

Benefits & Rewards Services

Hungarian Helsinki Committee
Bajcsy-Zsilinszkyut 36-38,
1054 Budapest
Hungary

Issy les Moulineaux, 19th April 2013

Dear Madam, Dear Sir,

We are writing to you in reference to the letter that was addressed to Mr. Michel Landel on 20th March and in which you requested further information about our future advertising plans with Magyar Hírlap.

Firstly, we would like to inform you that Sodexo draws its performance from the diverse mosaic of its talents and considers the fostering of diversity and inclusion not only as a moral imperative but also as a business necessity. Our commitment covers all dimensions of diversity, visible or non-visible: gender, race ethnicity, generations, people with disabilities, sexual orientation and gender identity.

Sodexo, as an international company present in 80 countries, is fully committed to the highest standards of ethics. Respect for others is at the heart of our business, and diversity and inclusion are built into our mission, core values and ethical principles.

Furthermore, through partnerships such as European Network Against Racism (ENAR), awareness programs and actions such as mentoring, sponsorship and networks (like Spirit of Inclusion internal program), we promote a culture that embraces differences and celebrates unique talents.

Concerning the on-line advertisement, it ended up on the website via our media agency as a random on-line appearance but we did not order any advertising spaces directly from Magyar Hírlap. As other companies published in this newspaper, we did not know that the magazine could publish extreme anti-Roma statements.

As a consequence, Sodexo in Hungary asked its media agency to remove this on-line appearance and decided to no longer advertise in Magyar Hírlap and Magyar Nemzet (on-line and off-line), as long as the media publishes discriminatory statements.

Finally Sodexo is committed to not issuing advertising in any kind of media whose contents discriminate on the basis of race, colour, religion, gender identity, national origin, sexual orientation, or any other basis protected by law.

Yours Sincerely,



Didier Sandoz
President Europe Area
Benefits and Rewards Services

Copy: European Roma Rights Centre, Madach ter. 4, 1074 Budapest
Amnesty International Hungary, Rozsa u. 44, 1064 Budapest
Henri Van Elewyck, Sodexo