

A Letter from Richard

We know from our own research that companies and brands must take action on issues that matter to their customers, not just communicate or advertise services or products. We also know people have new expectations for the roles companies and brands play in their lives and in society's future.

At Edelman, citizenship has always been central to who we are as a company. As a family-owned firm, we have believed from our founding in the value of being active and engaged members of our local and global communities and ensuring our footprint reflects our values.

This 2018 report highlights some of our initiatives on important global economic, environmental and societal issues. Top of mind for Edelman is diversity and inclusion because we know we consistently deliver better work for our clients when our teams reflect our communities. In the United States we have set a racial and ethnic workforce goal of 30 percent to reach by 2022 to reflect the diversity of our communities, and we expect to reach our objective of filling at least half of our leadership positions with women by 2020.



I am also particularly pleased by our assistance to organizations outside of Edelman and the professional services sector with their citizenship-related challenges. For example, I serve as a commissioner of the Business & Sustainable Development Commission helping align companies with the United Nations' Sustainable Development Goals, and as a member of the year-old Knight Foundation-funded commission addressing the problem of fake news and the declining trust in media institutions.

Edelman's global program to help employees quit smoking has long been in place as has our stand on climate change. I am equally proud we put our money where our mouth is and awarded over \$100,000 in community grants in 2018 to local organizations and charities where our employees are active as volunteers.

My brother John Edelman, who oversees our global citizenship work, is actively involved in initiatives related to veterans, mental health and development of a sustainability standard for the professional services sector. And our employees around the world spent almost 20,000 hours on pro bono and volunteerism work last year.

It is not always easy to do the right thing, but we work hard at it day after day and year after year.

As we forge ahead on our citizenship journey, we are equally energized by the ideal and proud of the practical.

A handwritten signature in dark blue ink that reads "Richard Edelman". The signature is fluid and cursive, with a large initial 'R'.

RICHARD EDELMAN
President and CEO

"Edelman has been a participant in the United Nations Global Compact since March 2001. I am proud to pledge Edelman's continued support to the Global Compact and its goals."