

UNITED NATIONS GLOBAL COMPACT

COMMUNICATION ON PROGRESS

2020-2021



P.03
**A FEW
WORDS**

P.04
**ALTAVIA
IN A NUTSHELL**

P.09
**OUR
AMBITION**

P.16
**OUR LICENSE
TO OPERATE**

P.24
**POSITIVE
FOR HUMANS**

P.38
**POSITIVE FOR
THE PLANET**



Collectively we only have one possible way forward: that of sustainable development.

The global pandemic has weakened social ties and deepened inequalities. Climate change and the collapse of biodiversity are more and more evident every day, and the consequences more worrying. In this context, traditional trade and its professions must reinvent themselves, while accounting for the effects of automation and disintermediation.

Our commitment to the Global Compact has been an important pillar of the Altavia Group over the past 13 years, where CSR has become increasingly embedded into our operations and services. The events of the last 18 months have strengthened my resolve to go further in our positive contribution to equality, and to the planet on which we live. The need is urgent. As the world's leading independent communication group dedicated to retail, we must commit to our own continuous improvement, but also that of our clients. We accompany them in their journey towards responsible communication, by adapting to their challenges and their timeframe.

It is reassuring to see that more and more economic and industry players are taking action, because we are all racing against the clock to adapt to a truly sustainable operation. Altavia contributes to this through its 5 Sustainable Development Goals, linked to our primary areas of impact, and our core expertise.

In a world where everything moves very fast the major challenge is to know how

to perpetually reinvent ourselves, in order to guarantee a strict balance between economic health, social well-being and environmental preservation.

We are determined to contribute to a socially and environmentally responsible business. For example, by promoting links with partners who have a particularly positive social impact, or by innovating in order to offer ever more sustainable communication materials. We do not abide by the opposition between physical and digital devices: each medium has its place, as long as its development is responsibly thought through.

With this COP, we invite you to discover or rediscover what we do on a daily basis, thanks to our teams around the world, whom I would like to thank warmly for their commitment to this journey. The road does not end here. We want to continue to drive engaged commerce: agile and dynamic in nature, and human to the core.

We will run with these convictions faster, higher and stronger than ever before. Thus, it is with this in mind that the Altavia Group has just enriched its mission, which has become a vocation for all of us: "By taking the side of the citizen client, help our retail clients to forge fruitful links with their own customers". Finally, the Group has also just adopted a new signature that will, I am sure, be faithful to its history and to the two signifiers of our Alta Via brand. This signature will contribute to our culture and help us exceed even our own expectations: Altavia: Retail for Humans.

Raphaël Palti
Founding Chairman
& CEO






Altavia in a nutshell

Our key figures

Altavia is the first international network dedicated to Retail Marketing Service

2500

PEOPLE

45

COUNTRIES ON 4 CONTINENTS

+500

CLIENTS WORLDWIDE

CONSOLIDATED
TURNOVER IN 2020*

650

GROSS INCOME
IN 2020*

147,2

OPERATING
RESULT IN 2020*

3,4

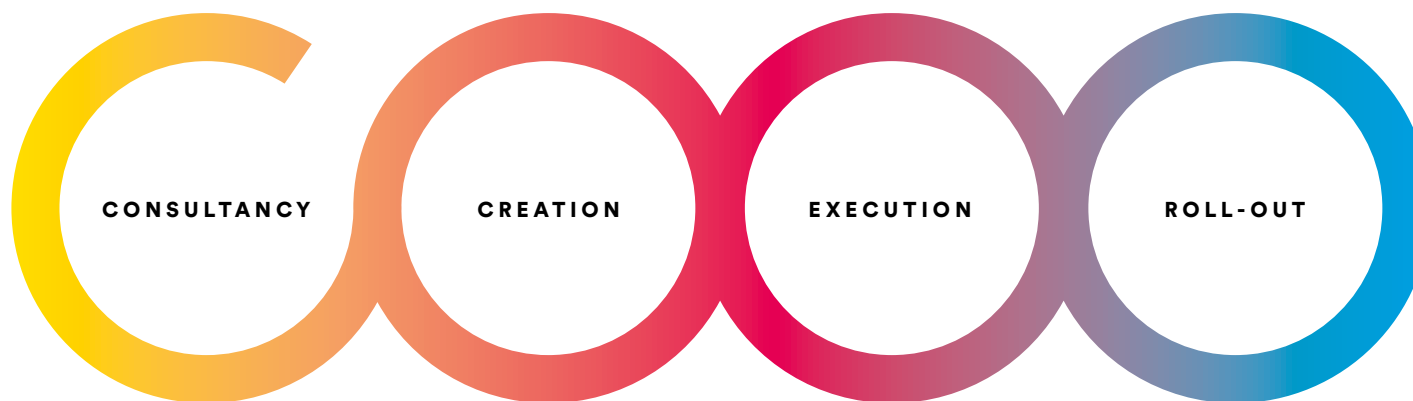
Our mission :

“Help our retail clients forge fruitful relationships with their own customers by taking the client’s side.”

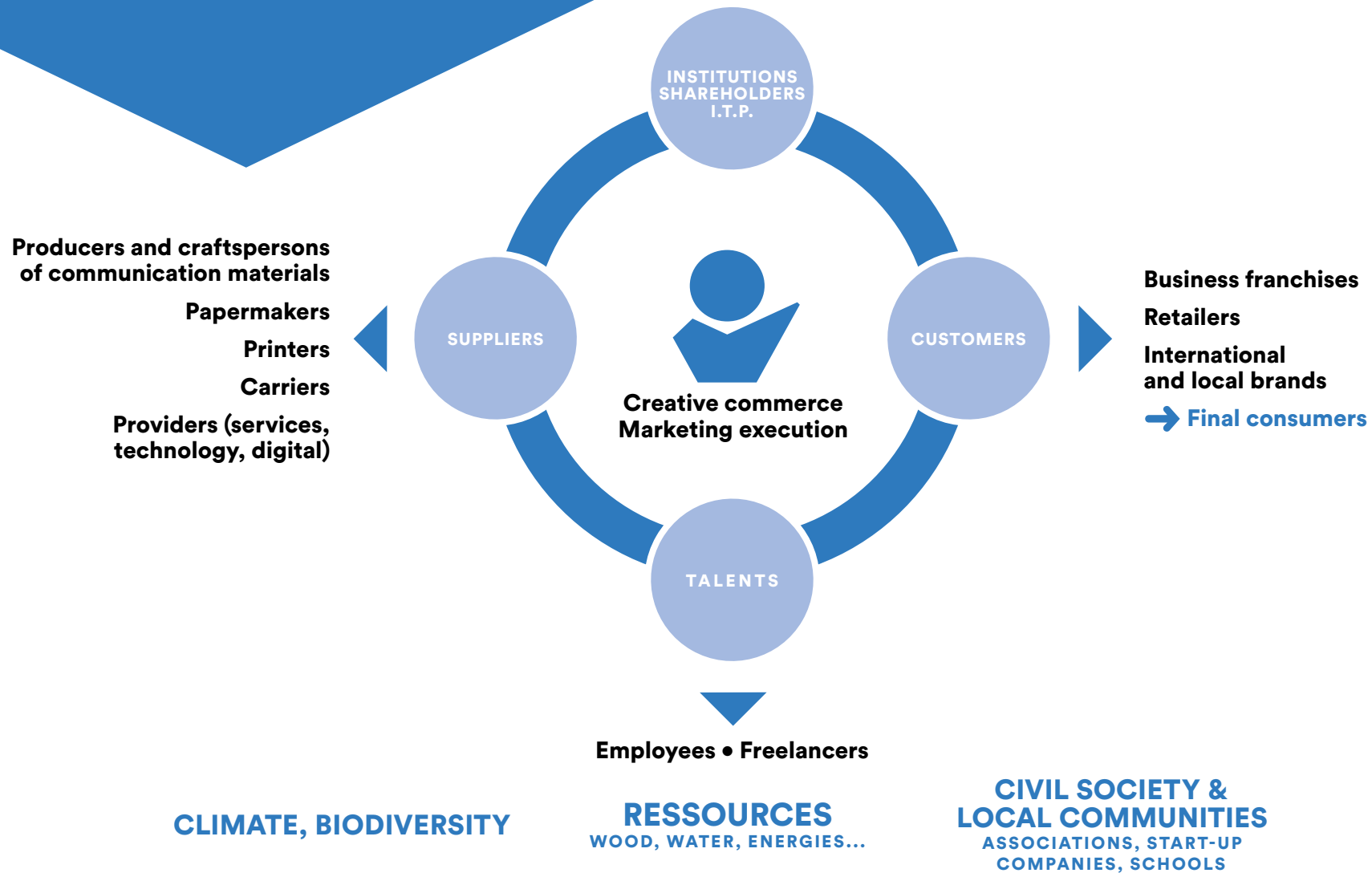
Retail is so much more than an economic transaction. It is a social act. Since its creation, has defended and promoted an open and living retail environment, creating encounters, mixtures and opportunities. A respectful and conscious retail that embraces its responsibilities to the world around it.

A truly human retail. A retail run by retailers who commit on a daily basis to taking the client’s side. This is the mission that drives our 2,500 experts in commercial activation every day to serve over 500 leading brands and retailers worldwide.

Altavia is involved in the entire value chain of commercial activation, from the design to the execution of campaigns and their media, for effective communication tailored to each brand.



Our business model



Environmental and social key challenges and risk areas

Our partners

Altavia works with a wide and diverse roster of suppliers, ranging from micro-enterprises to large groups of the European paper industry. We are committed to responsible purchasing and duty of care based on respect for fundamental principles (human rights, labor standards, preservation of resources and the fight against corruption).

Our employees

Our Group promotes a policy of diversity and equality, and attaches great importance to the identification and development of talent in an optimal working environment. Our commitment to this has increased as the Covid-19 pandemic has widened inequalities in already marginalized demographics.

Our environment

The main objective is to control the environmental impact of our activity by reducing consumption of paper, water and energy consumption, greenhouse gas emissions and waste production. This applies to our entire value chain, from production to delivery, including our offices.



Committed to contributing to socially and environmentally responsible business, and act as beacons of positive impact across the retail marketing sector

WE SUPPORT

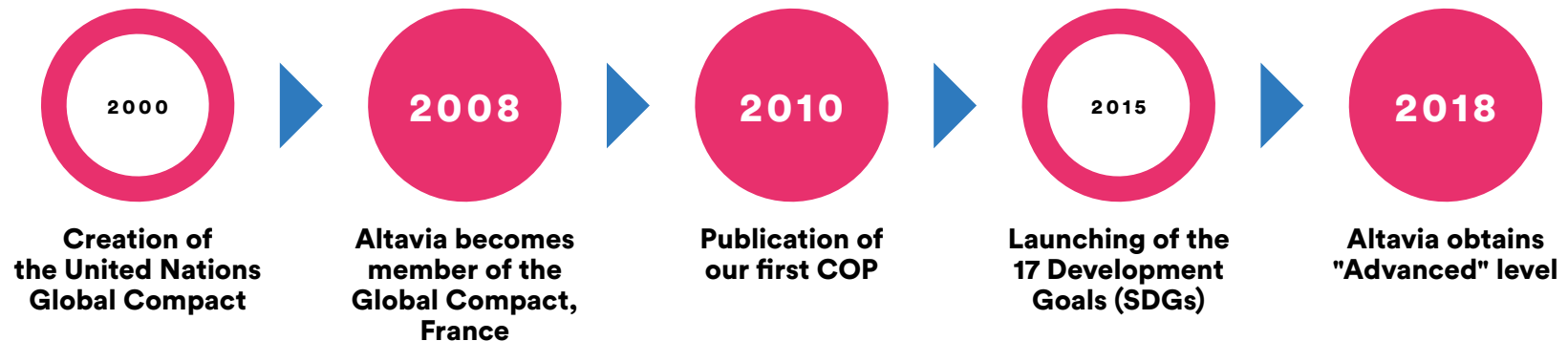


[Click here](#)

Our long-standing commitment to the United Nations Global Compact

The United Nations Global Compact helps companies to structure their sustainable development approach around 10 fundamental principles relating to human rights, international labour standards, the environment and the fight against corruption.

ALTAVIA IS AMONG THE 11% OF COMPANIES THAT QUALIFY THEIR COP AT THE ADVANCED LEVEL ON A GLOBAL SCALE.



A commitment on 5 SDGs

in relation to our activities
for a positive impact

8 DECENT WORK AND
ECONOMIC GROWTH



We contribute to sustainable development of the territories in which we operate, through our human capital and our business relationships. We promote inclusion and favor partnerships with local businesses.

10 REDUCED
INEQUALITIES



We launched Altavia Foundation in 2020. Its objective is to promote professional and economic integration by accompanying people who are far from employment in launching their own micro-business or micro-activity.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



We guide our customers, through our offers and services to help them choose responsible alternatives by following the principles of eco-design, from conception to execution, to the end of the product life cycle, for all of our communication materials.

13 CLIMATE
ACTION



In line with the Paris Agreements, we subscribe to the necessary transformation that, with the help of our employees and partners, will enable us to one day to be a zero-carbon Group.

15 LIFE
ON LAND



The dramatic erosion of biodiversity favors imbalances, such as the appearance of zoonoses and viruses like Covid-19. We want to minimize this risk by preserving forests, in particular by reinforcing requirements for our wood-based materials.

The 3 pillars of our ambition

A lively, human, responsible business and a vector of social link

LICENSE TO OPERATE

Purchase in a sustainable way

- certified materials (FSC® ; PEFC) or recycled
- code of conduct for suppliers

Enhance the CSR approach of all our business units around the world with Ecovadis

Operate in an ethical manner

- fight against corruption
- maintain and ensure the security of information

POSITIVE FOR HUMANS

Develop our Human Capital

- develop talents
- encourage diversity and promote professional equality
- ensure the safety and quality of life at work

Take action for inclusion with Positive Sourcing

Support micro commerce with Altavia Foundation

POSITIVE FOR THE PLANET

Improve our environmental footprint

- calculate the climate impact of our business
- adopt responsible practices
- contribute to carbon neutrality

Move forward with our customers and suppliers on the path to eco-design

Raise awareness of CSR in our ecosystem

FOR SUSTAINABLE PERFORMANCE WITH A POSITIVE IMPACT

A committed governance

at all levels of the company



The Altavia Group is a limited company and operates through various governing bodies:

The Board of Directors provides strategic orientations, monitors performance, participates in the evaluation of risks and recommends actions to reduce them. It also validates the appointment of senior executives. It operates through various committees (audit, investment, appointments and remuneration, etc.).

The Strategic Orientation Committee (COS) is composed of members of the Executive Committee and of the Board of Directors, company executives financial analysts and experts. Altavia's Chairman and Founder convenes the COS once a year in order to share in a transparent manner the company's strategic orientations and to discuss the future of the company's activities through working groups.

The Steering Committee is made up of the directors of the business units and the heads of their respective expertise and shared services (CSR, Communication, Human Capital, Finance, etc.). The Steering Committee orchestrates operations in line with the defined strategic orientations, after validation by the Executive Committee (Comex). Each business unit has its own Management Committee responsible for steering its activities.

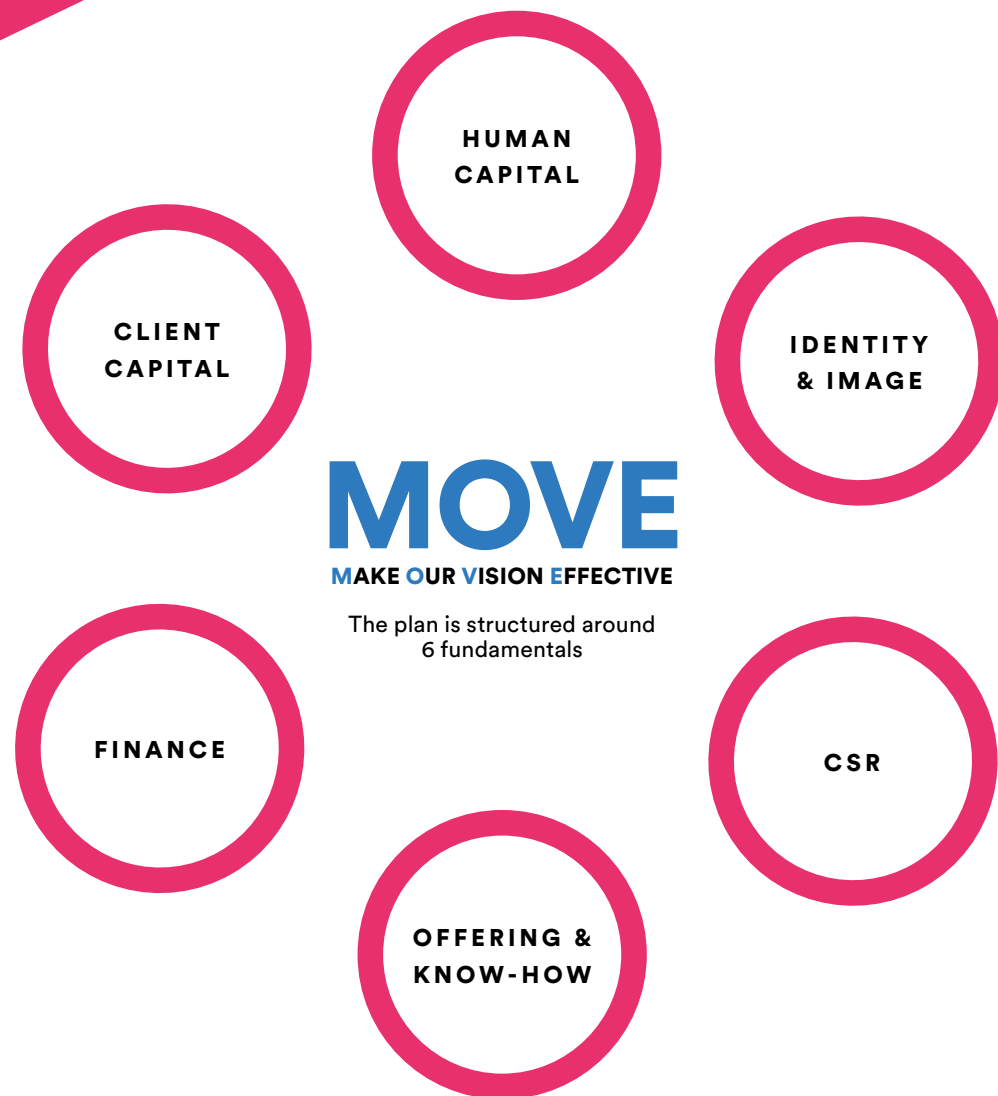
Continuous progress

to support our ambition

Every four years, the medium-term direction of Altavia's activities is defined by each business unit through a strategic plan called **MOVE (Make Our Vision Effective)**. The plan is structured around 6 fundamentals: Human Capital, Client capital, Finance, Offerings and Know-how, Identity and Image, and CSR. The Altavia Group MOVE is the result of the aggregation of the MOVEs of the business units.

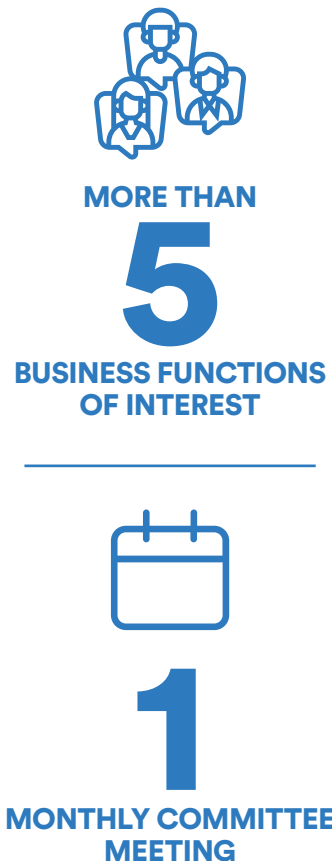
The MOVE is adopted by the Board of Directors. Beforehand, the business units work on their roadmap and define their objectives. In 2019, they were therefore able to project a new MOVE, whose framework, themes and objectives are adopted for 2023.

The MOVE includes a projection of the evolution of Altavia's main CSR, operational and financial indicators. The Chairman and CEO presents a draft annual budget within the framework of these guidelines to the Board of Directors, which approves it.



Deploy and facilitate CSR

at all levels of the company



CSR issues are represented and promoted at the Executive Committee level. The Corporate CSR department reports directly to the Group's General Secretary with the aim of defining the Group's CSR strategy, managing the deployment of actions, and mobilizing management around a common ambition.

For several years, **the Altavia Group** has built up a network of mobilized employees in all countries within the business units to engage in a permanent and interactive dialogue.

The aim is to promote the dissemination of best practices, providing the necessary expertise, as well as animating the network of CSR ambassadors through business functions of interest (Human Capital, Positive Sourcing, etc.), eco-design or FSC® and PEFC certifications).

The community of CSR ambassadors made up of some forty employees present wherever the Group operates, and is the relay for local social and environmental initiatives. Their involvement is essential in the continuous improvement process by actively participating in the collection of sustainable performance indicators and by piloting the Ecovadis assessments.

Always in the spirit of co-construction, a CSR committee composed of sponsors active in these areas meets every month to steer the various initiatives to ensure that the objectives set are achieved on an operation basis.



Our license to operate



Purchase in a sustainable way

Group Procurement has a critical role to play in championing Responsible Procurement throughout our business. This encompasses both our focus on ensuring environmental sustainability as well as our focus on social sustainability throughout the supply chain.

As a major buyer of raw materials (paper, cardboard) Altavia Group remains extremely vigilant regarding our sourcing approach. We have held FSC® and PEFC certifications at the Group level since 2010 in order to guarantee that our clients' printed communication materials are responsibly sourced. In 2020, 93% of our paper and cardboard purchases were FSC® or PEFC certified. In addition, in 2021 we accelerated the tracking and monitoring of the environmental footprint of our client's marketing activities thanks to enhancements in our technology systems.

Our focus on sustainability goes beyond the environmental sphere. Since 2020 Altavia has particularly reinforced the dialogue with its suppliers on the fundamental principles that constitute our "Responsible Business Partner Policy" :

Respecting the law, human rights including the ILO's international labour standards, fighting against corruption and protecting the environment. Compliance with these are the minimum requirements to do business with Altavia.

Maintaining regular dialogue with our suppliers on these topics is crucial. Our approach allows us to assess our suppliers' maturity and to identify potential risky companies. Additionally, this approach allows suppliers to highlight their expertise and enables Altavia to rely on their assets to preserve the environment and to ensure that human rights are protected along the whole supply chain.

From a social perspective, Altavia Group has been developing a Positive Sourcing® programme which is about promoting professional inclusion throughout our supply chain. Thanks to this programme, Altavia acts for a fairer and a more inclusive supply chain and supports diversity, smaller businesses and the generation of employment in the territories where the business units are located.

Laurence Bosshard
Group Purchasing Director

| 2023 GOALS | MONITORING INDICATORS | 2020-2021 RESULTS AND KEY ACTIONS |
|---|---|---|
| <p>Aim to purchase</p> <p>100%</p> <p>responsibly sourced</p> <p>paper/cardboard</p> | <p>Share of FSC® or PEFC certified paper</p> <p>Share of recycled or labelled paper</p> | <p>93%</p> <p>of the paper purchased by the BUs is FSC® or PEFC certified (99% in France)</p> |
| <p>Have our code of conduct signed by</p> <p>100%</p> <p>of our suppliers</p> | <p>Spend allocation to signatory suppliers</p> | |
| <p>Map our suppliers (CSR certifications & labels; carbon footprint management)</p> <p>& strengthen their monitoring</p> | <p>Share of suppliers who answered the CSR questionnaire</p> | <p>More than</p> <p>99%</p> <p>of the suppliers who answered the CSR questionnaire have signed our code of conduct</p> |

Our commitment

to sustainable forest management



The mark of
responsible forestry



Forests are ecosystems rich in plant and animal biodiversity that must be preserved. Responsible forest management that respects living organisms is essential.

Thus, the mission of the non-profit organisations FSC® (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification) guarantees a rational use of wood resources through their respective certification schemes.

As an FSC® and PEFC certified group since 2010, Altavia contributes to the achievement of SDG 15 by offering its clients communication materials printed on paper or cardboard from sustainably managed forests.

PURCHASES IN THE FIRST HALF
OF 2021 REPRESENTED BY THE SALE
OF CERTIFIED PRODUCTS :

182 M€

NAMELY:

63%

OF PRINT PURCHASES

16

BUSINESS UNITS CERTIFIED
IN EUROPE AND ASIA

AN ANNUAL AUDIT CARRIED
OUT BY AN ACCREDITED BODY



Valuing our commitment to sustainable performance

Recent events have made us realize that our economy is facing a growing requirement to contribute to the preservation of the common good. Members of the Global Compact since 2008 and having reached the Advanced level in 2018, Altavia has renewed its commitment this year and wishes to continue its commitment to sustainable performance in the spirit of continuous progress. We, as a leading communications service provider commit to the SDG objectives 8, 10, 12, 13, 15, in line with our credo Positive for Humans and Positive for the Planet. Taking action means adjusting our business model to meet the needs

of a sustainable economy, while accounting the risks involved, both social and environmental within our entire value chain. The integration of ESG criteria into the measurement of our performance and decision making is essential to the sustainability of our business.

Our reporting, carried out within the framework of the Non-Financial Reporting Directive, contributes to this. It is a system that we are keen to improve and enrich in order to develop it as a tool for measuring our progress and assisting in strategic and operational decision-making.

Katia Ruet
General Secretary

| 2021 | 2022 | 2023 |
|--|--|--|
| <p>Implement a clear ESG indicator monitoring process in</p> <p>100%</p> <p>of our activities</p> | <p>Enrich our reporting by integrating our strategy of measurement and offsetting of our GHG emissions</p> | <p>Reach EcoVadis certification for</p> <p>100%</p> <p>of our BUs, with expected</p> <p>gold medal</p> <p>status as the minimum standard</p> |
| <p>Reach Ecovadis certification of</p> <p>20 BUs</p> <p>representing 90% of the Group</p> | <p>Reach Ecovadis certification of</p> <p>30 BUs</p> <p>representing 95% of the Group</p> | |
| <p>Obtain</p> <p>2 platinum</p> <p>medals</p> | <p>Obtain</p> <p>5 platinum</p> <p>medals</p> | <p>Obtain</p> <p>8 platinum</p> <p>medals</p> |

Promote

local responsible approaches

Since 2016, Altavia has been using the international Ecovadis rating programme to measure the CSR maturity of our activities and thus to **promote local responsible approaches**. We have voluntarily chosen to carry out this exercise within all our entities.

The business unit by business unit assessment demonstrates our desire to make progress as closely as possible with our customers, our partners and our Human Capital.



6 platinum medals



8 gold medals



9 silver medals



23 business units assessed by Ecovadis, namely 86% of revenues in 2020

ALTAVIA ACT • ALTAVIA AURA • ALTAVIA BALTICS • ALTAVIA CESHÁ
ALTAVIA CHINA • ALTAVIA COSMIC • ALTAVIA DEUTSCHLAND • ALTAVIA DISKO
ALTAVIA FIL ROUGE • ALTAVIA HRG • ALTAVIA HTT • ALTAVIA IBÉRICA
ALTAVIA ITALIA • ALTAVIA JAPAN • ALTAVIA JETPULP • ALTAVIA KAMIKAZE
ALTAVIA KOREA • ALTAVIA LILLE • ALTAVIA MIDDLE EAST • ALTAVIA NANTES
ALTAVIA PARIS • ALTAVIA ROMÂNIA • ALTAVIA UNITE

Acting in an ethical manner

wherever we are

In accordance with the requirements of the transparency and anti-corruption law Sapin 2, measures have been implemented in all our entities to fight against corruption.

These measures are explained and applied through our Human Capital policy

"Altavia's art and style". The application of our policies are regularly monitored during internal audits conducted on site. Since 2017, no incidents have been reported on the internal alert system in place.

Following the publication of new recommendations in 2021, the Group has conducted an analysis to identify areas where Altavia must further strengthen its position as a leader in the field of human resources management. A compliance roadmap has been defined and presented to the Audit Committee.

Responsible Business Partner Policy

Beyond the regulatory context, Altavia raises its suppliers' awareness of anti-corruption issues and requires them to commit to respecting our code of conduct, the "Responsible Business Partner Policy". The identification of risks initiates an audit procedure for the companies concerned.

To ensure that its employees enjoy the same high level of protection as it does for its clients, Altavia has implemented a global approach to data protection, which was strengthened in 2019 in accordance with the new General Data Protection Regulation (GDPR).





Positive for Humans



Making the human being the heart of our capital

As elsewhere, the health crisis of Covid-19 has changed our way of working, and Altavia's employees have had to adapt very quickly to these new operations' modes. Isolation, anxiety, stress, de-compartmentalization between personal and professional life... all elements which can affect our employees and which we have sought to help mitigate through leading a transparent dialogue and by cultivating the proximity that we value. A dedicated psychological unit was set up to increase our vigilance on these challenges by training 300 managers on remote management and the detection and prevention of psycho-social risks.

Being a Group with a positive impact therefore means taking care of our Human Capital by preserving the physical and mental health of our employees. Indeed, offering a safe and healthy working environment by taking concrete action to improve the quality of life at work, in accordance with the principles of the International Labour Organization, is the founding component of our Human Capital policy, "Altavia's Art and Style".

Having a positive impact also means putting our energy and enthusiasm to work, benefiting the development of our talents wherever we are established.

Strengthened by our multi-cultural environment and the diversity of our businesses, Altavia Group aims to welcome the best profiles and to offer them an optimal work environment that is conducive to the development of skills and professional growth. After having improved and harmonized career management in 2020, the Group has launched an inclusive programme dedicated to the identification of emerging talent, with the primary aim of fostering transmission and intercultural sharing accessible to all levels of experience.

This is the commitment we are making to our employees. Our Human Capital is our greatest asset and we are committed to promoting a common culture and values while cultivating our diversity. This makes sense for an international Group like Altavia, where all generations are represented, and where the workforce includes men and women in 45 countries.

Our claim "Retail for Humans" reflects the spirit of our Human Capital policy: since its creation, Altavia has defended and promoted an open and dynamic business, creating value by way of offering opportunities across the board and accessible to all. A radically human business.

Karine Mittelette
Human Capital Director

OBJECTIFS 2023

TALENT DEVELOPMENT

**Launch of the
Talents Programme**

**Enhanced training
and follow-up
Of employees**

DIVERSITY PROMOTION

**A multitude of profiles
spread over 4 continents**

**Internal system for
reporting cases of
discrimination
or harassment
(no alerts
in 2020 and 2021)**

GENDER EQUALITY

**Deployment of extra-
financial reporting at the
Group level to identify
potential gender-based
pay discrepancies**

PROPOSING AN OPTIMAL WORKING ENVIRONMENT

**Agility and adaptation
of our working methods
since the beginning of
the Covid-19 pandemic**

**Our priority: the health
and safety of
our employees**

Develop our talents



The ambition of the **Talents programme** is to foster employee development in a more structured, inclusive and agile way by breaking down silos and promoting internal mobility.

The first phase consists of deploying a mentoring programme from September 2021 to June 2022 that will benefit 23 pairs of employees. The purpose is to promote young talent, accompanied by more experienced employees from different backgrounds within our organization.

This programme aims to optimize exchanges between generations, share expertise and knowledge, and facilitate the pooling of skills.

We are also strengthening our **training policy** in line with our operational challenges and the needs expressed by our employees:

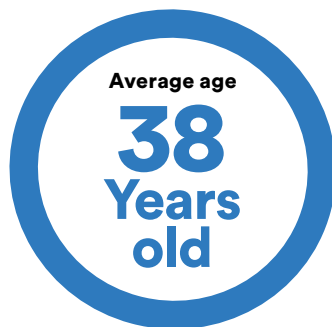
- Develop **commercial performances** by mastering customer and prospect relations
- Adapt to changes by **anticipating technical and business developments**
- Reinforce **professional efficiency** by using appropriate means
- **Respond to future challenges** and the development of new skills



*Included in the 2500 people working in the Altavia sphere (including many freelancers).

Promote diversity

Men 46% Women 54%



Workforce distribution

49%
in France

40%
rest of Europe

11%
in Asia and North America

1,2%
of employees with disabilities

Altavia values diversity, as represented by the multiplicity of employees' backgrounds, and the representation and enhancement of all generations.


Through our reporting, indicators for monitoring gender equality have been developed since 2020. These indicators are based on the French professional equality index. **Our objective is to eliminate any unjustified difference in treatment (pay, benefits, responsibilities) between a woman and a man in an equal position by 2023.**

Business units committed to the diversity of talents in the company

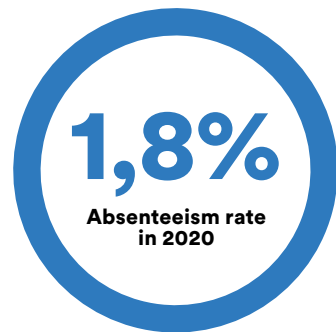
Each year, **Altavia in France** participates in the European Week for the Employment of People with Disabilities. The teams are mobilised to raise awareness among employees and improve integration measures. In 2020, an update on the reform bill of the French labor law, OETH (Obligation d'Emploi des Travailleurs Handicapés), an awareness module which included a quiz, and a testimonial from an ESAT (a non-profit work service organization) were organised in remote mode.

Altavia Canada gives employees the opportunity to express themselves through surveys and monthly discussions. In this context marked by the Black Lives Matter movement, the business unit reviewed its diversity policy in order to strengthen its harassment prevention system.

Soyoung Choi, ALTAVIA KOREA GENERAL MANAGER

 *Since the end of 2018, a part-time person with a disability has joined the team, and the cohesion is strong. Lockdowns have limited our reunion, but 2020 will have been an opportunity to complete an online training to improve our disability awareness."*

Preserve the well-being of our employees




In response to the unprecedented health crisis, as of March 2020, prevention and support measures have been put in place in all the Group's entities:

- Establishment of a **daily crisis management unit** composed of members of the Executive Committee.
- **Generalization of remote working** and specific measures in case of on-site work (production constraints).
- **Training of 150 managers in remote management and 150 in the detection of psychosocial risks.** In France, deployment of training as part of the National Employment Agency (Fonds National pour l'Emploi)
- Compensation for low-wage employees placed on partial work contracts, depending on the country's context. In France, salaries below 28k euros gross per year have been compensated at 100% in the Paris region (25k euros in the provinces).
- **Setting up of a psychological unit accessible to everyone.**
- Appointment of a **Covid point of contact per site.**
- Implementation of **adapted health protocols** validated by a third party in each BU.
- **Regular exchanges** via video-conference, relaxation time and sports sessions.

Stuart Becker,

ALTAVIA HRG GENERAL MANAGER

 *We encourage teams to speak out and share their experiences, so that they feel comfortable in their working environment. We have reinforced our actions since the first lockdown: frequent agency meetings via video conference, activities such as yoga and meditation sessions, creation of a list of golden rules for our well-being... Everything is done to maintain friendliness and social interactions. I have also made a point of keeping in touch with each employee personally by calling them regularly."*



Deepen the dialogue

with our employees

Satisfaction surveys and Human Capital barometers are regularly carried out within the teams, enabling satisfaction and potential risks to be assessed anonymously.

A platform that measures satisfaction and stress levels, as well as collecting suggestions for improvement, is being tested. It has been deployed for **Altavia Paris** and **Altavia Connect**. This participative and voluntary model aims to make managerial dialogue more fluid and to improve our collective performance and the way we work.

80% / 74%

are satisfied with their work
at Altavia

79% / 74%

have a positive feeling
about stress at work

93%

satisfied with their
telework experience

ALTAVIA AURA AND ALTAVIA JETPULP
QUALITY OF WORK LIFE BAROMETER**

86,1%

are satisfied with
the quality of employees
relations

83,5%

feel that they are given
the opportunity to develop
their skills

88,8%

feel listened to when
decisions are made

88,5%

feel integrated
into their team

*Information available only for Altavia Paris. **The survey was conducted simultaneously for the 2 BUs.



Take action for inclusion with Positive Sourcing®

Our purchases are a tremendous lever for a positive impact. It's not just about what we buy, but also where we buy it. Altavia has long been committed to promoting a responsible supply chain, by combating discrimination and inequalities, but also by supporting disadvantaged businesses and regions.

Our Positive Sourcing approach is therefore based on 5 main categories of socially committed suppliers. We have strong ambitions for the coming years and we are on the right path. For the first half of 2021, 11% of our spending was made through our Positive Sourcing programme (17% if we exclude paper purchases). We have ambitious growth targets, reaching 15% by 2025 (25% without paper purchases). We have mapped our supply chain and currently 600 are categorised as socially committed. We have ambitions to grow that to 800 suppliers by 2025.

These objectives depend on our client's purchasing strategy and are likely to change.

If there's one thing the pandemic has taught us, it's that the local community is key. As a global marketing execution group, operating in over 70 locations around the world, we know what "local" means! Each of our Business Units supports suppliers in and around their communities, ensuring that societally positive businesses are sufficiently supported, whether that be by giving them work or by paying promptly.

Our slogan, "Retail for Humans" reflects this commitment, this constant concern. We are working for a positive retail ecosystem, involving our teams, our suppliers our partners and our customers on this path.

Jon Wellings
Managing Director Northern Europe



**POSITIVE SOURCING :
OUR RESPONSIBLE PURCHASING APPROACH
WITH A POSITIVE SOCIAL IMPACT - INCLUSION**

5 CRITERIA



Companies hiring disabled people

Enhanced procedures for recruiting, supporting, integrating and maintaining employment retention of people with disabilities.



Women-Owned Businesses

Promote female entrepreneurship, which is in the minority in most sectors of activity.



Small Businesses

Champion local economic players to ensure and reinforce social cohesion and local impact.



Operating in underprivileged Areas

Maintain a particular focus on these areas, which correspond, for example, to certain rural areas, or regions where the unemployment rate is particularly high.



Social inclusion

Supporting structures which promote dignified work for people in fragile or disadvantaged situations, such as those facing long-term unemployment, people suffering from addictions or formerly incarcerated people.

Within Altavia, we have developed a structured approach based on 5 criteria to identify our positive impact on suppliers.

Based on a CSR questionnaire and an evaluation grid, the selected suppliers will be promoted to our clients in order to build solid partnerships with them as part of a Positive Sourcing approach.

| 2023 GOALS | MONITORING INDICATORS | 2020-2021 RESULTS AND KEY ACTIONS |
|---|--|---|
| Increase our purchases by 5% compared to the amounts allocated to Positive Sourcing eligible companies in 2020 | Share of purchases allocated to companies meeting Positive Sourcing criteria | 11% of purchases allocated to companies eligible for Positive Sourcing (17% excluding paper purchases) |

Partnerships for inclusion



Since 2016, Altavia has relied on its partnership with the Réseau Gesat in France to develop inclusive purchasing. In November 2020, during the European Week for the Employment of People with Disabilities, nearly 20 people from the Purchasing Department and various operational entities were trained on the levers for developing and sustaining purchasing from Adapted Enterprises and Work-Assisted Establishments and from the Services d'Aide par le Travail (ESAT) organization.

In the rest of Europe, several business units stand out in 2020 thanks to significant amounts of positive impact purchases (which amounted to 30% or more of their overall purchasing revenue):

- **Altavia Hrvatska**, based in Croatia achieved a performance of 66% in Positive Sourcing, including 70% by work integration companies.
- **Altavia Hellas** (Greece) matches this ratio with inclusive companies, thus working mainly with small companies and work integration companies that employ prisoners and others in fragile conditions.
- **Altavia Deutschland**, with 38% of its purchases coming from inclusive companies, stands out for its commitment to partner entities headed by women.
- **Altavia Polska** (38% of purchases) works with suppliers offering employment opportunities to people with disabilities and prisoners. A particularly strong performance, as it increased by 110% in 2020 compared to 2019. This same trend has been achieved with companies located in economically fragile areas.
- **Altavia Italia** is strengthening its partnerships with social cooperatives working for the reintegration of people in serious difficulty, representing 30% of their total purchases.



Support micro-commerce with Altavia Foundation

Altavia Foundation was born out of desire to support the players in the field of micro-commerce and to contribute to the revitalization of their respective communities. Why micro-commerce? Because the micro activity (trade, craft industry, provision of services) presents an opportunity for people in precarious situations and far from employment to make a new professional start. Micro-commerce is also a strong vector of social links, the importance which cannot be underestimated, especially in the context of this current crisis.

Concretely, our objective is to inspire, and to accompany "small merchants", and to trigger vocations in the micro-activity. Our first action is the development of our inspiration

platform which will gather inspiring micro-business models, ready to be duplicated, whether it is a mobile grocery store, in-home computer service or a food truck.

Altavia Foundation is also committed to work alongside associations that work in the field to implement inclusive and innovative projects, thus enabling project holders to reintegrate through micro-commerce.

Finally, after our first steps on the French territory, we intend to deploy the system everywhere Altavia is established by relying on our network of ambassadors and employees who will be able to get involved by participating in various sponsorship projects.

Coralie Abram-Palti
Director, Altavia Foundation

Altavia Foundation's Platform



Its function?

Inspire future micro-business managers and guide them in their path by directing them to potential directories or existing networks.

The launch of this platform is a very significant milestone for Altavia Foundation, which had the determination to be fully operational and to bring a very concrete contribution since its launch in 2020. This project mobilizes resources and shows the long-term commitment of Altavia Foundation because it will require regular updates to provide users with valid and quality information.

Employee engagement?

Within the Group, Altavia Foundation relies on a network of 45 ambassadors whose mission is to identify potential beneficiary associations in their territories and to raise awareness within the Group.

Since the launch of Altavia Foundation, many business units, such as **Altavia JETPULP**, **Altavia Disko**, **Altavia AURA et Altavia Paris**, have been involved in the form of skills sponsorship:

- **Interface design**
- **Visual identity**
- **Consulting in referencing**
- **Content writing**

Our philanthropic engagements



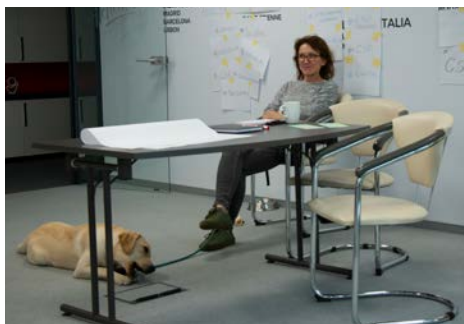
Altavia China soutient le programme Jeune boulanger de Shanghai visant l'insertion professionnelle de jeunes ayant interrompu leurs études suite à une situation familiale difficile.



Altavia Polska and **Altavia Kamikaze** are mobilizing with a race to benefit people with disabilities in partnership with the Polish Business Run Foundation.



Altavia HRG raised £2200 for the Lily Mae Foundation, supporting parents after stillbirth, neonatal death, miscarriage, or medical intervention of pregnancies.



Launched a program aimed at raising awareness of those who are visually impaired by using Jazz, and hosting a guide dog at **Altavia Polska** for 10 months.



Altavia Canada has worked on a pro bono basis to design and develop the website for local charity "The For GOOD Foundation", which transforms surplus crops into food products for those in need.



Positive for the Planet

Transitioning

to a low-carbon economy

13 CLIMATE ACTION



16

of our business units have carried out a simplified carbon footprint calculation in 2021
(19 will have done by the end of the year)

73%

of total revenue of the Group represented
(75% by the end of 2021)

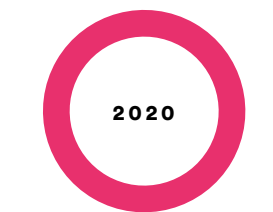
Without question, man-made climate change and the erosion of biodiversity are making life on earth more precarious. Companies must align themselves with the 1.5°C limit set by the Paris Agreements at COP 21, in order to maintain favorable living conditions on our planet.

Aware of its own responsibility, the Altavia Group is committed to responsible and resilient models, in line with meeting our objectives for carbon neutrality across the value chain and to strengthen our historical commitment to the preservation of forests.

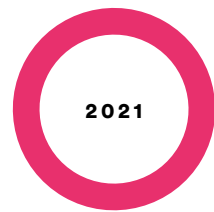
Our roadmap

a decade of commitment
for the climate

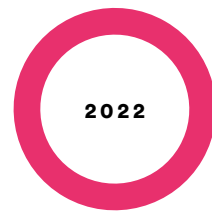
We are aiming for carbon neutrality for our ecosystem, by participating in the fight against climate change, and aligning ourselves with the "Science Based Targets initiative" (+1.5°C by 2030).



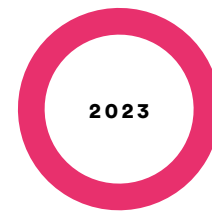
Strengthening of the Group's approach to **climate policy** : clarification of our methodology



Implementation of **"Simplified Carbon footprints"** calculations across our business units



Commitment of the Group on a **"Science Based Targets"** approach
Acceleration of our action plan



100% of our **"corporate"** emissions are measured and offset across the entire Group



Altavia reduces its GHG emissions by 50% compared to 2019

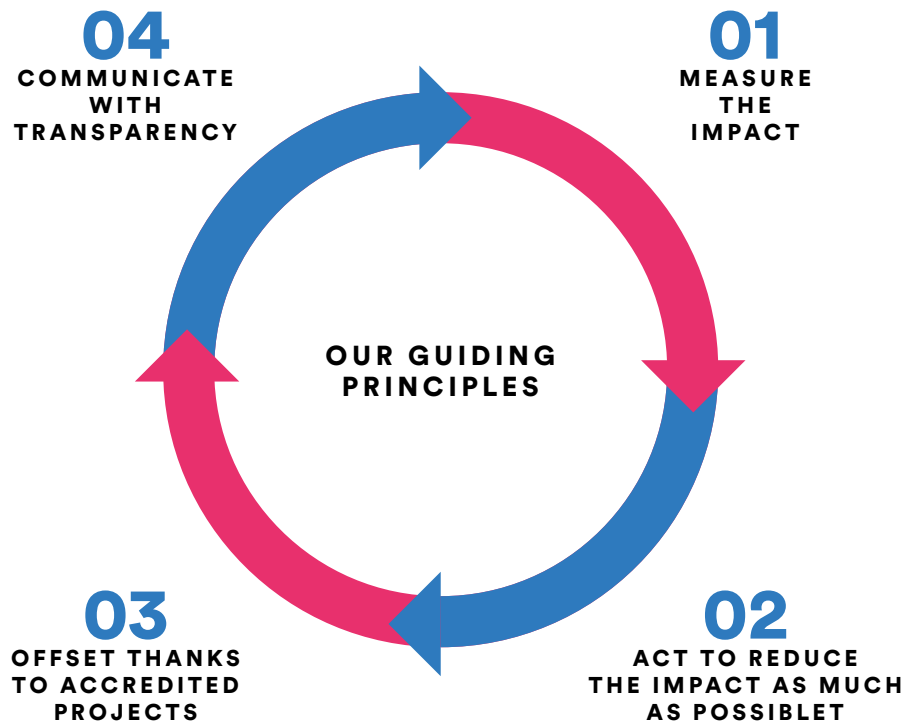


26^e Conference of the Parties to the United Nations on Climate Change (COP26) in Glasgow

Publication of the ISO 14068 standard on **carbon neutrality**

The world aligns to the Paris Agreements, with the objective of not exceeding the **+1.5°C trajectory**

A structured approach



Guided by action and continuous improvement, Altavia Group is building a climate roadmap sequenced in several steps.

The first step is to carry out so-called "simplified" carbon footprints (accounting for the internal scope of our offices, i.e. energy consumption, employee travel, purchases of IT equipment, etc.) in order to easily accelerate the process for our business units.

The next step is to expand the scope of our Carbon Footprints to include indirect emissions (transport of raw materials and finished products, analysis of the impact of our products and services).

Once the Carbon Footprints have been completed, the CSR team identifies concrete actions with the business units to reduce GHG emissions.

Finally, the business units further contribute to carbon neutrality through the financing of offset projects. The Group favors initiatives that meet several Sustainable Development Objectives and which are audited, in particular with regard to high-level standards such as Gold Standard or VCS-Vera.

Our contributions

to carbon neutrality

Concrete actions to reduce GHG emissions are developed at the business unit level. The first step is to limit the impact related to the travel of our employees and to our direct energy consumption. Our business units support a variety of sustainable projects around the world, as illustrated by the following examples.

**In the first half of 2021,
6 business units are
"carbon neutral" within
their internal structure :**

ALTAVIA ACT • ALTAVIA HTT • ALTAVIA IBÉRICA
ALTAVIA KAMIKAZE • ALTAVIA MIDDLE EAST & ODG

We estimate that at least 10 business units will join them by the end of the year, as the administrative validation procedures are underway at the time of writing this COP.

Leïla Belbachir,

QUALITY & CSR PROJECT MANAGER ALTAVIA PARIS

“In November 2020, Altavia Paris conducted an energy audit on its vehicle fleet and its building. We found that the renovation work on our site had enabled us to reduce energy consumption by more than 50% and CO₂ emissions by more than 80%. Our Simplified Carbon Footprint has been completed, and we will select, with our employees a project of compensation during the 2021 Sustainable Development Week.”

Karolina Rybus,

CSR AMBASSADOR ALTAVIA KAMIKAZE

“Ecology is important to us, and it's not just words. So, in addition to the Simplified Carbon Footprint assessment, and relevant offset project, we wanted to actively participate ourselves.

Thus, our employees went to help the Aeris Futuro Foundation to plant 500 trees in Poland.”



Our actions

in the field of offsetting

Agro-forestry and sustainable agriculture project in Kenya, supported by **Altavia ODG**



Renewable energy project through wind turbines in Turkey, supported by **Altavia Ibérica**



Ludovic Noël,

GENERAL MANAGER ALTAVIA AURA & JETPULP

“In addition to our existing CSR commitments, we have chosen in 2021 to go further on climate commitments. After our recent Carbon Footprint assessment, we have asked our employees to vote in favor of the particular offsetting project that they feel resonates with them best. We are now building an action plan to reduce our CO₂ emissions.”

Lee Hodges,

CSR AMBASSADOR ALTAVIA UK

“Since 2015, we have been working with the World Land Trust to help measure, reduce and then offset our unavoidable greenhouse gas emissions for both of our two UK offices.

Our contributions are invested in the protection of tropical forests and ecologically important habitats around the world, in Vietnam and Guatemala for example. In addition, we offset our paper purchases with no cost impact to our customers, and we are committed to plant one tree in the UK for every ton of CO₂ offset as an additional undertaking.”

Progress together

on the path
of eco-design



Eco-design, more than an optimization process, is a way of thinking and designing products and services for our clients.

Altavia's teams are constantly adapting to their clients' requirements, to local contexts, and to opportunities to execute thoughtful products that preserve resources.

As a result, we integrate sustainability at all steps of their life cycle, thereby reducing their overall environmental impact.

For the Group, it means action at different levels :

- **the creation of our Ecopublishing**, brand, which incorporates 5 eco-design criteria for our printed paper products (certified raw material, certified paper manufacturer, printer with certified environmental credentials, recyclability aspects of the finished product, and the use of energy efficient transport vehicles).
- **the sharing of best practices** based in particular on the guidelines of the French organization Citéo.
- **the development of a guide** for eco-design POS for our business units.
- **the launch of a multi-skilled** work group to accelerate the deployment of eco-design, as well as the training of our teams.



Our achievements

A few examples

- **Altavia Lille** has imagined a **reusable POS display unit**, considerably increasing its lifespan and thus optimizing its impact.
- **Altavia Paris** is committed to supporting its clients towards **responsible productions**, and offers solutions adapted to all.
- For the 2021 edition of “**Inspiration Day**”, **Altavia Ibérica** has brought together its teams and those of its major client for a 100% digital event. An opportunity, **despite the pandemic to share market innovations and sustainable alternatives**.
- In 2020, **Altavia Canada** organized a **training session on eco-design** and one **on the company's CSR strategy**. Similar action has taken place in Belgium, where Altavia Act organizes training in circular economy and design thinking.
- **Altavia Fil Rouge** offers its clients more alternative and responsible materials without PVC, as well as production tools accounting for environmental factors. A permanent group project **deals with CSR** topics at the agency level.

Discover in video the initiative of **Altavia Lille** and **Altavia Paris** by clicking on the image below :



Raising

the sustainability awareness
of our stakeholders

The necessity to protect the environment and our ambition to be the beacons of positive impact across the retail marketing sector give Altavia the legitimacy to engage its stakeholders, both internal and external, in promoting tangible actions to raise sustainability awareness.

At all levels of the company, we organize events with our employees and partners to help them better understand these issues and raise their awareness.



In 2021, **Altavia Italia** inaugurated the Fashion Retail project, which aims to raise awareness in the fashion industry and support them in their ecological and digital transition.



Altavia Paris organizes events throughout the year to focus on the topic of sustainability. Collaborative workshops at the Saint-Ouen site are hosted by the team to raise awareness with their colleagues. The annual Sustainable Development Week event is also an opportunity to strengthen their involvement. In 2020, more than 250 people with nearly 15 different events were mobilized in this way.



Altavia ACT has put its creative and consulting skills to use in the the city of Brussels in order to raise awareness among Belgian citizens to stop leaving their waste in the parks through the campaign "We are park". This project also allowed Altavia ACT to collaborate directly with the stores in the vicinity of the origin of the packaging.

Altavia China conducts weekly awareness-raising activities on targeted CSR themes, such as for Earth Day. These activities result in regular publications on social networks for employees and external stakeholders.

COMMUNICATION
ON PROGRESS



This is our **Communication on Progress**
in implementing the Ten Principles of the
United Nations Global Compact and
supporting broader UN goals.

We welcome feedback on its contents.

