



EQUATIV

Equativ Group CSR Policy

June 2023



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A Message from the CEO

Dear All,

As the CEO of Equativ, I am thrilled and honored to present our global Corporate & Social Responsibility (CSR) Policy.

This guide reflects Equativ's commitments when it comes to the environment, social responsibility, and business ethics. We are determined to analyze and effectively implement actions that ensure each of our employees and all our stakeholders - clients, providers, public institutions, and shareholders - understand our commitment to embracing CSR.

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 happy 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

In the face of more global uncertainty, periods of crises, and weakening social fabric it is our responsibility to care for our employees more than ever. There is no such thing as a successful company without successful employees. Ensuring that each and every one of our employees flourishes and works in the best possible conditions is an ongoing and key priority for us.

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. That's why we adhere to the highest standards of brand safety, consumer privacy, and transparency.

This guide outlines the array of initiatives undertaken at Equativ, as well as the accountable project owners, to help you familiarize yourself with our challenges and our vision. Each of us plays a role in caring for our environment - whether it's physical or relational - and in raising our standards.

It is now my role and yours to work individually and together to positively act to make a difference and contribute to a more sustainable future, a more caring work environment, and a fairer industry.

Yours Sincerely,

Arnaud Créput, CEO



Equativ's purpose, culture, and values

Our purpose

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 culture and values

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

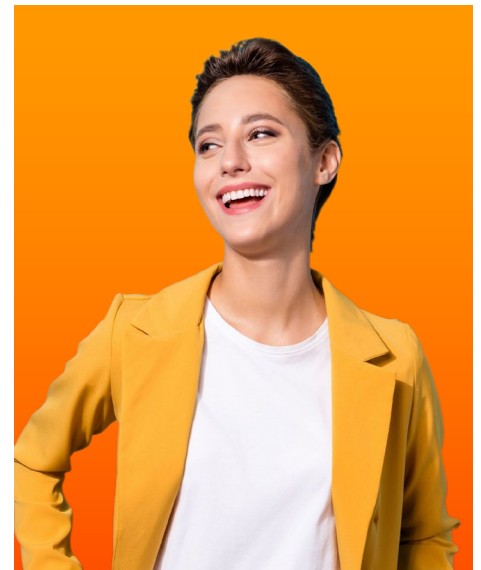
- Empower everyone
- Promote ownership
- Lead by trust and autonomy
- Strive for continuous improvement



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 launched 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 pillars:



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

- Engaging for quality
- Adopting exemplary codes of conduct
- Advocating for data privacy

Our governance

Due to the quick pace of growth at Equativ, initiatives pertaining to these pillars were originally assigned ownership to dedicated people in specific departments. In order to minimize the effects of a siloed departmental approach and to ensure that every initiative encompasses all geographies in its design and implementation, a robust governance policy was put in place in 2023.

A CSR Steering Committee was created to:

- Define CSR strategy and realign objectives
- Outline commitments, deliverables, and timing
- Track KPIs and monitor progress

With recurring monthly meetings, the CSR Steering Committee seeks to drive change at Equativ and coordinate actors in regard to the designated objectives.

The members of the Steering Committee are as follows:

- **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

As the issue of climate change is becoming increasingly urgent, it is our duty as responsible corporate citizens to take proactive steps toward reducing Equativ's carbon footprint.

The conversation around CSR continues to grow and the adtech industry, in particular, pays more and more attention to environmental impact. We decided to partner with Greenly, a leading carbon assessment company that helps businesses and individuals understand and reduce their carbon footprint, to assess our carbon emissions. Since 2021, Equativ has been able to compute its carbon footprint according to official and legitimate measurement tools, providing the accurate and detailed level of detail needed to provide clear guidelines.

Thanks to our partnership with Greenly, we benefit from:

- A scientific & transparent approach to assessing carbon footprint, which is accredited by the ADEME (Agence pour la Transition Écologique) and the World Resource Institute (WRI).
- 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

Assessing our carbon footprint is a critical step in identifying areas of operations contributing to our overall carbon emissions. By conducting a thorough analysis of our energy use, transportation methods, and supply chain, we are able to develop a detailed understanding of our carbon impact. This assessment encompasses the following Scope emission categories:

Scope 1: Direct emissions

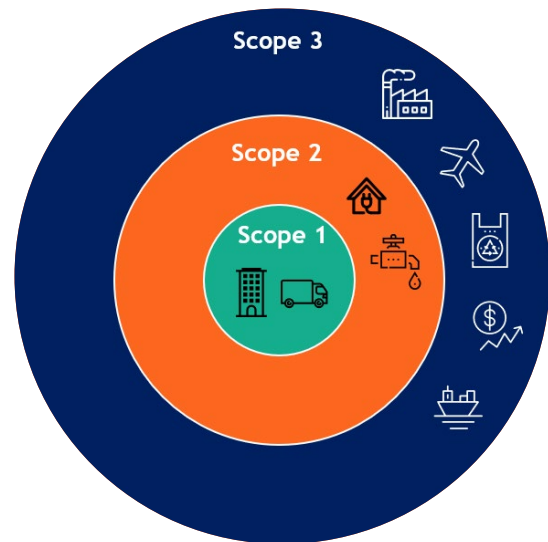
Refers to emissions generated by the company: fossil fuel combustion and gas leaks

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.



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 3978t CO2e in 2021. This is a big step for us as a company. Last year our global carbon footprint calculation expanded to include the emissions of two additional companies merged under the Equativ name in June 2021: DynAdmic and LiquidM.

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. To the right are some of the key figures on the size of the carbon footprint of Equativ's activities in 2021.



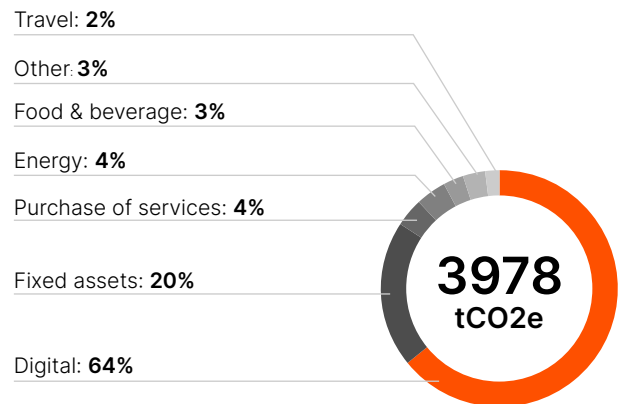
Total CO2e emissions per scope (tCO2e):



- Scope 1 and 2: 109 tCO2e - 0.2 t/employee
- Scope 3: 3868 tCO2e - 8.8 t/employee
- Total: 3978 tCO2e - 9.1 t/employee

For comparison, the market benchmark for digital, Internet, and software companies is around 29 tCO2e/employee.

Total CO2e emissions per activity (tCO2e):



Within the digital scope:

- 76% - Share of total emissions created by Equativ's digital uses
- 7 tCO2e / employee - Emissions per employee related to digital usage
- 1,464 tCO2e - Emissions generated by the electricity consumption of digital uses** 715 tCO2e
- 715 tCO2e - Emissions generated by the manufacture of IT equipment



1.2.2 Recycle and reuse

To fight obsolescence and waste, Equativ favors the refurbishing of our IT devices, in support of creating a circular economy respectful towards the environment. All out-of-order IT equipment is refurbished and reused by associations in order to provide the equipment a second life.

- We partner with [Ecodair](#) to recycle our IT equipment while supporting the employment of people with mental disabilities.
- The refurbished equipment is donated to associations selected by Equativ.

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



KPIs provided to assess CO₂e emissions

- 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.





02

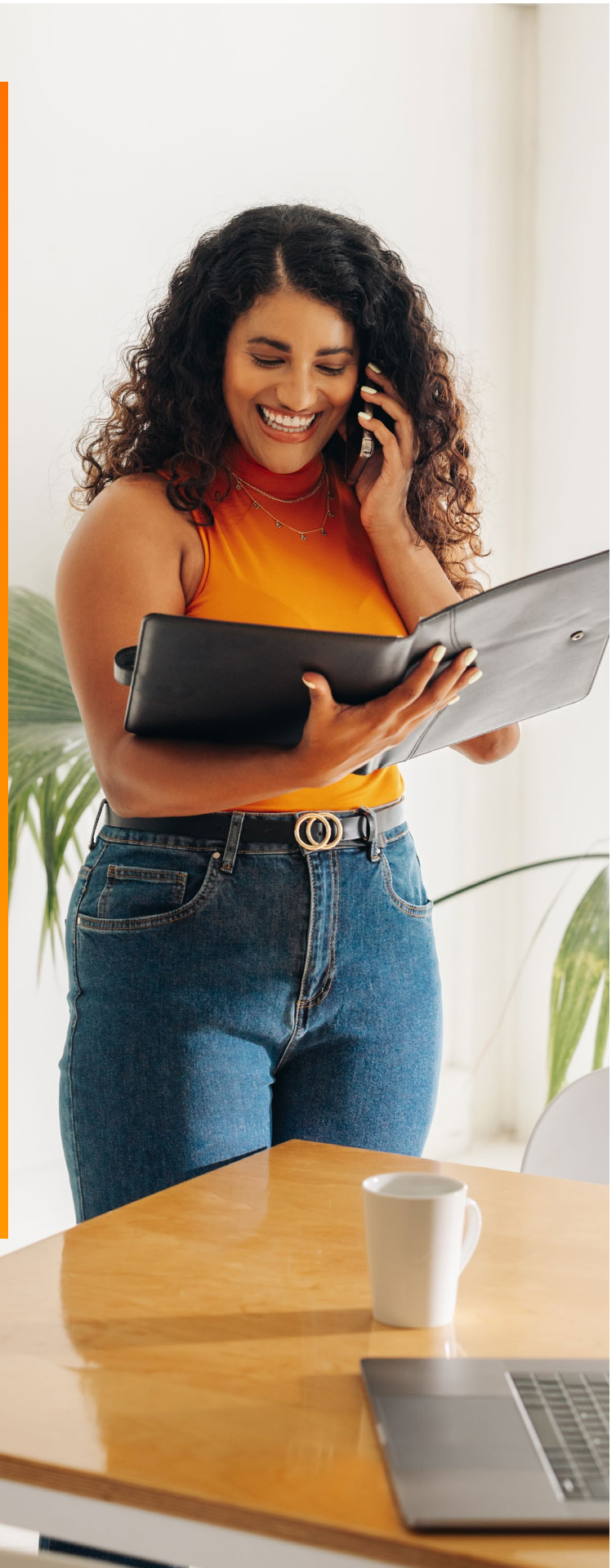
Caring for and engaging our people

At Equativ, we act with care and openness with our people and strive to provide a healthy and inclusive working environment across all our offices:

- One where everyone feels valued, respected, and empowered to bring their true self to work
- One where work-life balance is respected
- One where everyone has opportunities to improve and grow

How do we act?

- We ensure **health** and **well-being** at work
- We promote **diversity, equity, and inclusion**
- We grow our people through **learning** opportunities and **skill development** At Equativ, we act with care and openness with our people and strive to provide a healthy and inclusive working environment across all our offices:
 - One where everyone feels valued, respected, and empowered to bring their true self to work
 - One where work-life balance is respected
 - One where everyone has opportunities to improve and grow





2.1 Ensuring 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

We provide mental health services in the US and France through external providers offering free access to hotlines and services in order for our employees to safely and confidentially reach out to professionals when the need arises.



Physical health at work

We ensure that our employees are safe, have good posture at work and benefit from the materials they need.

- Everyone can request additional screens and some stand-up benches are provided in the office.
- Everyone can request work-from-home equipment such as an additional screen, and an office chair fully supplied by Equativ as part of our Remote Work Policy.

2.1.2 Work-life balance

Since 2015 we measure the well-being of our teams three times a year 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.

Monitoring employees' mood through our Pulse Surveys

Summer '22



Fall '22



Winter '22



● 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.

Hybrid model of work

We pay attention to the work-life balance of our employees and have developed a hybrid model of work which aims to:

- Maximize the benefits of both physical and virtual work to foster well-being, collaboration, and performance.
- Provide a more flexible working environment that matches individual expectations, while maintaining an office culture to promote trust, cohesion, and fun at the workplace.

Based on the 2023 results of the HappyIndex®AtWork Survey, we can proudly say:

85%

of our employees appreciate the quality of human relations (accessibility, sincerity, teamwork, collaboration, etc.) within Equativ

87%

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

85%

feel more efficient and productive when working in hybrid mode

PTO policies

Locally, we develop generous PTO policies, and programs to promote flexibility. In the US, we provide six flexible bank holidays in order to allow everyone to take off days for the celebrations that matter to them. In Europe, we close all our offices during the holiday season to let our employees disconnect during the year-end celebrations.

Well-being and working conditions annual assessment

We participate in the HappyIndex®AtWork program each year to allow all our employees the opportunity to share feedback on their well-being at work. This

survey is global and is run by an independent partner. They manage the survey, collect the responses, and provide anonymous data and consolidated analysis. This 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. HybridAtWork®Index: Remote working conditions assessment
3. TechAtWork®: Well-being and working conditions assessment for R&D and Product teams



2023 | WORLD

Tech
AtWork®

Certified reviews | ESG


choose
mycompany®

2023 | WORLD

Hybrid
WorkIndex®

Certified reviews | ESG


choose
mycompany®

2023 | WORLD

HappyIndex®
AtWork

Certified reviews | ESG


choose
mycompany®



78%
of our employees
clearly understand how
their performance is
evaluated.*

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 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.

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.

*Data from the 2023 HappyIndex®AtWork Survey



2.2.2 Career path & mobility

It is important for us to provide everyone the opportunity to grow and develop new competencies across their journey with us.

All employees have the opportunity to apply for internal mobility and we share all job openings internally every week to ensure that everyone worldwide has the opportunity to grow.

In addition, we are developing career paths for our teams in order to provide more visibility about expectations and to support their upward growth in the industry. As an example, we have already deployed such frameworks for our Product, R&D, and Customer Support departments. Today, around 40% of our workforce can use those frameworks to build their growth at Equativ and we aim to keep developing new career paths for other teams in 2023.

2.2.3 Learning & development

Access to learning platforms

All our employees, whatever their location, have access to learning platforms such as Coursera, Simundia, and Pluralsight, and we finance certificates in skill recognition externally.

Customized management training

All new managers benefit from trainings, in order to develop managerial routines and best practices, good posture and understand the processes and expectations required of being a manager. In addition, they can benefit from individualized coaching with certified coaches from Simundia to support their growth in specific topics.

All managers can also benefit from monthly learning capsules delivered by external coaches to develop their leadership. These are focused on specific dimensions such as driving change, providing feedback, communication style, building routines, etc.



Equativ University

In 2023, Equativ launched its own **University, with a learning platform** providing learning content to reinforce our employee's expertise about our products and services, and develop their knowledge about the adtech industry.

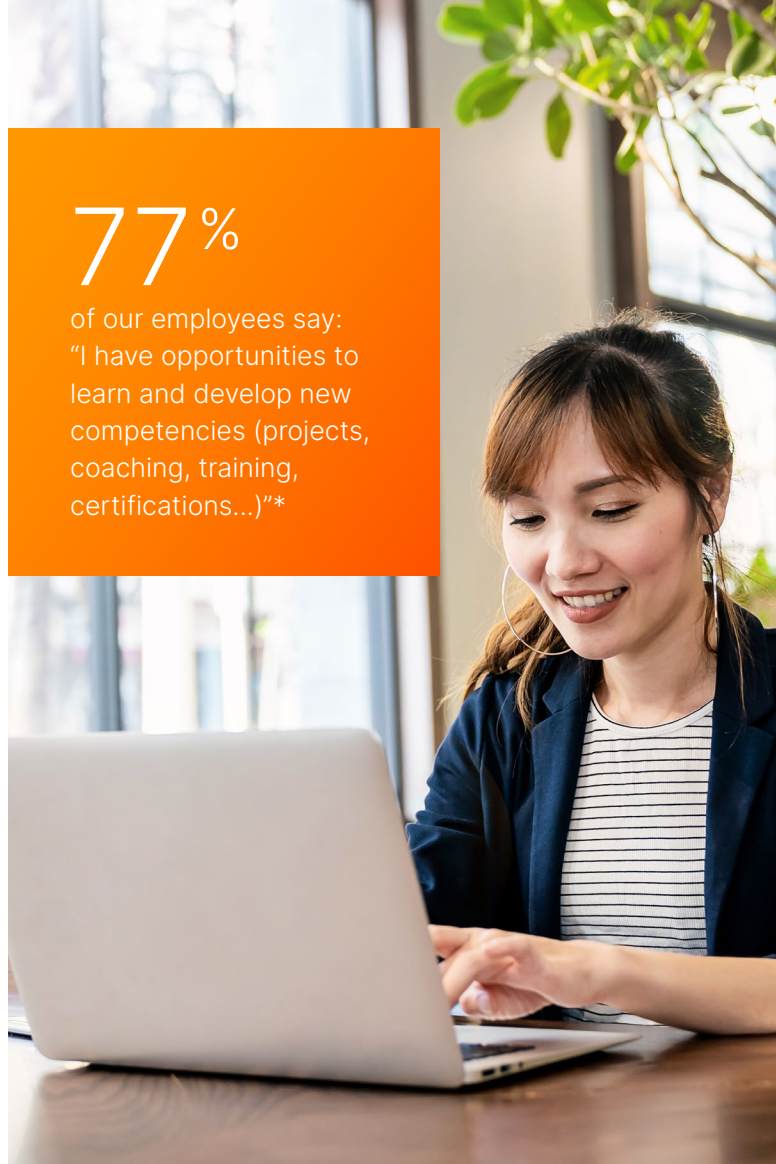
- All new employees benefit from a digital onboarding path covering adtech industry foundations.
- All employees benefit from learning packages specifically designed by our University teams to improve their skills in key areas related to Equativ products and adtech.

Graduate program

At Equativ, we hire and train apprentices and trainees with the possibility to get hired. All apprentices benefit from specific onboarding programs tailored to fit their needs. Their tutors also get trained to ensure that they provide a good level of support.

Onboarding program

We have built a strong onboarding program which is divided into three parts:



77%

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



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

*Data from the 2023 HappyIndex@AtWork Survey

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 trainings and workshops such as inclusive leadership, discrimination and harassment prevention, and more.
- 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 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 have signed the Pacte Parité as we recognize that companies in the tech ecosystem need to focus on gender parity. We have committed to:

- Having 20% of the company's board be comprised of women by 2025 and 40% by 2028.
- 100% of managers attend diversity trainings and fight against discrimination and harassment by the end of 2022. We enlisted the company Gloria to train our managers and the University of Colorado to train the leadership team.
- Setting up specific support for employees upon return from parental leave by the end of 2022.

Gloria



90%

of our employees feel included in their team

84%

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

77%

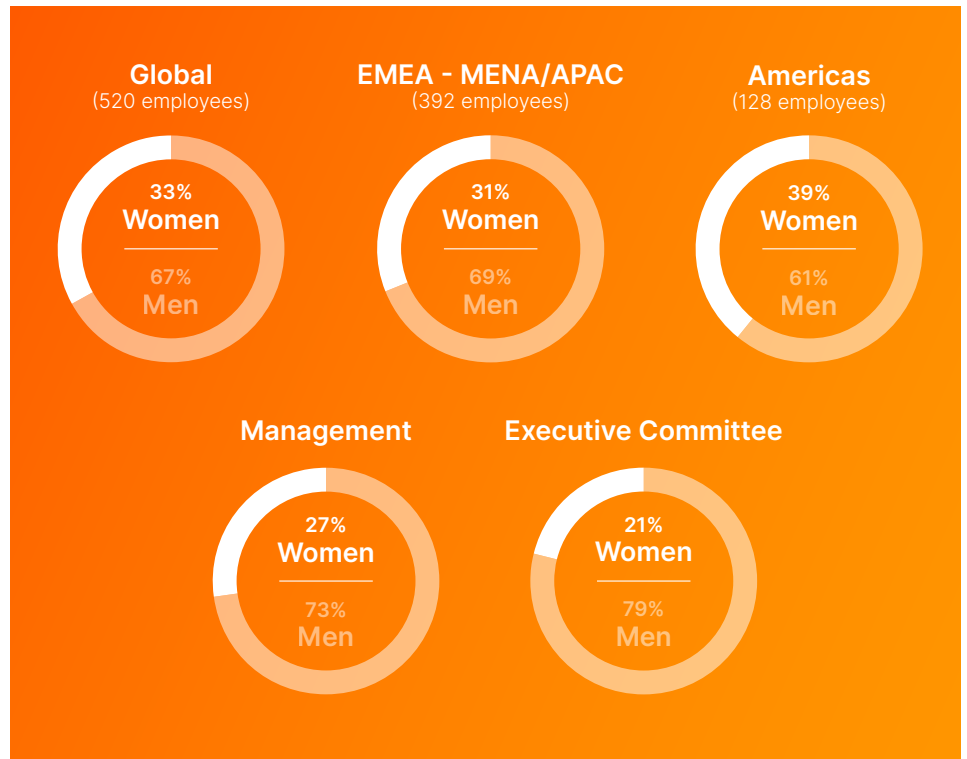
of our employees say everyone benefits from the same opportunities for recruitment, remuneration, and career development (age, gender identity, origin, beliefs, LGBTQIA+, diplomas, disability status) at Equativ.*

*Data from the 2023 HappyIndex®AtWork Survey

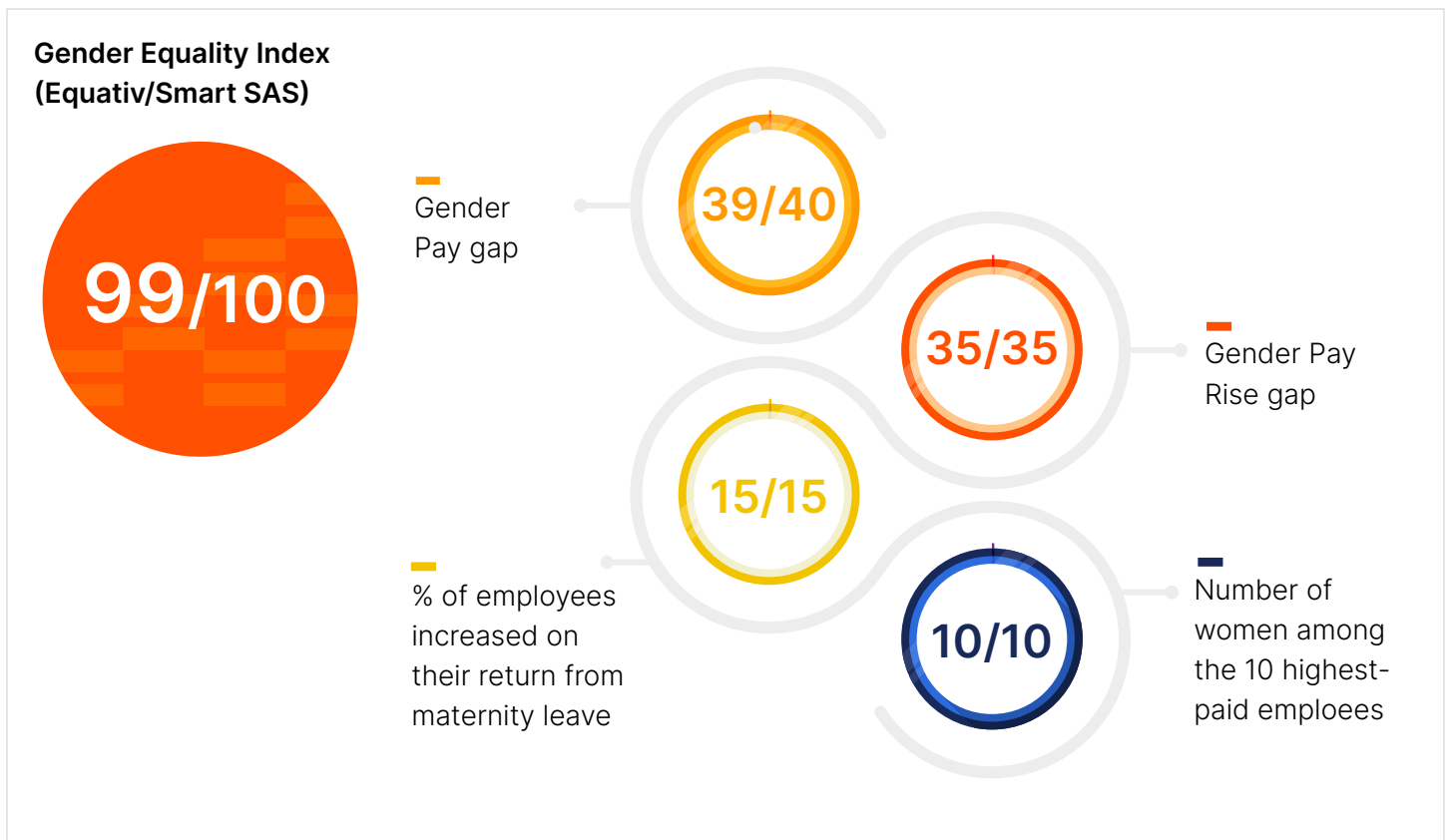


In 2022, the gender diversity ratio across Equativ was 33% women. We are working on action plans to stabilize this number and improve it in the years to come.

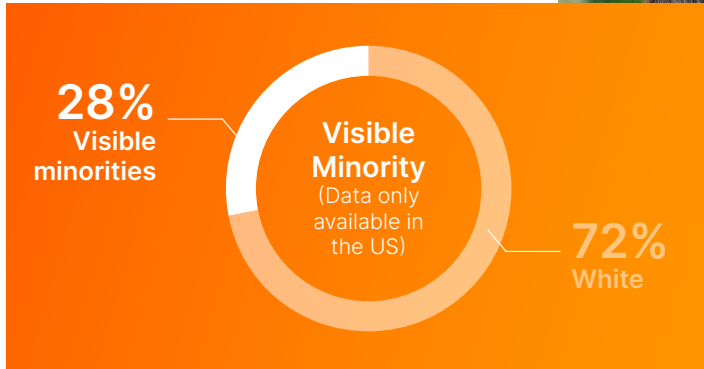
When it comes to representation in our management/exec teams, we are in line with our commitments. On the Executive Committee, we have executive women leading the sales teams. Our female leaders are role models at Equativ as well as to candidates in the adtech space.



In 2022, we recorded our highest score on the Gender Equality Index: **99/100**. 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.



Inclusion is about ensuring our employees feel respected for who they are. 84% of our employees have not experienced non-inclusive behavior and 77% have not observed any non-inclusive behavior in the workplace.*

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



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



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

*Data from the Inclusion Index Survey 2022

2.3.2 Giving back and supporting our communities

Supporting solidarity actions to provide support to Ukrainian refugees

In 2022, we supported all our employees engaged in welcoming Ukrainian families into their homes, especially in Poland, France, and other countries.

To encourage this kind of support across the company which we know is the most directly beneficial for refugees, but that can also be the most disruptive to our employees' day-to-day life, we provided monthly allocations to help employees organize their home to welcome refugees and additional days off to allow employees the time to support them in administrative or immigration duties.

Equativ also provided financial donations to the UNHCR which provides support to Ukrainian refugees.



Engaging our employees to support non-profit organizations

We provide support to non-profit organizations through our Employee Referral Program. For each new employee hired through a referral, Equativ makes a donation to an eligible charity designated by the referrer.

Equativ-eligible charities are non-profit organizations and part of International NGOs, environmental, animal, health, arts & culture, and education charities listed below.



A man with short brown hair and glasses, wearing a red and black plaid shirt, is smiling and looking at a computer monitor. He is standing at a desk in a modern office with large windows and hanging lamps. The background is slightly blurred, showing other office furniture and plants.

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

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

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
- Show employees located in different countries than its headquarters or registration
- Do not have solid public presence and visibility
- 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. “clickbait” websites, utility apps, etc).

Only companies meeting these requirements and providing inventory that meets these requirements can hope 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).

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.

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.

Industry standards adoption

% of SCO completeness

93%

% Ads.txt/app-ads.txt compliance

91%

% of traffic directness ≤3 nodes

98%

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

- 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 adtech industry is one whose promises have often disappointed. The unrestrained growth of Walled Gardens and their ever-increasing importance in the adtech value chain has resulted in the infringements of the rights of end-users. Unethical behaviors reached such a climax that governments and supranational institutions had to step in.

Over the past ten years, the opacity of the digital advertising sector has allowed abusive practices to develop, intensified by the emergence of dominant positions on the part of the Net giants. Today it is not only end-users who are looking for more transparency, but the whole value chain. Indeed, advertisers and publishers also expect greater transparency around the actions and costs of the various intermediaries in contrast to the abusive practices of the GAFAs. In fact, the latter are regularly criticized by national competition authorities in Brussels, across Europe, and in the United States, as demonstrated by the US Department of Justice proceedings against Google in January 2023 for anti-competitive practices and abuse of a dominant position.

At Equativ, we firmly believe that data privacy is of paramount importance in today's digital landscape, and we think that increasing the transparency of the value chain will be one of the main challenges for our industry. We understand the significance of safeguarding personal and sensitive information collected from our customers, employees, and partners. It is our unwavering commitment to ensure that we handle this data with the utmost care, integrity, and respect, complying with applicable personal data protection laws, and in particular with the European Union's General Data Protection Regulation.

We commit to implementing the strongest state-of-the-art measures to protect the privacy of web users while ensuring a fair level of revenue for media. We have implemented comprehensive measures to safeguard the privacy and security of the data we collect, store, process, and share.

- Our company has French and European roots, where privacy regulations are an old topic with the strictest interpretation worldwide.
- We are giving users full control over their data sharing and we don't process any personal data without their explicit consent.
- Our clients retain their ownership of web user data and we are using their data only to provide our advertising services and nothing else.
- We provide responsible and less individual-based targeting practices, like Contextual Targeting or Segment-Based targeting.

98%

of European publishers working with Equativ have implemented a TCF-compliant CMP

100%

of the DSP connected to Equativ are part of TCCF v2 vendor list

Equativ **does not own any media nor data business**

With Equativ, data belongs to its owner, and remains under **publisher control**

Equativ processes data for the sole interest of our publisher clients: Equativ **does not use publishers data for its own interest**

Equativ does not mix publishers data with each other, **data is siloed** between each publisher

Data of our EU publishers is only **stored in EU**. Equativ's European servers are located in France (Paris)

Data of each publisher is stored for **reporting** purposes and siloed to make it only available for them



[Little System](#) assesses the ethical compliance of Digital Services practices in regards to privacy.

Little System audited and supported Equativ in its reflections on how to contribute to the emergence of a more ethical advertising market, based on 4 key criteria:

- Transparency of information
- Storage and use of collected personal data
- Security of personal data
- Choice of technological partners

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 mechanisms

Corruption is a pervasive global issue that poses a significant threat to the economy, markets, and trust in institutions. At Equativ, we recognize the immense importance of addressing corruption and have taken proactive measures to prevent and mitigate its impact. Our commitment is grounded in the understanding that fighting corruption is crucial for sustainable business practices and societal development.

To tackle this challenge, we strongly reinforce our policies and codes of conduct. By the end of 2023, we will have implemented a comprehensive set of mechanisms, including:

3.3.1 Anti-bribery & corruption


- Prioritizing education and training, ensuring that our employees understand the risks and consequences of engaging in corrupt practices.
- Reinforcing our control processes to ensure transparency and accountability within our organization. These controls help us detect and prevent instances of corruption.
- Implementing disciplinary measures, both internally and in compliance with legal requirements, to address any breaches of our anti-corruption policies. We are aware of the potential impact of corruption on our reputation and are committed to safeguarding our integrity and we believe in the power of sanctions as a deterrent against corruption.

3.3.2 Alert mechanisms

- Implementing a clear policy and reporting system that encourages employees to raise concerns and report suspected corruption through a dedicated whistleblowing platform. We understand the importance of protecting whistleblowers and ensuring their anonymity, thereby fostering a safe environment for reporting.

By actively addressing corruption, we aim to contribute to a more transparent and ethical business environment. We align ourselves with regulatory frameworks and international initiatives that promote anti-corruption measures. Our efforts reflect our commitment to responsible corporate citizenship and the belief that preventing and mitigating corruption is vital for sustainable growth, trust-building, and the overall welfare of society.





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.



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Fulfilling the Promise
of AdTech