regardless of whether an employee is on the management path or an individual contributor.

RECOGNITION

We introduced myKudos, a new employee recognition platform that allows employees to recognize peers, receive kudos from managers and leadership, and redeem points for merchandise, gift cards, travel, and concert tickets.

Employee Resource Groups

PMG offers several employee resource groups (ERGs) for our people to join in order to find community, organize, and unite under the shared mission of making PMG a better place to work for everyone. These ERGs are led by employee volunteers and work in partnership with CBID and company leaders to offer resources and support, foster a sense of community, and educate our broader organization about their respective identities and demographic groups.

Our ERGs also offer professional development and mentorship, along with providing valuable insight and perspectives that influence PMG's various business initiatives. We empower our ERGs to provide feedback, actively shape policies and processes, create company initiatives and programs, and hold PMG leadership accountable for the company's progress.



The BIPOC ERG is a space for Black, Indigenous, and People of Color employees and their allies to cultivate an environment that enables current & future BIPOC employees to feel supported, empowered, and heard. Through discussion, education, and action, we strive to create meaningful change within PMG, our local communities, and the greater advertising industry.



International Faith & Culture is an interfaith-based space open to any PMG employee to offer a dedicated, safe space to find community, organize, and unite to network and learn about traditions and beliefs of different religions, cultures, and customs.



International PMGers is a space for employees to seek and offer support, resources, and share experiences regarding working and/or living in a foreign country. This covers immigration matters, cultural disparities, and any other experiences employees may go through while acclimating into PMG's workforce.



The Mental Wellness ERG is a space for employees to create awareness, provide resources, and remove the stigma around mental health. Members work together to make PMG a mentally healthy workplace for every employee.



The PMG Parents ERG is a space to provide support and resources for working parents. Together, we want to foster an inclusive and healthy workplace culture for current and future parents at PMG.



Pride at Work is a space for the LGBTQIA+ community and allies that celebrates pride and representation. The ERG seeks to expand opportunities for LGBTQIA+ folks, educate allies about the community, and cultivate an inclusive workplace where all PMGers can be their authentic selves.



The WeCollective exists to create a standard of equality for every employee. Inspiring women to achieve the previously unachievable, support and empower each other, and be confident in their pursuit of greatness.



The Young Professionals ERG is a space for employees to access a variety of resources and advice for their first entry into the workforce. Fiscal responsibility, becoming benefit savvy, and basics you need to know when starting your first career ranging from how to get to know your manager better to building business cases.

2023 DIG In

PMG's 'DIG In' speaker series features leaders from diverse backgrounds and industries who share their stories, research, and challenges and help spark meaningful conversations that celebrate diverse voices, perspectives, and experiences. 2023 speakers included Susan Cain, who spoke about the power of introverts; former astronaut Leroy Chiao, who talked about blazing a trail in space for Asian Americans; and Group Black's Cavel Khan, who talked about the importance of 'sending the elevator back down.'



Thana Simmons
Viola's House



Cavel Khan
Group Black



Kendra Richardson
Funky Town Fridge



Susan Cain
Author



Leroy Chiao
Astronaut



Jane Ko
Influencer



Pamela Schuller
Comedian



Scott Richman
Anti-Defamation League



Marcia Moreno
AmMore Consulting

Learning & Development

Creating a culture of belonging, inclusion, and diversity in our industry starts with exposing more people to the opportunities digital creates and equipping them with the training, skills, and fundamentals they need to succeed. We believe digital training should be accessible to everyone and that PMG can be a catalyst for changing our industry and our communities for the better.

Graduate Leadership Program

The Graduate Leadership Program is a hands-on development curriculum designed for early-career professionals interested in beginning their careers in the advertising and technology industries. The program effectively bridges the gap between academia and the professional workforce, preparing new employees for successful and impactful careers. Graduates are hired into one of three distinct tracks: AI & Software Engineering, Media & Marketing, or Data & Analytics, based on their skills and career goals. Individuals selected for this program learn technical skills, earn certifications, and strengthen their communications and storytelling skills with real-world training and hands-on experience with PMG's Fortune 100 brand customers.

Learning from world-class business leaders and customer strategists, PMG employees in the program participate in immersive training sessions that provide a comprehensive view of the company, including our proprietary Alli platform. They're also paired with senior mentors to guide and empower them with the knowledge and leadership skills needed to thrive in their careers now and in the future.

Over the past six years, nearly 300 professionals have completed our award-winning Graduate Leadership Program. Since the program began, PMG has invested millions of dollars in employee growth and development. The team has begun developing a Creative & Design track dedicated to training and upskilling early-career professionals interested in creative advertising and design.



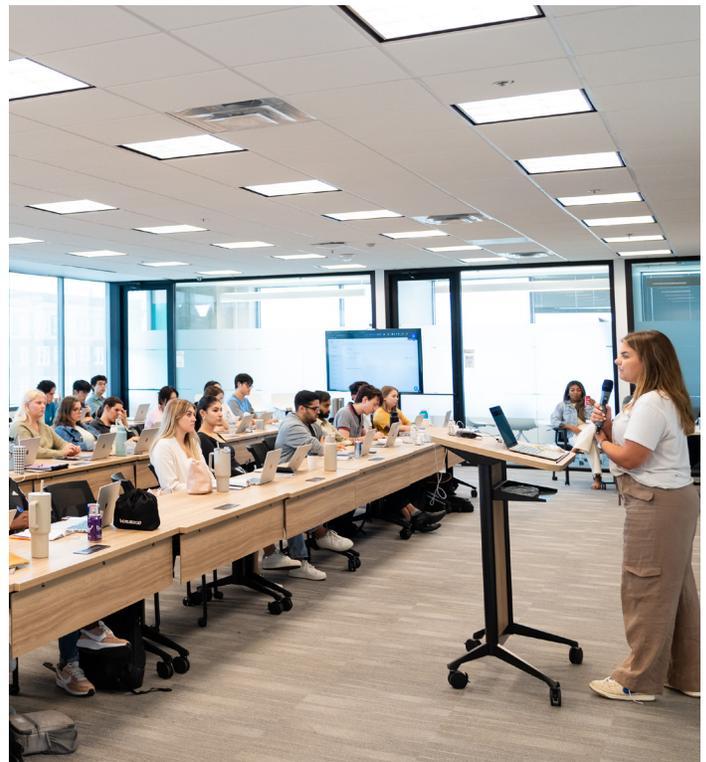
Impact Program

The Impact Program is a tailored development experience for PMG's senior leaders that focuses on honing each leader's skills in communication, relationship building, and change management. Launched in 2023, our first cohort of leaders in the Impact Program received 80 hours of training over eight months via instructor-led sessions, e-learning modules, small group sessions, and assigned books and podcasts.

Momentum Leadership Summit

The Momentum Leadership Summit is a world-class opportunity for senior leaders across the collection of Momentum companies to connect in-person and collaboratively grow their management capabilities through a series of expert-led interactive case studies, thought-provoking discussions, and real-world applications.

For our up-and-coming leaders, we offer MBA-level classes through our Leadership Development Summits, taught by top business school professors. Our employees get up-to-date thought leadership on the latest trends and industry shifts impacting managing others, building teams, and problem-solving. These programs are in addition to the Learning & Development curriculum available to all PMG employees, delivered through a mix of in-person instructor-led sessions to employee-generated content and strategically curated external content delivered virtually. Additionally, our employees have access to ANA webinars and on-demand training via PMG's corporate membership.



Digital Career Accelerator Program in Partnership with Tarrant County College

We successfully launched one of our boldest initiatives ever in 2023 in partnership with one of the largest and most diverse community colleges in the United States, Tarrant County College (TCC). Through the first-of-its-kind Digital Career Accelerator Program, we're giving community college students access to training, skills, and networking opportunities over the next five years that will create new pathways into digital careers. The goal isn't only to help bring more diverse talent to PMG, but to create a large impact in how we advance DE&I within our industry and our communities.

We graduated the first two cohorts of the Digital Career Accelerator Program in 2023 and are looking forward to training more students in the year ahead. We aim to train 1,000 students in digital, marketing, and advertising foundations by 2028, creating more paths into PMG and the larger industry and business communities.

PMG Gives Back

PMG Gives Back, our philanthropic and volunteer initiative, is committed to aiding our neighboring communities and empowering PMG team members to contribute their time to create a positive difference. Every employee receives eight paid hours of “give back” time to use for volunteering throughout the year. We believe it’s important to create healthy, happy, and successful global and local communities by being an active participant in their success. As a company, we want to be an energetic corporate citizen woven into the

fabric of our local neighborhoods by providing expertise and support to local non-profit enterprises.

In 2023, we hosted our annual PMG Day of Giving, where the entire company—remote employees as well as all those in our hub cities—took an entire day to donate thousands of hours to build structures for Habitats for Humanity, clean rivers, sweep parks, write letters to the elderly, mentor at-risk youth, serve critically ill children, and more.

A Snapshot of Our Impact



DALLAS

Jonathan’s Place, Habitat for Humanity, Goodwill, Friends of Oak Cliff Park, Dallas Arboretum & Botanical Gardens, Soles4Souls, North Texas Food Banks, Boys and Girls Club of Greater Dallas, Viola’s House



FORT WORTH

Funky Town Fridge, Trinity River Clean Up, Hope Farm, Tarrant County Food Bank, Tarrant County Hands of Hope, Cook Children’s Hospital



AUSTIN

Colorado River & Trail Cleanup, Central Texas Food Bank



NEW YORK

Project Sunshine, Love for Our Elders, City Meals, Chelsea Community Fridge & Cupboard



LONDON

Victoria Park, The Trussel Trust



CLEVELAND

City Sweep in the Flats District

Not pictured: Remote employees and other members of PMG’s global workforce also contributed to 2023 PMG Gives Back initiatives.

In addition to granting everyone paid time off to volunteer in their communities, we also organize quarterly initiatives for PMGers to collectively give back. In 2023, these opportunities include serving organizations like Viola’s House in Dallas (a maternity home for unhoused teenagers) and Funky Town Fridge in Fort Worth (a collective that fights hunger through community refrigerators), among others.

Driving Purposeful Impact

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Client Work

At PMG, our primary objective is to exceed our customer goals through business transformation by uniting strategy, content, creative, data, and media globally. We are dedicated to customer performance and driving their success both short and long term. Our teams are aligned with customer needs to drive business execution, solve problems, and respond to fast-changing market conditions. We believe that integrity and transparency are at the heart of everything we do. Our customers look to us to solve complex business problems through strategy, innovation, and execution, and to be a source of agility in an ever-changing market environment. Our integrated growth strategy is underscored by full-funnel marketing excellence, data and tech innovation, and leveraging insights and creativity to build cultural relevance, all with accountability to business outcomes.



MICHAEL KORS



Visit PMG's website to see [our latest work](#).

Being Good Partners

Alongside other companies and organizations, we commit to fighting for a cause that is bigger than all of us. Every day, we aspire to *Always Change for the Better*. As PMG amplifies Digital Made for Humans™, we're immensely proud to closely partner with some of the most innovative companies in the world to generate economic and social value.



Our media buying process factors in the supplier diversity program that we first launched in 2022, drawing on a constantly updated database of diverse media platforms as well as publishing partners that have areas focused on diverse audiences and sustainable media practices. We also leverage insights from partners like Sharethrough, Good-Loop, Viant, and Group Black as we work to continuously improve the model.



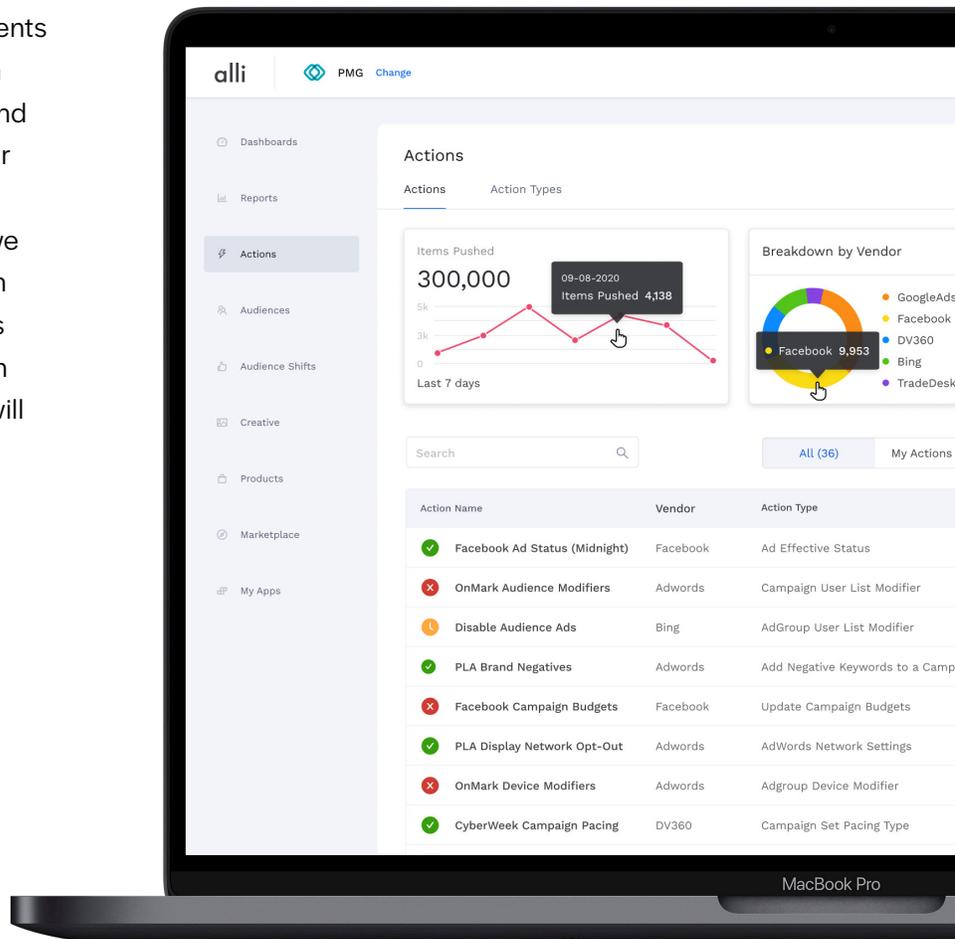
Alli, AI, & Technology

In 2023, we made significant investments in Alli and AI as we continue to innovate and build tools and services for a rapidly changing environment.

Launched key advances in PMG’s Alli technology platform, including real-time, audience-first updates that make creatives relevant, powerful, and revenue-driving; and augmented analytics that harnesses the power of generative AI so marketers can ask questions of their data and immediately glean insights.

We continued to demonstrate our ability to move at the speed of digital, launching key advances in PMG’s Alli technology platform, including Dynamic+, which enables real-time, audience-first updates that make ads relevant, powerful, and revenue-driving across all levels of the funnel.

To stay ahead, we must accelerate our investments in technology and automation to enhance team capabilities while reducing data warehousing and processing demands. Clean data leads to better insights, minimizing waste in digital advertising, and amplifying our efforts. As we embrace AI, we also remain mindful of the energy impact, which can be mitigated by utilizing pre-trained models and thoughtful implementation. Transparency in measuring our technological carbon footprint will remain a priority at PMG.



Appendix

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About this Report

Based on data from January 1 to December 31, 2023, this Report provides an overview of our social, environmental, and ethical impact as a global digital company. We follow the framework for stakeholder capitalism set forth by the World Economic Forum to address sustainability issues, as well as support the United Nations Sustainable Development Goals most pertinent to our global operations and business strategy. Relevant year-over-year changes have also been measured to provide the most comprehensive view of our progress.

As part of our commitment to our core values of *Always Changing for the Better*, we consistently evaluate our performance against our commitment to accountable sustainability and make the necessary improvements or adjustments.

This report contains forward-looking statements regarding our sustainability goals and future actions. These statements are based on current expectations and assumptions, but future results and outcomes could differ from those stated or implied.

We deeply value and appreciate feedback and invite readers to reach out to us at sustainability@pmg.com.



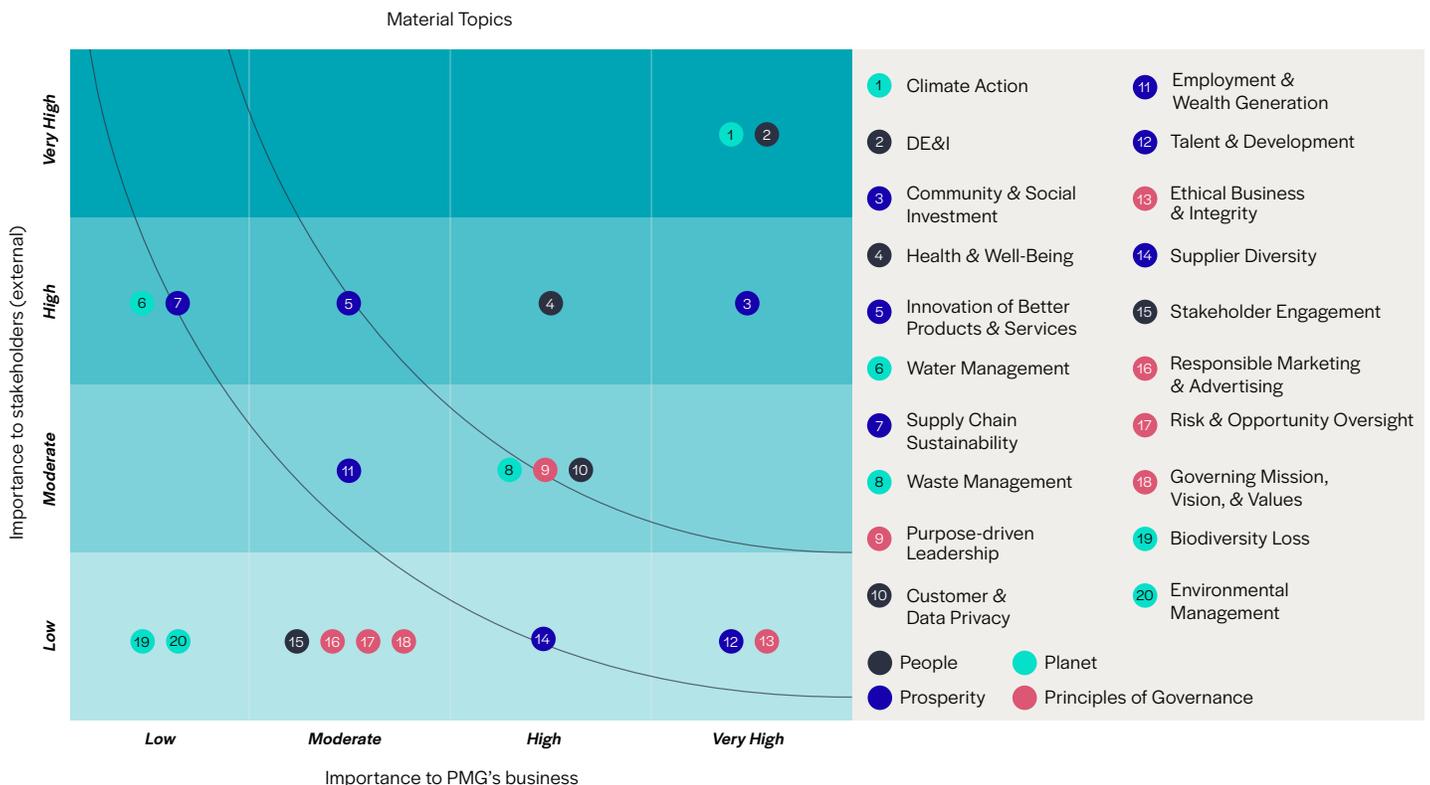
Materiality Assessment

In August 2022, PMG’s Sustainability Committee conducted a Materiality Assessment to determine which sustainability issues are most relevant and significant to our stakeholders and operations. Our Materiality Assessment for 2022 was based on the comprehensive sustainability framework provided by the World Economic Forum as well as leading frameworks such as SASB, SBTi, and GRI. This assessment considered factors such as the potential impact of the issue on our people, our communities, and the environment, our ability to influence the issue, and the importance of the issue to our stakeholders.

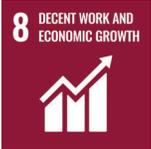
As a part of this process, our Materiality Assessment was informed by:

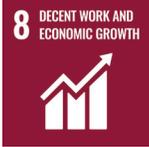
- A survey, which garnered feedback from 30 percent of PMG employees
- Interviews with five executive leaders at PMG
- Interviews with four customer and media partners

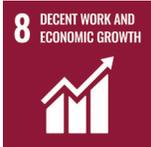
Materiality Assessments are an important way for us to engage our employees and partners as we design and implement our strategy. The results of PMG’s Materiality Assessment, listed below, have been and will continue to be used to prioritize sustainability initiatives and to develop a sustainability strategy that addresses the most material issues.



A full table of our material topics, their description and the UN SDG that they map to is available in the following pages.

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Diversity, Equity, and Inclusion	Providing equitable opportunities to all employees in recruitment and selection, training, development, and promotion.	People	 
Climate Action	Reducing our greenhouse gas emissions and carbon footprint to create a more stable climate, which is critical for the growth and advancement of human societies.	Planet	   
Talent and Development	Investing in training, educating, and reskilling the workforce to grasp the opportunities of changing work patterns and workplaces due to new tools and technologies.	Prosperity	 
Community and Social Investment	Supporting the communities in which we operate, directly in the case of investment in communities and indirectly through taxes paid to help finance government services for those communities.	Prosperity	

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Ethical Business and Integrity	Conducting ourselves ethically in line with applicable laws and accepted norms for corporate behavior, which is a critical component of long-term value creation.	Principles of Governance	   
Health and Well-Being	Ensuring the health, safety and mental, physical, and social well-being of all people in our operations and value chain.	People	
Waste Management	Minimizing waste across single-use plastics, food waste, proper recycling, and more to reduce ecological harm.	Planet	 
Supplier Diversity	Ensuring we're maintaining equitable and inclusive supplier relationships, which can help strengthen workforce talent pools, enlarge the customer base and its buying power, and enhance the communities in which we operate.	Prosperity	

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Purpose-Driven Leadership	Aligning our leadership team with our values to ensure that decisions are made with sustainable value creation in mind.	Principles of Governance	 
Data Privacy	Prioritizing data stewardship, including cybersecurity, the use and governance of artificial intelligence and machine learning, and privacy and data ownership issues associated with data collection, management, and use.	Principles of Governance	
Stakeholder Engagement	The nature of engagement with material stakeholders, including the processes in place to understand stakeholders' key concerns and the company's impact on them.	People	 
Employment and Wealth Generation	Creating significant economic value for employees, shareholders, and wider society through job creation and investing in the productive capacity of the economy.	Prosperity	

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Innovation of Products and Services	Contributing to the creation of better products and services that respond to customers' changing needs and desires, creating both economic and social value for customers.	Prosperity	
Responsible Marketing and Advertising	The effective oversight of corporate decision-making to ensure compliance with relevant laws and regulations, as well as meeting stakeholder expectations for ethical behavior.	Principles of Governance	
Governing Mission, Vision, and Values	Keeping our mission, vision, and values embedded in company strategies, policies, and goals.	Principles of Governance	 
Risk and Opportunity Oversight	Overseeing the effective identification and management of risks and opportunities.	Principles of Governance	
Water Management	Managing freshwater sustainably across our value chain and within our communities.	Planet	

Priority Topic	Description of Topic	World Economic Forum Category	Relevant United Nations Sustainable Development Goals
Biodiversity Loss	Minimizing our negative impact on biodiversity, as nature loss presents material risks to business and overall human well-being.	Planet	 
Environmental Management	Achieving greater levels of reuse (circularity) of non-renewable resources and sustainable consumption of renewable resources throughout our economies.	Planet	 
Supply Chain Sustainability	Playing a role in creating and commercializing solutions to challenging, complex issues, especially breakthroughs related to the environment.	Prosperity	 



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connect with us on social media*



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