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Societal Indicators

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In the societal component of the French Grenelle II law, the category of information relating to initiatives that promote human rights (please refer to AR 2013 Section 1.2.3, p. 52) includes the Group's indicators covering Vivendi's three CSR strategic issues: (i) protecting and empowering young people when they use digital media, (ii) promoting cultural diversity in content offerings and in artistic expression and (iii) knowledge sharing, including through pluralism of content, accessibility and media education.

Data on compliance with the fundamental conventions (1) of the International Labor Organization (ILO) is discussed in the suppliers and sub-contractors section (please refer to Section 4.4. p.21) and in the "Social Indicators" chapter (please refer to Section 5.7. p.44).

4.1. Vivendi's Three Strategic Issues relating to Human Rights

4.1.1. Protecting and Empowering Young People

In 2003, Vivendi defined one of its three strategic issues as protecting and empowering young people (please refer to AR 2013 Section 1.1.1. p. 48). In 2008, by adopting the Data and Content Protection Charter, the Group has undertaken to respect the freedom of expression while also preventing the spread of unlawful material, particularly with regard to children.

To achieve this balance, Vivendi undertakes to:

- ▶▶ promote techniques for choosing or controlling content (filtering systems and other selection methods);
- ▶▶ actively cooperate with the competent authorities against the spread of unlawful material;
- ▶▶ promote ethical standards and guidelines on which the Group builds its future; and
- ▶▶ promote parents' and children's awareness of new media uses.

The commitments contained in this Charter have been taken for and on behalf of all the Group's subsidiaries. Vivendi takes steps to ensure that its commercial partners comply with the values and rules of conduct in this Charter in all countries in which its subsidiaries operate.

Existence of a formal commitment to ethics on content (production and/or distribution), specifically including the protection of young audiences 

GRI	UNGC	OECD
4.8 DMA, PR MSS Content creation and distribution, TSS PA7	1, 2	II, IV, VIII

(1) Fundamental conventions of the ILO relating to the freedom of association and recognition of the right to collective bargaining, the elimination of all forms of forced or compulsory labor, the effective abolition of child labor, and discrimination in the area of employment and profession.

Each subsidiary has reviewed in detail and taken steps to implement the Group's formal commitments contained in the Data and Content Protection Charter.

- ▶▶ Canal+ Group's Ethics Charter stipulates that "the channels shall ensure the protection of children and young people, and to this effect apply program classification according to degrees of appreciation and acceptability with regard to the protection of childhood and youth by applying the corresponding standards". This classification is also conveyed on all new technical media for broadcasting audiovisual programs.

In addition, Article 21 of the agreement entered into between Canal+ and the French Broadcasting Authority (CSA) requires that the channels ensure that "in broadcasts intended for young audiences, violence, even psychological, must not be perceived as continuous, omnipresent or presented as the sole solution to conflict".

- ▶▶ Universal Music Group complies with the local regulations of each country in which it operates. In Japan, for example, UMG is a member of the Music Production Ethics Committee run by the Recording Industry Association of Japan (RIAJ). In Brazil, local law contains a commitment to the protection of children and young people. In addition, UMG places a "Parental Advisory – Explicit Content" notice on CDs where song lyrics may be inappropriate for children.
- ▶▶ In Brazil, GVT adheres to the rules of the National Advertising Self-Regulatory Council concerning ethical standards applicable to advertising, especially where young people are concerned. The fundamental principle is that advertising should contribute to the development of responsible citizens. Accordingly, advertising for products aimed specifically at young people must contribute to good relations between young people and their parents and teachers; promote responsible behavior; and avoid portraying the idea that consumption of the product will improve the consumer's personal circumstances.
- ▶▶ In its Ethics and Commitment Code, SFR undertakes to "make resources, particularly technical resources, available in order to disable access to certain services or content for the protection of children".
The operator is also a signatory to several charters that explicitly include the protection of young audiences: Charter for the Provision of Online Hosting Service and Internet Access Concerning Combating Certain Specific Content (proposed by the French Association of

Internet Access and Services Providers (AFA)), SMS+ Ethics Charter, Operators' Charter of Commitments on Mobile Multimedia Content (proposed by the French Telecoms Federation (FFT)).

- ▶▶ To protect young users from the risks associated with the use of new technologies, Maroc Telecom has undertaken several initiatives:
 - The content placed online on the Menara platform complies with the Casanet Editorial Charter (ethical commitments);
 - The operator has signed an Ethics Charter on the content of mobile messaging services (chat, SMS, MMS and WAP) and other services accessible via mobile (A-Ghany service and MobileZone). The Charter specifies that "the service broadcaster undertakes not to provide to the public messages of a violent or pornographic nature, or that which is offensive to individuals and human dignity"; and
 - The employees of the Group are invited to use the social media responsibly with the assistance of an internal manual of procedures and user guidelines, while a participation charter reminds the visitors of the Maroc Telecom Facebook page of the rules of use (a ban on messages that are (i) insulting (ii) defamatory (iii) non-compliant with Moroccan laws and (iv) offensive to privacy, individuals and human dignity).

Mechanisms for implementing and monitoring this commitment

GRI	UNGC	OECD
MSS M2, M4, TSS PA7	1, 2	II, IV, VIII

Each business unit has implemented internal and/or external mechanisms to ensure compliance with and monitoring of this commitment:

- ▶▶ specific internal or external control body (C+G, UMG, MTG);
- ▶▶ appointment of a dedicated officer for this issue (C+G, SFR, MTG);
- ▶▶ intervention of an internal or external mediator (C+G, SFR, MTG);
- ▶▶ tools or information and public awareness campaigns on this issue (C+G, GVT); and
- ▶▶ performance audits, assessments or external surveys (C+G).

4.1.2 Promoting Cultural Diversity

Vivendi aims to encourage diversity in musical repertoires and cinematographic expression, to discover and support new talent, promote local artists and enhance cultural heritage (please refer to AR 2013 Section 1.1.1. p. 48).

In order to provide concrete illustrations of the major role played by culture in fostering economic growth and enhancing social cohesion, in 2012, Vivendi launched the website "Culture(s) with Vivendi" (cultureswithvivendi.com). Focusing on cultural diversity, this site offers an insight to the cultural industries and the creative world:

- ▶▶ the "Artist Inspirations" section enables a better understanding of the diversity of musical and cinematographic influences that

inspire artistic creation, by offering web users a chance to explore the worlds of different artists and giving them access to varied repertoires of musical or cinematographic works, occasionally little known;

- ▶▶ the section devoted to "Creative Jobs" presents the value chain and the highly diverse range of professions found in the cultural industries through interviews with professionals;
- ▶▶ the "Intercultural Dialog" section illustrates how culture promotes mutual understanding, through numerous testimonials of artists, students and experts; and

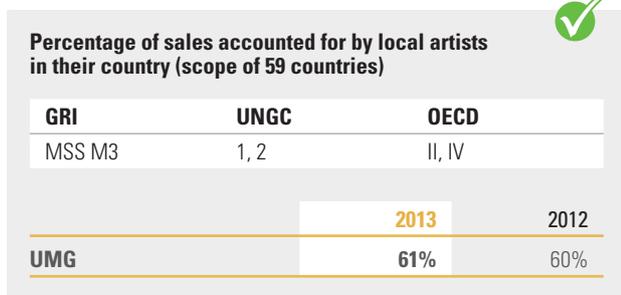
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» the “De Facto” section puts culture at the heart of sustainable development, using facts and figures, testimonials and studies. This is a special forum for anyone wishing to demonstrate the link between culture, human development, openness towards others, access to knowledge and the fight against poverty. As a resource center, this section especially aims at gathering arguments for the integration of culture into the new global strategy for sustainable development and into the Next Millennium Goals, to be adopted in 2015-2030.

4.1.2.1 Musical Diversity

Cultural diversity is at the heart of the business activity of Universal Music Group, which covers approximately fifty labels. UMG offers a vast catalog with a wide variety of musical genres. It bases its growth policy on developing international artists, but also on developing local talent, whether young talent or best-selling acts, in order to maintain its leadership position in its different national markets (please refer to Integrated reporting pilot project p.6).



UMG artists achieve distinction every year with their undisputed worldwide success, recording the strongest album sales due to best-selling acts such as Lana Del Rey, Mumford and Sons, Rihanna, Jessie J, Rod Stewart and Robbie Williams. UMG set a new record in 2013, holding nine titles of the top ten digital sales in the August 2013 Billboard ranking in the United States, based on Nielsen SoundScan sales figures. These nine titles are the end result of a balanced combination of new and best-selling artists, covering a wide range of genres, particularly country music, pop, R&B, rock and electronic music (EDM), representing the diversity of this major company's labels.

UMG's music labels, including prestigious classical music labels, are known for their ability to identify talent and sign on artists of every genre, as demonstrated by the numerous prizes awarded every year.

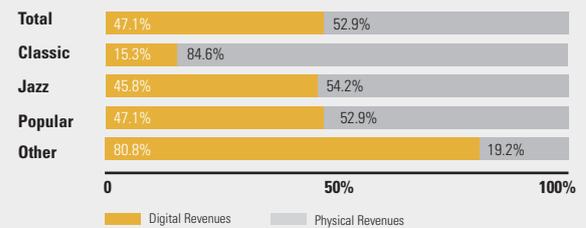
In September 2013, UMG once again received a number of awards at the Gramophone Awards ceremony (the equivalent of the Academy Awards for classical music). The Decca and Deutsche Grammophon labels won four prestigious awards. Decca was recognized as Label of the Year. Jan Lisiecki, an 18-year-old Polish Canadian pianist, was named Young Artist of the Year. Correspondances de Dutilleux, an extraordinary tribute to the composer on the occasion of his 97th birthday, starring soprano Barbara Hannigan, cellist Anssi Karttunen and the Radio France Philharmonic Orchestra conducted by Esa-Pekka Salonen, won in the contemporary music category, and Wagner, starring tenor Jonas Kaufmann, bass baritone Markus Bruck and the Orchestra and Choir of the Deutsche Oper in Berlin, won in the vocal category.

Breakdown of UMG physical and digital sales by musical genre

GRI	UNGC	OECD
MSS M3	1, 2	II, IV

	2013	2012
Classic	2.7%	4.7%
Jazz	0.8%	2.6%
Popular	93.8%	92.5%
Other	2.7%	0.2%

	Digital Revenues	Physical Revenues
Classic	0.9%	4.4%
Jazz	0.7%	0.8%
Popular	93.8%	93.9%
Other	4.6%	1%

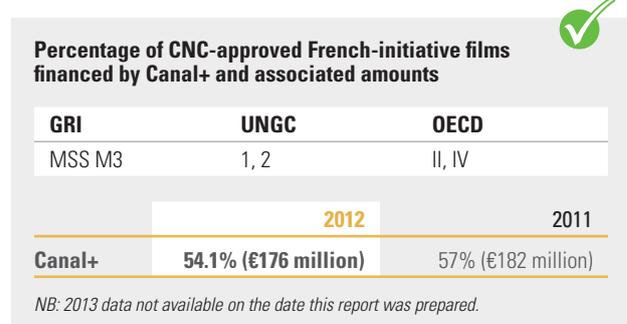


4.1.2.2 Audiovisual Diversity

Canal+ Group is a leading contributor to the promotion of audiovisual and cinematographic expression in France. Through its subsidiaries, it also plays a major role in this area in Europe, the French overseas territories and in Africa. Cinematographic diversity is one of the pillars of Canal+ channel's editorial line (please refer to Integrated reporting pilot project p.6).

» Support for cinematographic creation in France

In 2012, Canal+ was the leading contributor to French cinema. It actively supports film production by financing 54% of French films approved by the French National Center for Cinema and the Animated Image (CNC), to a total amount of €176 million.



»» **Discovery of new talent and supporting young filmmakers**

Canal+ Group pays special attention to the discovery of talent and to empowering young filmmakers. In 2012, the Canal+ channel pre-purchased 27 leading French films.

Number of debut films financed by Canal+		
GRI	UNGC	OECD
MSS M3	1, 2	II, IV
	2012	2011
Canal+	27	30

NB: 2013 data not available on the date this report was prepared.

Moreover, in addition to the talent identification program, *Repérages*, the channel develops specific programs to identify new talent, including:

- »» the "Ecrire pour" collection;
- »» the "Nouvelle trilogie";
- »» the "Laboratoire d'Images"; and
- »» the magazine "L'Oeil de links".

»» **Contribution to international audiovisual diversity**

For several years, Canal+ Africa has supported numerous African cinematographic productions. Since 2005, 42 films have been co-produced or pre-financed and 12 African films are broadcast each year on the Canal+ channel. In 2013, seven cinematographic projects were co-financed: *Braquage à l'africaine* by Owell Brown (Ivory Coast); *La lune est tombée* by Gahité Fofana (Guinea); *Cellule 512* by Missa Hébié (Burkina Faso); *Le futur dans le rétro* by Jean-Marie Téo (Cameroon); *Portraits au féminin* by Issaka Compaoré (Burkina Faso); *Gris-gris* by Mahamat Saleh Haroun (Chad); *Aya de Yopougon* by Marguerite Abouet (Ivory Coast). Moreover, for several years Canal+ Africa has supported three major festivals: the PanAfrican Film Festival of Ouagadougou (FESPACO), the Festival *Ecrans Noirs*, and the Festival *Clap Ivoire*.

Studiocanal, a wholly-owned subsidiary of Canal+ Group, plays a key role in promoting this diversity with a rigorous policy in terms of the production, distribution and optimization of cinematographic heritage. Studiocanal, which comprises the French entity as well as its British and German subsidiaries, has established itself as a leading European player in the co-production, acquisition and distribution of films. Since 2012, it is also present in Australia and New Zealand following the acquisition of Hoyts. In September 2013, Studiocanal entered into an agreement with Radio Canada for distribution of its European catalog in Canada (including more than 1,400 films in French), thus consolidating its leading position in the distribution of French content on the Canadian market.

In 2013, nearly 2,600 cinematographic works were disseminated by Studiocanal in at least one of these three countries (France, UK, Germany), and approximately 1,000 titles outside those three areas.

Number of films from Studiocanal's catalogue that are exploited on the three territories (UK, France, Germany) and outside these three territories

GRI	UNGC	OECD
MSS M3	1, 2	II, IV
	2013	2012
Films exploited on the three territories	2,600	2,595
Films exploited outside these three territories	1,000	1,000

In 2013, Studiocanal produced 17 feature-length films from filmmakers of seven different nationalities (please refer to Integrated reporting pilot project p. 6).

Filmmakers whose films were produced or co-produced by Studiocanal during the year (by citizenship)

GRI	UNGC	OECD
MSS M3	1, 2	II, IV

- »» French
 - *Elle l'aime, elle l'adore* by Jeanne Herry;
 - *Barbecue* by Eric Lavaine;
 - *Fonzy* by Isabelle Doval;
 - *Lou! Journal intime* by Julien Neel;
 - *Un monde truqué* by Jacques Tardi, Franck Ekinci and Christian Desmares;
 - *C'est compliqué* by Manu Payet and Rodolphe Lauga;
 - *The Gunman* by Pierre Morel.
- »» British
 - *Paddington* by Paul King;
 - *Untitled Cycling Project* by Stephen Frears;
 - *Shaun the Sheep* by Richard Starzak and Mark Burton.
- »» Belgian
 - *Robinson Crusoe* by Ben Stassen and Vincent Kesteloot;
 - *Le manoir magique* by Ben Stassen and Jérémie Degruson;
 - *African Safari 3D* by Ben Stassen.
- »» Spanish
 - *Mindscape* by Jorge Dorado;
 - *El niño* by Daniel Monzon.
- »» Iranian
 - *Two Faces of January* by Hossein Amini.
- »» Swedish
 - *The Hundred-Year Old Man Who Climbed Out the Window and Disappeared* by Felix Herngren.
- »» American
 - *Cuban Fury* by James Griffith.

With a commitment to promoting and preserving cultural heritage, Studiocanal has restored several films, including *Plein Soleil* by René Clément, *La Bête Humaine* by Jean Renoir and *Le Roi et l'Oiseau* by Paul Grimault.

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Vivendi's Three Strategic Issues relating to Human Rights

4.1.2.3 Promotion of Languages

Number of languages sung by artists in the UMG catalogue in albums release in the national territory

GRI	UNGC	OECD
MSS M2	1, 2	II, IV
	2013	2012
UMG	44*	44

* English, French, Portuguese, German, Spanish, Greek, Danish, Swedish, Italian, Catalan, Hungarian, Polish, Czech, Slovak, Japanese, Sanskrit, Hindi, Punjabi, Gujarati, Tamil, Urdu, Nepalese, Sindhi, Bengali, Kashmiri, Marathi, Malay, Afrikaans, Zulu, Xhosa, Basotho, Tsonga, Nigerian, Venda, Cantonese, Mandarin, Korean, Tagalog, Pampangan, Arab, Swahili, Russian, Dutch, Thai.

Percentages of subtitled and dubbed films carried by the Canal+ Group's channels

GRI	UNGC	OECD
MSS M2, M4	1, 2	II, IV
	2013	2012
Dubbed films	100%	100%
Subtitles films	100%	100%

Number of dubbed/subtitled movies by Studiocanal, and number of languages used by subtitling and dubbing

GRI	UNGC	OECD
MSS M2, M4	1, 2	II, IV
	2013	2012
Dubbed films	50 in 4 languages	28 in 4 languages
Subtitles films	150 in 4 languages	91 in 6 languages

4.1.3. Knowledge Sharing

In 2003, knowledge-sharing was identified by Vivendi as a third strategic issue within its scope of responsibility (please refer to AR 2013 Section 1.1.1. p. 48). The Group's shared objectives include having high standards regarding the quality of content, promoting pluralism, facilitating access and education to digital and media.

4.1.3.1. Pluralism of Content

Respect for the freedom of expression is inscribed in Vivendi's Data and Content Protection Charter. With approximately 48.5 million subscriptions worldwide⁽¹⁾, the Group pays particular attention to pluralism, quality of content and clarity of processing information.

In Vivendi's Reporting Protocol, pluralism is defined as follows: "The objective of pluralism is to ensure that customers, subscribers, consumers, viewers and listeners have diversified information, especially political information, which does not deprive them of the capacity to exercise their freedom of opinion and choice. A pluralist media offering is thus derived from a plurality of independent stand-alone media reflecting the widest possible diversity of opinions and ideas."

The Vivendi Group, which is in the process of shifting its focus to its activities in the media sector, uses this common definition to encourage and follow the efforts of its subsidiaries in this area.

Existence of a formal commitment in favor of pluralism of content



GRI	UNGC	OECD
4.8, PR MSS		
Content creation	1, 2	II, IV

Canal+ Group is committed to promoting pluralism of content. With the production of its documentaries, the broadcasting of its continuous information channel i>Télé and all the international channels comprising the Canal+ Overseas range, Canal+ Group is a key player in the pay-TV landscape. It therefore plays a major role in stimulating the critical thinking of its audience.

The editorial policy of the Canal+ Group applies to all channels. In its Ethics Charter, Canal+ Group undertakes to respect pluralism: "In accordance with the constitutional principles of freedom of expression and communication and their editorial independence, the channels ensure the pluralism of expression of ideas and opinions (...), oversee respect for different political, cultural and religious sensibilities, (...) and demonstrate rigor in the presentation and treatment of information (...)."

In addition, under the agreement entered into between Canal+ and the CSA, the channel "ensures the pluralism of expression of ideas and opinions, especially in the context of the recommendations formulated by the CSA. It makes every effort to respect this pluralism in comparable programming conditions. The channel's journalists, presenters, organizers and employees work to provide a fair presentation of controversial issues and to ensure that different points of view are expressed" (Article 8).

(1) Data not including activities sold or in the process of sale as of 12/31/2013. On a pro forma basis, the Group had nearly 46 million subscriptions as of 12/31/2012.

4.1.3.2. Facilitating Accessibility of Offers, Products and Content

Vivendi aims to facilitate access to cultural content and to information and communications technologies, so that the most isolated audiences, whether as a result of living in remote areas (please refer to Section 4.2.3. p.19), their age or their financial situation, can all have their share of the benefits of the digital revolution. One of the prevailing concerns of the Group's subsidiaries is to combat the digital divide by developing specific offerings and services.



Initiatives in favor of accessibility of offers, products and services

GRI	UNGC	OECD
EC9, MSS M4, TSS PA1, PA3	1, 2	II, IV

- ▶▶ Canal+ Group's channels are committed in the area of accessibility to content. They already offer their subscribers two systems: subtitles for those who are deaf or hearing-impaired, and audio-description for those who are blind or visually-impaired. Since June 2012, Polish children who are hearing-impaired have been able to watch cartoon series in sign language on the MiniMini+ and teleTOON+ channels.
- ▶▶ Universal Music Group develops digital music services in the territories where it is present, which facilitates access to its offerings. UMG's digitalization of its exceptional catalog of music works is a privileged means of accessing thousands of recordings no longer available on physical media.
- ▶▶ In Brazil, high-speed Internet is considered an opportunity to access knowledge and as a key to social mobility for the middle class. According to the latest study by the Brazilian Institute of Geography and Statistics (IBGE) based on data dating from 2011, the middle class is the class that uses the Internet the most. GVT applies special rates to low-income customers.
GVT also offers billing in Braille and a customer service suited to customers who are deaf or hearing-impaired.

- ▶▶ SFR is strongly involved in adapting and improving accessibility to radiocommunication services for people with a disability. Since 2005, it has been a signatory to the Charter "Facilitate access to mobile telephony by the people with a disability" of the French National Union for the Social Integration of the Hearing-impaired People (Unisda), and, since 2011, to the Charter of Voluntary Commitments of the operators of the French Telecommunications Federation, in order to facilitate access by the disabled to electronic telecommunications services.

For the second consecutive year, SFR won the Disability Matters Award for its partnership with the Jaccede.com association. The "Jaccede Mobile" application facilitates daily use by persons with reduced mobility by offering a collaborative guide containing more than 27,000 accessible locations and points of interest.

Since 2009, the Téléphonie solidaire program has provided educational support to low-income persons with financial difficulties to help them manage their mobile telephony expenses. In 2012, more than 2,500 persons benefited from this program. In 2013, SFR and Emmaüs Défi worked on making the Téléphonie solidaire program (now Connexions solidaires) available nationwide, with the opening of welcome centers in Grenoble, Marseilles, Lens and Saint Denis. The number of beneficiaries at year-end 2013 was nearly 4,000.

- ▶▶ In order to enable populations to cross cost-barriers and facilitate their access to telephony and the Internet, Maroc Telecom and its subsidiaries are focusing all their capacities for innovation on continually enhancing their range of products and services. They maintain a voluntary price reduction policy that applies to all offerings: mobile, fixed and Internet.

Maroc Telecom is also continuing to strive for the democratization of Internet use for schools and universities. It is the chief contributor to the national programs Génie, Injaz and Nafid@, which have the common goal of promoting access to ICTs and their appropriation by the school community. Maroc Telecom has enabled nearly 50,000 students and nearly 178,000 teachers to obtain high-speed Internet at reduced rates (in 2013 alone, including nearly 15,000 students and more than 21,500 teachers), thus raising Maroc Telecom contribution to 59% and 70% of these programs, respectively.

Students also benefit from reduced rates for laptops provided by Maroc Telecom.

4 Societal Indicators

Local, Economic and Social Impact of Business Activity

4.2. Local, Economic and Social Impact of Business Activity

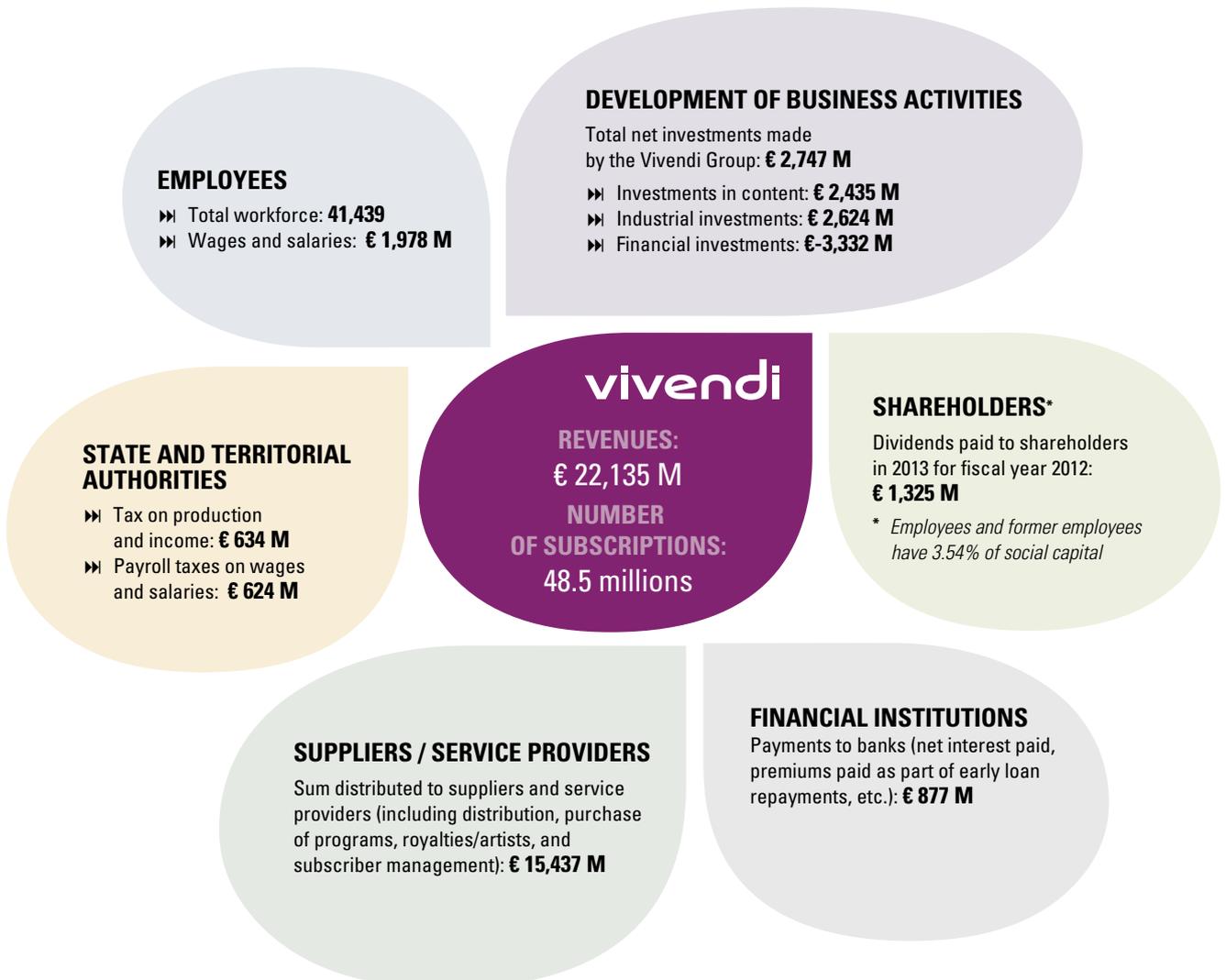
Vivendi plays a major role in the development of the territories in which it operates. Due to its different subsidiaries, the Group is a key partner of local economic players, as evidenced by the following:

» sharing the value produced by Vivendi with its principal stakeholders;

» contributing to employment and regional development; and
 » digital development of territories.

4.2.1 Distributing the Value Produced

The chart below shows schematically the distribution of the value produced by Vivendi among major stakeholders (data as of 12/31/2013 excluding activities sold or in the process of sale as of 12/31/2013, i.e., excluding Activision Blizzard and Maroc Telecom Group).



4.2.2 Contributing to Employment and Local Development

Vivendi assesses its contribution to the development of the territories in which it operates. This analysis focuses on three geographic regions: Brazil, Africa and France, representing 84% of its workforce and 78% of its revenues.

The indicators below include all the Group's subsidiaries that are present in the three geographic regions identified:

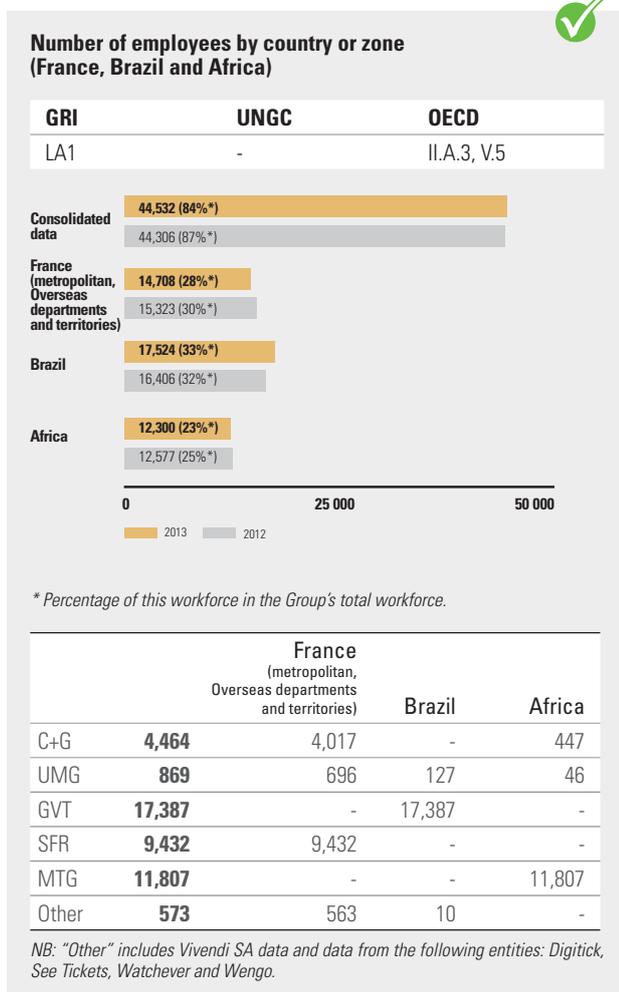
Brazil: UMG, GVT;

Africa: Canal+ Group (Cameroon, Ivory Coast, and Senegal), UMG (South Africa), Maroc Telecom Group (Burkina Faso, Gabon, Mali, Morocco, Mauritania); and

France: Canal+ Group, Universal Music France, SFR, Headquarters.

Direct jobs

As of 12/31/2013, Vivendi employed 44,532 employees in France, Brazil and Africa.



As of December 31, 2013, Vivendi had 14,708 employees in France: 13,986 in metropolitan France and 722 in Overseas departments and territories. Among the principal entities operating in metropolitan France, SFR employs 9,011 persons and the Canal+ Group 3,716 persons. In Overseas departments and territories, SFR employs 421 persons on Reunion Island (SRR teams) and the Canal+ Group 301 persons (Reunion Island, Guadeloupe, New Caledonia, Martinique and French Guiana).

Ratio between total training expenditures and payroll (France, Brazil, Africa)

GRI	UNGC	OECD
LA10, LA11	6	II.A.4 and 8

	2013	2012
Consolidated data	2.58%	3.45%
France	2.34%	2.90%
Metropolitan	2.24%	2.82%
Overseas	4.97%	5.18%
Brazil	2.91%	3.93%
Africa	3.06%	4.98%

Following a year 2012 characterized by exceptional programs conducted by several group's subsidiaries in the countries covered by this indicator (in particular GVT in Brazil or Maroc Telecom and its subsidiaries in Africa), the ratio between training expenditures and compensation returned, in 2013, to a level in compliance with Vivendi's (a rate between 2.1% and 2.5% these past five years).

In Brazil and Africa, the Group promotes local employment, especially with regards to the subsidiaries of the Canal+ Group and UMG, due to a policy favoring employment of local professionals rather than expatriates for managerial positions. Thus, of the 1,331 managers employed in those geographical areas, 97.8% are local managers.

Percentage of local managers (Brazil, Africa)

GRI	UNGC	OECD
EC7, LA13	6	II.A.3 and 4, V.1.e, V.5

	2013	2012
Consolidated data	97.8% (i.e. 1,302 managers)	ND*

Category	2013	2012
C+G	88.6% (93 managers)	-
UMG	73.3% (11 managers)	-
GVT	99.2% (740 managers)	-
MT	98.5% (458 managers)	-

* New indicator in 2013, no data from 2012

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Local, Economic and Social Impact of Business Activity

» Indirect jobs

Through their activities in these three geographic regions, the different subsidiaries of Vivendi Group generate approximately 400,000 indirect jobs, i.e.:

- » jobs related to upstream industries: producers and the supply chain;
- » commercial services related to downstream industries: distributors, resellers and call centers;
- » jobs in real estate services; and
- » jobs in related commercial services excluding temporary workers: including legal advice, insurance, banking and restaurants.

Estimate of number of local jobs indirectly created (France, Brazil and Africa)

GRI	UNGC	OECD
EC9	-	II.A.3, V.5
	2013	2012
Consolidated data	Approximately 400,000	More than 350,000
C+G	36,000	
UMG	2,825	
GVT	63,000	
SFR	Just under 50,000	
GMT	244,000	

In light of the variety of the Group's businesses and geographic locations, each subsidiary has used its own methodology to estimate the number of indirect jobs created:

- the estimate provided by Canal+ Group consolidates the data for France and relates to jobs generated by direct subcontractors, channels published by third parties and distributed by CanalSat, as well as French film and sports productions, and in 2013, for the first time, includes the African countries where the Group operates. Thus, in the countries where Canal+ Group has subsidiaries, the employees of distributors and the jobs of subcontractors (installation of satellite dishes, charging points, sales outlets, logistics warehouses and call centers) are considered indirect jobs. In the countries where Canal+ has no subsidiaries, direct distributors' jobs are also included.
- UMG used data provided by its suppliers (manufacturers and distributors).
- similar to last year, GVT focused on its supply chain and used a survey conducted by the Brazilian Institute for Applied Economic Research (IPEA). This survey does not mention any specific ratio of direct to indirect jobs in telecommunications services.

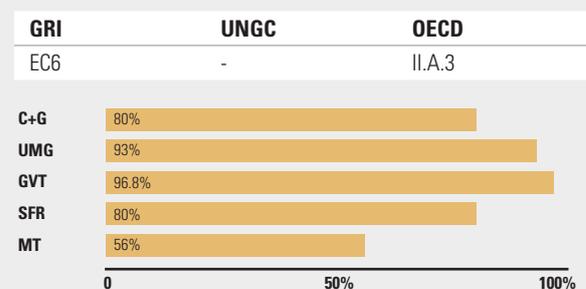
GVT calculated an average of the ratios of four service sectors (public utilities, communications, businesses and family), which it then revised downward due to the inclusion of call center teams in its workforce, which are usually excluded. With nearly 18,000 employees at year-end 2013, GVT estimates that it created 63,000 indirect jobs, applying a ratio of 1 to 3.5.

- SFR based its data on a survey conducted in 2012 for the French Telecommunications Federation (FFT, survey by Arthur De Little), which provides an estimate of the total number of direct and indirect jobs created by telecom operators in France. SFR's share of the mobile market (29.2% in the second half of 2013) has been applied to a total of approximately 170,000 indirect jobs, giving an estimate of approximately 50,000 indirect jobs created in France by SFR.
- to estimate the number of indirect jobs locally created, Maroc Telecom added together an estimate of the number of jobs attributable to indirect sales (estimate based on the average number of jobs according to type of sales, outlet and on the number of retailers estimated at year-end 2013) and the number of indirect jobs attributable to subcontracting (service provisions recorded by the Administrative and Facilities department). Maroc Telecom's subsidiaries have also used various methods to create their own estimates, resulting in a total of approximately 117,000 indirect jobs created in Burkina Faso, Gabon, Mali and Mauritania.

» Contribution to local economies

The Vivendi Group has a significant economic impact through purchases made from local suppliers. More than 80% of the purchases of Canal+, UMG, GVT and SFR and more than half the purchases of Maroc Telecom are from local suppliers.

Estimate of percentage of purchases made from local suppliers (France, Brazil and Africa)



NB: New indicator in 2013, no feedback in 2012

In addition, Vivendi helps to make the territories more dynamic through partnerships with public authorities within the framework of job creation programs in areas experiencing economic pressure.

4.2.3. Contributing to Territorial Digital Development

Vivendi is committed to combating the digital divide. Its telecommunications subsidiaries are substantially investing in expanding their networks and their product offerings to make content and information technologies accessible to as many people as possible. In this way, they contribute to national digital development policies in the territories in which they operate.

This contribution is measured by two indicators:

- ▶▶ the number of rural or remote communities covered during the year, which the Group monitors for its telecom subsidiaries. In 2013, 3,700 rural or remote communities were covered by SFR and Maroc Telecom. The decline in the number of communities compared with the previous year does not reflect decreasing commitment by the two operators to the territory digital development; it is automatically adjusted to indicate the current state of advancement of these programs. Moreover, GVT is a recent operator in Brazil and so it is currently focusing its development activities on rolling out its network in Brazil's cities;
- ▶▶ the percentage of the population covered by the telephony network is monitored for the three operators, and shows that SFR and Maroc Telecom are key players in their countries, with networks covering almost the entire population. GVT is maintaining its pace of growth as it now covers more than 20% of the Brazilian population, confirming its position as a dynamic young operator.

In addition to these two indicators, the contribution by the subsidiaries of the Vivendi Group to digital development in its countries and regions is also shown by a number of initiatives:

- ▶▶ in January 2013, GVT launched a new offering that allows its customers to benefit from one of highest speeds in the world (25 Mbit/s), much higher than the average Internet speed in Brazil (2.2 Mbit/s);
- ▶▶ one year after launching 4G in France for individuals and businesses, SFR reached its ambitious goal and now covers more than 40% of the population in 4G, which, as of December 31, 2013, represents 1,200 cities opened to 4G.

Furthermore, in connection with the digital development project being implemented by the Departmental Council of Hauts-de-Seine (THD Seine), designed to make very high-speed Internet accessible to all by 2015, in December 2013, Sequalum (a Numericable Group subsidiary) and SFR signed an agreement to serve 160,000 households in ten cities of *Hauts-de-Seine*;

- ▶▶ Maroc Telecom has made reducing the digital divide one of the major objectives of its sustainable development policy

For years, the operator has made significant investments in fixed and mobile networks, making telephones and Internet accessible to the greatest possible number of people. It uses all available technologies and makes use of renewable energy to cover the most remote regions, seeking a fair balance between economic competitiveness, social progress and respect for the environment. One of Maroc Telecom's major objectives is to use new technologies to serve all populations, especially rural communities, to facilitate their access to communications, culture, knowledge, health and the media.

In 2013, under the Telecommunications Access Program (PACTE), Maroc Telecom covered 346 new rural communities, raising the total number of communities covered since the program was launched in 2008 to 7,155. Moreover, 8 new communities were covered in Gabon, 20 in Mauritania, 38 in Burkina Faso and 133 in Mali. At year-end 2013, this raised telephone coverage of the population to 97% in Gabon, 94.3% in Mauritania, 93% in Burkina Faso and 78% in Mali.

Number of rural and/or remote communities covered in the year

GRI	UNGC	OECD
2.7, TSS IO2, PA1	1,2	IV, IX.1
	2013	2012
Consolidated data	3,700	4,196
SFR	3,155	
GMT	545	

Percentage of population covered by telephony network

GRI	UNGC	OECD
2.7, TSS PA4	1,2	IV
	2013	2012
GVT	20.6%	18%
SFR	99.7%	99.6%
GMT	99%	98.2%

4.3. Relations with Stakeholders

4.3.1. Conditions for Dialog

Consultation with stakeholders is the core focus of Vivendi's CSR policy (please refer to AR 2013 Section 1.1.3. p. 49 and Section 1.2.4. p.52). The consultation process establishes a general framework that each of the subsidiaries adopts and maintains locally with its own stakeholders.

Means of dialog with stakeholders 		
GRI	UNGC	OECD
4.16, S01, MSS M6, PR5	1, 2	II.A.3 and 14, IV, VIII, IX.5

In 2013, the subsidiaries maintained a steady and constructive dialog with stakeholders (information on the dialog of the telecom subsidiaries in relation to radio frequencies is found in Section 4.5.2.3. p. 26).

- ▶▶ In June 2013, Canal+ Group organized in France a consultation plenary meeting with consumers' associations and the presence of a mediator and corporate executives. It should be noted that the number of investigation files sent by the associations to Canal+ Group is constantly falling, down from 1,023 in 2011 to 509 in 2013.
- ▶▶ UMG has identified its principal stakeholders and embarked on active, open and cooperative interaction with them (artists and their managers, retailers, digital platforms, streaming services, national and European authorities). Relations, business negotiations and interaction with each of these groups are adapted and carried out locally by the heads of the Group's companies around the world.

- ▶▶ GVT has identified its principal stakeholders (consumer associations, unions, local communities, NGOs, municipal, state and federal regulatory and government agencies) and is highly attentive to their views and needs. The company has specific teams dedicated to these relationships (the mediator, human resources, communications, and institutional relations departments). The teams hold regular meetings and events or discussion forums.

Thus, GVT has taken part in PROCON meetings and meetings with Anatel (Brazil's telecommunications regulatory agency), with the aim of expanding its business to new cities in Brazil. The operator also participated in the "Dialog Era" forum, which brings together customer rights associations, the Federal Government and Anatel.

- ▶▶ SFR bases its CSR policy on a close relationship with its stakeholders (customers, consumer associations, disability associations, employees, social partners, suppliers, start-up, social entrepreneurs, the educational world, the public arena and civil society). In 2013, 16 discussion and information meetings were held with consumer associations. In addition, SFR meets with the national representatives of certified consumer associations and takes part in consultations within the National Consumers' Board and other working meetings set up by the government, and in joint consultative meetings organized by the French Telecommunications Federation.
- ▶▶ Maroc Telecom also meets regularly with its stakeholders, such as civil society, customers (through customer satisfaction surveys), the regulator, and competitors (within the Moroccan Association of Telecommunications Professionals (MATI), which is chaired by the Chairman of Maroc Telecom).

4.3.2. Philanthropic Initiatives and Community Involvement

Since 2008, as a Group, Vivendi has supported social initiatives for disadvantaged young people through its Create Joy program. With a constant budget since its creation, this program enables young people in difficult circumstances to develop by working as part of joint cultural projects associated with the Group's businesses, including film-making, training in digital tools, musical awareness-raising, etc.

In 2013 Create Joy supported more than 30 charitable projects in France, Great Britain, the United States, Brazil, Morocco, Mali and Burkina Faso, benefitting more than 100,000 young people.

Each of the business units implements its own programs. In 2013, this represented a total budget of more than €20.5 million spent on community action.

Consolidated budget (excluding Vivendi SA) allocated to enterprise foundations, solidarity programs and sponsorship actions (in Euros) 		
GRI	UNGC	OECD
EC1, EC8, EC9, S01	1	II.A.3 and 4, IV, IX.5
	2013	2012
Consolidated data	More than 20.5 million	More than 19 million

- ▶▶ Canal+ Group offers financial, personnel or publishing support to numerous organizations: the Canal Foundation for Cinema (designed in particular to assist the network of small operators), Flying Doctors (working on healthcare development in Africa), Solidarité Sida Afrique (agency combating AIDS in Africa), Les Toiles enchantées and Flamme Marie Claire. In April 2013, Canal+ featured Sidaction in its programs, using testimonials, news reports, fund-raising

or special broadcasts. Numerous associations were given free advertising space on all the Canal+ Group's channels in 2013.

- ▶▶ The Kindia 2015 project, launched by the Canal+ documentary department, in contrast to on-the-spot current events news reports and broadcasts, follows the process of development in the city of Kindia in Guinea Conakry over the long term. This has led to the filming of four documentaries to be aired in prime-time slots between 2012 and 2015. At the same time, Canal+ Group has established an endowment fund for the associations being filmed. In October 2013, at the Cannes Corporate Media & TV Awards, Kindia 2015 by Anthony Orliange and François Bergeron received the Silver Dolphin award in the environment and ecology category, and *Global gâchis* by Olivier Lemaire received the Gold Dolphin award in the education category.
- ▶▶ UMG has undertaken a number of community support, partnership and philanthropic initiatives. These initiatives are carried out by each company within its country or region. For example, Universal Music Chile collaborates with Chile's Teleton Foundation through artists participating in the televised program aimed at raising funds for the rehabilitation of children with disabilities. In the United Kingdom, UMG sponsors the EMI Music Sound Foundation, which sponsors 36 music and entertainment schools. It awards individual

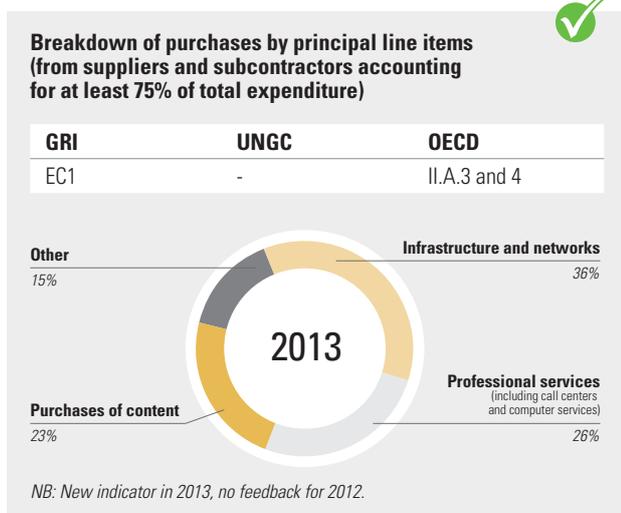
scholarships for the purchase of musical instruments and teacher training. In Australia, UMG has supported 18 festivals for all musical genres, while in South Africa, UMG donated 15% of the sales of the CD *The Voice of Mandela* to its children's fund.

- ▶▶ GVT has launched a new edition of its program for responsible Internet use, which was developed in partnership with the Committee for the Democratization of the Internet (CDI) and SaferNet.
- ▶▶ After two editions dedicated to digital projects designed to assist senior citizens, in 2013, the SFR Foundation opened its appeal for "Digital solidarity" projects aimed at all audiences living in difficult circumstances.
In addition, in 2013, with the help of the Citizen Support Fund, SFR supported 141 associations working with the disabled, children, or those promoting equal opportunities.
- ▶▶ Maroc Telecom and its subsidiaries are involved in major initiatives connected with citizen-based action in their territories. The numerous initiatives that have been taken up vary considerably: support of institutions and cultural or athletic events, contribution to improving sanitary and environmental conditions, and participation in charitable works.

4.4. CSR criteria in the purchasing policy and relations with suppliers and subcontractors

▶▶ Importance of purchasing and subcontracting at Vivendi

To obtain an overall view of the risks related to the supply chain, the Group has analyzed the purchases made with suppliers and subcontractors that account for at least 75% of the total expenditure of the subsidiaries. Analysis has shown that the Group purchases mainly infrastructure, content, and professional services. These purchases are made from suppliers predominantly located in the European and American regions.



The Group's businesses have developed their own policies with regard to subcontracting to meet their respective operating needs. Although SFR uses external providers for the management of its customer relations, it directly manages relations with its professional clients and distributors.

Within Maroc Telecom, subcontracting mainly relates to retailing of telecommunications products and services. It should be noted that Canal+ Group, GVT and Maroc Telecom have their own call centers.

All the subsidiaries use subcontracting for the provision of IT services. They expect their suppliers and subcontractors to comply with the principles formulated in Vivendi's Compliance Program and the United Nations Global Compact, and with values and rules of good conduct in their respective Ethical Codes. Any breach of these principles represents potential grounds for the Group to terminate the contract with the supplier.

▶▶ A responsible purchasing policy adopted by all the subsidiaries

Vivendi is committed to increasing the awareness of its main suppliers and subcontractors on its societal, social and environmental issues. The subsidiaries ensure accordingly that their suppliers take part in the implementation of the Group's commitments in these areas. Vivendi's Compliance Program includes a rule that reminds suppliers of their undertaking to provide services in compliance with the Group's commercial and social ethical standards (please refer to AR 2013 Section 2.1.3. p.54).

Furthermore, Vivendi has signed the United Nations Global Compact and promotes its ten principles within its sphere of influence. In 2012, SFR and Maroc Telecom also signed the Global Compact.

Existence of a formal commitment with reference to founding principles in the purchasing policy

GRI	UNGC	OECD
4.8, DMA HR	1-10	II.A.13, III, IV, VI.6.d

4 Societal Indicators

CSR criteria in the purchasing policy and relations with suppliers and subcontractors

Each of the Group's subsidiaries has made a formal commitment, by virtue of a code, charter or clause, to the acknowledgment of societal, social or environment issues. This commitment refers particularly to the fundamental principles, such as the ones formulated by the ILO in its conventions (please refer to footnote page p. 10), the United Nations Global Compact or the OECD.

Besides the formal commitment of the Group's subsidiaries to incorporate CSR issues into their purchasing policy, a number of them have also taken further steps in this approach.

Progress an deployment of responsible purchasing policies from suppliers and sub-contractors accounting for at least 75% of total expenditure

GRI	UNGC	OECD
DMA HR, HR2, HR6, HR7	1, 2, 4, 5, 8, 10	II.A.12 and 13, II.B.2, IV, VI.1.c and d

All the subsidiaries have adopted various methods for gathering information and monitoring their suppliers (including assessments and audits in a number of cases), in order to verify the proper application of the Group's commitments.

- ▶▶ The legal prerequisites included in the Canal+ Group's calls for tender in France specify the supplier's CSR commitments. In addition, a number of specific calls for tender include special obligations corresponding to a number of these criteria: a social responsibility label and personal data protection for call centers, and waste management for the manufacturers of set-top boxes.
- ▶▶ When tendering and contracting with global suppliers in all major territories (including the United States, Germany, France, Japan, United Kingdom, Italy, Spain, Scandinavia, Australia, New Zealand and Brazil), UMG includes a clause in the tender referring to the UMG CSR policy and an additional link to Vivendi's CSR requirements.
- ▶▶ A specific provision referring to the United Nations Global Compact is included in GVT's supplier contracts. These partner suppliers are then bound to comply with the principles of the Brazilian operator's Code of Conduct and Ethical Standards.
- ▶▶ SFR is pursuing its policy of evaluating and assisting its suppliers with the Ecovadis agency. Thus, at year-end 2013, 146 suppliers had been assessed on their CSR performance. The CSR rating is integrated in the overall assessment of suppliers and a CSR provision is systematically added to those contracts.
- ▶▶ Since 2012, Maroc Telecom has conducted supplier audits to evaluate compliance with CSR provisions of its contracts (including provisions related to compliance with fundamental principles of human and labor rights, with commitments related to protection of the environment, and on combating corruption). At year-end 2013, 20 suppliers had been audited.

Lastly, the Group's subsidiaries have all invested in training for purchasing teams regarding the issues involved in a responsible policy, with a view to reinforcing their performance in this area.

Percentage of employees in purchasing teams educated or trained in responsible purchasing

GRI	UNGC	OECD
LA10	6, 8	II.A.8, VI.7

- ▶▶ In 2013, all the purchasing teams of Canal+ (100%) underwent "Socially Responsible Purchasing" (Achats Solidaires) training. Moreover, all employees involved in purchasing are given awareness training on a regular basis regarding dependence on suppliers and fair practices.
- ▶▶ Within UMG, all the purchasing teams (100%) are trained in responsible purchasing and follow the corresponding guidelines. Moreover, since 2009, as a member of the Creative Diversity Network, the UMG purchasing team is committed to encouraging diversity in purchasing processes in the United Kingdom.
- ▶▶ One year ago, GVT announced an ambitious objective: giving awareness training in responsible purchasing to at least 90% of the teams concerned before the end of the year. This objective has been fully achieved: 98% of the purchasing teams have received this training.
As a result, in early 2013, all GVT's purchasing departments met at an in-house seminar to share their best practices and results. A special presentation was made on the importance of responsible purchasing.
- ▶▶ The following points were covered in the training program given to 95% of SFR's purchasing teams: incorporating the fundamental principles of the CSR policy, identifying the place and role played by purchasing in that policy, producing a chart showing sustainable product and service offerings, making sure that sustainable purchases match needs expressed within the Company, acquiring the proper reflexes to incorporate environmental and social criteria when drafting terms of references, and evaluating and monitoring suppliers.
- ▶▶ With regard to Maroc Telecom, over the past two years, 58% of purchasers have been trained in sustainable development and in fraud detection and prevention.

4.5. Fair Business Practices

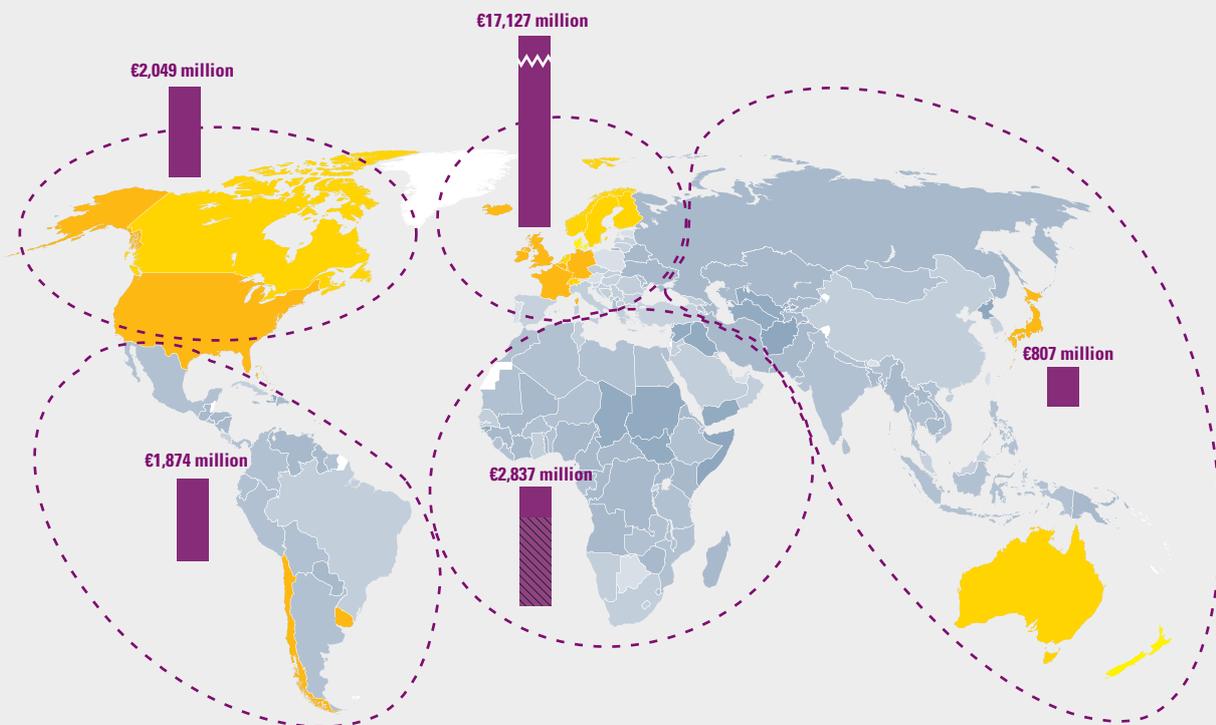
■ 4.5.1. Actions to Prevent any Kind of Corruption

In 2013, the geographic distribution of the Group's business activity showed that 77% of its revenues came from countries with low exposure to corruption, according to the Transparency International index. Notwithstanding this result, the Group remains vigilant and has taken steps to prevent any risks in that area.



Breakdown of the Group's* revenues by country according to the risk of corruption as defined by Transparency International

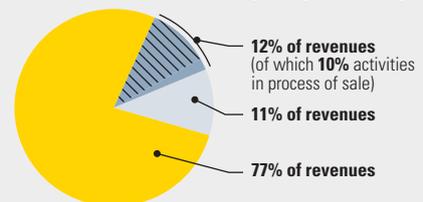
GRI	UNGC	OECD
DMA S0 Corruption aspect, EC1, S02	10	VII.2



■ Revenues as of 12/31/2013
 ▨ of which activities in process of sale



Breakdown of revenues according to degree of corruption



* Excludes Activision Blizzard, but includes Maroc Telecom Group.

4 Societal Indicators

Fair Business Practices

Definitions of the policy's priority actions to combat corruption



GRI	UNGC	OECD
DMA SO Corruption aspect	10	II, VII

Corruption issues and risks occur at different levels depending on the business unit. Therefore, the Group has chosen to formalize the general rules of ethics contained in its Compliance Program, which the subsidiaries must then adapt to reflect their business specificities. Combating corruption is one of the ten principles of the UN Global Compact, which Vivendi has signed and is committed to upholding.

The subsidiaries manage their own anti-corruption policies based on this Compliance Program. The priority areas are listed below:

- ▶▶ Canal+ Group's anti-corruption policy is reflected in an ethics charter that prohibits its employees from acting on the basis of personal interest while performing their duties, since this would prevent them from defending the Group's interests as their primary concern. In particular, the Group prohibits payments or benefits of any kind, or any gift of a value not considered reasonable, from any third party with which the Group is in a business relationship, or from any employee to any third party in a business relationship with the Group;
- ▶▶ UMG has instituted a number of key policies governing the professional practices of the entire workforce, particularly in the area of combating passive and active corruption and the disclosure of events contrary to business ethics, and has created an anti-trust guide.

UMG is committed to adopt a "zero tolerance" approach in relation to fraud and corruption, and to act professionally and with integrity wherever the company operates, in accordance with local regulations and the UK Bribery Act of 2010;
- ▶▶ GVT has a Code of Conduct which has one section specifically dedicated to anti-corruption and anti-fraud policies. The purchasing policy is also aimed at enhancing transparency and avoiding any situation of this type.

▶▶ under its Ethics Code, SFR makes the following commitments:

- to comply with and ensure compliance on the part of the employees with: laws prohibiting active and passive corruption; and laws relating to the financing of political activities,
- to prohibit payments or benefits of any kind, or any gift with a value that is more than symbolic from any third party with which the Group is engaged in a business relationship, or from any employee to any third party engaged in a business relationship with the Group; and
- to ensure that the partners agree to comply with such laws and rights vis-à-vis the Group.

▶▶ Maroc Telecom has a four-pronged strategy: to combat any kind of corruption (in 2012, an Ethics Officer was appointed to advise employees and ensure compliance with the rules); vigilance to avoid conflicts of interest; fraud prevention and detection; and insider dealing.

In 2013, in accordance with its policy of preventing and combating corruption, Maroc Telecom Group carried out with awareness actions among employees and information campaign, with particular emphasis on mechanisms for detecting and preventing fraud. To date, training programs on subjects related to fraud and corruption have been given to 25% of the employees of Maroc Telecom.

In 2013, the General Control department of Maroc Telecom held a seminar on the issues involved in evaluation and fraud control in three of the Group's subsidiaries: Onatel, Gabon Telecom and Sotelma (including a presentation of the different forms and types of fraud, their impact on the company, tools to deter fraud and the legal and regulatory framework). This seminar was attended by more than 150 employees working in various business units (including warehouse employees, purchasers, sales personnel and managers).

For the second time, Vigeo, the European leader in non-financial ratings, awarded Maroc Telecom the trophy "Top CSR Performers in 2014". This distinction recognizes the "objectives of social responsibility, where the business is rated as a leader on the Casablanca Exchange", which include the strategic management of CSR by the Management Board, the integration of CSR into auditing and internal control, the quality of CSR reporting and the prevention of corruption.

4.5.2. Measures Taken to Protect Consumers' Health And Safety

4.5.2.1. Ensuring Protection of Personal Data

The Data and Content Protection Charter, adopted in 2008, defines Vivendi's commitments regarding the collection and management of customers' personal data and protection of content. It is implemented by every subsidiary. The issue of personal data is strategic for the Group. Indeed, most of the Group's activities (Canal+ Group, SFR and GVT in particular) use subscription-based economic models

The Group pays special attention to any trends in discussion about the proposed EU Regulations on the protection of personal data (please refer to AR 2013 Section 2.1.2 p. 54).

▶▶ Personal data protection systems at the level of the subsidiaries



Existence of a formal commitment to protecting personal data

GRI	UNGC	OECD
DMA PR Consumer privacy aspect, DMA HR MSS	1, 2	VIII.6

Existence of a Data Protection Officer (“correspondant informatique et libertés”) (DPO), or a department in charge of issues related to the collection, treatment and storage of customers’ personal data

GRI	UNGC	OECD
DMA PR Consumer privacy aspect, DMA HR MSS	1, 2	VIII.6

Canal+ Group, UMG, SFR and Maroc Telecom have a Data Protection Officer (DPO), or entity department in charge of issues related to the collection, treatment and storage of customer’s personal data.

Some of the mechanisms set up by the Group’s subsidiaries that illustrate application of the commitments to protect personal data are listed below:

- ▶▶ UMG’s websites display mandatory legal announcements on respect for privacy, and clearly explain to consumers the Company’s policies on personal data;
- ▶▶ GVT is continuing its information and awareness training programs aimed at its employees and customers, in particular the program “GVT Inspira: for responsible Internet use”. This program provides a whole range of tools (guides and brochures, a website, blog, mobile application and talks in schools) with the aim of giving participants the essential tools to safe online behavior;
- ▶▶ SFR has maintained different devices: technical tools for parental control on fixed and mobile lines, recommendations for safe Internet use by children, devices flagging illegal content (Internet site to report illegal content, PC application to facilitate reporting of illegal content and customer service contact information). In 2013, the devices for protecting and assisting customers against phishing (attempting to steal passwords through fraudulent e-mails) were strengthened.

In addition, the SFR Business Team supplemented its cloud security solutions with the Cloud Storage Suite, which reinforces protection when exchanging and securing business information;

- ▶▶ among the commitments made by Maroc Telecom in the area of personal data protection (ISO 27001) and compliance with Law 09/08 on protecting the data of physical persons, in 2013, Maroc Telecom implemented the following measures: offering customers the option of limiting commercial messages, information on precautions to take to protect personal data on their mobile phones before sending them for repair, and making the Group’s employees aware of issues surrounding protection of their personal data.

Maroc Telecom has also reviewed all the personal data it holds and its treatment of this data in order to report on this to the National Control Commission for the Protection of Personal Data (CNDP), which is in charge of verifying that the treatment of personal data is lawful and legal and does not violate privacy, freedom, or fundamental human rights.

Moreover, in 2013, 24 internal auditing engagements were completed to verify compliance by Maroc Telecom’s business activities with the standards of ISO 27001/2005 certification.

Special attention paid to informing young audiences

Description of initiatives to raise the awareness of users, particularly young audiences, regarding personal data and information related to online privacy

GRI	UNGC	OECD
DMA PR Respect for privacy aspect, DMA HR MSS, TSS PA7, PA11	1, 2	II.A.14, II.B.1, IV, VIII.5 and 8

The Vivendi Group is particularly focused on raising the awareness of users, particularly young audiences, regarding issues of personal data protection and management of their private lives online.

The CSR department brought together the Group’s subsidiaries to discuss the topic “Young Internet users and the digital lifestyle: the issue of personal data” together with representatives of the EU Council, French Defender of Rights, and the CNIL. The objective was to raise awareness of regulatory changes related to the protection of privacy and changes in uses with regard to the placing of online personal information by young people. The CSR department also focused on gaining a better understanding of the treatment methods used for personal data of children and teenagers on the websites of the Group’s subsidiaries offering media content to that audience, in order to anticipate the measures that will be implemented within the framework of future European regulations.

In February 2013, Vivendi also launched its first webradio, on the occasion of Safer Internet Day 2013, which is the European day dedicated to promoting a more responsible and safer Internet for young people. The webradio Vivoice is a specialized media for interacting with the Group’s stakeholders to discuss its CSR issues. At a special morning session, Vivendi invited approximately thirty speakers (politicians, professionals, scientists, experts and high school students) to exchange views on issues of online reputation and online critical thinking.

The Group’s subsidiaries implemented several initiatives to assist in raising the awareness of young audiences on personal data issues:

- ▶▶ in July 2013, Canal+ launched a “Kids” section on Canalplay, its on-demand video service. This is a space devoted to children with age-appropriate programs and simplified browsing, all in a secure space. Parents configure access to programs based on the ages of their children, and entering and exiting the Kids program are secured by means of password authentication.
- ▶▶ UMG demands parental or guardian consent when 13-16 year-old Internet users subscribe to its online music websites. The websites owned or managed by UMG have a “Safe Surfing Guide” accessible from the homepage.
- ▶▶ in 2013, GVT rolled out a new channel for young people under 23, based on the website www.Internetresponsavel.com.br. It offers free advice, guidelines and information on how to use the Internet in a manner devoid of ambiguity or danger. The psychologists featured online are trained in relations with Internet users;

In February 2013, GVT sponsored the “Safer Internet Day” and held a video contest on online rights and duties;

4 Societal Indicators

Fair Business Practices

» in 2013, Maroc Telecom introduced a parental control solution for ADSL and 3G Internet content to its customers, which it provides free of charge. This solution enables parents to block access to inappropriate websites with content that may be harmful to their children. The solution also includes other functions to protect personal data (on the Internet and on social networks), control and limit children's browsing time, or alert parents when children ignore a warning or attempt to visit a blocked site.

In addition, Casanet, the Maroc Telecom subsidiary in charge of the Menara portal, is continuing its initiative of making parents, children and all Internet users aware of the importance of protecting personal data when browsing the Internet, and of the potential dangers of non-secure browsing or browsing not monitored by parents.

4.5.2.2. Responsible Marketing

Existence of a formal commitment in favor of responsible communication and/or marketing

GRI	UNGC	OECD
DMA PR Responsible Marketing aspect, PR MSS Marketing Communications	-	VI.6.c, VIII.2 and 4

All the Group's subsidiaries are committed to a responsible communication and marketing, whether this translates into codes, charters (SFR has signed the Charter of the French Union of Advertisers – UDA) or specific clauses (several articles of the Canal+ Group's Ethics Charter refer to this, in particular those relating to business ethics and the protection of the environment).

Existence of measures for ensuring conformity of communication and marketing with the commitments made

GRI	UNGC	OECD
PR6	-	VI.6.c, VIII.2 and 4

In order to ensure the correct application of these commitments that promote responsible communication and marketing, each subsidiary has implemented devices suited to their activity. Thus, for instance, within the Canal+ Group, communication campaigns are systematically approved, following an internal procedure of validation or evaluation conducted by the line managers and the legal departments concerned.

4.5.2.3. Health and Radio Frequencies

Vivendi complies with current regulations and assiduously follows the results of scientific surveys on electromagnetic waves. The Group contributes to information and dialog both on mobile phones and on relay antennae, communicating the most recent positions of health authorities.

In 2013, several reports were published in France. The findings of technical research undertaken by the French government, initiated after the panel discussion on "radio frequencies, health and environment" that was held in the spring of 2009 by the Ministry of Health, with the cooperation of the Ministry of Sustainable Development and the Secretary of State in charge of prospects for the development of the digital economy, have confirmed that exposure to relay antennae is now very low (less than one-tenth of the regulatory thresholds in more than 99% of cases). In mid-October, from a scientific standpoint, France's National Agency for Health, Food and Environmental Safety (ANSES) published the fourth update to its scientific report on radio frequencies, confirming that there is no proven effect on health associated with radio frequencies, although there may be biological effects.

The mobile operators SFR and Maroc Telecom, which are directly in charge of the matter, have their own monitoring working group to maintain constant vigilance.

Number of electromagnetic field measurements near relay antennae (and percentage of these measurements in compliance with regulations)

GRI	UNGC	OECD
TSS I03-6, PA8	7, 8	V.4.c, VI.1,2.a and 6.c,VIII.1 and 2
		2013
		2012
Consolidated data	1,155 (100%)	930 (100%)
SFR	531 (100%)	
MT	624 (100%)	

SFR adheres to the commitments of the Guide to Relations between Operators and Communities signed with the Association of French Mayors, which is the operational roadmap for rolling out the mobile network.

In 2013, more than 500 measurements of electromagnetic fields were carried out in France upon the request of elected officials, landlords or individuals. The French authorities are planning to establish a National Frequencies Agency to be in charge of the new measurement system. This is expected to be funded by the government with a tax paid by the mobile telephone operators (a contribution in addition to the Imposition forfaitaire sur les équipements de réseau (IFER), defined by Finance Law No. 2010-1657 of December 29, 2010 and implementing regulation). Pending the date when this is made official, expected in early 2014, SFR deals with these measurements on a case-by-case basis.

