

# CSR: TRUST - A GOLDEN OPPORTUNITY

How our CSR (Corporate  
Social Responsibility) policy brings  
value to the Group



# WHAT IS CSR?

Leading the company in a responsible way involves taking on board all the risks associated with our activity, then evaluating, measuring their impact and taking action to reduce them. It is also a means of identifying and capitalizing on new opportunities. The PSA Group is a world leader in terms of CSR.

## 4 key issues:



**Environmental**  
our impact on the  
environment



**Social**  
our  
responsibilities as  
an employer



**Societal**  
our broader  
impact on  
society



**Governance**  
ethics and  
transparency  
in the way we  
do business



# BY REDUCING RISK, WE CAN GAIN THE TRUST OF OUR PARTNERS

## Did you know?

In 1989, the Exxon Valdez oil tanker ran aground in Alaska.

The catastrophe was due to gross navigational errors...

The economic and environmental consequences of this disaster were considerable: some 800 km of coastline polluted, widespread destruction of wildlife, costs amounting to several billion (fines and compensation), a drop in stock market value and damage to the company's reputation.

An efficient CSR policy acts as a guarantee to our customers, bankers and investors, to the community, elected representatives and regions, as well as to consumers, employees and suppliers – in fact, to all those people we have dealings with in one way or another.



# BUILDING THE TRUST OF OUR CUSTOMERS

94%\*

of professional customers consider that CSR is an important issue for their company.

\*Source: Study EY - May 2015



Our professional customers account for a third of our sales. When selecting suppliers, they include numerous CSR criteria in their calls for tender. Our bids would never be accepted if we were unable to meet these criteria!

EcoVadis has awarded the PSA Group a “responsible supplier” gold medal.



# STRENGTHENING THE TRUST OF OUR BANKERS

94%\*

of the financial ratings market is controlled  
by three agencies:

Moody's  
Standard & Poor's  
Fitch

\*Source: Washington Post



In 2016 Fitch re-evaluated the PSA Group rating at BB+ /  
Outlook stable

By reducing our risks we can increase the stability of our  
activities. This is interpreted as a positive sign by our bankers,  
leading to a reduction in our credit rates, a decrease in  
financing costs and access to specific funding such as green  
bonds\*.

\*green bonds are bond issues which are launched on the financial market  
by a company, international organization or local authority to fund an  
environmentally-friendly project or activity



# GAINING THE TRUST OF OUR INVESTORS

A **29%\***

increase in the sums currently deposited in socially responsible investments (SRI), a total of 746 billion Euros in France.

\*Source: Novethic



10% of SRI institutional funds in the PSA Group capital.

An increasing number of investment funds include environmental, social and governance criteria in their choices. The CSR performance of a company is becoming a decisive factor in its funding. Underperforming firms may even find themselves actively excluded from such funding.

The PSA Group features in all the main SRI indices.



# BUILDING TRUST IN THE COMMUNITY

Only **26%\***

of French people trust communications  
from companies and institutions

\*Source: Study Ethicity - 2016



At a time when two out of three companies in France are seeing a deterioration of their image, the image of the PSA Group is improving.\*

\*Posternak-Ifop Barometer, September 2016

Within a context of widespread distrust of corporations, the PSA Group CSR performances are proof of its credibility.

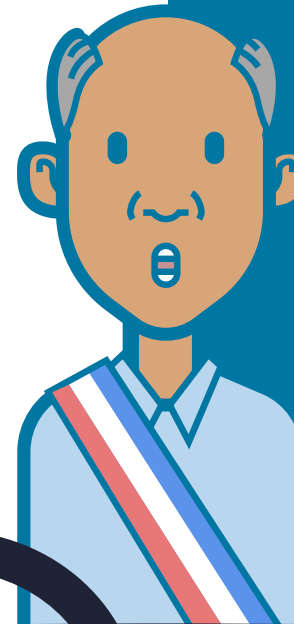


# CONSOLIDATING THE TRUST OF ELECTED REPRESENTATIVES AND REGIONS

**15 million\***

people in Europe will be signed up to a car-sharing scheme  
by 2020.

\*Source: Frost & Sullivan



Almost 1,000 of the Group's vehicles already equip urban public car-sharing schemes.

Our mobility solutions, the environmental performance of our vehicles and production sites and the presence of our activities in the regions all testify to our commitment to our regional partners.

All the Group's factories are certified ISO14001

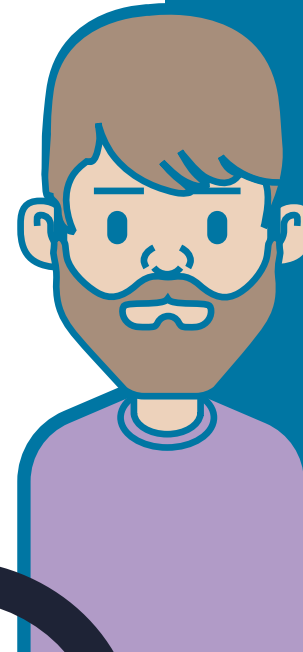




# EARNING THE TRUST OF CONSUMERS

## 104.4 g/km

of CO<sub>2</sub> emissions (average) officially recorded, making  
the Group the European leader for 2015.



In view of the disrepute into which the automobile sector was brought in 2015, the PSA Group opted for transparency by publishing, together with 2 NGOs\*, measurements of consumption in real-life driving conditions.

Audited by Bureau Veritas, a reliable, reproducible, open-source measurement protocol enables the consumption of our customers to be measured. The results are available on the respective websites of each brand.

\* Transport & Environment (T&E) and France Nature Environnement (FNE)



# BEING WORTHY OF THE TRUST OF OUR COLLABORATORS

77%\*

of employees consider it to be the responsibility  
of employers and promote health and well-being at work.

\*Source: E-rse, avril 2016



Health and safety are central to the priorities of the PSA Group and the PSA accident rate is 19 times lower than the industry average.

We are also a signatory of the Healthy Workplaces charter.



# A RELATIONSHIP OF TRUST WITH OUR SUPPLIERS

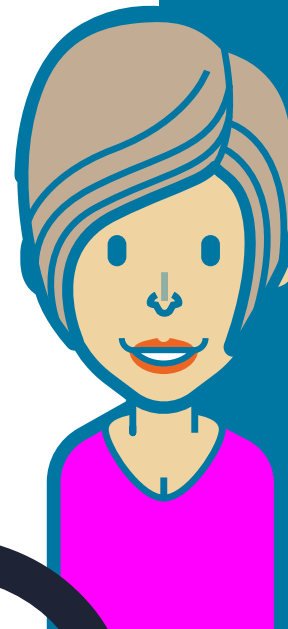
42%\*

of purchasers state that implementing and amplifying their responsible purchasing policy is a priority.

\*Source: Décisions Achats

All of PSA Group suppliers are evaluated according to CSR criteria.

EcoVadis notes that the average rating of PSA Group suppliers is higher than that of evaluated firms as a whole.



# EXTRA-FINANCIAL RATINGS: PROOF OF OUR SINCERITY

Our CSR performances are recognized by main market indices.

Our CSR policy is regularly evaluated by rating agencies, which evaluate not only economic performance, but also analyze governance practice and how we interact with the environment, our employees and society at large.

Each area of analysis is evaluated according to criteria of transparency, innovation and results achieved.

These “extra-financial” ratings are a measure of how seriously we take CSR. They are proof of the level of trust that is placed in us by different categories of people.

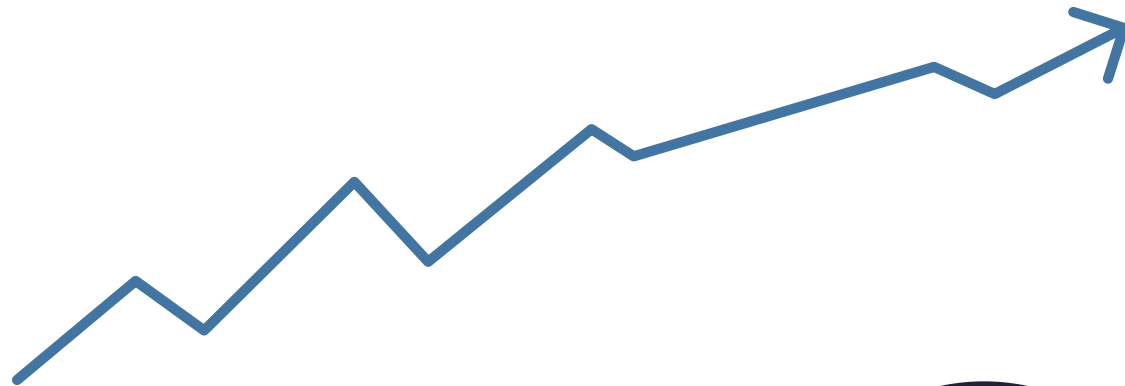


# EXTRA-FINANCIAL RATINGS: PROOF OF OUR SINCERITY



# CSR, A DRIVER OF VALUE CREATION

The value of a firm is not limited to the sum of its material assets.  
CSR performance is key to ensuring the continued existence of the company.



Our capacity to reduce risks and build trust with stakeholders is a genuine asset for our Group.

