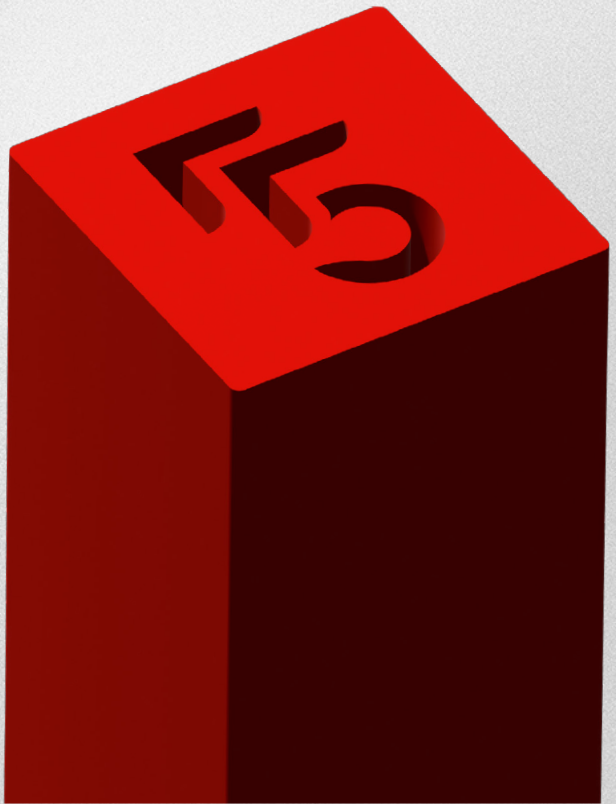
fifty-five | Human Resources

Corporate Social Responsability Charter



CSR CHARTER

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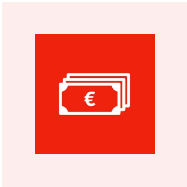
CSR CHARTER

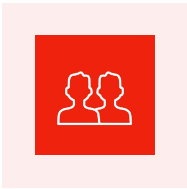
CSR: concept & definition

Corporate Social Responsibility, often abbreviated as CSR, refers to companies' involvement in actions linked to sustainable development. In other words, it refers to actions taken by a company to prevent the negative impacts that may result from its activities. The company voluntarily integrates social and environmental objectives into its business activities and relations with various stakeholders (suppliers, employees, etc.).

CSR is based on the three fundamental pillars of sustainable development:



The economic dimension aims to maintain a perennial, sustainable, and ethical business activity. It combines respect for the following two dimensions with its objective of long-term growth.



The social dimension aims to provide good working conditions while ensuring fairness between employees (equal opportunities, diversity, respect for workers' rights, etc.).

The environmental dimension aims to use resources in a controlled and sustainable way in order to preserve the environment (reducing greenhouse gas emissions and waste, etc.).

CSR CHARTER

fifty-five and its environment

Ambitions and stance

Confident that the advent of a data-driven society represents a tremendous opportunity for civil society (gains in efficiency, better visibility of performance, accelerated innovation), we support our customers in mastering the data available within and outside their organizations. Our ambition is to bring purportedly technical data issues to the heart of strategy and marketing and, more generally, democratize them to support this societal transformation.

We encourage openness and transparency to foster the emergence of a genuine data culture within a global ethical framework.

fifty-five and society at large

We aim to support societal awareness and the establishment of an appropriate regulatory framework protecting the interests and freedoms of individuals while encouraging innovative, value-creating practices.
We have an essential role to play, starting with our commitment to developing an appropriate code of ethics for using personal data. Our activity includes a large part of evangelizing to our target audiences and the general public. In 2014, for example, we participated in drafting the preliminary Declaration of Digital Human Rights (www.ddhn.org) to raise awareness around the issues of privacy and innovation, which are closely linked to the emergence of a data-aided society. This starts with implementing principles of transparency and user control: providing information about data-collection practices and their purposes, and giving the option of objecting to data collection while ensuring the reversibility of the decision. We support our customers in implementing a strategy based on the intelligent and ethical use of data.

As part of our GDPR compliance, we have drawn up two personal data processing registers:

- **An external personal data processing register** that lists all the data processed by fifty-five during tasks performed for our customers.

- **An internal personal data processing register** that lists the data and processes followed by each internal function team at fifty-five.

Internally, we have set up a Privacy team responsible for keeping abreast of the latest regulatory developments in data protection. It is also responsible for raising employee awareness of these issues through training courses attended by all employees. Every new employee is asked to follow the CNIL's online MOOC training on GDPR-related topics.

Externally, the Privacy team raises awareness and supports our customers in complying with data protection rules as part of their digital activations and measures (GDPR and e-Privacy).

fifty-five's values

Transparency, empowerment, and **innovation** are fifty-five's three business values.

Transparency: Data is an integral part of brand assets. We believe it must be controlled, centralized and shared throughout an organization, so that it can be used efficiently and transparently in compliance with confidentiality regulations.

Empowerment: We believe that brands must regain control of their data to build seamless, personalized experiences.

Innovation: We believe brands' ability to innovate today determines their success in a multi-channel, connected world. For us, the ability to innovate rests on three pillars: data, technology and creativity.

We are also driven by three of our corporate culture's founding values: **caring, sharing,** and **excellence**. These values have guided our company since its launch in 2010 and accompanied its growth (from 15 employees in 2010 to over 300 in 2021). They are reflected in the company's day-to-day management practices:

Caring: a weekly "one-to-one" meeting ensures close contact between managers and their teams. It allows employees to discuss their personal and professional development at fifty-five regularly, including current assignments and mobility aspirations. Employees are also willing to help each other within their own team and across the company. These values promote a working climate of active listening and mutual aid.

Sharing: fifty-five values the development of each employee's skills and knowledge very highly. This includes numerous training programs, from the moment an employee joins the company and throughout their career, and multiple knowledge-sharing forums (weekly conferences open to all employees exploring topical issues and new technical tools). The "fifty-fivers" are also invited to express themselves through articles on The Tea House, the company's blog, which promotes their expertise through internal and external visibility.

Excellence: The recruitment process is one of the keys to fifty-five's success. The company must be highly demanding to maintain its excellent brand image in the digital market. We are committed to providing our customers with deliverables and work of the highest possible quality. This excellence is complemented by open-mindedness, a thirst for learning, curiosity, and a sense of humor, which are also essential qualities for joining fifty-five.

CSR CHARTER

Our activities and commitments

Economic responsibility

OUR ACTIVITIES

55 SAS is part of the The Brandtech Group. We are a consulting firm working with many iconic brands, including Breitling, LVMH, Lacoste, Groupe Renault, Danone... Our success is linked to the success of our customers. We aim to provide the best possible service.

We are committed to:

- **Maintaining irreproachable conduct and professionalism.** We uphold absolute integrity and comply with the laws and regulations of the jurisdictions in which we operate.

- **Driving innovation.** Our role is to understand the value of technological innovations and to support our customers in solving complex problems by putting these new technologies to work for them.

- **Bringing real added value to our customers.** We provide objective analysis and recommendations based on reliable data and implement technological solutions to improve performance and contribute to our customers' value creation.

Social responsibility

The professional fulfillment of our employees is at the heart of fifty-five's values. We want our employees to fulfilled, to feel good in their working environment and within their team, and to achieve their professional goals.

1. Creating a collaborative environment

We believe that we are more effective as a team than as individuals. We encourage sharing knowledge and opinions, and consistently support the development of our employees and customers.

Learning and training are key values at fifty-five. When the company was founded in 2010, the web data usage field was still nascent; as a pioneer, fifty-five trained every new employee joining the company on the topic. Over the years and with the development of digital technology, this tradition has endured and is now part of our corporate culture. As a result, our employees receive a week of training on the company's organization and its various areas of expertise during onboarding. This enables everyone, whatever their position, to develop or reinforce their knowledge of data and digital issues. This rich training program evolves throughout an employee’s career at fifty-five, with both internal and external training courses open to any who wish to attend. These cover technical subjects as well as human and behavioral skills development (public speaking training, stress management, managerial advice, etc.). As an international company, language training courses to learn French or English are provided to

enable employees from different entities to work together.

At fifty-five, we aim to provide a pleasant and balanced working environment. To this end, we are committed to respecting the balance between personal and professional life by signing the charter on the right to disconnect. We believe that a good working environment is essential for our employees to enjoy coming to the office. We offer them fully-equipped and decorated premises, with a garden and landscaped terraces in the heart of Paris, just a short walk from the Gare Saint Lazare and public transportation. A nap room, games room (ping pong, pinball, table soccer), coffee, tea, drinks, and fruits are available on a self-service basis. Yoga classes and osteopathy sessions are held regularly on the premises.

To ensure optimal integration of employees into their work environment, fifty-five organizes happy hours, themed evenings, and seminars, giving employees the opportunity to get to know each other outside the workplace. This helps to strengthen team cohesion and collaboration between divisions.

The role of the Social and Economic Committee (Comité Social et Économique - CSE) is to ensure compliance with the French Labor Code, promote health and safety in the workplace, take account of employees' interests and keep abreast of the company's management and general operations. Its various actions encourage employee involvement in company life and well-being, notably by representing their interests before management at meetings held every two months.

In addition, it contributes to general cohesion by financing and organizing activities to bring together employees from different teams. Examples include foot races, competitions, wine-tasting sessions, cabaret nights, etc. The CSE also contributes to employees’ personal development by subsidizing their sporting or cultural activities.

2. Developing a culture of diversity and inclusion

We aim to provide a working environment based on equal opportunity and fairness. We have a strict non-discrimination policy and respect everyone, regardless of origin, political or sexual orientation, or gender.

We are proud to have created a multicultural working environment where employees of more than a dozen nationalities collaborate.

We ensure equal treatment for men and women on a daily basis. To this end, we have signed a gender equality agreement that enables us to monitor key performance indicators defined in collaboration with the CSE and the Women@55 committee. Salary scales have been drawn up to guarantee equal pay for all employees with the same grades and skills.

Our gender equality index, published in March 2021, is 88%, and we aim to increase the number of women in our workforce with the help of the Women@55 collective. Founded in September 2019 at the initiative of employees, this working and reflection group focuses on parity and the place of women in consulting, tech and more specifically at fifty-five. Made up of around twenty people (men and women), this group's ambition is to propose innovative actions centered around four major themes: awareness, inspiration, recruitment, and communication. Their message is simple: make all our employees aware of gender equality issues to attract more female applicants and facilitate the retention of female talent.

We strive to be considerate both internally and externally. That's why, when an application is rejected, we do our utmost to give personalized feedback to each interviewed candidate. We provide details about the candidate's strengths and

areas for improvement so that the candidate understands their rejection and can be constructive for the next stage of their search.

3. Our in-house projects

The Data Hive: our skills sponsorship program.

The Data Hive is a project initiated and supported by 40 of our employees, eager to put their data expertise at the service of socially-impactful associations. Since its launch in 2018, some 15 associations have been assisted.

Here are some of the main initiatives supported by The Data Hive:

- We've been working with **Oxfam France** since June 2018 to help them harness their data and reduce donor attrition. Data science students from the Dauphine-ENS Master's program also contributed to this project.

- In February 2019, we organized a hackathon to benefit the **Samusocial** de Paris (more information).

- **The Data Hive Academy** is a digital acceleration program for charities, created in 2020. Having observed that charities lack resources and support on digital-related topics, we set up a free, personalized training and coaching program to help them build a fruitful digital project (more information).

- We've also supported the **Tara Ocean Foundation** since November 2020 in defining and implementing their digital strategy.

4. Our commitments

We strive to uphold the highest professional standards and comply with all laws, regulations and rules relating to our business.

We are committed, in accordance with section 54 (1) of the Modern Slavery Act 2015 on modern slavery, to preventing acts of modern slavery and human trafficking from occurring both in our business and within our supply chain, and to working with suppliers who make the same commitments.

Our main suppliers and partners are coworking spaces such as WeWork, and suppliers of advertising technology and software services ("adtech", "martech").

While we believe that the nature of our work, our supply chains and their industries present little risk in terms of modern slavery and human trafficking, we do ensure that the companies we work with comply with the Modern Slavery Act 2015.

As part of our strategy to identify and mitigate risks within our supply chain (including human trafficking and slavery), we apply a set of policies and procedures. These include policies and practices relating to whistle-blowing, anti-money laundering, and anti-corruption.

Environmental responsibility

fifty-five is committed to the evolution and implementation of a sustainable development policy, and we provide our employees with methods to contribute to these efforts.

Our main efforts focus on three areas:

1. **Reducing waste and energy consumption linked to our daily activities**

We encourage our employees to reduce waste production through sorting and recycling initiatives and by limiting the consumption of disposable plastic and paper. We are constantly identifying new opportunities to further reduce our energy consumption.

- We use LED bulbs, which consume less energy and last longer than conventional bulbs.
- The building's air conditioning, ventilation, and convector systems have been replaced to save 30% energy.
- We provide stainless steel cutlery in kitchen areas to encourage people to forgo plastic cutlery.
- We have phased out single-use plastic cups and small plastic water bottles by installing water fountains, providing glasses, and subsidizing the purchase of CSE reusable water bottles at a symbolic €1.

- We regularly distribute reusable canvas bags, an alternative to disposable plastic bags, and reusable bento boxes to hold lunch.
- Recycling bins for paper and cardboard are available in partnership with CEDRE, an adapted company where over 55% of employees are disabled and almost a third are deaf.

2. Sustainable sourcing

We evaluate environmental impact in our supplies and consumables sourcing decisions and in choosing premises. We uphold our partners to the same high standards, and sustainable development initiatives are a major factor in selecting partnerships.

- We always offer one or more vegetarian options at our events.
- We've banned beef from our buffets.
- We use local, responsible, and organic suppliers whenever possible.
- We encourage our suppliers to implement solutions to combat food waste (e.g., donating to associations).
- We donate our used computers to an association that reconditions them and then donates and/or recycles them.

3. Promoting ecological practices

We actively raise awareness of environmental issues by sharing knowledge, methods, and best practices. We encourage our employees to adopt

sustainable modes of transport, such as cycling and public transportation, and we strive to reduce the number of business trips by promoting tools such as videoconferencing.

- In addition to our public transportation allowance, we propose a mileage allowance for people traveling by bike or scooter.
- We reimburse subscriptions to the Vélib bicycle-sharing service.
- We provide cyclists with indoor parking spaces and a bicycle pump in our premises' basement.