

# ESG Policy

## Environmental, Social and Governance

April, 2022

Invibes Advertising N.V. (“Invibes”) is an international technology company that innovates in digital advertising and transforms the way consumers interact with brands, through creative and engaging in-feed advertising formats. Our platform of proprietary algorithms uses data analysis for smart targeting and more efficient campaigns. We work with premium media groups to help advertisers stand out and increase their visibility by reaching audiences in high quality context.

We employ over 170 people in 15 offices across Western Europe, as well as South Africa and the United Arab Emirates. New offices are scheduled to be opened in 2022. Our hiring efforts continue as our team grows strongly.

### **The main ESG objectives we have identified are centred on the following issues:**

- Employees: the safety and wellbeing of our employees is essential to our activity and success.
- Clients: we succeed by providing our clients with excellent and secure services.
- Environment: we aim to manage the environmental impact of our our activity, especially with regards to energy consumption.
- Ethics: we believe a strong ethical stance is paramount to the success of our company.
- United Nations recommendations: we support the 2030 agenda defined in the UN Sustainable Development Goals as well as the Ten Principles of the UN Global Compact.

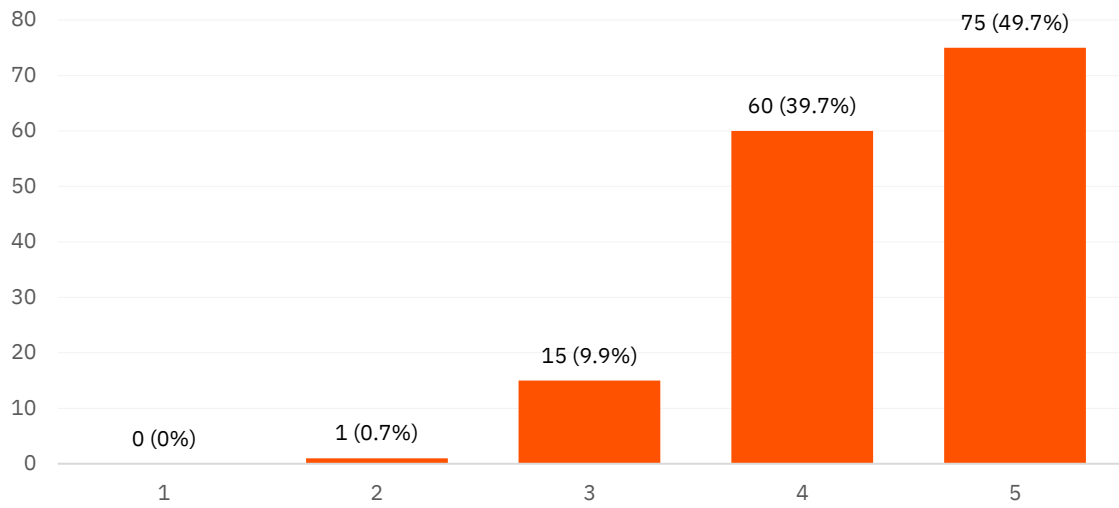
### **Employees**

Invibes strives to provide all its employees with a safe, secure and positive working environment, where they can excel and develop. All employees should respect their colleagues. We won't allow any kind of discriminatory behaviour, harassment or victimisation.

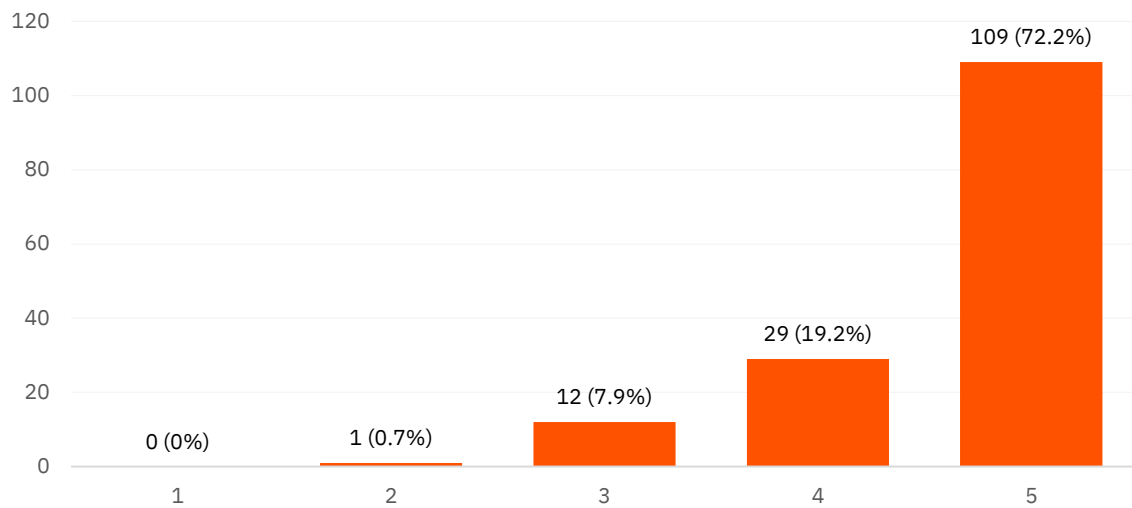
Hiring and retaining the right people is essential to the success and growth of our company. We strive for excellence through talent and hard work at every level of the organisation, while maintaining a positive culture of what we like to call “good vibes”.

In 2021, we initiated our first Happiness Survey allowing all employees to provide feedback on how they feel at work in an anonymous manner. We plan on reiterating this type of survey to make sure that we understand how our employees truly feel about working at Invibes. We want to be able to maintain the very high rates of satisfaction achieved in 2021 and summarised in the following graphs.

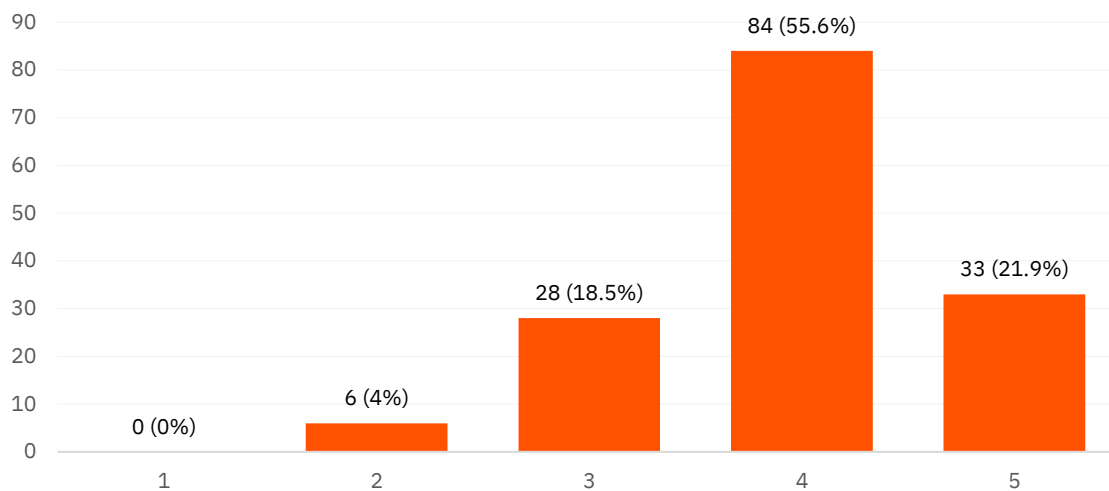
### How happy are you with your Job / Mission?



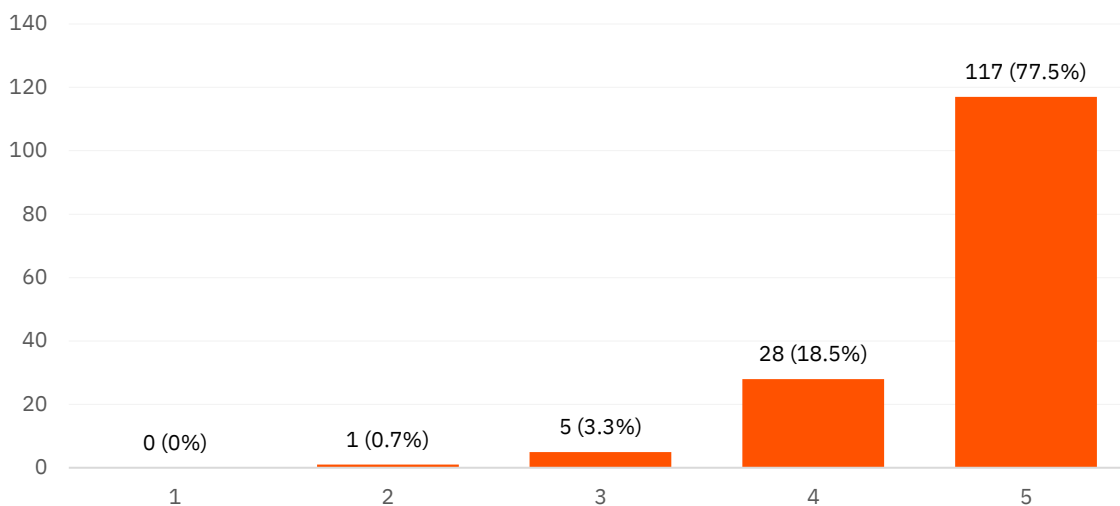
### How happy are you with your environment (colleagues, office, ...)?



### How happy are you with your financial remuneration and benefits?



### How happy are you about your relationship with your manager?



Invibes is an equal opportunities employer committed to building a diverse workforce. Our employees have diverse backgrounds, nationalities and cultures, making our company richer, more resourceful and more innovative. With 25 nationalities represented within the firm, we are truly diverse. As of 31/12/2021, 56% of our employees are women and we aim to maintain this amazingly balanced situation. In addition, 4 of our 6 VPs are women: that's 66% of women at the highest level for Group functions reporting directly to the co-CEOs.

Our recruitment approach is based on finding the best talent, the best skills, the most relevant experience and the most motivated people, with no place for discrimination based on gender, ethnicity, religion, sexual orientation, age or physical abilities. So far this approach has allowed us

to reach the magic triangle of Intelligence + Dynamism + Integrity, for the ultimate level of excellence.

Our internal communication is very transparent. Everyone has a clear understanding of their roles, responsibilities, and contribution to the company's progress. Our employees have access to both figures and strategy. If there are issues that need to be addressed, they are passed politely and constructively.

## **Clients**

We provide our clients with in-feed advertising solutions that allow them to communicate more efficiently online, while ensuring the safety of their brands thanks to our innovative technology of Connected Walled Garden. The satisfaction and trust of our clients are essential to our activity.

Our technology is 100% compliant with the recommendations of the Coalition for Better Ads:

- Never full-screen scroll-over ads
- Never prestitial & postitial ads
- Never video with sound on
- Never large sticky ads
- Never pop-up ads

## **Environment**

We know that there can be no real success without a healthy environment for us all to live in. Therefore we want to contribute to reducing the environmental impact of our activity.

We are reviewing our service providers in order to identify how to reduce our electricity consumption and/or how to make it greener. Sustainability is one of the criteria we take into account when selecting a supplier.

Our employees are encouraged to contribute to a better environment by being mindful of their energy consumption in the office and by putting into practice the 3Rs: Reduce-Reuse-Recycle.

In addition to integrating many tools of virtual communication in the way we work, we encourage employees to opt for the greener solution whenever they travel for business, for example by favouring train over plane if possible.

## **Ethics**

We expect all our employees to behave fairly with their colleagues as well as when dealing with third parties. Honesty and integrity are essential values at Invibes and the basis of any sound business.

The values we promote internally cannot be overlooked when we select our suppliers.

In order to prevent corruption, we have implemented a four-eye policy for the signing of contracts.

Each year, we support a number of NGOs, including the Red Cross, Handicap International (Humanity & Inclusion), Action Contre la Faim and the SeaCleaners.

## United Nations recommendations

### **Our business contributes towards 4 of the 17 UN Sustainable Development Goals:**

- Goal 5: Gender Equality

As of 31/12/2021, 56% of our employees are women.

- Goal 8: Decent Work and Economic Growth

Invides is a fast developing company that grew from €2.7m revenues in 2016 to €23.2m in 2021. Our ambition is to achieve €100m by 2024.

As an advanced technology company, we are able to offer our employees interesting and rewarding jobs.

- Goal 10: Reduced Inequalities

As our activity grows internationally, we are creating quality jobs in a number of countries.

- Goal 13: Climate Action

We are reviewing our service providers in order to identify how to reduce our electricity consumption and/or how to make it greener.

### **We support the Ten Principles of the UN Global Compact:**

- Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

- Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

- Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

- Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.