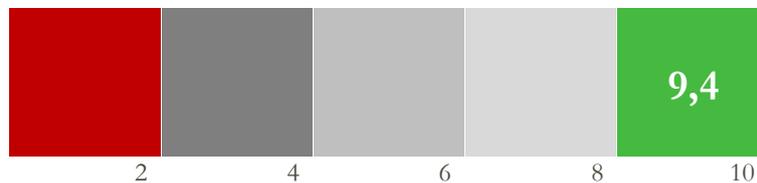




# ESG Certification

Audit of the environmental information system  
of Invibes Advertising



|                      |                                 |
|----------------------|---------------------------------|
| <b>ESG<br/>SCORE</b> | Pascal Bello<br>CEO             |
|                      | ESG Score<br>February 24th 2023 |

A handwritten signature in black ink, appearing to read "P. Bello".

## Methodological preface

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The certification and environmental audit respond to a triple logic of (1) regulatory compliance, (2) operational risk management and (3) defining performance objectives.

Carbon certification and the environmental audit of the information system make it possible to identify all the environmental issues of Invibes Advertising's stakeholders. The quality of the installed information system determines the company's strategic options in terms of environmental compliance and technical and technological choices.

The environmental certification undertaken concerns mainly the carbon footprint and the information system set up by the company. Other environmental issues (water, consumption of resources, various types of pollution) are not taken into account in this analysis.

5 analysis criteria and 16 indicators are used to certify the environmental information system:

- the scope of the carbon measurement, taking into account the scope 1, scope 2 and scope 3 impacts of the company's activities,
- the approach implemented, in its technical continuum of operation, from servers to terminals,
- the carbon measurement indicators concerning the sources of information, the construction of ratios, and the reference standards,
- compliance with regulations and soft law in force to date, concerning the European green taxonomy and international directives,
- monitoring, targets and reporting of results achieved and integrated into a timetable and action plan.

The certification and environmental audit are carried out on the basis of the information collected beforehand. The analysis takes into account all of the company's activities and identifies gaps from the reference standards.

The ESG Score agency's analysis model integrates all the criteria expected of an environmental certification.

This mission delivers a certification and an analysis of the performance of the environmental information system of Invibes Advertising. This mission also provides some recommendations for improving the performance of the certified information system.

ESG Score is an independent company with a long history in the rating and certification business, with recognised expertise and proven experience.

## Certification criteria

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The evaluation of the company's environmental information system is carried out by analysing criteria relating to the scope of activity taken into account, the quality of the approach implemented, the relevance of the indicators used, compliance with regulations and integration into an action plan.

### I- COMPLETENESS CRITERIA: the perimeter of the environmental information system

**I-1 The perimeter** covered by Invibes Advertising's environmental information system is complete. It covers all the scopes of the different levels of emissions from direct and indirect activities, throughout the value creation chain.

**I-2 The supervision** of the terminals of the internet users of the company's services, structured country by country, is almost complete (99.98%)

#### Scope and measurement

The scopes refer to the perimeter within which greenhouse gas (GHG) emissions and carbon dioxide (CO<sub>2</sub>) emissions in particular are measured.

#### Scope 1: direct emissions

Scope 1 covers greenhouse gas emissions directly linked to the production of Invibes Advertising's service.

#### Scope 2: indirect emissions linked to energy consumption

Scope 2 covers greenhouse gas emissions linked to the energy consumption necessary for the production of Invibes Advertising's services. All emissions linked to secondary energy consumption are accounted for in scope 2.

#### Scope 3: other indirect emissions

Scope 3 includes all the other greenhouse gas emissions that are not directly linked to the production of Invibes Advertising's service, but to other stages in the life cycle of the service (supplies, employee mobility, end of life of equipment, etc).

**I-3 The first level of segmentation** can be broken down and used to refine the calculations of the measure. The interest of this variation lies in the possibility of taking action to reduce CO<sub>2</sub> emissions and thus reduce the impact of the company's activities.

I-4 The sustainability of the segmentation model adopted is guaranteed and will allow comparisons over time of CO2 emissions, for better monitoring and understanding of the impacts of the company's activities. The concept of sustainability is important for an environmental information system as it allows for the comparison of recorded performance over time.

Invibes Advertising gets an optimal score



**ESG Score recommendation**

One point of improvement is possible. This concerns the elements of the text accompanying the measurements of CO2 emissions, which could refer to the breakdown into scopes 1, 2 and 3 of the international GHG protocol.

## II- RELEVANCE CRITERIA: the calculation process aligned with the company's service production process

II-1 The segmentation proposed by the company, (1) supplier servers - (2) data transport - (3) end-user terminals (phone, tablet, computer), commonly accepted in the business sector, is relevant. This segmentation has the double advantage of being perfectly readable and of being in line with the segmentation by scopes 1, 2 and 3 of the international GHG protocol of the World Business Council for Sustainable Development (WBCSD).

II-2 The identification of energy sources used by customers is ensured. The measurements of the calculation model are integrated according to a classification by country and therefore according to a breakdown of the type of energy source used. Under these conditions, it is necessary to know the composition of the types of energy in each of the countries where Invibes Advertising operates. On this point, the data must be monitored and validated.

II-3 The indirect impacts of the mobility of Invibes Advertising's employees and of all the facilities offered for carrying out advertising service activities, mainly concerning office buildings, are only partially taken into account.

Invibes Advertising gets a high score



## ESG Score recommendation

Indirect impacts of activities must be taken into account in the environmental information system. These are mainly the impacts of the professional mobility of employees and the management of the company's buildings and offices. Even if it is minor, this information should be included.

### III- RELIABILITY CRITERIA: carbon measurement indicators and information source

III-1 The information and charts used to calculate the emissions are based on a study carried out by a specialised organisation. Invibes Advertising chose the least favourable data to calculate its carbon footprint. While the intention is "commendable", it does not fully correspond to the rules commonly accepted in the search for reliable information. It is preferable to multiply the sources of information and to use a median or average calculation to measure carbon emissions and the environmental footprint.

III-2 The platform carbon footprint indicators used are methodologically reliable. The calculation model is simple and robust. The sensitive point lies in the reliability of the information sources provided by the server hosting service providers. Several options exist to guarantee the reality of the data provided, which consist of (1) integrating the source of energy requested into the supplier contract, (2) supplier audits, (3) cross-measurement between supplier data and public data, in particular.

III-3 The carbon footprint indicators of the network, between servers and end users, are reliable from a methodological point of view. Some of the information used (print size, location of Internet users) is internal company information. The sensitive point lies in the choice of sources for the estimates of the energy intensity of the Internet (kWh/GO). Invibes Advertising chose the Swiss Federal Office of Energy (OFEN).

III-4 The carbon footprint of the final web user is reliable from a methodological point of view. The calculation model is simple and robust. Some of the information used (number of advertising impressions per type of device used, location of Internet users) is internal to the company. The sensitive points lie in the reliability of the information concerning the average loading time per impression of each device used and the type of energy used locally.



## ESG Score recommendation

To ensure greater reliability and relevant information about the carbon emissions of the company's activities, it is best to refer to a wide range of studies and research on the energy intensity of the internet. An average of results is preferable to a single figure.

## IV- COMPLIANCE CRITERIA: the adequacy of the measures to the expectations of the various regulations and soft law

**IV-1 Compliance** with the European green taxonomy is fully guaranteed. The indicators for measuring the carbon footprint of Invibes Advertising's activities fully meet the European Union's expectations in terms of environmental impact.

The Green Deal for Europe proposes a roadmap of actions to promote resource efficiency by moving to a clean and circular economy and to reduce pollution.

The Green Deal sets out the necessary investments and financing instruments available, and explains how to ensure a just and inclusive transition.

The EU will be climate neutral by 2050. To achieve this, EU climate legislation will be proposed to translate this political commitment into a legal obligation and trigger new investment:

- invest in environmentally friendly technologies;
- Support innovation in industry;
- deploy cleaner private and public transport;
- Decarbonising the energy sector;
- improving energy efficiency;
- working to improve global environmental standards.

The EU will also provide financial support and technical assistance to help citizens, businesses and regions most affected by the transition to a green economy

**IV-2 Compliance with the CSRD** is fully guaranteed. The indicators for measuring the carbon footprint of Invibes Advertising's activities allow the texts of a quality extra-financial performance declaration (EPR) to be drawn up with reliability and relevance.

The main objective of the CSRD is to harmonise companies' sustainability reporting and improve the availability and quality of published ESG data. These developments will make it possible, for example, to meet the information needs of financial players, who are themselves subject to ESG reporting obligations.

The CSRD covers:

- A broader scope of application: all companies listed on European regulated markets;
- Strengthened and standardised reporting obligations: based on harmonised European standards;
- A single document: sustainability reporting will be published in a dedicated section of the management report;
- A mandatory digital format: the annual report will be published in a single European electronic format HTML;
- Mandatory verification of the information by an auditor or an independent third party.

**IV-3 Compliance with the main international directives** is ensured. The indicators of Invibes Advertising's environmental information system meet the expectations of the main international organisations and their objectives in the fight against global warming: the United Nations' 2030 agenda, the standardisation of the Global Reporting Initiative.

Invibes Advertising gets an optimal score



### ESG Score recommendation

On this criteria, the ESG Score agency does not make any particular recommendation but emphasises the quality of Invibes Advertising's responses to its regulatory obligation.

# V- MONITORING CRITERIA: the objectives and data monitoring of the environmental information system

V-1 The objectives pursued by Invibes Advertising's environmental information system are ambitious. These objectives are part of a short timeframe with a first stage at the end of 2023 and a second stage within 3 years, respectively for the supply of all servers with green energy and for a reduction in the energy consumption of advertising campaigns. On this last point, it would be useful to specify the scope of the measure, whether it is a constant or an evolving scope.

V-2 The monitoring and controls carried out on the data in the information system are perfectly assured. The company announces a half-yearly publication of its carbon footprint data for its advertising campaign activities. This frequency of publication is ambitious and implies close monitoring of the measurements made and collected. Invibes Advertising does not specify what type of control it wishes to carry out on the external information (from suppliers' servers in particular) that it introduces into its environmental information system.

Invibes Advertising gets a high score



## ESG Score recommendation

One point of improvement is possible. These are the checks carried out on the figures supplied by the company's suppliers concerning the energy used to power the servers.

# Table of the criteria for certification of the environmental information system of Invibes Advertising

|            |    |                        |           |      |            |            |             |
|------------|----|------------------------|-----------|------|------------|------------|-------------|
| Criteria 1 | 1  | Perimeter              | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 2  | Supervision            | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 3  | Declination            | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 4  | Sustainability         | Light Red | Grey | Light Grey | Light Grey | Green       |
| Criteria 2 | 5  | Segmentation           | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 6  | Energy identification  | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 7  | Indirect impacts       | Light Red | Grey | Light Grey | Dark Grey  | Light Green |
| Criteria 3 | 8  | Information and charts | Light Red | Grey | Light Grey | Dark Grey  | Light Green |
|            | 9  | Platform indicator     | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 10 | Network indicator      | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 11 | End-user indicator     | Light Red | Grey | Light Grey | Light Grey | Green       |
| Criteria 4 | 12 | Green Deal Compliance  | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 13 | CSRD Compliance        | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 14 | Soft law adequacy      | Light Red | Grey | Light Grey | Light Grey | Green       |
| Criteria 5 | 15 | Objectives             | Light Red | Grey | Light Grey | Light Grey | Green       |
|            | 16 | Monitoring and control | Light Red | Grey | Light Grey | Dark Grey  | Light Green |

## Conclusion and summary

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In order to carry out this certification of Invibes Advertising's environmental information system, the ESG Score agency (1) carried out a data room analysis (information provided by Invibes Advertising), (2) carried out a benchmarking study of companies in the digital advertising sector, (3) carried out the necessary interviews (OVHcloud manager, Carbone4 manager) and (4) verified the calculation tables carried out on Excel.

Based on this audit, the **ESG Score agency certified the quality of Invibes Advertising's environmental information system by awarding it a score of 9.4** on a scale of 1 to 10, and signed as an independent expert.

The scope of Invibes Advertising's environmental information system covers all of its activities, the relevance of the methodological choices is guaranteed, the indicators for calculating carbon footprints are solid and reliable, compliance with the main regulations in force is ensured, and the information system is under control.

However, even if the reliability of the technical calculations is total, the agency emphasises the weak point of the system, which is the duty of vigilance that must be guaranteed: Invibes Advertising must ensure that its stakeholders associated with its environmental information system offer all guarantees of reliability concerning the data provided (server suppliers, technical terminal manufacturers, energy distributors)