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Equativ Group CSR Policy

July 2024



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A Message from the CEO

Dear All,

As Equativ's CEO, I'm excited to unveil our global CSR Policy, a testament to our dedication to environmental protection, social responsibility, and ethical business practices. Our commitment is clear: we're here to ensure that everyone, from employees to stakeholders, is aligned with our CSR vision.

Our CSR actions are focused on three pillars:

01

Making sure our business activities have a minimal negative impact on the environment

Being a responsible company today means understanding and adapting to the issues impacting our environment as a whole. I believe that it is our duty to act to make our business sustainable in a world disrupted by climate change. We are proud to actively contribute towards the industry's evolution to standardize the measurement of CO2e and reduce emissions.

02

Ensuring our employees are cared for and supported across both business and personal aspects

Our people are our strength. In an era of uncertainty it is our responsibility to care for our employees more than ever. A successful company is built on the well-being of its employees, and we're dedicated to ensuring every team member thrives.

03

Maintaining the highest standards of ethics in our industry

In an era dominated by industry giants and continuously evolving technology we believe our industry requires more transparency and trust. We're committed to the highest ethical standards, prioritizing brand safety, consumer privacy, and clear communication.

This guide is your roadmap to Equativ's initiatives and the dedicated leaders behind them. It's a call to action for each of us to nurture our environment and elevate our standards.

Yours Sincerely,

Arnaud Créput, CEO



Equativ's purpose, culture, and values

From the very start, Equativ's **mission** has been to help publishers and advertisers thrive in an open, independent Web. We strive to fulfill the promise of adtech by harmonizing market interests to benefit industry professionals while also respecting end users.

Equativ is strategically located at the center of the adtech value chain. We aim to connect the "supply" (publishers of websites, mobile apps, and broadcasters) to the "demand" (advertisers, brands mostly represented by agencies and trading desks). This connection is key in helping publishers monetize their inventory of advertising space to brands willing to buy that inventory in order to deliver their advertising campaigns in the most relevant way. We provide three main products:

- **An adserver:** It helps publishers manage and deliver advertisements on websites, mobile apps, or other digital platforms. Its primary function is to serve ads to targeted audiences and track their performance.
- **A Supply-Side Platform (SSP):** It helps publishers manage and optimize the selling of their digital advertising inventory, facilitating real-time bidding and ad serving. It provides tools for inventory management, revenue optimization, and reporting.
- **Media-buying solutions including a Demand-Side Platform (DSP):** They enable advertisers (brands, agencies, and trading desks) to target specific audiences, participate in real-time bidding auctions, and deliver their ads to the desired publisher's inventory, while providing tools for campaign management, optimization, and reporting.

Our **objective** is to achieve scale while remaining independent in order to become part of the top 3 SSPs globally.

For our stakeholders, interacting with Equativ shall provide the following benefits:

- **Transparency:** Openness, accountability, and the highest brand safety and ad quality standards to provide fair value for all.
- **Performance:** Proven demand- and supply-side capabilities under one unified team to bring better ROI to advertisers and higher yields to publishers, ensuring cost efficiency and a direct path to inventory.
- **Shared interests:** Operating as a scaled independent alternative to the industry's monopolistic giants. We are not a media owner, we

do not compete with publishers, and our interests are 100% aligned with our customers.

- **Privacy:** Our addressability platform complies with the highest global privacy regulations.

For our employees, being at Equativ means being a part of an amazing and talented group of people who **share the same values**. Our culture is unified around common values which reflect the company's state of mind and how we work together, creating an essential link between employees, encouraging collaboration, sparking new ideas and innovation which contributes to our ongoing growth and evolution.

These values **reflect the ideas of trust and responsibility (Be Brave), openness and attention to others (Be Thoughtful), and team spirit** in an international and multicultural context **(Be Together)**.



Be Brave

Make things happen

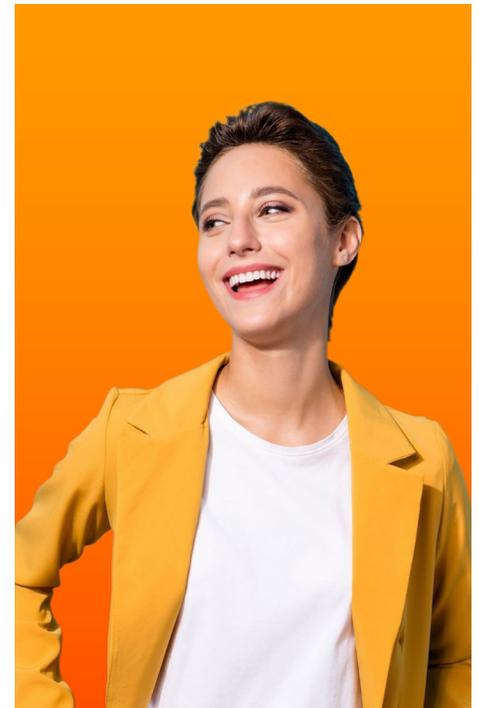
- Empower everyone
- Promote ownership
- Lead by trust and autonomy
- Strive for continuous improvement



Be Thoughtful

Act with care & openness

- Encourage work-life balance
- Promote DE&I
- Cultivate a friendly environment
- Operate with integrity and transparency



Be Together

Lead as one team

- Encourage collaboration
- Promote global programs
- Celebrate team successes
- Maximize synergies between team service lines



Equativ's approach to Corporate Social Responsibility

Our journey

Being sustainable has always been part of Equativ's DNA. Early in our history, we decided to launch specific initiatives aiming at improving industry standards, providing employees with a caring and supportive work environment, and trying to reduce our carbon-based emissions and that of our clients.

Our approach to Corporate Social Responsibility (CSR) is structured around three goals:



1. Reducing our environmental impact

- Assessing our Carbon Footprint
- Limiting the impact of our activity
- Recycling and reusing



2. Caring for and engaging our people

- Ensuring health and well-being at work
- Promoting diversity, equity, and inclusion
- Growing our people and providing them with learning opportunities



3. Business ethics and compliance

- Our engagement for quality
- Adopting exemplary codes of conduct
- Advocating for data privacy

Our governance

Due to Equativ's rapid expansion, we recognized the need for a cohesive approach to our CSR initiatives. To transcend departmental barriers and foster a truly global strategy, we established a robust governance framework in 2023.

Introducing the CSR Steering Committee:

This committee is the driving force behind our unified CSR vision, tasked with:

- **Strategizing:** Crafting and refining our CSR roadmap.
- **Planning:** Setting clear commitments, deliverables, and timelines.
- **Monitoring:** Keeping a close eye on KPIs and tracking our journey towards CSR milestones.

Meeting quarterly, the committee is dedicated to catalyzing positive change and ensuring seamless collaboration across all fronts.

Committee Composition:

The Steering Committee comprises a diverse group of leaders, each bringing unique insights and expertise to the table, representing the multifaceted nature of our company and the communities we serve.

Together, we're steering Equativ towards a future where social responsibility isn't just a policy—it's our practice.

- **ESG/Sustainability Board Member:** Equativ's CEO is the board-level executive responsible for overseeing Equativ's ESG/Sustainability strategy and policies.
- **CSR Representative:** Equativ's CHRO serves as the visible Head of our CSR strategies, acting as an official towards all stakeholders - including public institutions, shareholders, executives, and society as a whole.
- **Pillar Project Owners:** Are nominated within each segment (Environment, People, Business Ethics). They are responsible for the achievement of their pillar objectives and for coordinating all players involved in their workstream.
- **CSR Coordinator:** Is nominated to set up the governance and arrange overall coordination of all players.
- **Marketing Sponsor:** Equativ's VP of Marketing & Communication promotes CSR roadmap progress and strategy regarding employees and external stakeholders.
- **Business Sponsor:** Equativ's Regional EVP for MENA/APAC guarantees that the CSR Strategy aligns with Equativ's business and that it enhances Equativ's business by providing insightful feedback from the field.





01

Reducing Equativ's environmental impact

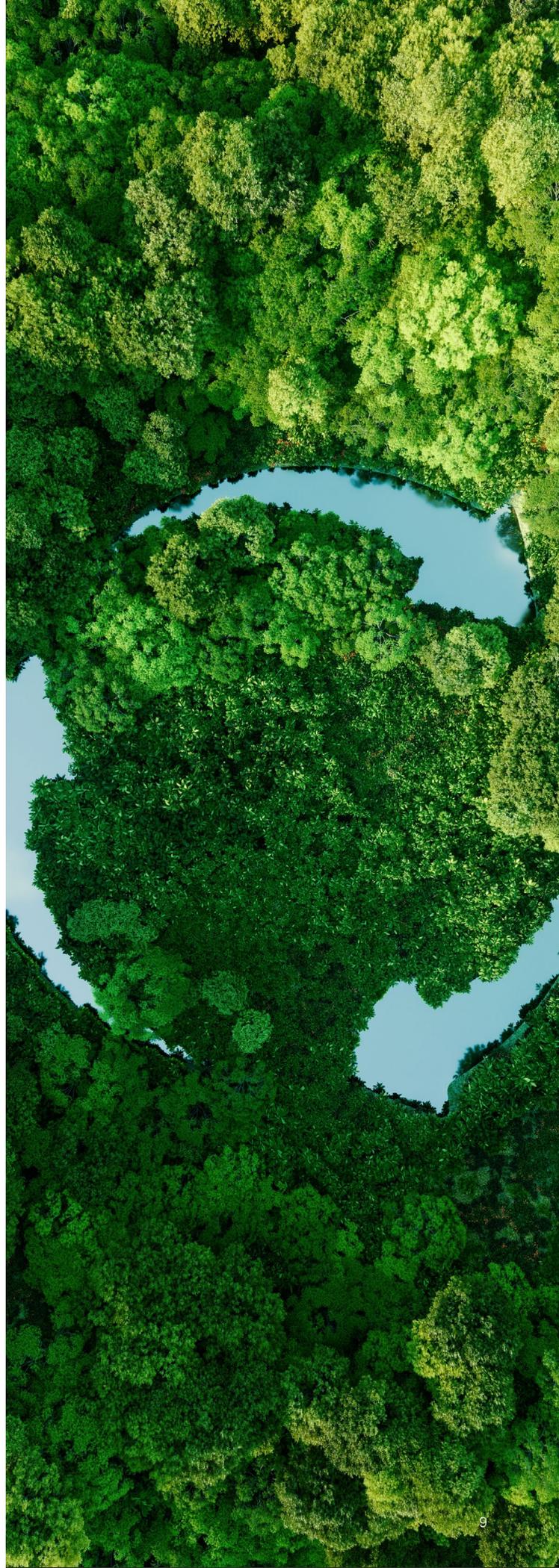
1.1 Our approach

In the face of the escalating climate crisis, it is our duty as responsible corporate citizens to take proactive steps toward reducing Equativ’s carbon footprint.

The conversation on CSR is intensifying, especially within the adtech industry becoming increasingly cognizant of its ecological impact. Our collaboration with Greenly, a leading company in carbon footprint analysis, underscores our commitment to environmental accountability. Since 2021, this partnership has enabled us to quantify our carbon emissions with precision, utilizing recognized and authoritative tools. This data-driven approach affords us the clarity to provide clear guidelines for carbon reduction.

Thanks to our partnership with Greenly, we benefit from:

- A scientific & transparency approach to assessing carbon footprint, which is accredited by the ADEME (Agence pour la Transition Ecologique) and, for our 2024 Carbon Footprint, following the GHG Protocol Guidelines.
- A measurement methodology, established by the WRI that groups greenhouse gas emissions into categories called ‘Scopes’: otherwise known as Scope emissions – Scope 1 emissions, Scope 2 emissions, and Scope 3 emissions.
- Guidance and expertise to engage our employees in the approach.



Understanding our carbon footprint is essential for pinpointing the operational aspects that significantly contribute to Equativ's carbon emissions. A comprehensive evaluation of our energy consumption, transportation methods, and supply chain, allows us to gain an in-depth perspective of our environmental impact. The assessment includes the following Scope emission categories:

Scope 1: Direct emissions

Refers to emissions generated by the company: fossil fuel combustion and gas leaks

Scope 2: Indirect emissions from energy

Refers to emissions related to the company's energy consumption: electricity consumption and heat networks

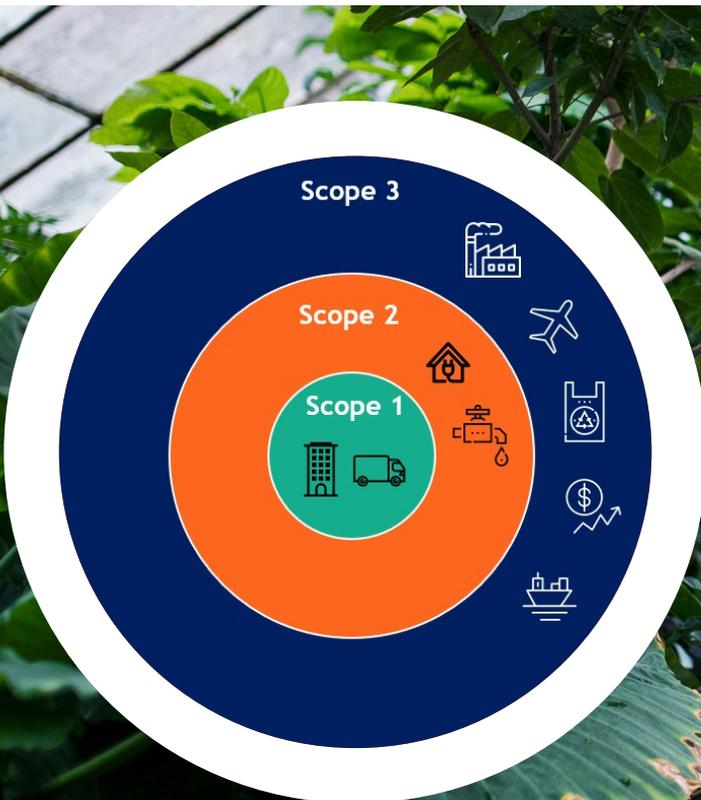
Scope 3: Value chain (upstream and downstream)

Indirect emissions related to the company's value chain: goods & digital services bought, usage of

product sold, business trips, buildings, rubbish, etc. Reducing our carbon footprint is not just a responsible act; it's a strategic move that sets the stage for Equativ's commitment to sustainability. It's a tangible way to gauge our dedication and aligns with sound business principles.

By adopting carbon reduction measures, we're enhancing operational efficiency, cutting costs, and bolstering our reputation as a leader in sustainability, which allows us to attract the industry's best talent. By taking action to reduce our carbon footprint, we are contributing to a more sustainable adtech industry and reassuring our partners who are concerned about their own carbon footprint.

We are dedicated to actively reducing our carbon footprint and collaborating with our suppliers, customers, and partners to lead the adtech industry towards a lower environmental impact.



1.2 Our environmental impact

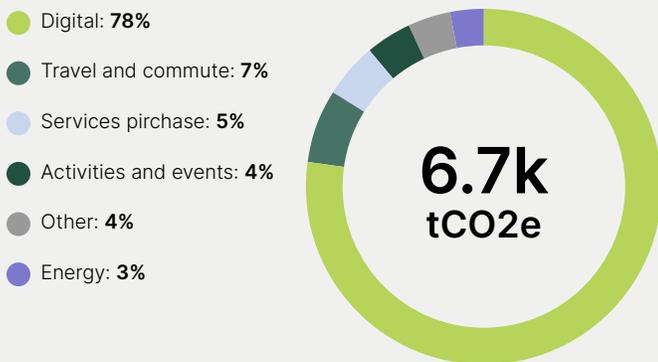
1.2.1 Detail of Equativ's carbon footprint

Equativ's carbon footprint takes into account direct and energy emissions (Scope 1 & 2) but also indirect emissions caused by service providers and services used by the company (Scope 3). Adding up all the emissions, Equativ had a carbon footprint of 6.7 tCO₂e in 2023.

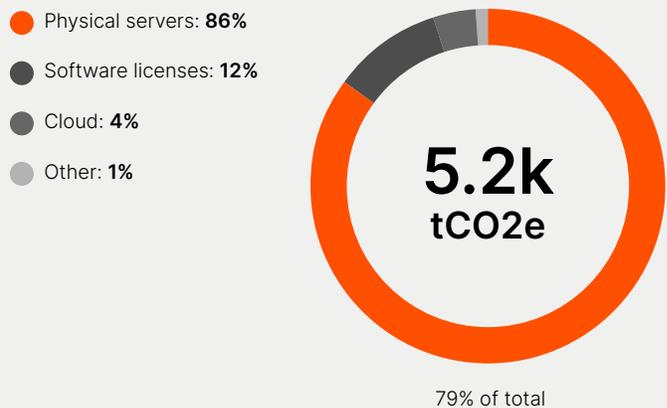
Equativ's business includes the provision of servers to store and transfer customer data, thus requiring the processing of large volumes of data. This is the reason why the manufacture of the servers owned and the power consumption generated by the transfer of data is the company's primary source of emissions. Below are some of the key figures on the size of the carbon footprint of Equativ's activities in 2023.

	Equativ tCO ₂ e
Digital	5.2k
Travel and commute	451
Services purchase	360
Activities and events	238
Energy	180
Product purchase	89
Others	149

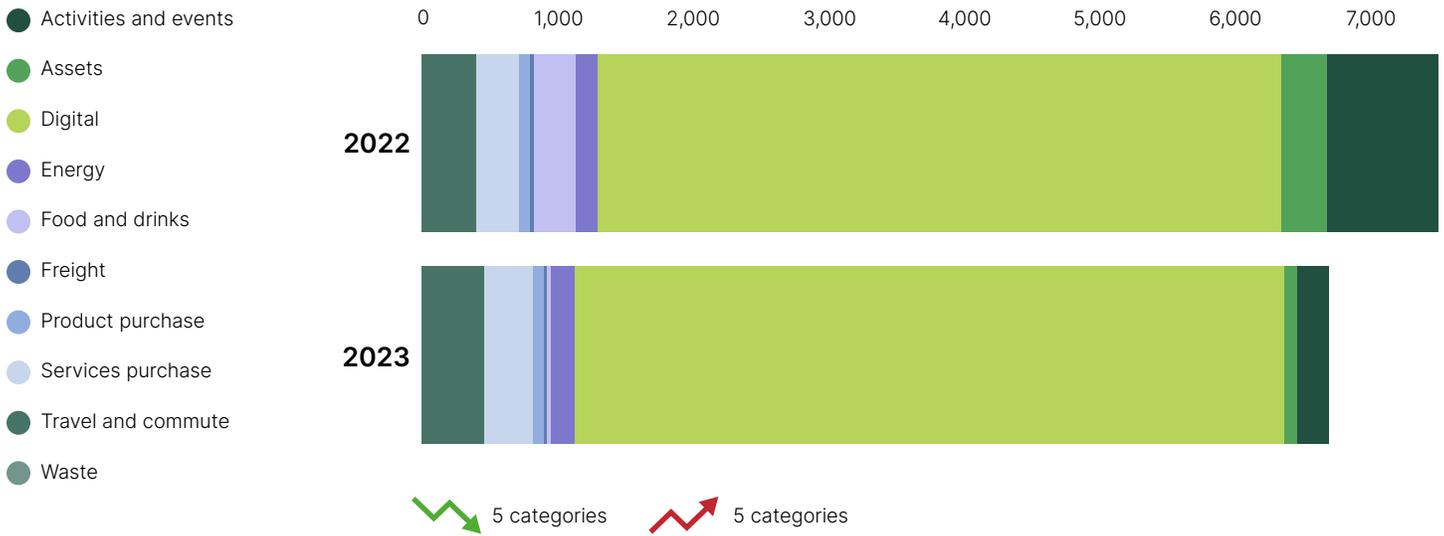
Total emissions of Equativ by activity (% tCO₂e)



Total emissions by category (% tCO₂e)



Evolution of total emissions of Equativ by activity (% tCO2e)



78%

of our activity relies on digital operations, which depend heavily on data centers and servers. Our activity requires significant computational resources and storage capacity to support the continuous delivery and maintenance of software applications over the internet. This dependency on digital infrastructure amplifies our energy consumption and associated carbon emissions, as data centers are energy-intensive facilities. Furthermore, the electricity used to power these data centers often contributes substantially to our overall carbon footprint. The indirect emissions from our reliance on these digital services, including the energy used by third-party data centers and cloud services, are included in our Scope 3 emissions.

GHG emission assessment result: comparison between 2022 and 2023

Scope 1	43tCO2e	+72%	<0.1t/employee	+71%	0.5t/M€	+50%
Scope 2	86tCO2e	-23%	0.2t/employee	-23%	0.9t/M€	-32%
Scope 3	6.6ktCO2e	-11%	13t/employee	-11%	72t/M€	-21%
Total	6.7ktCO2e	-11%	13t/employee	-10%	74t/M€	-21%

Between 2022 and 2023, our total GHG emissions have been reduced by -11%, and by -21% in tCO2e/M€, which shows an improvement. To meet the 2015 Paris Agreement target of a 50% reduction in GHG emissions between 2020 and 2030, we need to achieve a 5.9% reduction in emissions within one year (-395 tCO2e).

1.2.2 Recycle and Reuse program

Equativ is committed to sustainability through a robust recycle and reuse program. We combat obsolescence and waste by refurbishing IT devices, fostering a circular economy that respects the environment. Our out-of-service IT equipment is given a second life through refurbishment and reuse, benefiting associations and supporting a greener future.

In partnership with [Ecodair](#), we recycle our IT equipment, contributing to both environmental sustainability and the employment of individuals with mental disabilities.

This initiative not only extends the life of our IT assets but also reinforces our commitment to social responsibility.



ECODAIR is a company that acts for the reconditioning in solidarity around four axes:

1. Giving **new life to computer equipment** while contributing to the professional employment of those who may be excluded from traditional employment
2. Participating in the **circular economy** and to **reducing the environmental footprint** of IT and cell phones
3. Employing **a majority of vulnerable people** with mental disabilities by providing them with suitable working conditions
4. Ensuring **a broader social mission** by making computers and digital technology accessible to all through reconditioning and re-commerce

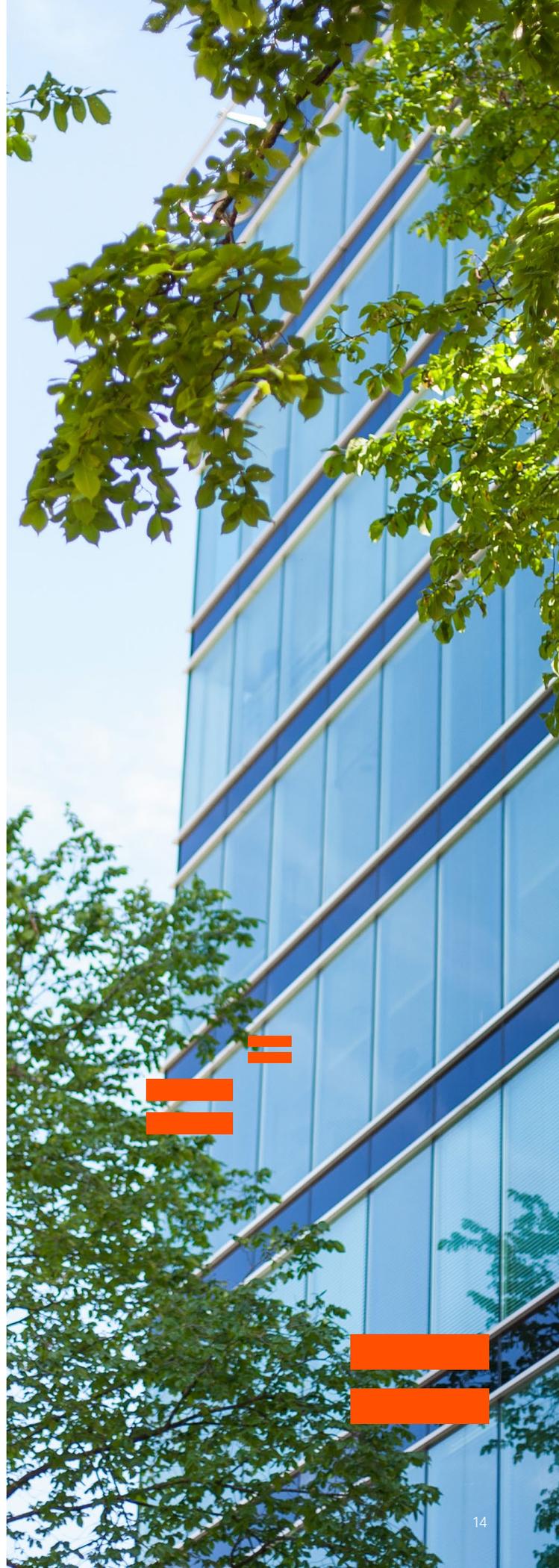
1.3 Reducing our footprint in the advertising value chain

Equativ's mission is to harmonize market interests to benefit industry professionals while respecting consumers. To do this, we adhere to the highest brand safety, transparency, consumer privacy, and sustainable standards, providing the best buying monetization solutions for both buyers and publishers.

One of the key strategies we have employed is **throttling**, which involves controlling the frequency and volume of ad impressions delivered. By carefully managing the number of ads shown, we **minimize unnecessary energy consumption** and reduce carbon emissions associated with serving ads. Throttling allows us to strike a balance between reaching our target audience and minimizing environmental impact.

In addition to throttling, we have actively focused on **reducing bids in real-time bidding auctions**. By optimizing our bidding strategies, we ensure that we are bidding only on the most relevant and valuable ad impressions, **avoiding unnecessary energy usage** and reducing the carbon footprint associated with ad delivery. This approach not only benefits the environment but also leads to more efficient and cost-effective campaigns for our clients.

Furthermore, we have implemented **supply path optimization** techniques to streamline the ad delivery process. By working closely with our trusted partners and publishers, we have identified the most **efficient pathways for ad transactions**, reducing unnecessary intermediaries and improving the overall efficiency of our advertising operations. This optimization not only improves performance but also contributes to a greener and more sustainable advertising ecosystem.



1.4 Educating our customers

To meet industry climate change challenges, Equativ has designed a **calculation methodology to measure and reduce the carbon impact of campaigns** delivered via its programmatic solutions. Equativ has partnered with BL évolution, a company dedicated to CSR consulting. This partnership seeks to develop a solution for measuring the energy footprint of programmatic campaigns delivered via its solutions and reducing the carbon footprint of these campaigns by choosing less energy-consuming delivery methods.

As an adtech company delivering digital campaigns, we can act on the allocation (programmatic exchanges), distribution (ad content delivery), and display (ad content activation) pillars. Each part emits CO₂ at a different scale and we designed the right methodology to analyze the energy consumption of each step of the process.

This new calculation methodology allows us to **estimate the environmental impact of our digital campaigns** through the following assessment criteria:

1. Allocation: Programmatic transactions

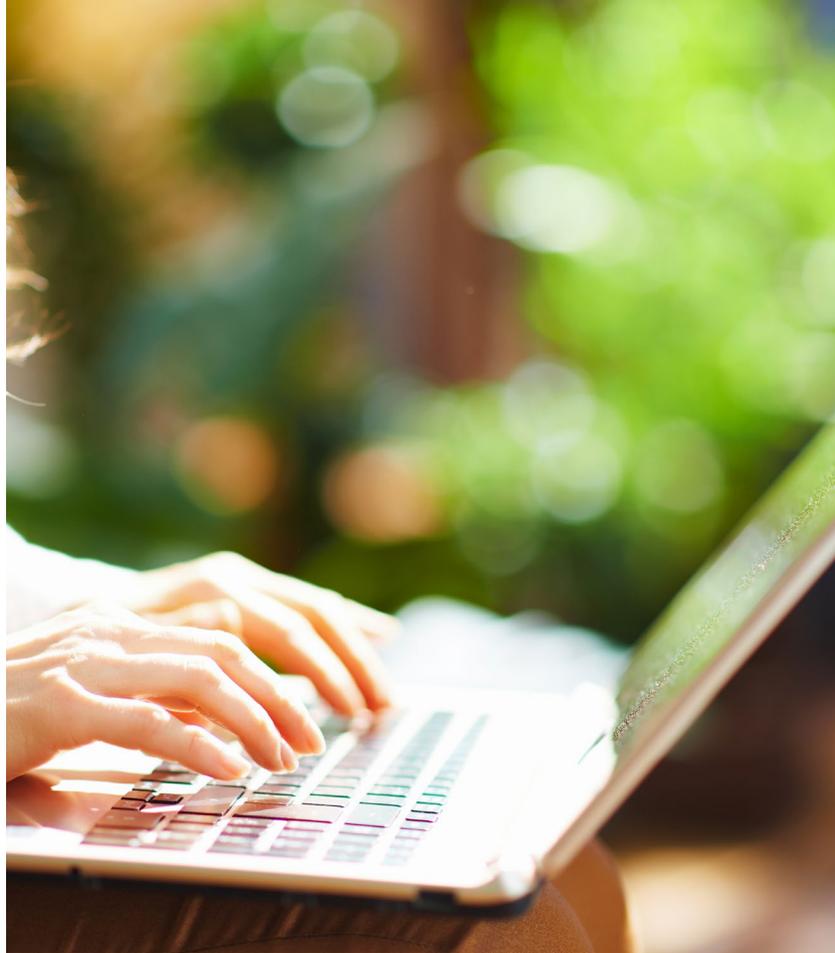
Exchange of data, algorithms, and the bidding system, placement assignment to a request

2. Distribution: Ad content delivery

Delivery of the content from the ad server to the user's device

3. Activation: Ad content activation

Viewability - Completion rate exposure time



Here are the KPIs we provide to assess our emissions. These indicators give an overview of CO₂ emissions with concrete comparisons to better understand our environmental impact.

- The carbon footprint of the deal (kgCO₂e)
- Equivalent number of km by car
- Equivalent number of trips from Paris to NYC by plane
- Equivalence in smartphones manufactured
- Number of deal impressions
- Carbon CPM: carbon footprint for 1,000 impressions (gCO₂e)
- The carbon footprint of the deal, servers, and networks (kgCO₂e)
- Total improvement margin (%)
- The total margin of improvement (kgCO₂e)

The criteria we take into account to measure these emissions

Data provided in our SSP allows us to take a deeper look at inventory and provides a closer look at CO2 emissions by taking the following criteria into account:

- Servers
- Devices (PC, smartphones, tablets, TVs, and other devices)
- Environment (web, mobile web, app)
- Domain, app, bundle ID
- Countries
- Formats (display, video, native)
- Deal type
- Creative size
- Creative duration
- Days/hours

We are also able to provide a carbon emissions benchmark: the maximum and minimum potential CO2e emissions according to the settings for each deal measurement criteria.

- Device variation
- Country variation
- Deal type variation
- Format variation
- Creative size variation
- Creative duration variation



Our CO2 emission calculation methodology is based on a reference framework for calculating the carbon footprint of digital campaigns. The open source framework and guidelines were provided by the Syndicat des Régies Internet (SRI), a French trade association that regroups digital sales houses and sell-side ad tech partners. The SRI and its members share expertise and promote best practices for a responsible and sustainable digital advertising landscape. This calculation methodology is regularly updated by sustainable development experts to better answer digital industry needs regarding carbon impact measurement.

To capitalize on the work undertaken by Equativ teams on those topics, we released our very first [Guide to Creating Sustainable Advertising Campaigns](#) in March 2023. It compiles all the best practices for sustainable digital advertising campaigns. Developed for clients, the Guide seeks to help educate our demand partners and publishers on how to be more sustainable in the ways they deliver their campaigns.





1.5 Reshaping the sustainable programmatic future

In October 2023, Equativ announced its innovative new collaboration with Greenbids: an advanced optimization engine that powers sustainable ad operations using artificial intelligence.

The partnership is a major step in Equativ's dual mission to both boost media effectiveness and help decarbonize programmatic ad trading. In a groundbreaking move, by providing access to granular data from its supply-side platform (SSP), Equativ has enabled Greenbids to build smart bidding models that fuel streamlined and sustainable media buying, with early trials driving strong results: including a 40% decline in gCO2PM (grams of CO2 equivalent per thousand impressions).

Building on Equativ's extensive supply path optimization (SPO) abilities, Greenbids' solution enhances mutual deal value by prioritizing the most efficient routes. Media buyers can ensure spending is allocated to relevant inventory that aligns with unique country, device, and audience parameters, limiting energy use by making fewer hops and curbing wastage. Direct access to high-value demand also limits carbon emissions and results in higher overall yield for publishers — with trials achieving an 83% uplift in the supply-side platform (SSP) revenue.

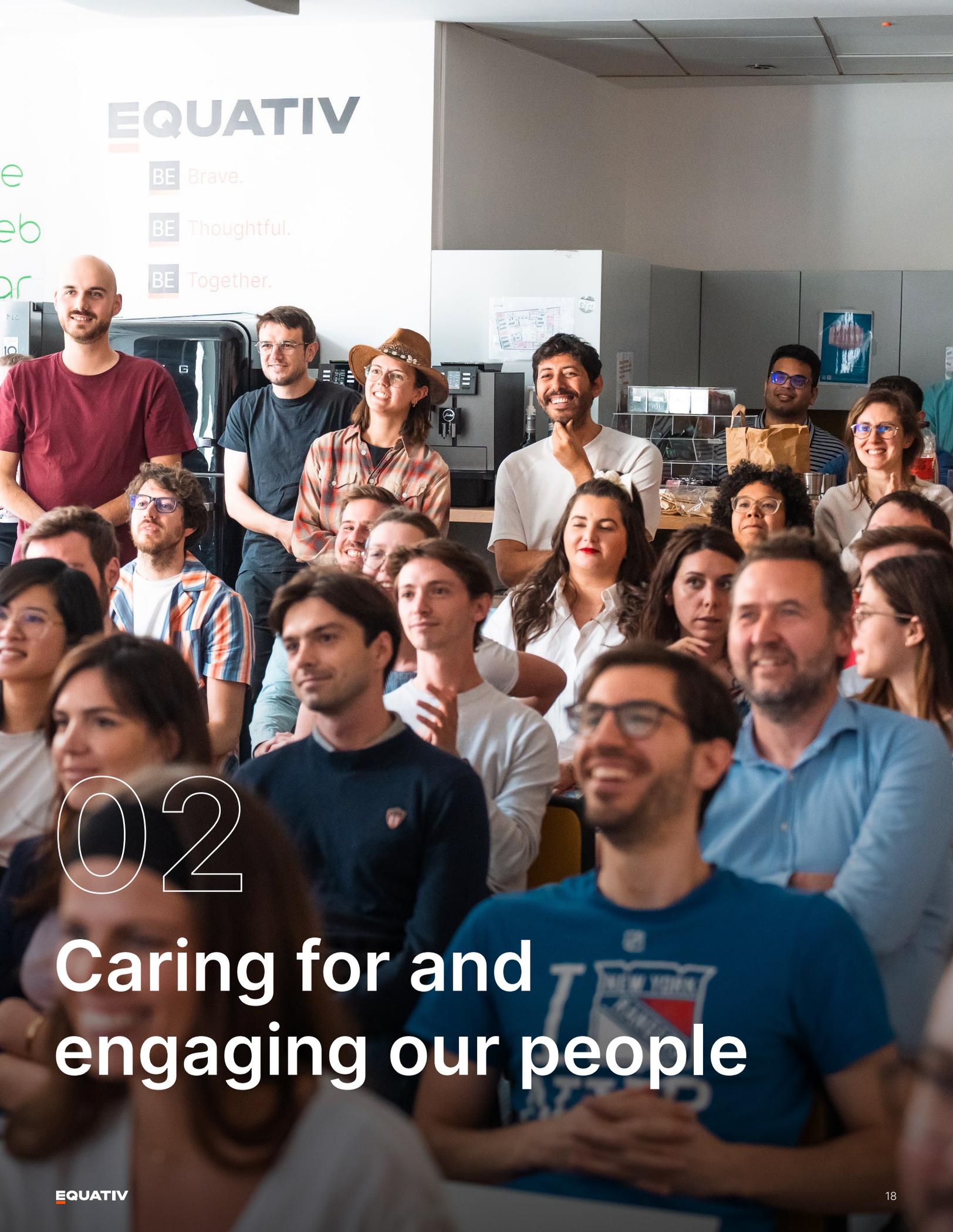
greenbids

1.6 Tackling climate change with our peers

In March 2023, Equativ started a new partnership with [Ad Net Zero](#), the exclusive trade association in the advertising and marketing sector dedicated solely to promoting sustainability. Their mission is to educate, measure, establish standards, and reduce carbon emissions associated with advertising activities. Initially, Equativ's team will collaborate with them, concentrating on the US region. As members of the Ad Net Zero community, we aim to expedite progress and unite diverse micro-ecosystems for change, defining and adhering to industry standards.

This movement originated in the UK in 2020 and gradually expanded globally, with Ireland and the US officially joining earlier this year. Notable members of this community include Amazon, Dentsu, Diageo, Good-Loop, GroupM, Havas, IPG, Mastercard, Omnicom, Publicis, Reckitt, Spotify, Sharethrough, Unilever, and WPP, among others.

AD NET ZERO
ALL FOR NONE



EQUATIV

BE Brave.

BE Thoughtful.

BE Together.

02

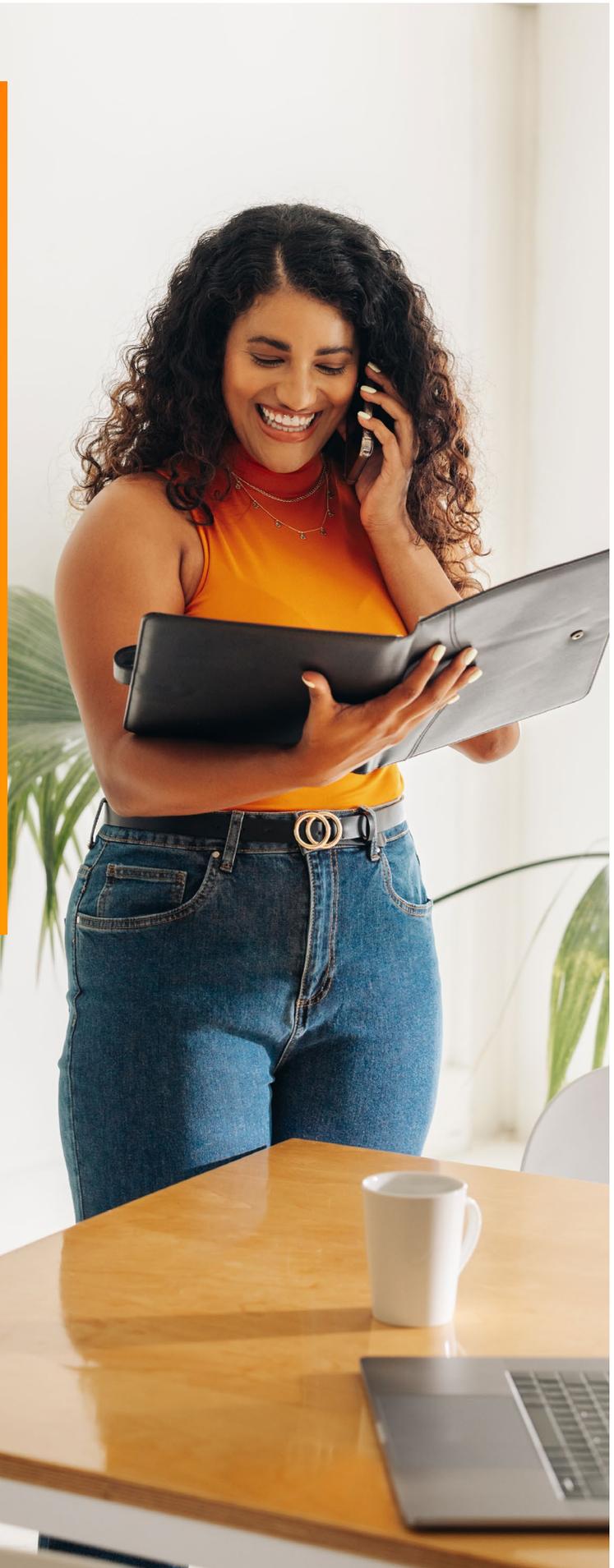
**Caring for and
engaging our people**

At Equativ, we act with care and openness with our people and strive to provide a healthy and inclusive working environment in every office, where:

- Everyone feels **valued, respected,** and **empowered** to be authentic
- **Work-life balance** is not just a policy, but a practice
- Opportunities for **personal and professional growth** are abundant

Our actions:

- We prioritize **health and well-being** in the workplace.
- We champion **diversity, equity, and inclusion.**
- We invest in our team's future through **continuous learning** and **skill development.**





2.1 Ensure health and well-being at work

We promote employee well-being, mental health, and work-life balance through our working conditions.

2.1.1 Health and well-being

We aim to provide a workplace where everyone feels safe.

Health coverage

In all countries where it is needed we provide strong health insurance to ensure that our employees are protected and can easily access professionals. Every year, we assess the performance of each insurer and ensure coverage fits with the local needs.

Mental health



Mental health is a fundamental component of overall well-being. As part of our commitment to employee welfare, we offer mental health services through external providers. These services grant free access to hotlines and professional assistance, ensuring that

our employees can safely and confidentially seek help when needed. Our support extends to employees in France, the United States, and Mexico.

Physical health at work

At Equativ, we prioritize the physical well-being of our team. Here's how we support our employees' health:

- **Safety and Ergonomics:** We ensure a safe workplace with proper ergonomics to maintain good posture.
- **Equipment Provision:** Employees can request additional monitors and ergonomic furniture, including stand-up desks in the office.
- **Remote Work Support:** As part of our Remote Work Policy, we provide necessary equipment like monitors and office chairs for home setups.
- **Training:** In Madrid, we've utilized our "PRL" provider to educate our team on maintaining healthy posture during screen time.

We're committed to a healthy work environment, both in the office and at home.

Well-being assessment

Each quarter since 2015, we measure the well-being of our teams through our Pulse Surveys. We transparently share the results with our employees and use that data to monitor their mood and ensure we maintain a high level of well-being from quarter to quarter.

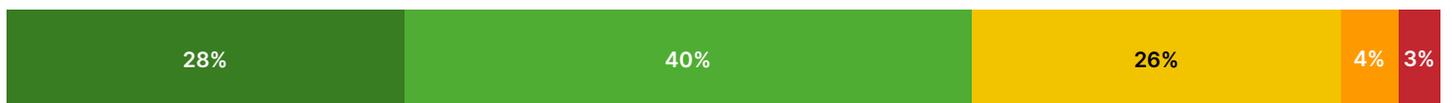
Winter '22



Summer '23



Fall '23



Winter '23



● I feel great ● I feel good ● I feel ok ● I feel bad ● I feel terrible

As per our **Be Together** value, well-being is also about building meaningful connections across the company. 85% of our employees appreciate the quality of human relations (accessibility, sincerity, teamwork, collaboration, etc.) within Equativ.*

2.1.2 Work-life balance

Hybrid model of work

We are committed to nurturing a healthy work-life balance through our hybrid work model. This model is designed to:

- **Optimize the Advantages** of both in-office and remote work, enhancing well-being, teamwork, and productivity.
- **Offer Flexibility** that aligns with personal preferences, while preserving an office culture that builds trust, cohesion, and fun.

Based on the 2024 results of the HappyIndex®AtWork Survey, we can proudly say:



of our employees worldwide are satisfied with the way they can organize their professional and personal responsibilities.

*Data from the 2024 HappyIndex®AtWork Survey

PTO policies

Equativ values the importance of rest and personal time. Our approach includes:

- **Generous PTO Policies:** Tailored to each location to ensure ample time for rest and personal pursuits.
- **Flexible Bank Holidays in the US:** Six days that employees can use for celebrations important to them, promoting inclusivity and respect for diversity.
- **Office closure in Europe during Holidays:** A company-wide break during the festive season, allowing everyone to recharge and enjoy time with loved ones.

Well-being and working conditions annual assessment

Our commitment to employee well-being is

exemplified by our annual participation in the HappyIndex®AtWork program. This global initiative, facilitated by an independent third party, ensures that every team member has a voice. The survey's anonymity guarantees candid feedback, which is then analyzed to provide us with actionable insights.

This annual survey allows us to track our results and progress, engage in discussion with our teams in each country, and complement the social barometers and internal surveys we already use to listen to our employees.

We run three surveys:

1. HappyAtWork®Index: Well-being and working conditions assessment
2. WelImpact®Index: Corporate Social Responsibility assessment
3. TechAtWork®: Well-being and working conditions assessment for R&D and Product teams



CERTIFIED



HappyIndex®AtWork
WORLD 2024

CERTIFIED



WelImpactIndex®
WORLD 2024

CERTIFIED



TechAtWork®
WORLD 2024



2.2 Growing our people & providing learning opportunities

2.2.1 Engagement & performance

We measure and drive the engagement and the performance of our employees through processes, programs, and surveys.

Capability, Alignment, Motivation, Support (CAMS)

Three times a year through our Pulse surveys, we measure the CAMS index to assess that our employees have the capability to reach their targets, are aligned with management on what those goals are, feel motivated to reach those goals and have the level of support needed.

We also leverage the Survey results to collect feedback and co-build solutions directly with our teams.

We also leverage the Survey results to collect feedback and co-build solutions directly with our teams.

- We organize focus groups with the teams to

design solutions to improve their day-to-day experience.

- In the same way, once we receive the results of the HappyAtWork®Index Survey, we run workshops in each country. We aim to transparently share local results with the teams and discuss their strengths and also areas for improvement.

CAMS	Question
Capability	I have the material and equipment I need to perform in my work
	I have the means to perform my job (management routines, team meeting, 1/1, support & feedback, etc...)
Alignment	I understand how decisions are made in the organization/my team
	My objectives are clear and enable me to contribute to the company's success
Motivation	The people I work with are willing to help even if it means doing something outside of their usual activities
	The people I work with are open to new ideas or changes
Support	I regularly receive praise or recognition for doing good work
	I am encouraged to go the extra miles.

Quarterly reviews and peer-feedback campaigns

We also have developed a robust process to ensure that managers and their team members have dedicated time each quarter to go through the previous quarter and what lies ahead for the rest of the year. Managers also have the opportunity to use the peer feedback tool, which permits them to request feedback from peers who have been working with their team members. The aim is to have a robust managerial routine and give everyone the means to grow with us!

Of course, we do not let employees navigate this alone. Everyone is free to join our monthly feedback sessions where we practice feedback and give tips for becoming more comfortable in doing so.

The statistic from the HappyAtWork®Index 2024 Survey is quite impressive—81% of our employees clearly understand how their performance is evaluated.

2.2.2 Career path & mobility

At Equativ, we believe that everyone should have the opportunity to grow and develop new skills throughout their journey with us. To achieve this:

- We actively share all job openings internally every week, ensuring that all our employees have access to growth opportunities.
- We invite all employees to apply for internal mobility, allowing them to explore different roles within the organization.
- Our career paths are thoughtfully designed to provide clear visibility into expectations and to support upward growth in the industry. Many business units, such as Product, R&D, Customer Support, Product Marketing, or Analytics, have already implemented frameworks to foster employees' professional development.



2.2.3 Learning & development

Access to learning platforms for all

All our employees, whatever their location, have access to learning platforms such as Coursera, Coachhub, and Pluralsight. We sponsor certifications, acknowledging and enhancing our team's skills and expertise.

This commitment to professional development is integral to our culture of continuous growth and excellence.



Equativ University

Equativ University underscores our dedication to empowering our employees with knowledge and skills that drive both personal growth and our company's success.

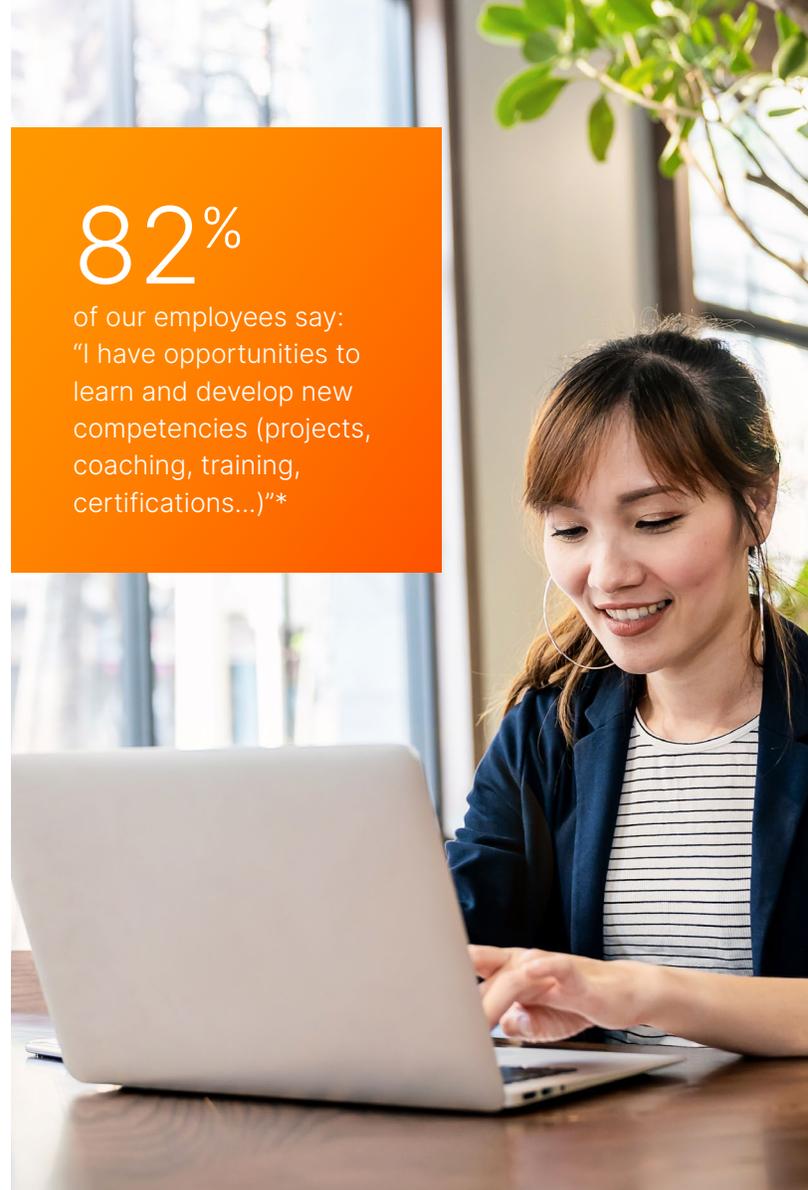
Launched in 2023, it provides learning content to reinforce our employee's expertise about our products and services, and develop their knowledge about the Adtech industry.

- **Digital Onboarding:** Every new member embarks on a comprehensive journey through the essentials of the Adtech industry.
- **Tailored Learning Packages:** Crafted by our dedicated University team, these learning resources are designed to enhance skills pivotal to mastering Equativ's products and solutions
- **Learning Portal:** All specific content that bolsters our team's understanding of our offerings and the broader Adtech landscape are centralized into the University portal!



Customized management training

We invest in the continuous development of our management team through a comprehensive training program:



82%

of our employees say:
"I have opportunities to learn and develop new competencies (projects, coaching, training, certifications...)"*

- **Managerial Training:** New managers undergo training to master essential routines, best practices, and the nuances of leadership roles.
- **Personalized Coaching:** With Coachub's certified coaches, managers receive tailored guidance to excel in specific areas of leadership.
- **Learning Capsules:** Delivered by external experts, these sessions are designed to enhance various leadership skills, from change management to effective communication.

This multifaceted approach ensures our leaders are equipped to drive success and foster a thriving workplace

*Data from the 2024 HappyIndex®AtWork Survey

Graduate program

Equativ is committed to nurturing talent through our apprenticeship and trainee programs, offering pathways to full-time employment. Here's how we ensure a supportive learning environment:

- **Tailored Onboarding:** Each apprentice receives a customized onboarding experience designed to meet their unique needs and facilitate a smooth transition into the company.
- **Tutor Training:** We provide specialized training for tutors to equip them with the skills necessary to offer exceptional guidance and support to apprentices.

This approach reflects our dedication to developing the next generation of professionals and maintaining a high standard of mentorship

Onboarding program

Equativ's onboarding program has been designed to ensure a seamless integration for new team members. It comprises three distinct phases:



1. Discover

Understand and get at ease with your new working environment!

Discover...

1. The AdTech industry
2. Our internal culture
3. Our ways of working



2. Ramp-up

Focus on your new role at Equativ!

Work on...

1. Developing knowledge
2. Building good work relationships
3. Clarifying your expectations



3. Step-back

Dive deeper into the Organization!

Take a step-back to...

1. Meet newcomers from other BUs
2. Understand the value & objectives of other BUs
3. Have an overview of the structure organization



2.3 Diversity, Equity, and Inclusion

2.3.1 Our commitments to employees

We are committed to ensuring our employees feel supported, valued, and respected so that they can bring their true selves to work.

As a company, we acknowledge our employees should be a true reflection of the communities we work with and serve. Our approach to achieving this goal is based on our three core values:

- We encourage our employees to be brave enough to challenge their own biases and be open to diverse perspectives.
- We foster a culture of thoughtfulness and a mindset that sees diversity as an opportunity to learn from one another.
- We strive to build a community of support where everyone feels comfortable bringing their true selves to work.

We are on this journey with humility and determination to make Equativ an empowering workplace for all.

Below are the steps we've taken to embody diversity, equity, and inclusion:

- We transparently publish our global DE&I report

both internally and externally.

- We enabled our employees to build their own employee resource group (Be GLAD) to create awareness around DE&I through webinars and educational projects accessible to all employees.
- We educate our employees through training and workshops such as inclusive leadership, discrimination and harassment prevention, and more. We've developed a bespoke DE&I training implemented at the beginning of 2024 to set common standards across the organization. This training is mandatory for current employees and new joiners - more than 80 % of employees have been trained so far.
- We implemented a global parental leave policy to guarantee all our employees the same minimum rights across 16+ countries.
- We developed robust processes to ensure equity at all levels:
 - Hiring processes based on structured interviews to reduce bias.
 - Talent management and compensation reviews to ensure pay equity

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Nationalities

Paraguayan
Malaysian Indonesian Azerbaijan
Burkinabé Argentinian Ibanais
Greek Spanish Algerian Danish
Slovak African Polish Mexican Australian
Syrian South American Indian
Ukrainian Italian French Russian
Austrian British German Chinese
Belgian Irish Lebanese Brazilian Tunisian
Taiwanese Moroccan Korean
Albanian Malagasy Colombian Georgian
Singaporean

We also make sure to gather feedback from our employees directly:

- Once a year we assess the level of inclusion our employees perceive within the company through the Inclusion Index Survey.

As part of La French Tech, we are signatories the Pacte Parité as we recognize that companies in the tech ecosystem need to focus on gender parity. We are committed to:

- Having 20% of the company's board be composed of women by 2025 and 40% by 2028.
- 80% of our employees attend diversity training and fight against discrimination and harassment



88%

of our employees feel included in their team

84%

of our employees do not consider their differences as a barrier to their success

78%

of our employees say everyone benefits from the same opportunities for recruitment, remuneration, and career development (age, gender identity, origin, beliefs, LGBTQIA+, diplomas, disability status) at Equativ.*

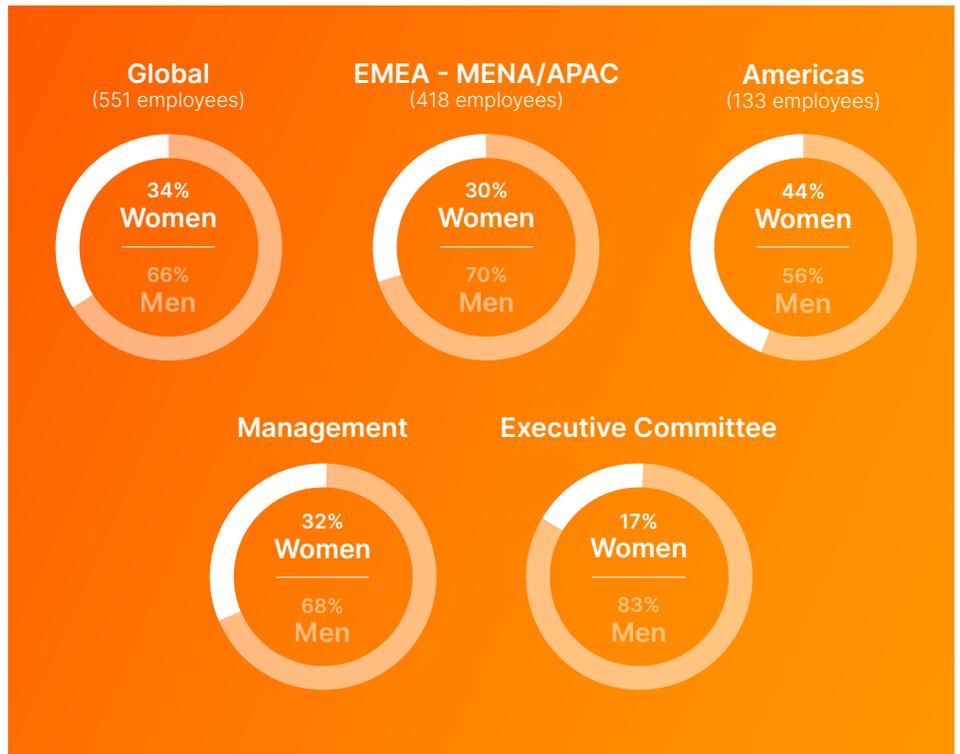


*Data from the 2024 HappyIndex®AtWork Survey

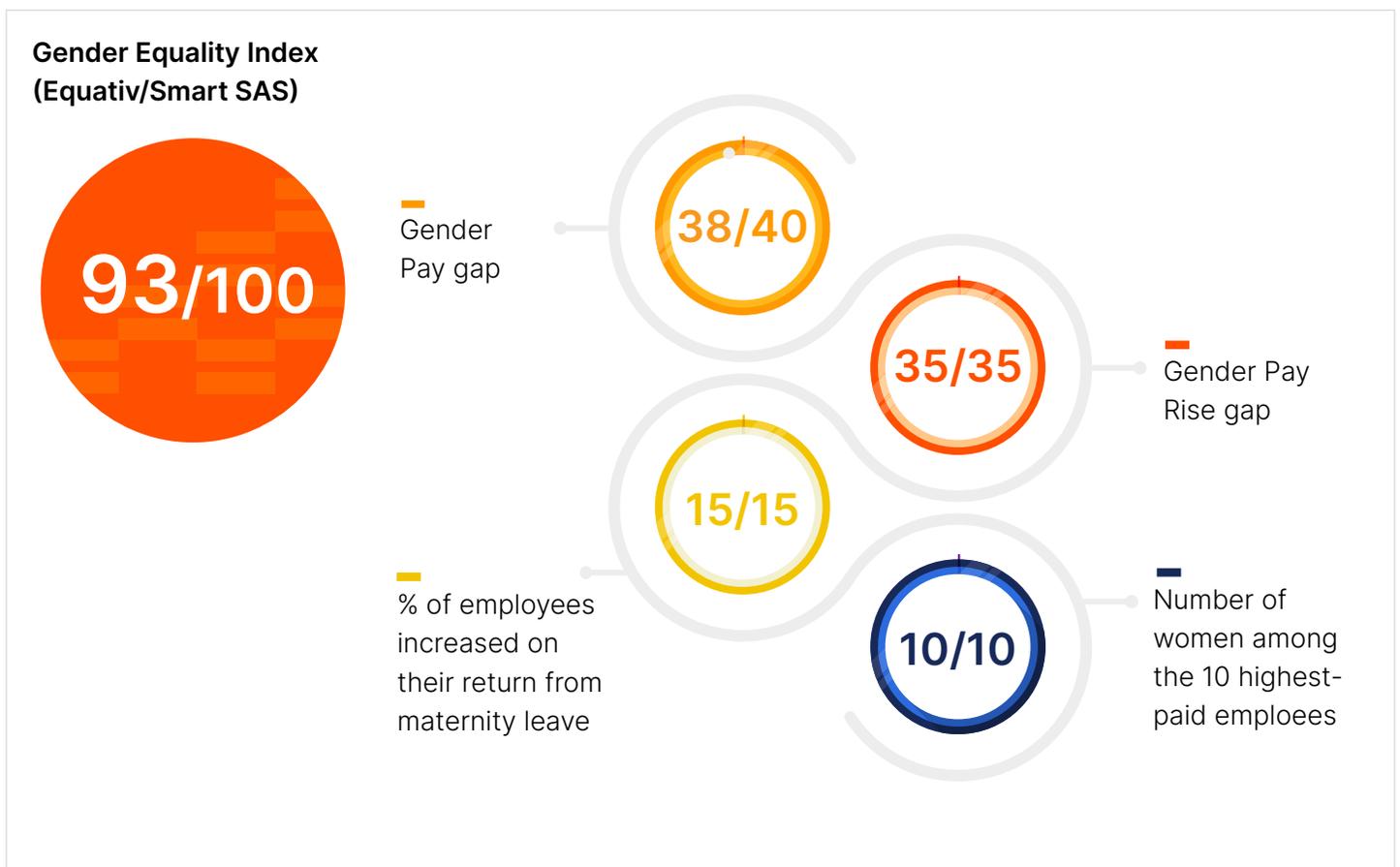
In 2023, the gender diversity ratio across Equativ was 34% of women. We are working on action plans to stabilize this number and improve it in the years to come.

When it comes to representation in our management, we are in line with our commitments as we have a score of 32% of women in our management teams (compared to 27% in 2022).

On the Executive Committee, we are seeing a decline in the proportion of women. Our female leaders are role models at Equativ as well as to candidates in the adtech space.

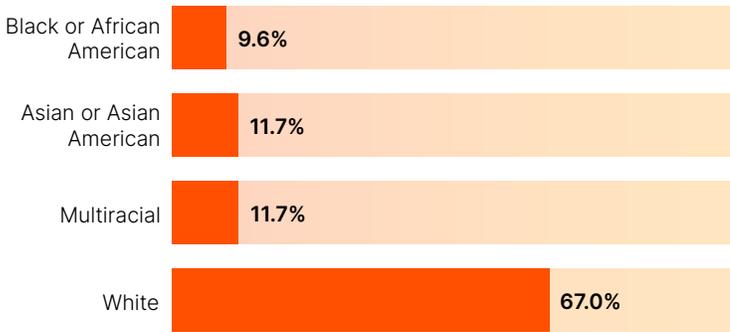


In 2023, we recorded a score of **93/100** on the Gender Equality Index. This demonstrates our commitment to closing the wage gap and achieving pay equity for working women.



Our vision of diversity also includes non-dominant groups and making sure they are represented as well. In the US, we are constantly looking at recruiting and including more minorities in our workforce.

Expressed Minority (Data only available in the US)



When examining our inclusion index, the following trends emerge:

74% reported not experiencing non-inclusive behavior

79% indicated not witnessing such behavior

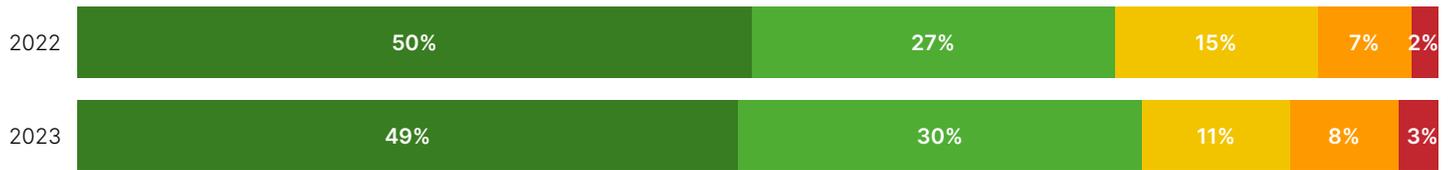
However, it's crucial to highlight the uptick between 2022 and 2023 in the following areas:

- The percentage of employees experiencing non-inclusive behaviors over the past 6 months **rose to 6%**, up from 4% in 2022.
- Similarly, the proportion of employees observing non-inclusive behaviors over the same period **increased to 11%**, compared to 9% in 2022.

Whilst working at Equativ I have personally not experienced non-inclusive behaviour



Whilst working at Equative I have not observed non-inclusive behaviour



● Strongly agree ● Agree ● Neither agree nor disagree ● Disagree ● Strongly disagree

*Data from the Inclusion Index Survey 2023

2.3.2 Giving back and supporting our communities

Workplace Housing Initiative with Bureaux du Coeur

In 2024, we have made a significant step in our commitment to community well-being.

- **New Partnership with Bureaux du Coeur:** a French non-profit organization dedicated to utilizing professional premises for individual emergency housing during evenings and weekends. By utilizing our professional premises for individual emergency housing during evenings and weekends, we're providing a crucial service to those in need.
- **We welcomed Jamil, an afghan refugee in our Paris Headquarters:** For a six months period, Jamil can benefit from the security, stability,

and intimacy provided by our office space. This support allows him to focus on reestablishing his professional life. Jamil is looked after by the MADERA association, which is particularly involved in the reception of Afghan refugees, and which helps him with his social, housing and integration procedures.

- **Addressing Homelessness:** With over 300,000 homeless people in France, this initiative directly addresses a pressing social issue. By opening our doors to those in need, we're contributing to a safer and more supportive environment for vulnerable individuals.



Eden Reforestation Projects

At Equativ, we are committed to contribute to global reforestation efforts. That is why we are partnering with **Eden Reforestation Projects** from 2020 to help to restore the ecosystem, and to provide jobs and support local economies.

- **187,000 Trees Planted in 2023:** In 2023 alone, Equativ and our clients collectively planted 187,000 trees worldwide. That's an impressive number! These trees will continue to grow, sequester carbon, and benefit ecosystems for years to come.
- **Ecosystem Restoration:** By planting trees, we're actively contributing to the restoration of ecosystems. Trees play a vital role in maintaining biodiversity, improving air quality, and preventing soil erosion. Each tree planted represents a step toward a healthier planet.
- **Job Creation and Local Economies:** By supporting reforestation projects, we're also creating jobs for local communities. These jobs provide livelihoods and contribute to economic stability in the regions where trees are planted.
- **Campaign Impressions and Tree Planting:** The correlation between campaign impressions and tree planting is an innovative approach. For every 30,000 campaign impressions on our managed campaigns, a tree is planted. This alignment of business impact with environmental impact demonstrates our thoughtful and strategic commitment.



Eden Reforestation Projects

Engaging our employees to support non-profit organizations

Through our Employee Referral Program, we empower our team members to champion non-profit

organizations that resonate with our shared values and aspirations.

Starting May 2024, we collaboratively select a deserving charity each year. This joint effort, facilitated by both the People team and our employees, ensures that our charitable initiatives are inclusive, meaningful, and aligned with our corporate ethos. By actively involving our employees in the decision-making process, we foster a culture of ownership and collective responsibility. Together, we have the opportunity to make a tangible and lasting impact, not only within our organization but also in the wider world.





03

Business Ethics and Compliance



3.1 Improving industry quality standards

We understand the importance of maintaining ethical practices, protecting user privacy, and ensuring fairness in advertising processes. With that in mind, we recognize our responsibility and are actively engaged to continually improve global industry quality standards and practices.

We believe that, by promoting exemplary practices, we can inspire other companies to comply with regulations and fair market practices to ultimately deeply transform and improve the industry together. We are brave and thoughtful with our customers, partners, and the whole industry to become the norm for fairness, rightfulness, and transparency.

3.1.1 Quality processes in place

By implementing inventory checks, ensuring supply chain transparency, and conducting brand safety checks, we create an environment that fosters trust, minimizes risks, and maximizes client value. Implementing quality processes assures publishers and advertisers that ads/content is legitimate and

relevant, protects brands from reputational harm, and enhances the overall monetization and advertising experience.

These checks are performed first at a company level to ensure that Equativ is not partnering with companies that are:

- Registered in fiscal-paradise countries (e.g. Seychelles, Belize).
- Headquartered in countries banned for being dictatorships or disregarding human rights (e.g. Iran, North Korea, Cuba, Sudan, Syria).

Additionally, we increase the level of scrutiny for companies that:

- Have been created recently
- Do not have solid public presence and visibility
- Do not provide unique offer/inventory to the market
- Do not follow/meet the Quality standards requirements
- Do not clearly detail the structure of their leadership team

The next level consists of ensuring that the path to funneling advertising inventory to our platform is both ecological and ethical, by giving priority to inventory directly sourced from inventory owners (minimizes the number of intermediaries involved, and hence the number of servers required) and ensuring that if sourced indirectly, only a single intermediary is involved and that it abides by the rules mentioned at the company level stated in the previous paragraph.

Last, we review the categorization and typology of inventory to be monetized, ensuring that it meets good business practices (e.g. advertising pressure on the page, the refresh rate of ad placements, absence of fraudulent schemes) and has not been designed for the sole purpose of garnering advertising revenues (e.g. MFA, “clickbait” websites, utility apps, etc).

Only companies meeting the requirements set are approved to collaborate with Equativ.

Once companies have been onboarded on our platform and collaborate with Equativ, we have additional quality standards and fraud detection monitoring in place to ensure that companies keep abiding by our strict business ethics. Our terms and conditions allow Equativ to terminate commercial partnerships with companies that do not abide by these rules..

3.1.2 Brand safety check

Our brand safety check process is implemented on both the supply and demand side and aims to protect clients from associating their brands with harmful or inappropriate content. By leveraging advanced technologies and comprehensive content analysis, we proactively identify and block inventory and ads that may damage a brand’s reputation.

Our brand safety check process mitigates potential risks, protects brand equity, and enhances the overall advertising experience for both advertisers and consumers.



We adopted a set of policies that are stronger and more ethical than the market standard:

- Beyond blocking fraud, we are expelling offenders from our platform permanently.
- Beyond banning brand-unsafe categories, we decline poor-quality properties, like clickbait.
- We prevent one-sided practices in our platform (in-banner video, inventory misdeclaration).

Following the policies and processes set allows us to keep a very limited level of block for invalid traffic, maintaining the global IVT level below 1%, as receiving advertising ad calls that Equativ does not monetize ends up consuming server power.

3.1.3 Traffic quality and ad quality check

Equativ puts traffic and ad quality at the core of its vertically-integrated advertising platform to secure both media buyers' and media sellers' transactions by detecting and blocking any invalid traffic or malicious threats. We work with industry-leading tools (HUMAN and Confiant) to protect publishers from ad fraud and

fraudulent traffic. Every creative is scanned in real-time for malware detection before delivery, and all Equativ inventory is continuously analyzed to protect against domain spoofing and bot traffic.

Thanks to these partnerships Equativ is able to:

- Protect media buyers against fraud at the ad call level, investigating bid requests for signs of automation before being sent to any Demand-Side Platform (DSP).
- Ensure quality traffic on desktop, mobile, and in-app environments without any fraud ads containing (but not limited to): malicious domains; pop-ups, pop-unders; unsafe/malware URLs; audio on start-up; forceful redirection.

At all times, we maintain the level of blocked inventory below 1% and the level of blocked creatives below 0.5%, as receiving advertising ad calls that Equativ does not monetize ends up consuming server power.



3.1.4 Transparency

Transparency is crucial in today's adtech ecosystem, where numerous intermediaries are involved in the delivery of ads. Our commitment to supply chain transparency ensures that all stakeholders have visibility into the flow of advertising inventory and associated transactions. By fostering transparency, we create an environment where advertisers and publishers can confidently collaborate and optimize their advertising campaigns. Supply chain transparency not only mitigates potential risks, such as hidden fees or unauthorized data sharing but also promotes accountability and fosters stronger relationships between advertisers and publishers.

In 2024 Equativ released an SCO blocking feature allowing management of the nodes count block as well as elimination of the specific sellers (asi) from the Equativ pipes which helps us improve the Supply Path optimization and transparency of the traffic sent to Demand.

Additionally, we encourage media buyers (agencies or advertisers) to shift their media investments from Walled Gardens to the Open Web, which is a more audible and transparent environment.

3.1.5 Memberships/ Initiative participation

We participate in cross-industry initiatives to eradicate fraudulent practices:

- We are founding members of the HUMAN Collective
- We help our fraud-detection providers in sensitive fraud scheme investigations

Industry standards adoption

% of SCO completeness

97%

% Ads.txt/app-ads.txt compliance

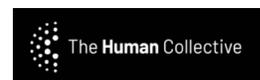
93%

% of traffic directness ≤3 nodes

97%

Data from from Tableau and Snowflake

- We are an active IAB member and participate in workshops on market quality issues across the globe supporting the digital marketing-media ecosystem
- We are TAG registered verified



3.2 Ensuring data privacy

The unrestrained growth of Walled Gardens and their ever-increasing importance in the adtech value chain, the complexity of the industry and the numerous actors and intermediaries have resulted in a lack of transparency for end-users.

At Equativ, we firmly believe that data protection and privacy are of paramount importance in today's digital landscape. We understand the importance of safeguarding our customers, employees, and partners' personal data. It is our unwavering commitment to ensure that we handle this data with the utmost care, integrity, and respect, in compliance with applicable personal data protection laws (including but not limited to European Union General Data Protection and U.S. Privacy laws (California, Virginia, Colorado, Connecticut, Utah...)).

We commit to implementing the strongest state-of-the-art measures to protect the privacy of end users while ensuring a fair level of revenue for media.

Data Protection is a never ending task which forces us to always improve our methods. Here are just a few examples of steps we have taken in that perspective:

- As a global company HQ'd in France, we apply GDPR data protection and privacy standards which are one of the strictest and oldest in the world (it is a modernized version of laws that came into force over 45 years ago). We also have a Data protection officer and a dedicated team.
- We apply Privacy by design principle in our product development cycle in order to make sure data protection is taken into account right from the start of the development cycle.
- We educate our employees on cyber security and train them to detect new forms of threats to which they are likely to be exposed.
- We regularly improve and reinforce our security



measures in order to protect our assets and the personal data of our customers, partners and employees.

- We are members of the International Advertising Bureau ("IAB") Europe and comply with their data protection frameworks, specifications and policies (e.g Global Privacy Platform).
- We ensure that our partners and providers process personal data in compliance with applicable laws.
- We only use the end-user's personal data to provide our advertising services.
- We provide responsible and less individual-based targeting practices, like Contextual Targeting.

We believe that, by promoting exemplary practices, we can inspire other companies to comply with regulations, fair market practices and ultimately, we can together deeply transform and improve the industry. We are brave and thoughtful with our customers, partners and the whole industry, to become the norm for fairness, rightfulness and transparency.



3.3 Compliance policies

3.3.1 Anti-bribery & corruption

Equativ's Anti-Bribery & Corruption Code of Conduct reflects our determination to prevent, detect and effectively manage corruption risks. It underlines our commitment to comply with all applicable anti-bribery laws and regulations. Our aim is to ensure that every employee of Equativ, as well as our partners, understands what we mean by corruption and knows the steps to take to prevent it.

- We prioritize education and training, ensuring that our employees understand the risks and consequences of engaging in corrupt practices.
- We reinforce our control processes to ensure transparency and accountability within our organization. These controls help us detect and prevent instances of corruption.
- We Implement disciplinary measures, both internally and in compliance with legal requirements, to address any breaches of our anti-corruption policies.

3.3.2 Whistleblowing

Each of us has a role to play in maintaining Equativ's integrity and ensuring that we operate in an ethical and transparent manner.

We have implemented a clear policy and reporting system that actively encourages employees to raise their concerns and report suspected corruption through our dedicated whistleblowing platform. Recognizing the significance of protecting whistleblowers, we prioritize their anonymity, fostering a safe environment for reporting.

3.3.3 Anti-Money Laundering

Our determination to prevent, detect, and effectively manage Money Laundering risks is reflected in this policy. We maintain a zero-tolerance stance against money laundering and terrorist financing activities.

3.3.4 Human Rights and Modern Slavery

Our policy reflects our commitment to respecting human rights in every region where we operate, adhering to international standards and best practices.

3.3.5 Cyber Security

Our Cyber Security policy aims to ensure the protection, confidentiality, and integrity of data, as well as the continuous availability of essential computer systems. Our policy is designed to be comprehensive, adaptable, and compliant with the standards and regulations in force in the various countries where we operate.

Our commitment to cybersecurity manifests through a multidimensional approach, which includes:

- Raising awareness and providing training for all employees
- Implementing robust technical measures
- Continuously monitoring networks and systems
- Having incident response plans in place

3.3.6 Personal Data Protection

Our policy provides transparency on how Equativ processes the personal data of its employees. This document includes all required information such as the types of personal data processed, how it is collected, the purposes, the retention period, the types of recipients when applicable, etc.

Equativ makes sure to apply minimisation principle and only process personal data which is adequate, relevant and limited to what is necessary to fulfill the purposes for which it was collected.



Measuring our Impact

Starting from 2024, we are participating in the WelmpactIndex label to assess the effectiveness of our social and environmental practices, as perceived by our employees.

The WelmpactIndex evaluates companies based on 18 criteria across three domains: Governance, Social, and Environment. This label is awarded to companies that demonstrate a strong commitment for sustainability and environmental impact of their activities.

This assessment allows us to engage in dialogue with our employees in a transparent way regarding our strategies and policies. Additionally, it provides us with a benchmark for comparison against other participating companies.

The inaugural survey provided invaluable insights, highlighting key strengths in our journey:

74% of our employees recognize our commitment to promoting environmental awareness among stakeholders

80% feel a sense of unity and support within our organization

77% feel aligned with the business project of this company / organization (strategy, operational activity, raison d'être, culture, values...)



CERTIFIED



WelmpactIndex®
WORLD 2024



About Equativ

Equativ is a leading independent adtech platform built to serve the interests of both advertisers and publishers. Equativ provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers, and combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication.

Headquartered in Paris and New York, Equativ operates globally with a team of more than 550 in 20 offices. Equativ offers the market its own independent ad server, SSP, buyer tools, and media services to fulfill the promise of advertising technology.

Learn more at Equativ.com.



EQUATIV

Fulfilling the Promise
of AdTech

