

# BUSINESS REPORT

2022



AUDITOIRE



# 01. EDITO

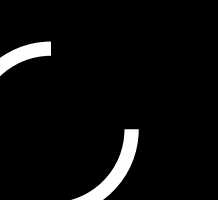
*« A year ago, we had the pleasure of sharing with you the significant advances of the Auditoire Group observed over the last few years, generated by a need for advertisers and audiences to reconnect with each other through communication and experience at the end of an unprecedented health crisis the likes of which has not been seen in many years.*

## **THE YEAR 2022 CONSTITUTED IN A RECORD YEAR FOR AUDITOIRE**

*This year, we are delighted to share that the the agency has exceeded our ambitions and goals set in 2022. Auditoire Group is set to accelerate economically on a global scale in 2023.*

*Indeed, the year 2022 constituted in many respects a record year: record in the volume of transactions processed on each continent, record in the financial results of the group which places it at a new level of performance, record in the gamet of expertise delivered by our brand agencies and employees across all industries, and finally, record in new business set by a remarkable performance on our commercial development. This economic acceleration that was also accompanied by a major advances in terms of social and environmental commitment.*

*At the dawn of an Olympic year in which we are already committed to the continued acceleration of our activities all over the world, our results and our prospects illustrate the new dimension of the Auditoire Group, which we are pleased to invite you to discover in the following report. »*



# AUDITOIRE

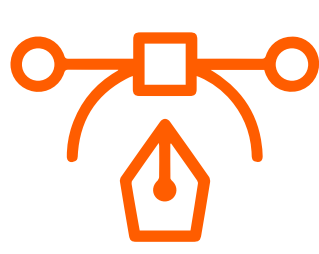
AUDITOIRE is a creative group, expert in global experience., gathering a unique range of skills for our clients, projects & campaigns.



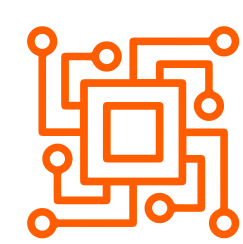
PROJECT  
MANAGEMENT



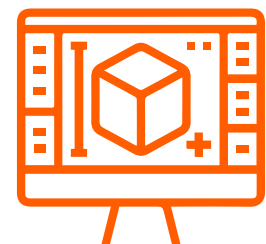
STRATEGIC  
PLANNING



DESIGN &  
CREATION



CREATIVE  
TECHNOLOGY



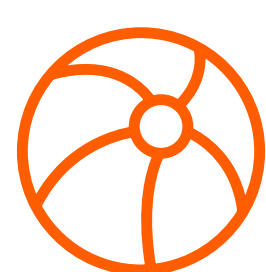
CONTENT  
DESIGN



ACCOUNT  
MANAGEMENT



ART &  
CULTURE



SPORT &  
OLYMPICS



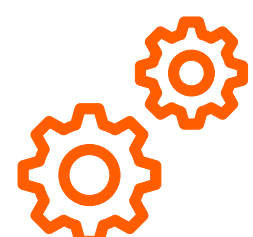
SOCIAL  
MEDIA



DIGITAL  
WORLDS



PURCHASE &  
ADMINISTRATION



PRODUCTION  
& LOGISTICS



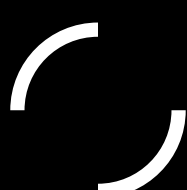
GAMING &  
ESPORT



INFLUENCE  
MARKETING



FILM &  
MOTION





**AUDITOIRE Group**

AUDITOIRE is an international group operating in more than 50 countries and territories offering comprehensive expertise and coverage of the event & experiential communication network.

**02  
NETWORKS**



**06  
OFFICES**  
GLOBALLY



**PARIS**  
Since 1989



**DOHA**  
Since 2004



**SHANGHAI**  
Since 2007



**DUBAI**  
Since 2015



**SINGAPOUR**  
Since 2018



**RIYAD**  
Since 2023

**03  
BRANDS**

AUDITOIRE

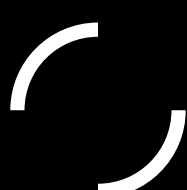
**Global** Experience

LUXURY MAKERS  
by AUDITOIRE

**Luxury** Experience

AUDITOIRE **SHOPPER**

**Consumers** Experience





# 02.

## GOVERNANCE AUDITOIRE GROUP



**MAZEN  
ABD RABBO**

CEO AUDITOIRE QATAR



**MARINE  
AL JA BARI**

DEPUTY GM AUDITOIRE  
QATAR



**RENAUD  
ANGLARET**

CFO AUDITOIRE  
GROUP



**CHARLOTTE  
BROUILLOT**

EXECUTIVE DIRECTOR  
AUDITOIRE FRANCE



**JEAN-BAPTISTE  
CABRERA**

CEO AUDITOIRE DUBAI  
AND LUXURY MAKERS  
ARABIA



**PHILIPPE  
CASTANET**

DEPUTY GM AUDITOIRE  
GROUP



**CYRIL  
COURTIN**

CEO LUXURY MAKERS  
FRANCE



**XAVIER  
DAURIAN**

EXECUTIVE DIRECTOR  
AUDITOIRE FRANCE



**AUORE  
DELIANCOURT**

CHEF IMPACT OFFICER  
AUDITOIRE FRANCE



**CYRIL  
DE FROISSARD**

MANAGING DIRECTOR &  
CO-FOUNDER AUDITOIRE GROUP



**CYRIL  
GIORGINI**

CEO & CO-FOUNDER  
AUDITOIRE GROUP



**ANTOINE  
GOUIN**

CEO  
AUDITOIRE ASIA



**STÉPHANE  
LEGENBRE**

CEO  
AUDITOIRE MIDDLE EAST



**ALICIA  
MAUREY**

EXECUTIVE DIRECTOR  
AUDITOIRE FRANCE



**CATHERINE  
MICHAUD**

CEO  
AUDITOIRE SHOPPER



**JESSIE  
LI**

GENERAL MANAGER  
AUDITOIRE CHINA



**HELENE  
RUGEL**

EXECUTIVE DIRECTOR  
AUDITOIRE FRANCE



**SAMIRA  
SADATGOUSHEH**

GENERAL MANAGER  
AUDITOIRE KSA



**ANTOINE  
DE TAVERNOST**

CEO  
AUDITOIRE FRANCE



**KATHIA  
TERNOIS**

EXECUTIVE DIRECTOR  
AUDITOIRE FRANCE



**TOMMASO  
VALLINI**

GENERAL MANAGER  
LUXURY MAKERS ASIA





# 03.

## AUDITOIRE CAPITAL STRUCTURE

**AUDITOIRE Group is owned by Omnicom Group and co-founders Cyril Giorgini and Cyril de Froissard.**

The Omnicom Group is the world's second largest communication group with over **1,000** agencies worldwide, **71,000** employees and is listed on the NYSE with a valuation of approximately **\$16,000M** with the Omnicom Group's revenues amounted to **\$14,2M**.

The AUDITOIRE Group consists of the following entities and structures:

### **AUDITOIRE FRANCE**

Event Communication Agency,  
Holding Company

### **AUDITOIRE UAE**

Event Communication agency

### **AUDITOIRE CHINA**

Event Communication agency

### **AUDITOIRE KSA**

Event Communication agency

### **AUDITOIRE QATAR**

Event Communication agency

### **AUDITOIRE SHOPPER**

Consumer events agency

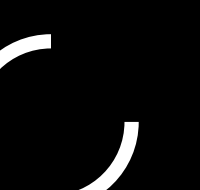
### **PANAME 24**

Joined venture established to deliver  
The Olympic and Paralympic opening  
ceremonies of Paris 2024

### **EWBA**

Business tourism agency

AUDITOIRE is a founding member of the **Omnicom Experiential Group**, the world's leading network for activating Olympic partner brands: **BPCE, Cisco, EDF, Procter & Gamble, Visa**.



# 04. BUSINESS REPORT

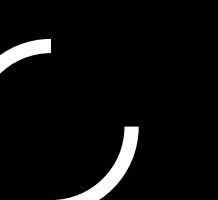
In 2022, AUDITOIRE has experienced a sustained growth of its business, enabling the agency to achieve its best financial results since its creation.

**400**  
GLOBAL  
OPERATIONS

**223**  
MILLION €  
REVENUE

**+49%**  
GROWTH VS  
2021

AUDITOIRE has a strong and positive cash flow with no debt.



■ 2 SIGNIFICANT GROWTH FACTORS

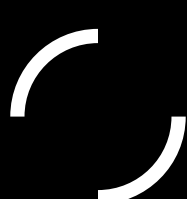
**28%**  
THE GROUP'S OVERALL  
LUXURY BUSINESS

**205**  
CLIENTS

The Luxury Makers' market represents 28% of the Group's revenue in 2022, compared to 12% in 2019.

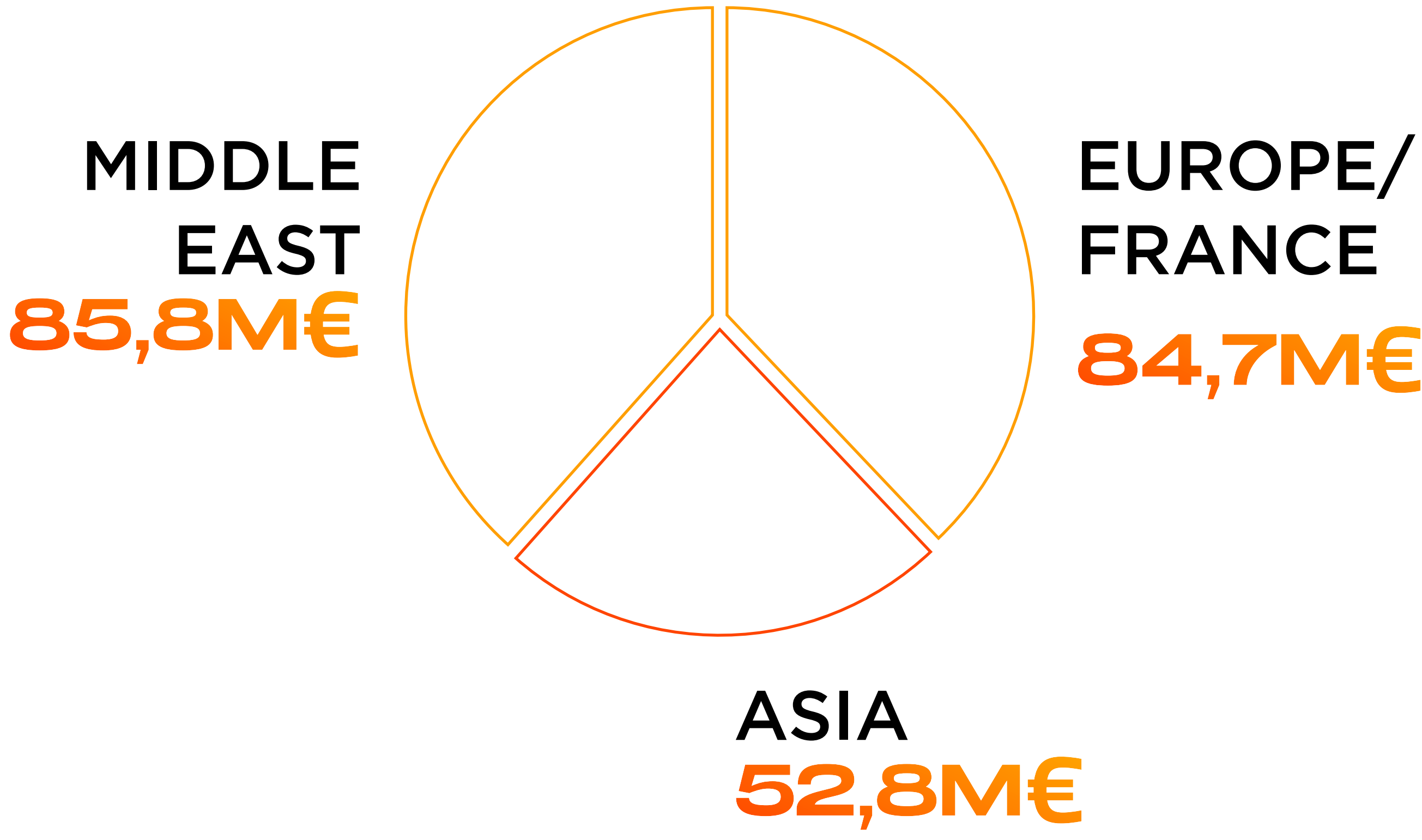
AUDITOIRE acquired 80 new clients in 2022 of which 7 have joined the TOP 20 clients of the group.

	2022	2021	
REVENUE	223 M€	142 M€	+49 %
FEE-BASED REVENUE	52 M€	35 M€	+49 %
PBT	15,6 M€	8,3 M€	+87 %

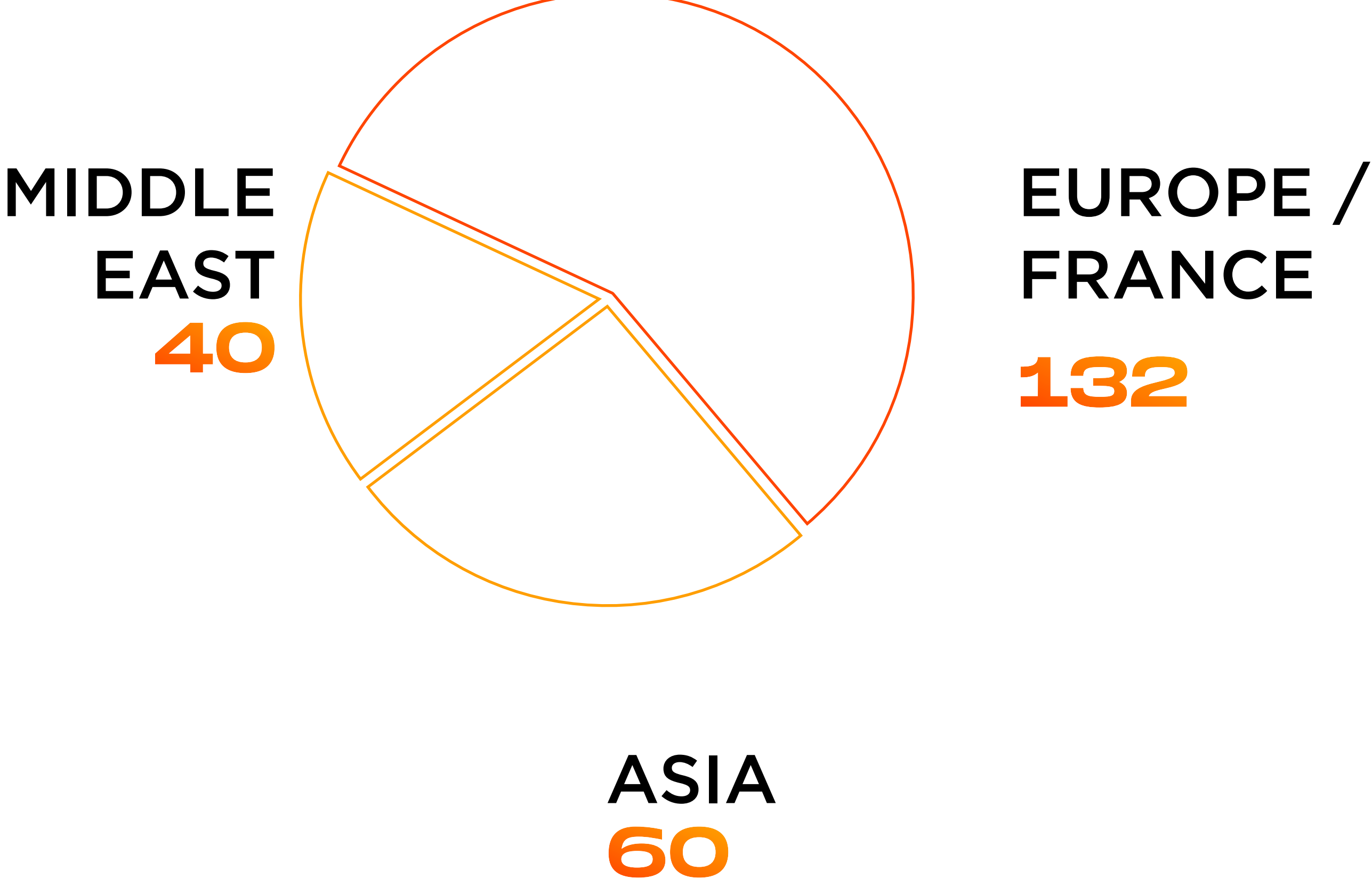




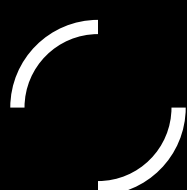
AUDITOIRE GROUP  
REVENUE  
BY REGION



AUDITOIRE GROUP  
CLIENT NUMBER  
BY REGION



■ TOP 20 CLIENTS





# 05.

## OFFICES OVERVIEW

**The acceleration observed in 2022 is continuing and growing. It is reflected in the exciting prospects for our positions in each region.**

### FRANCE & EUROPE

The momentum anticipated at the beginning of the year has been confirmed through a rebound in activity on the French market throughout 2022 and S1 2023.

New strategic corporate and luxury accounts (Renault Nissan, Moët & Chandon, Porsche) and the intense activity around the Paris 2024 Olympic & Paralympic corporate activation programs are illustrations of this strong dynamic.

### MIDDLE EAST

After a heavy activation period in the last quarter of 2022 around the FIFA World Cup, Auditoire Qatar accelerated its development and strengthened its positions around major sports topics, global forums and major international exhibitions.

In Dubai, the dynamics of the business and development in the luxury sector are taking Auditoire Dubai's activities to a new level of excellence, performance and ambition for the year 2023;

The opening of the Auditoire Riyadh (KSA) office is a testimony to the acceleration of our business in the Middle East, offering new regional & global perspectives.

### ASIA

The activity rebound in Q4 2022 combined with the continued strong operational performance of our asian offices allowed us to maintain revenue & profitability despite the strict confinement policy, which reduced and/or suspended activities for months.

Our current observations of the market lead us to a very positive outlook for the business, through a large and growing interest in experiential activities, in which Auditoire China continues to strengthen its leading position.





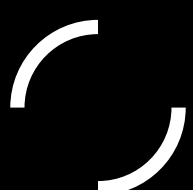
# 06. LUXURY MAKERS

Luxury Makers is our brand dedicated to the luxury industry with offices located in Paris, Dubai and Shanghai.



64M€ = 28%  
TURNOVER AUDITOIRE

## TOP 15 CLIENTS





# 07. HUMAN RESOURCES

300

PERMANENT  
EMPLOYEES

52

PEOPLE HIRED  
IN 2022

53%

OF WOMEN

47%

OF MEN

35,1 Y.O

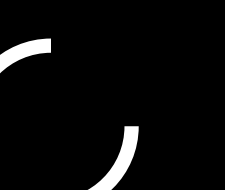
AVERAGE AGE

4,2 YEARS

AVERAGE SENIORITY  
WITHIN AUDITOIRE

13,6 YEARS

AVERAGE WORK  
EXPERIENCE





# 08.

## CSR POLICY

Auditoire CSR dynamic is constantly evolving and involves all our employees in this priority cross-functional project. Our CSR challenges are suggested by our teams and are implemented with the support of the Direction. As a strong and tangible commitment, this project aims to constantly optimize our organization and to improve our social and environmental performances. Actions are palpables and challenge the service providers of the sector, our customers and have a direct impact on the society.

### ■ KEY FACTS

In 2022, Auditoire appointed a Chief Impact Officer in 2022, in charge of the coordination and the deployment of our CSR policy both at the service of the agency and at the projects of our client. The newly recruited CSR team is responsible for supporting the deployment and the appropriation of the specific policies and dedicated tools through the teams meanwhile monitoring their effectiveness. Our subsidiaries also benefit from these synergies internationally.

### ■ OUR CSR PRACTICES

**AUDITOIRE Group is committed to a CSR approach that is currently managed by the Head Office at Auditoire France. The goal is to integrate our internal teams and freelancers into a more responsible approach of our professions, in order to optimize the impact of our event productions and to guide our customers and partners towards informed decision-making.**

<https://www.auditoire.com/csr-policy/>

AUDITOIRE is committed to:



#### ENVIRONMENT

- To reduce its GHG emissions;
- To be part of a circular economy and responsible waste management approach;



#### ETHICS & GOVERNANCE

- To conduct its activities in an ethical manner and to ensure the absolute respect of good practices integrity by all employees;
- To work with customers and partners who share the same values;



#### HUMAN

- To be part of an inclusion and equity approach and the fight against discrimination, paying attention to the accessibility of the sites and content to all public;
- To promote good working conditions and health and safety for everyone within its ecosystem

In 2022, we carried out the Carbon Assessment in 2021 of the AUDITOIRE Paris Site on scope 1, 2 and 3 on agency operations (excluding production). We were assisted by ekodev, within the framework of the DIAG Décarbon'Action proposed by BPI France. The emissions were evaluated at 526t CO2e for the fiscal year 2021, with an uncertainty rate estimated at 30%.

### ■ OUR CERTIFICATIONS & COMMITMENTS



FRANCE

ASIA

VIA OMNICOM





