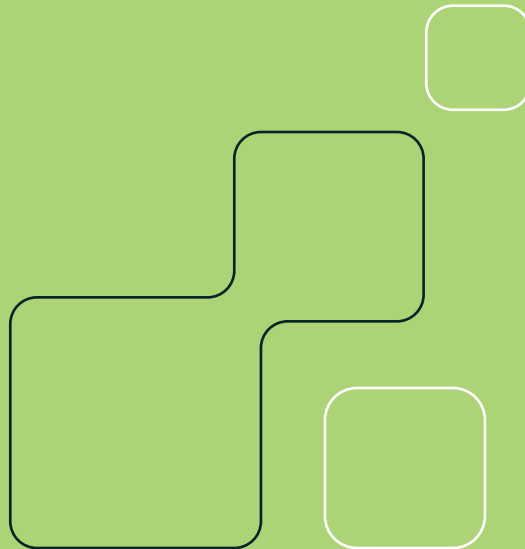
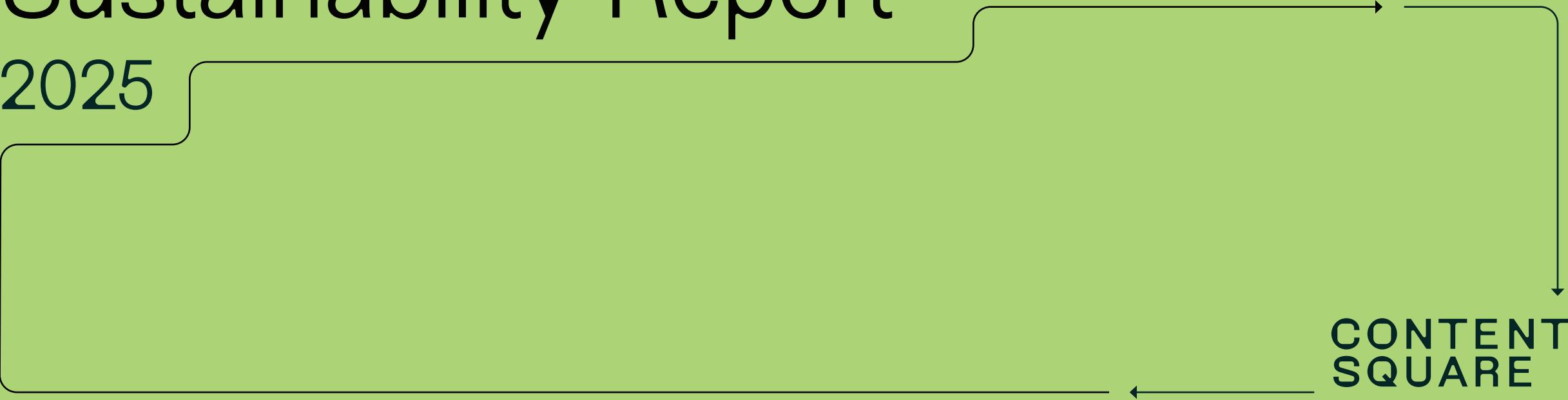


# Contentsquare Sustainability Report

2025



**CONTENT  
SQUARE**



# Our ambition: Smarter insights. Clearer journeys. Trusted data.



## Vision

Contentsquare will be the go-to platform to understand people and instantly deliver the right experience for them.

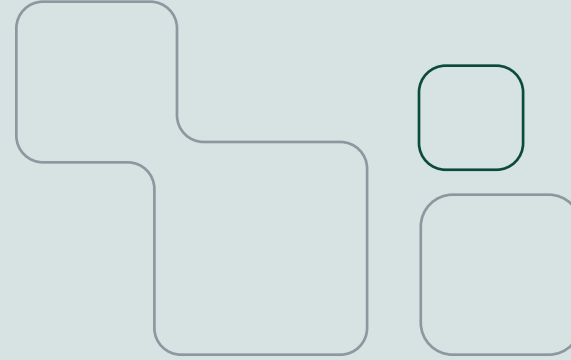
## Mission

We empower businesses to create a world where everybody has a digital experience they love, seek and deserve—an experience that is accessible, inclusive, trustworthy, and sustainable.

# What's Inside

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# I. Introduction



# Letter from the CEO and Founder, Jonathan Cherki



Sustainability at Contentsquare is something we have been embedding into how we build, operate, and grow the company over time. Over the past year, the focus has been on doing the less visible work: strengthening how we operationalize our existing commitments into our actual day to day. This means making sustainability more consistent—across how we work, how we measure, and how we make decisions as a business.

On the environmental side, that means continuing to improve how we measure and reduce our footprint, from the energy we use in our offices and cloud infrastructure to how we engage suppliers across our value chain.

The same is true for our people. Achieving sustainable growth depends on creating conditions where employees can do their best work over time. That involves investing in wellbeing, supporting inclusion and belonging, enabling flexibility, and making learning part of how we grow together. We are also continuing to bring more structure to digital accessibility, ensuring it is considered earlier in design and development, supported by training and shared standards across teams.

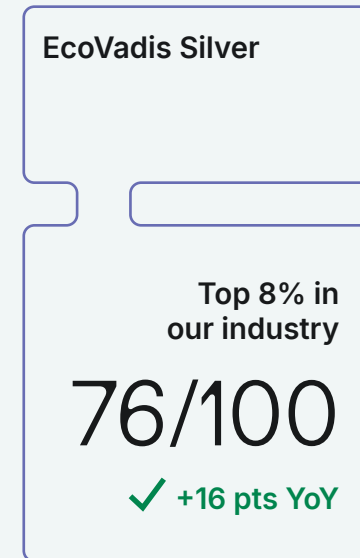
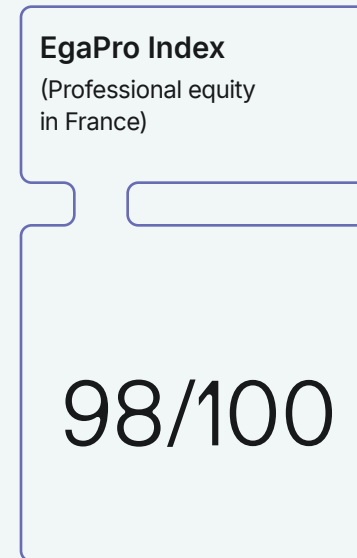
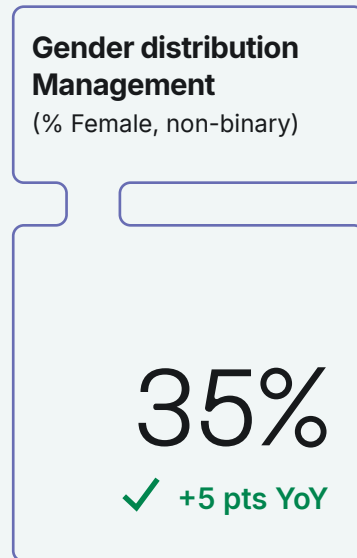
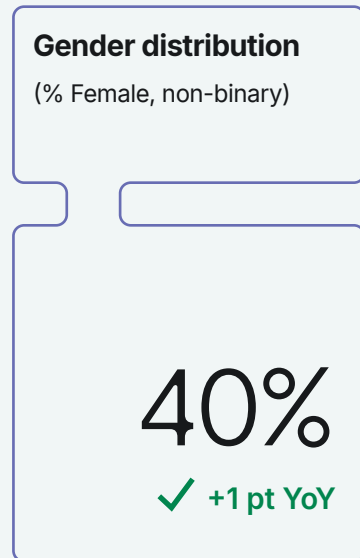
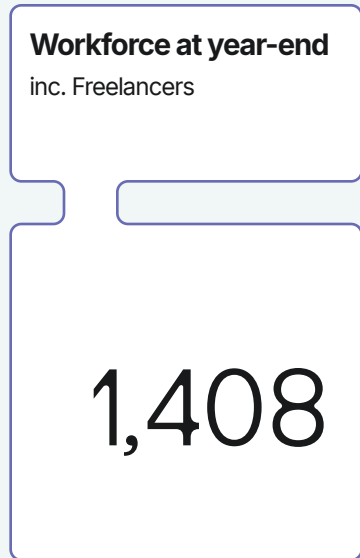
Responsible governance remains a foundation for everything we do, from data protection to ethical standards and risk management across the organization. Taken together, this work is about building a company that grows in a more considered and resilient way over time.

To our teams, our customers, and everyone on this journey with us: thank you. What we are building together is shaping not only how Contentsquare evolves, but also how it contributes more broadly to the world around it.

A handwritten signature in black ink, appearing to read 'Jonathan Cherki', written in a cursive style.

**Jonathan Cherki**

# Impact in numbers



## Commitments



Validated 1.5°C-aligned near-term targets



Net-Zero emissions by 2040, 10 years ahead of Paris Agreement



Annual Communication on Progress (CoP) and Sustainable Development Goals (SDGs)

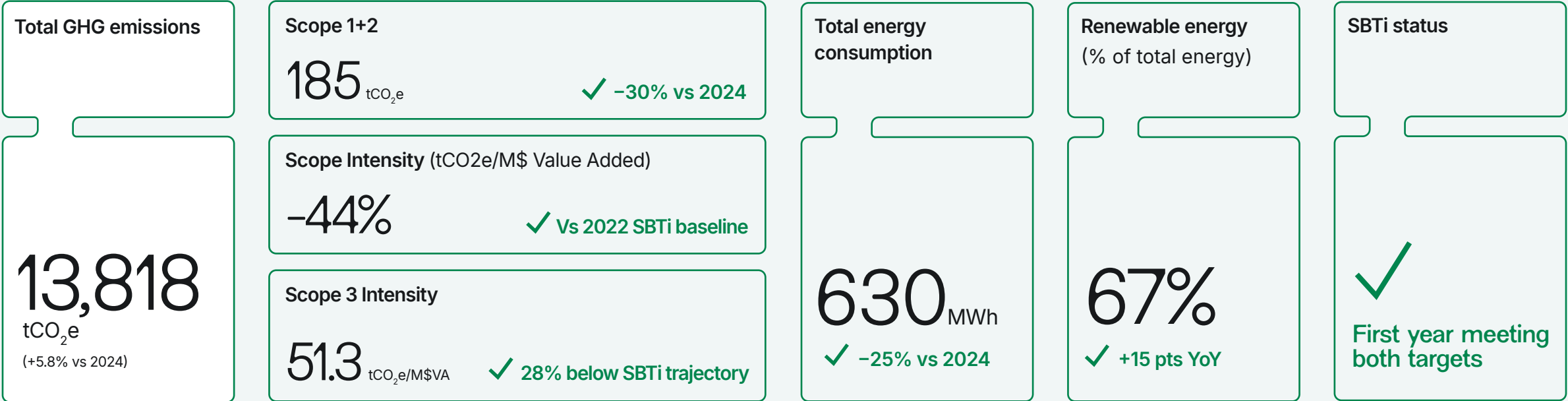


40% Board gender diversity by 2028 (currently 30%, +8pts)



Annual reporting with reference to GRI Standards

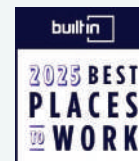
# Impact in numbers



## Certifications



## Rankings



BuiltIn Best Places to Work 2025: New York and Colorado.

# Our presence

Total workforce  
number

1,408

From over  
75 nationalities

Offices

Paris	Tel Aviv	Rennes
New York	Amsterdam	Tokyo
Denver	Milan	Sydney
London	Cairo	Singapore
Barcelona	Dubai	
Munich	Riyadh	

16

Offices across the world

Enterprise & Mid-  
Market customers

3,000

Websites optimized  
with Contentsquare

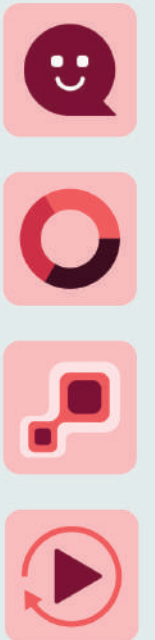
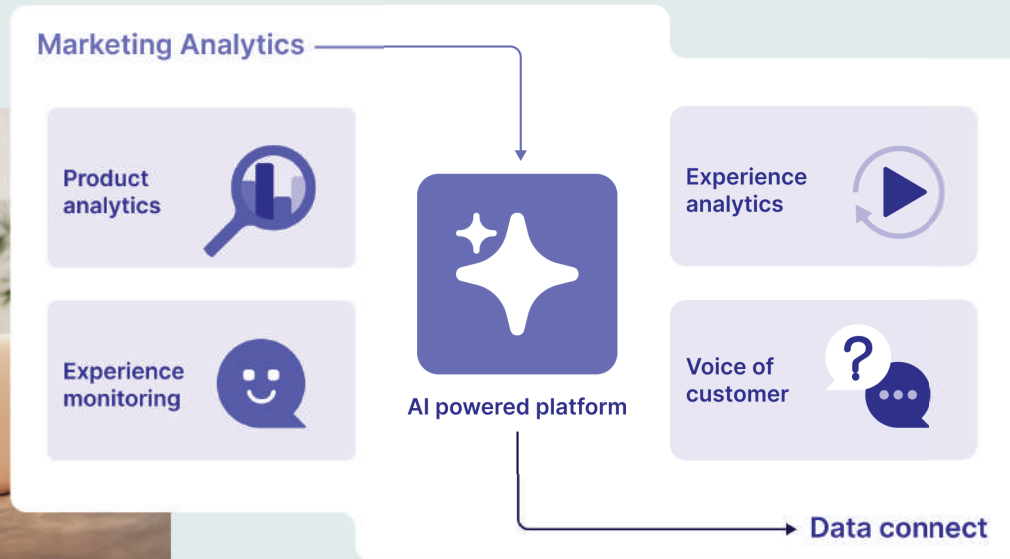
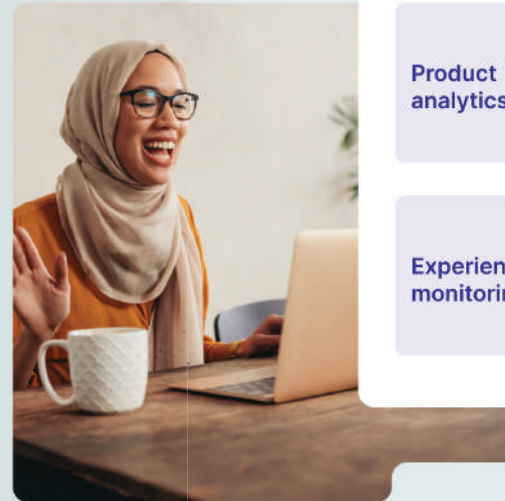
1.3M

# Our business model

Contentsquare is a leader in digital analytics, empowering businesses of all sizes with the insights they need to understand customers and deliver seamless experiences at scale. Our all-in-one experience intelligence platform provides rich and contextual insight into customer behaviors, sentiments, and intent, across all channels, helping businesses continuously deliver the right experience on web, mobile, and apps.

More than 1.3M websites worldwide rely on Contentsquare's AI-powered platform to grow their business, drive customer loyalty, and operate with greater efficiency in a constantly changing world. Through our platform, we process and analyze trillions of data points on digital interactions, ultimately enhancing experiences for millions of end-users globally.

To learn more, visit [www.contentsquare.com](http://www.contentsquare.com)



# Impact journey

As Contentsquare continues to grow in a rapidly evolving market, **integrating responsible business practices into our operations remains essential to building long-term resilience and stakeholder trust.**

Our sustainability journey began in 2021, when we established the foundations to understand and advance our environmental and social responsibilities. In 2022, we focused on diagnosis—conducting our first carbon assessment and identifying where we stood. By 2024, we translated these insights into a structured sustainability strategy aligned with our business priorities, centered on four core areas: **Environment, People & culture, Digital accessibility, and Responsible governance.**

**2025 was a year of steady progress in delivering on our commitments.** We earned EcoVadis Silver recognition, validating the work we've been doing across environmental and social performance. We stayed on track with our science-based carbon reduction targets, improved our gender equality across the organization,

and continued strengthening how we protect data and operate ethically.

Throughout this journey, collaboration remains central to our approach. We've actively engaged our teams—particularly our employees—in our sustainability initiatives, ensuring our strategies reflect the collective ambition of our entire organization.

**Looking ahead, 2026 will focus on sustaining the momentum we have built.** As we navigate business priorities centered on growth and profitability, we remain committed to the environmental and social fundamentals that ground our work.

We also recognize that meaningful progress is measured not by commitments alone, but about showing up consistently. Through clear targets, transparent reporting, and weaving sustainability into how we operate everyday, we continue working toward a more responsible and resilient business model.



# Sustainability approach

Understanding what matters most—to our business, our stakeholders, and the world around us is the foundation of our sustainability strategy. In 2024, we conducted our first **double materiality assessment** to identify the environmental, social, and governance topics that are most relevant to Contentsquare. This process helped us look at sustainability from two angles: how our operations affect the environment and society (impact materiality), and how external factors like climate change or labor practices could affect our business (financial materiality).

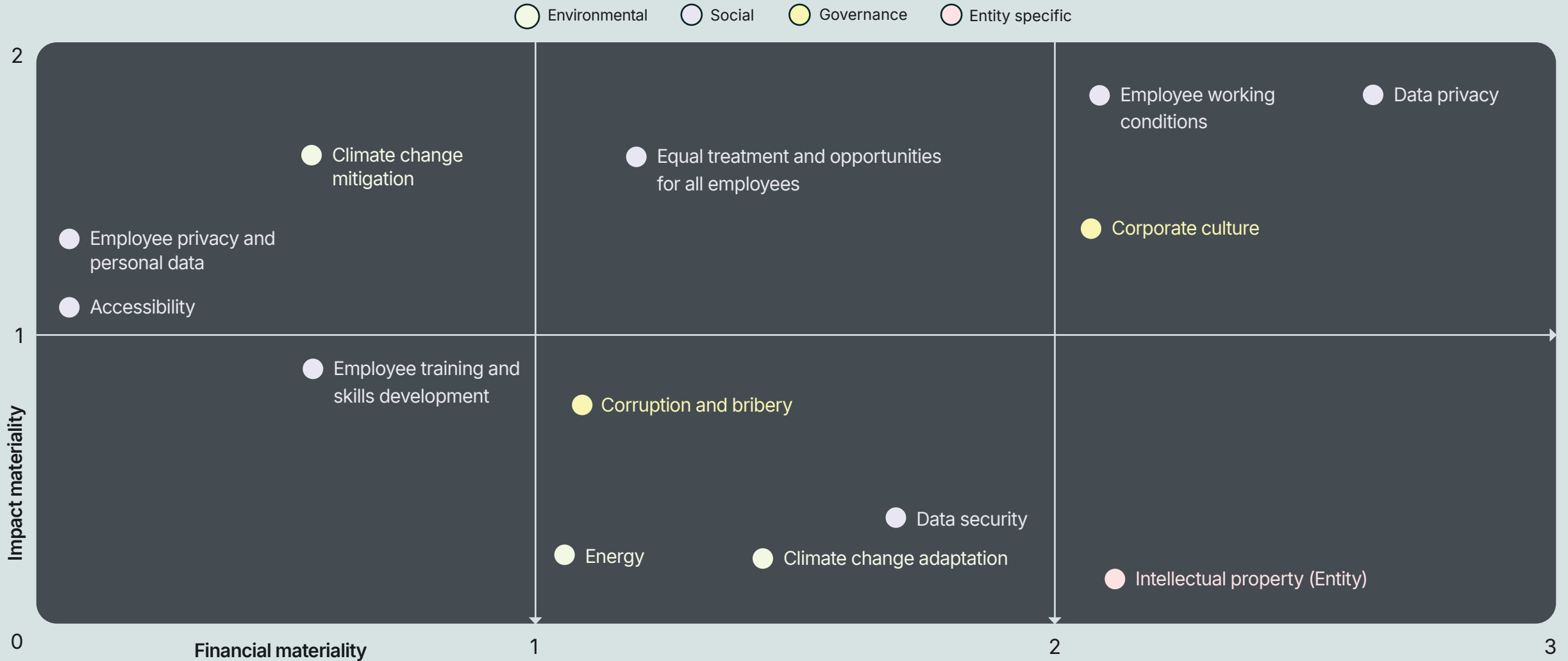
The assessment was led by our Impact team with support from a global sustainability consulting firm. We engaged leaders across the company—from Finance, Legal, Procurement, Privacy, People, and Information Systems—through structured workshops to evaluate and validate the relevance of each topic.

Through this rigorous process, **we identified 13 material topics** organized around four core areas: environment, people & culture, digital accessibility, and responsi-

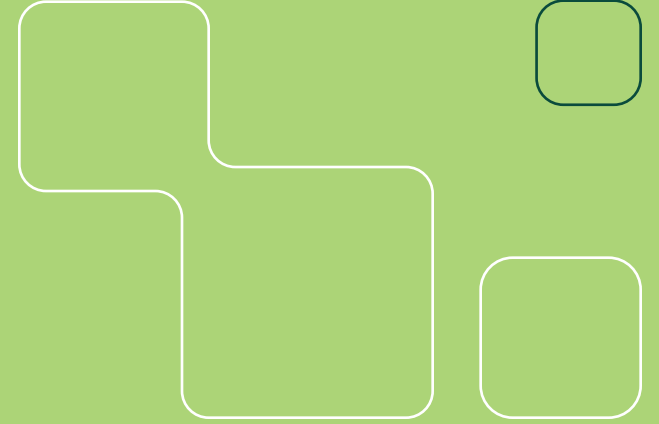
ble governance (*see next page for double materiality matrix*). These topics reflect what matters most to our stakeholders (including employees, clients, investors, and the communities where we operate) and where we can make the most meaningful progress. We revisit this assessment annually to ensure it remains relevant as our business and stakeholder expectations evolve.



## Double materiality matrix



# II. Environment



# Our climate commitment

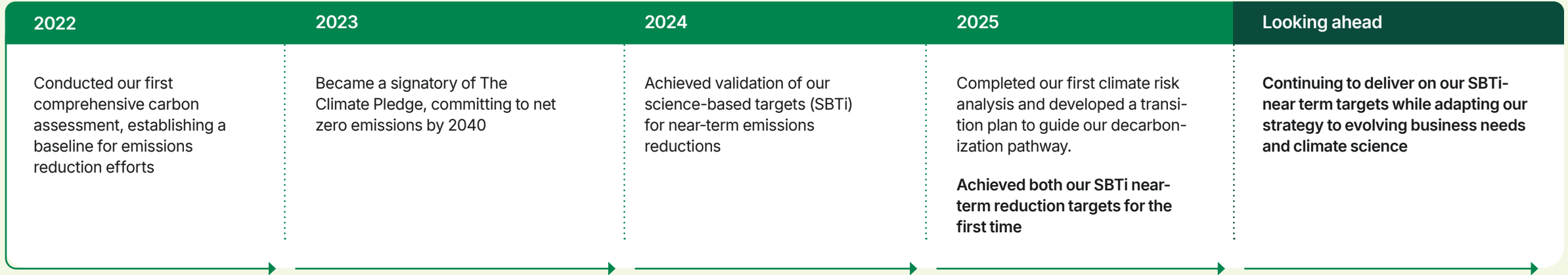
The digital sector accounts for an estimated **1.5–4% of global greenhouse gas (GHG) emissions**—comparable to the aviation industry—driven by device manufacturing and the surging energy demands of data centers. In 2024, data centers alone consumed roughly **1.5% of global electricity**, a share that continues to grow as digital infrastructure scales globally.

**The rise of AI is accelerating this trajectory.** In 2026, data center electricity demand is on track to exceed **1,000 TWh**—more than double 2022 levels—as AI workloads require orders of magnitude more energy per task than traditional computing. For companies that build, operate and power digital experiences, this is not a distant concern—it is the context in which we operate every day.

At Contentsquare, our footprint is directly shaped by the cloud infrastructure we run, the products and services we buy, and the travel that connects our global teams. AI is also entering our own story: as we integrate intelligence into our platform and our clients increasingly run AI-powered digital experiences, managing the energy intensity of what we build becomes part of our climate responsibility.



# Our climate journey



Since 2022, we have pursued a science-based approach to measuring, reducing, and transparently reporting our GHG emissions, with near-term targets validated by the Science Based Targets initiative (SBTi). In 2025, our total GHG emissions were **13,818 tCO<sub>2</sub>e**, with Scope 3 representing 98% of that figure. We also tracked **28% below our Scope 3 intensity trajectory and 10% below our Scope 1+2 trajectory**, making 2025 the first year we simultaneously met both targets.

Our climate strategy is built around three interconnected priorities: **reducing emissions** through operational efficiency and renewable energy adoption; **managing our energy footprint** to build resilience against price volatility and infrastructure constraints; and **adapting to climate risks** that could affect our business continuity and that of our clients.

# Measuring our carbon footprint

As we complete our **fifth carbon assessment**, we continue to refine our methodology and deepen our understanding of our environmental impact. Our carbon accounting follows the **Greenhouse Gas (GHG) Protocol**, the globally recognized standard for quantifying emissions, and incorporates guidance from the **Science Based Targets initiative (SBTi)** to ensure our approach supports credible, science-aligned decarbonization.

## Methodology

We measure emissions across three scopes:

**Scope 1:** Direct emissions from sources we own or control (e.g., office energy use, refrigerant leakage from HVAC systems)

**Scope 2:** Indirect emissions from purchased electricity, reported on a market-based basis to reflect our renewable energy purchases

**Scope 3:** All other indirect emissions across our value chain (e.g., business travel, cloud infrastructure, purchased goods and services)

For **Scopes 1 and 2**, we use **activity-based data** (actual energy consumption) combined with market-based emission factors. For **Scope 3**, we use a combination of methods depending on data availability: activity-based data for categories such as business travel (flight distances and hotel nights); **spend-based estimates** using sector-specific emission factors for categories such as consulting and software; and **supplier-reported data** where available.

Our **Scope 3 target uses an economic intensity approach** (emissions per million USD of value added) consistent with SBTi guidance for service-based companies. This method allows us to account for business growth while maintaining ambitious reduction goals.

For detailed methodology, emission factors, and data quality notes, see [Appendix B. Methodological Notes & GHG Protocol](#).



# Our 2025 carbon footprint

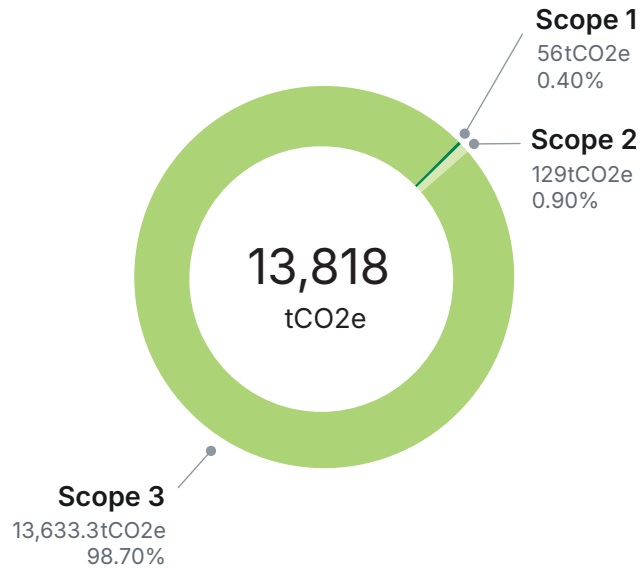
In 2025, Contentsquare's total GHG emissions were estimated at **13,818 tCO<sub>2</sub>e** — a **5.8%** increase compared to 13,057 tCO<sub>2</sub>e in 2024. This growth reflects continued business expansion, the scale-up of our cloud infrastructure, and the inclusion of a one-time company event. At the same time, we made meaningful reductions across our direct operations — in office energy use, business travel and procurement. The full picture by scope, category and year-on-year movement is detailed in the sections below.

Our emissions profile is consistent with digital services companies: **Scope 3 represents 98.7% of our total footprint (13,633 tCO<sub>2</sub>e)**, stemming from cloud infrastructure, purchased goods and consulting services, business travel and food. Direct and energy-related emissions (Scopes 1+2) account for less than 2% of our footprint.



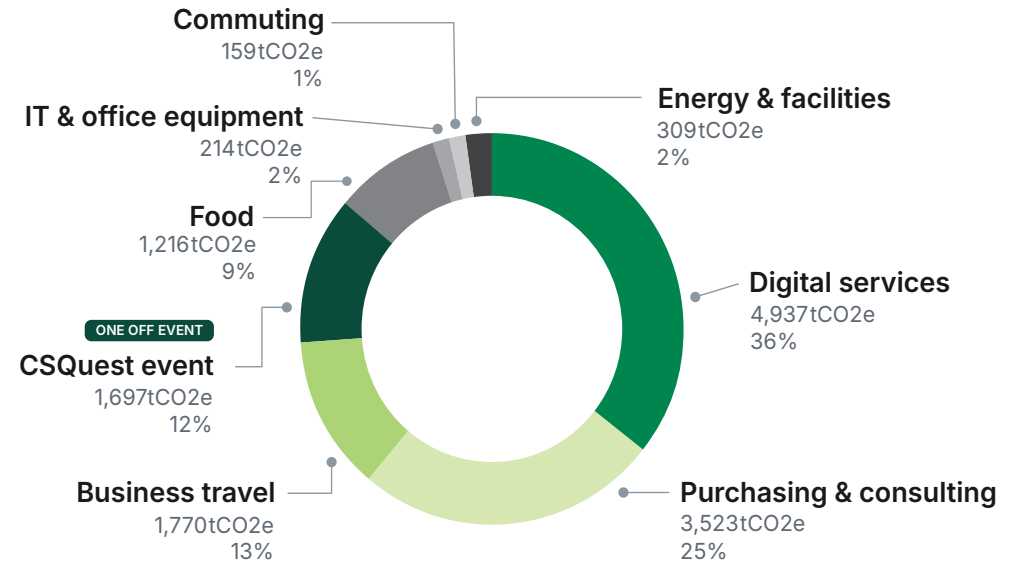
# Our 2025 carbon footprint

Emissions by Scopes



\*This assessment covers Contentsquare SAS and its subsidiaries, including Heap, Hotjar and Loris (acquired Q4 2025), across all operated geographies.

Breakdown by Categories



Reporting note: CSQuest (Berlin, March 2025) was a one-time company-wide event with no prior-year equivalent and no planned recurrence. For this reason, it is reported separately.

## Our GHG emissions - 2024 vs. 2025

### Scopes 1+2: Significant improvement

Scope 1+2 emissions fell from 263 tCO<sub>2</sub>e in 2024 to **185 tCO<sub>2</sub>e in 2025**—a **30% reduction**—driven by office rationalization, consolidation of our global footprint, and expanded renewable energy procurement.

### Scope 3: Growth driven by two specific factors

Scope 3 **grew by 6.6%** year-on-year, from 12,794 to **13,633 tCO<sub>2</sub>e**, concentrated in two areas: cloud infrastructure, where emissions grew 39% as our AI-powered product capabilities scaled; and CSQuest, which contributed 1,697 tCO<sub>2</sub>e with no prior-year equivalent nor planned recurrence.

Elsewhere, the picture improved. Business travel in regular operations fell **31%**. Food-related emissions dropped **18%**. Excluding CSQuest entirely, underlying Scope 3 emissions fell **6.7%**—reflecting real reductions across travel, procurement, and office operations.

Digital services represent **36% of our Scope 3 footprint**—the largest single category and the focus of our cloud optimization efforts outlined in the section below.

For the full **GHG Protocol category breakdown, emission factors, and methodology notes**, refer to [Appendix B. Methodological Notes & GHG Protocol](#).

	2024	2025	Change
Scope 1	87 tCO <sub>2</sub> e	56 tCO <sub>2</sub> e	<b>-36%</b>
Scope 2 <i>(Market-based)</i>	176 tCO <sub>2</sub> e	129 tCO <sub>2</sub> e	<b>-27%</b>
Scope 3	12,794 tCO <sub>2</sub> e	13,633 tCO <sub>2</sub> e	<b>+6.6%</b>
<b>Total</b>	<b>13,057 tCO<sub>2</sub>e</b>	<b>13,818 tCO<sub>2</sub>e</b>	<b>+5.8%</b>

# Progress on SBTi targets

Contentsquare has committed to science-based emissions reduction targets validated by the Science Based Targets initiative (SBTi), aligning our climate action with a 1.5°C pathway. Our validated near-term targets are:

SBTi targets	Public	Base year	Target year	Type	Target value	Target value for 2032	Method used
Scopes 1 & 2: Reduce absolute emissions by 50.4% by 2032 (from a 2022 baseline).	Yes	2022	2032	Absolute value	50.4%	Reduction of 128.5tCO <sub>2</sub> e for Scope 1&2 in absolute value	Absolute contraction
<b>Scope 3:</b> Reduce intensity by 58.1% per million USD of value added by 2032 (from a 2022 baseline).	Yes	2022	2032	Intensity value	58.1%	Reduction of 53.5 tCO <sub>2</sub> e for Scope 3 in intensity compared to 2022	GEVA (economic intensity)

Our Scopes 1 and 2 target is **absolute**, meaning we aim to reduce total direct and energy emissions year-over-year. Our Scope 3 target is **intensity-based**, normalizing emissions against value creation to account for business growth while maintaining ambitious reduction goals.

*"Meeting our SBTi targets for the first time is not only an environmental milestone, but also a financial one. The actions that drove our emissions down, such as consolidating offices, reducing travel, optimizing our energy use, are the same actions that make us a leaner, more efficient business. Sustainable growth isn't about trading financial performance for environmental responsibility. It's about proving that the two reinforce each other."*

**Marcela Martin**, CFO and COO



## 2025 marked the first year we simultaneously met both SBTi near-term target trajectories



Scope 1+2 emissions reached 185 tCO<sub>2</sub>e — **10% below the 2025 trajectory milestone of 206 tCO<sub>2</sub>e** — driven by office rationalization, renewable energy adoption, and normalization following the refrigerant incident that elevated 2023 figures.

Scope 3 intensity reached 51.3 tCO<sub>2</sub>e per million USD of value added — **28% below the 2025 trajectory milestone of 71.0** — reflecting revenue growth significantly outpacing Scope 3 emissions growth.



These targets guide our decarbonization roadmap and inform our operational decisions across energy procurement, cloud optimization, and business travel management. For the environmental policies and reduction levers that supported this progress, see the next section on decarbonisation levers.

# Decarbonization in action

Achieving our SBTi targets requires concrete action across our operations and value chain. Our decarbonization strategy focuses on the areas where we can make the most meaningful impact: energy efficiency, sustainable IT, responsible travel, and strategic procurement.

## Energy & Offices

We're reducing our office footprint and improving energy efficiency across our locations. In 2025, we removed an entire floor from our Paris headquarters and transitioned to smaller offices and coworking spaces in lower-density locations, reducing emissions from heating, lighting, and maintenance. We continue working with landlords to optimize building systems and procure renewable electricity where we control contracts.

These efforts are reflected in our results: Scope 1+2 emissions fell **30% year-on-year in 2025**, from 263 to 185 tCO<sub>2</sub>e. Total energy consumption fell **25%** from 838 MWh in 2024 to approximately **630 MWh in 2025**, driven primarily by office consolidation. Our renewable energy share increased from **52% to 67%**, supported by expanded renewable electricity certificates across our office portfolio.

For a full breakdown of energy consumption by source, see [GRI 302-1 in Appendix A. GRI Content Index](#).

## Sustainable IT & Cloud

Cloud infrastructure is our largest and fastest-growing source of emissions, representing 36% of our Scope 3 footprint in 2025. Cloud emissions grew 39% year-on-year, driven by the scaling of our AI-powered product capabilities. Reducing the emissions intensity of our cloud usage is therefore a strategic priority. We are actively working with AWS and Azure to transition to more energy-efficient infrastructure — including AWS Graviton 3 instances — and to optimize our cloud architecture to match actual needs.

On hardware, we extended employee device lifecycles from 3 to 5 years and began purchasing refurbished equipment — 60 laptops and 15 phones in 2025 — reducing e-waste and manufacturing emissions upstream.





## Travel, Events & Marketing

Our **travel policy** encourages trains over flights for journeys under four hours, and smarter trip planning to consolidate meetings and reduce unnecessary travel. We support sustainable commuting by covering 50% of public transport passes and offering a sustainable mobility package in France.

In 2025, we hosted CSQuest — a one-time, company-wide event bringing together over 1,500 employees in Berlin. While this contributed 1,697 tCO<sub>2</sub>e to our footprint, we applied our eco-event guidelines across venue selection, catering (with a plant-forward menu), and travel coordination. These same principles are embedded in CX Circle, our annual event series hosted across 11 cities with nearly 4,000 attendees.

We are also working on refining how we measure digital marketing impact, moving from monetary spend-based estimates to energy-based metrics that account for device consumption and user engagement. We hope to integrate this new methodology into our 2026 carbon accounting.

## Responsible procurement

A significant share of our Scope 3 emissions stems from upstream suppliers, particularly in consulting, software, and financial services. We prioritize suppliers with clear climate commitments — focusing on those with validated Science-Based Targets or equivalent decarbonisation goals. Our updated Supplier Code of Conduct embeds climate expectations into all vendor relationships. See [Responsible Governance > Responsible Procurement for details](#).

## Building a culture of sustainability

Beyond operational changes, we foster climate awareness through company-wide training, Earth Day activations, and campaigns promoting sustainable choices and responsible AI use. Building a culture of climate consciousness across our teams supports and amplifies our operational decarbonisation efforts.

# Climate risk & resilience

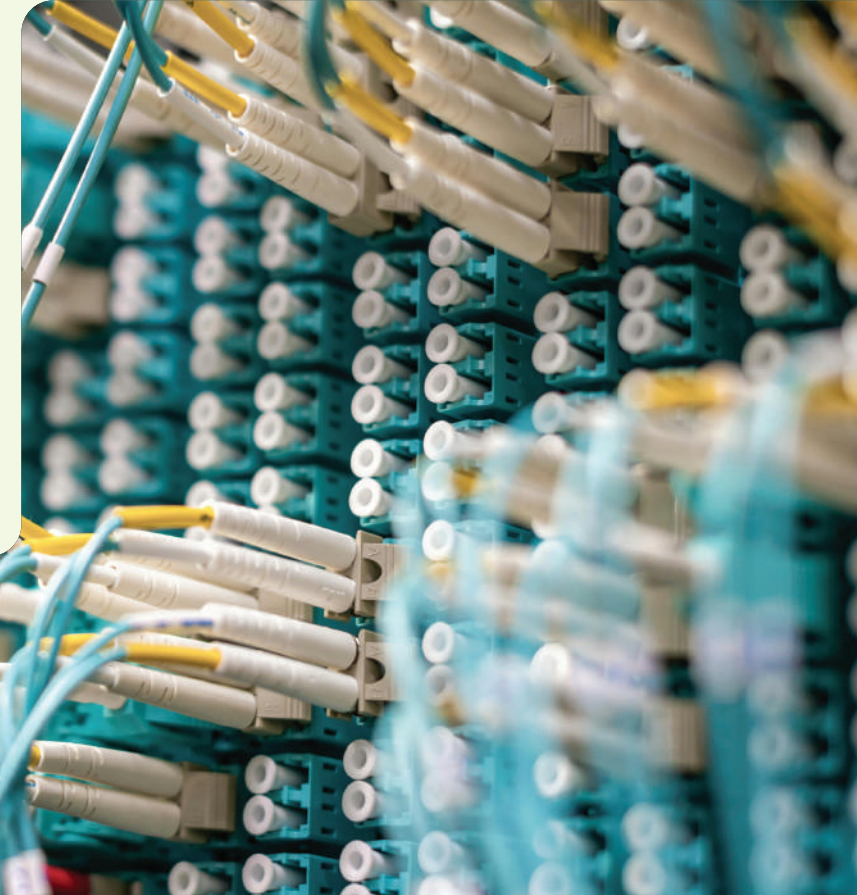
As a digital services company, our **climate-related risks** are closely tied to the infrastructure supporting our operations—particularly the third-party cloud data centers that power our platform. While our own offices have limited direct exposure to climate hazards, our reliance on cloud computing means that potential climate impacts on provider infrastructure represent a risk to our business continuity.

In 2025, we conducted a **scenario-based physical risk assessment** of the primary and backup data centers used by our cloud providers (AWS and Azure). The assessment examined key facilities across Europe and North America for exposure to climate hazards such as water stress, flooding, extreme wind, and drought. Several sites were identified as highly exposed to one or more physical risks by 2030.

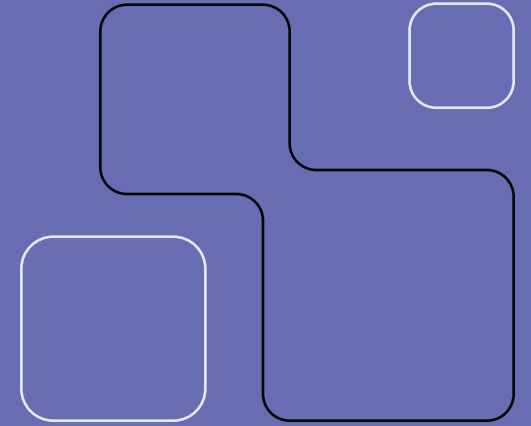
To understand our net vulnerability, we engaged directly with AWS and Azure to review their resilience measures. **Both providers confirmed robust risk management strategies** that include climate-induced risks,

with protections such as multiple availability zones, redundant power and cooling systems, and active climate risk monitoring. Azure provided detailed documentation of their climate vulnerability assessment, indicating low residual risk levels.

Based on these findings, we consider the **residual physical climate risk to be low in the short-to-medium term**. However, we remain attentive to developments in climate science and supplier resilience plans, and are integrating climate adaptation considerations into our supplier review processes.



# III. People & culture



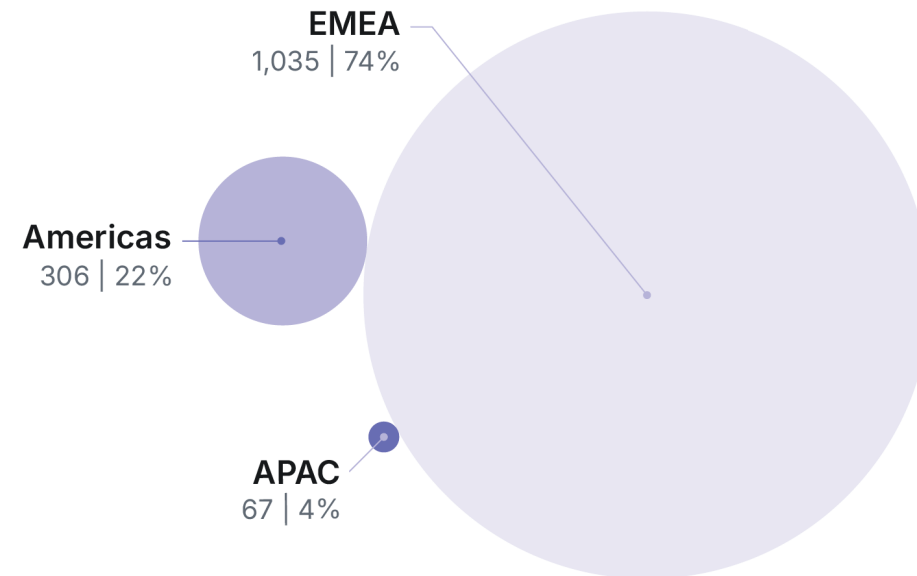
# Our workplace

At Contentsquare, our people are the foundation of everything we do. Our global team of **1,408 employees** represents over **75 nationalities** across 16 offices worldwide, bringing diverse perspectives and expertise to our work.

We believe our success depends just as much on our people as our technology. That's why our approach focuses on creating a workplace that supports employee wellbeing, fosters inclusion and belonging, and provides opportunities for learning and development. These priorities guide our efforts to build a culture where everyone can grow, thrive, and contribute meaningfully.



## Our global workforce (as of January 31st, 2026)



# Employee experience

Creating a workplace where our people feel supported, engaged, and valued is central to our culture.

Our approach focuses on fostering open communication, supporting wellbeing, and providing flexibility that enables our team to do their best work.

## Engagement & communication

Staying connected across our global team is essential. We host **quarterly all-hands** sessions where senior leadership shares business updates and strategic direction, alongside departmental sessions focused on shared objectives.

In 2025, we strengthened our feedback culture by creating multiple channels for employees to engage directly on topics that matter to them, building greater trust and transparency across the organization. We conduct an annual **employee engagement survey** and **monthly pulse surveys** to better understand our employees work experience and where we can improve. Survey results are reviewed at company and departmental levels, with leaders developing action plans based on team feedback.

Beyond surveys, employees can reach leadership through our **Feedback Box** where they are invited to submit questions or concerns at any time (we publish responses to these questions regularly), and **Quarterly Fireside Chats** organized to address key themes emerging from employee feedback.

## Wellbeing & mental health

We provide a **Lifestyle Spending allowance** for personal development, sports, wellness activities, or mental health support. All employees have free access to **online mental health therapy and coaching**. While healthcare benefits vary by country due to local regulations, we work to offer meaningful and competitive coverage in every region and are actively enhancing programs to promote greater equity across our workforce.

In our largest offices, we train workplace volunteers in first aid and emergency response procedures to enhance safety and preparedness. In France, we have also trained dedicated mental health first aid responders, recognizing that safety and wellbeing go hand in hand.

## Flexible work environment

Recognizing that flexibility is essential to work-life balance, we've implemented policies that support how and where our employees work best:

- **Hybrid work:** Two remote days per week for office-based employees
- **Work from anywhere:** Up to five weeks per year for employees with 6+ months tenure
- **Fully remote roles:** A significant portion of our workforce (~45%) works fully remotely, supported by a remote work allowance covering co-working spaces, office equipment, and other resources to stay comfortable and productive.



## Learning & development

Continuous learning is essential to helping our people grow and thrive. In 2025, employees averaged **5.4 hours of training**, engaging with programs spanning leadership development, technical skills, and professional growth.

All new employees complete **foundational onboarding**, with specialized roles receiving extended training. Beyond onboarding, we offer **12 global learning programs**:

**Self-directed learning:** Employees access Udemy with thousands of courses across business, technical, and soft skills.

**Peer-based learning:** Mentoring, employee-led masterclasses, and external coaching.

**Instructor-led programs:** Leadership and communication workshops including First-Time Manager, Transverse Leadership, Leading Change, and Manager Readiness Skills Lab (launched 2025).

**Role-specific development:** In 2025, we launched Command of the Message (value selling) for sales teams and the SDR to AE Curriculum for career progression.

We support career growth through **annual performance review** cycles with mid-year check-ins, and annual **Career & Development Plan** discussions guided by career and skills frameworks tailored to each job family.

*"In 2025, we deepened our investment in inclusion, development, and employee experience, not because it's the right thing to do, but because we fundamentally believe in the "People Magic": when employees feel genuinely connected, supported, and fulfilled in their work, they don't just perform — they build trust with customers, they resolve harder challenges and they drive exceptional business results. We aim to build both an inclusive and high-performance culture as part of one and the same priority.*

**Arnaud Gouachon**, CPO and CLO



# Inclusion & belonging

We're committed to fostering a culture where every member of the CSQuad can fully participate in meaningful work and feel respected and valued in their authentic identity. This commitment guides how we connect, collaborate, and innovate every day, and is embedded in our systems, spaces, and ways of working.

## Building fair systems

Fostering inclusivity is an ongoing commitment embedded in every policy, process, and program—from how we hire to how we evaluate, promote, and pay our people.

Our **Inclusive hiring policy** ensures fair access and equitable evaluation across all open roles through three core practices:

**Diverse candidate slates:** Our recruiters strive to present hiring managers with a shortlist comprised of 40% women, 40% men, and 20% any gender, reflecting our commitment to equitable sourcing from the very first step.

**Diverse interview panels:** Ensuring diverse representation, including at least one woman on panels for Engineering and Product Design roles

**Anti-bias training:** Mandatory for all employees participating in our hiring process

Beyond hiring, **equity checks and calibration sessions** across performance review cycles help ensure fair evaluations regardless of background, gender, abilities, or location. Our **compensation policy** promotes pay aligned with market standards and is continuously reviewed throughout the employee lifecycle to ensure consistency and fairness.

Lastly, we offer **inclusion training** for managers (recommended for all employees) covering microaggressions, implicit bias, and inclusive behavior. **Cultural awareness workshops** are integrated into onboarding, with optional multicultural sessions and inclusivity content in leadership programs.

## Gender equality

Gender equity is a global priority at Contentsquare. We're committed to closing gaps in representation, pay, and opportunity at every level of the organization—and tracking our progress transparently.

### Workforce gender representation (2025):

Category	Men	Women & Non-Binary
All Employees	60%	40%
Top Management	65%	35%
Board of directors	70%	30%

As signatories of La French Tech's **Pacte Parité**, we've committed to **40% gender diversity on our Board of Directors by 2028**. With women currently representing **30%** of our Board (up from 22% in 2024), we're making meaningful progress toward this goal.

In France, we achieved a **98/100** score on the **EgaPro Professional Equity Index** in 2025, demonstrating strong performance across all five criteria: gender pay gap (38/40), individual compensation increases (20/20), promotions (15/15), maternity leave increases (15/15), and parity among top earners (10/10). While this index measures our French operations, our commitment and our actions to professional equity extends across our global team.

Our 2025 **gender pay gap** stands at **14.85%**. We're addressing this through our structured salary review processes, pay equity analyses, and a strengthened performance review framework. Our updated review process is built on a clear rating system with objective performance criteria, where ratings directly guide merit increase decisions to ensure consistency across the organization.

## Unlocking the power of our diverse experiences

Our **Employee Resource Groups (ERGs)** are voluntary, employee-led communities that create safe spaces for connection and advocacy. In 2025, over **250 employees** participated in at least one ERG:



### ElevateHER:

Supporting women and allies in the workplace



### Pride:

Championing LGBTQIA+ inclusion and belonging



### Multiculture:

Celebrating cultural diversity



### ADAPT:

Advocating for accessibility & disability inclusion

The ERGs also lead **awareness and celebration days** throughout the year—including International Women's Day, Pride, Black History Month, International Day of People with Disabilities, and Global Diversity Month—reflecting our belief that diversity of experience, background, and perspective makes us stronger. **Culture Crews** in cities with significant employee presence complement these efforts, bringing together volunteers to plan local activities that strengthen relationships and build community.

# Digital accessibility

## Making our websites and products accessible



### Website accessibility

In 2025, we continued improving the accessibility of our public-facing websites. Following our 2024 rebrand and audit completed in January 2025, we've made significant progress toward WCAG 2.2 Level AA conformity, with a roadmap to exceed 80-90% compliance within three years. Our [Accessibility Statements Center](#) centralizes all accessibility statements, updates, and contact information, enabling users to easily engage with us on accessibility topics and report concerns.

### Platform accessibility

While not legally required for our B2B platform, we've still proactively worked to improve accessibility for our product users. In 2025, we conducted a comprehensive audit of our design system components. This improvement reflects our commitment to ensuring our analytics tools are usable by people of all abilities.

### Embedding accessibility in our culture

We've integrated accessibility into our product development processes and workplace culture:

- **Design system:** Accessibility guidelines are incorporated into our design system, with supporting documentation available to all product teams
- **Developer and designer training:** Specialized training for development and design teams ensures accessibility is built into our products from the start
- **Employee training:** Over 60% of employees completed our updated e-learning course on disability awareness and inclusive design in 2025, now fully embedded into onboarding for all new hires



# Beyond our operations: The Contentsquare Foundation



Beyond our own operations, we're working to advance digital accessibility across the industry through the **Contentsquare Foundation**. Established in 2021, the Foundation works to break down barriers that prevent over one billion people from fully participating in the digital world.

Since its creation, the Foundation has reached over **43,000** people through **its three pillars: education, research and innovation, and advocacy**—equipping organizations and individuals with the knowledge and tools to create inclusive digital experiences.

**Education:** **12 universities** signed the Foundation's accessibility training pledge in 2025, committing to integrate digital accessibility into their programs, potentially reaching 60,000 students across all disciplines in France. The free 2-hour module removes financial and technical barriers to adoption, ensuring the next generation of digital professionals builds inclusive experiences from the start.

**Research & Innovation:** The Foundation's **Ecommerce Accessibility Snapshot** revealed that **94% of Europe's top shopping sites have inaccessible checkout flows**, with 84% of product pages invisible to assistive technologies. The research manually audited 250 pages across five stages of the consumer journey, providing actionable insights to help teams fix problems before they reach users.

The Foundation also awarded its second **Accessibility Innovation Prize** to **CollectivAlly**, an AI platform democratizing inclusive user testing based on the lived experiences of disabled people. The €10,000 grant plus expert mentorship helps accelerate project development.

**Advocacy:** The Foundation launched **Hors Ligne**, a podcast exploring digital exclusion through conversations with accessibility leaders and advocates, and **Behind the Screen**, an immersive experience that simulates the barriers people with disabilities face when navigating inaccessible digital environments. The **Digital Accessibility Consortium** brings together 30+ organizations to drive industry collaboration.

In recognition of this work, the Foundation won the **2025 Grand Prix de la Philanthropie** in the Handicap & Digital Accessibility category.

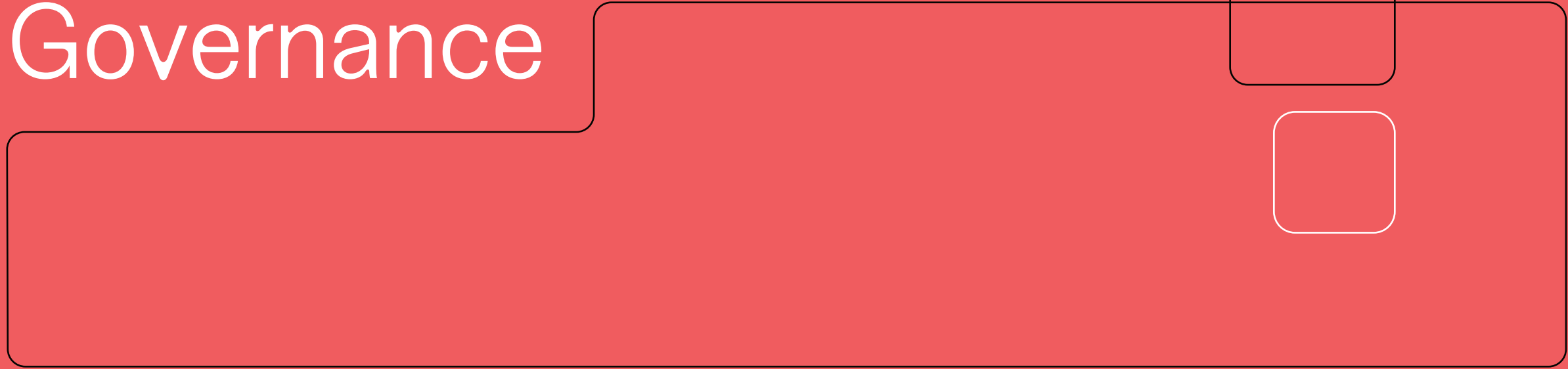
Learn more: [2025 Foundation Activity Report contentsquare-foundation.org](https://report.contentsquare-foundation.org)

*"Four years in, we've moved beyond awareness to driving accountability. The Foundation's mission isn't just about exposing digital barriers; it's about building the knowledge, tools, and networks that make exclusion impossible. As regulations evolve and expectations rise, we must shift from fixing broken experiences to building inclusive ones from the start. That's how we build a digital world that works for everyone.*

**Marion Ranvier**, Executive Director,  
Contentsquare Foundation



# IV. Responsible Governance



# Responsible governance

Operating responsibly and ethically is fundamental to building trust with our clients, employees, partners, and the communities we serve. Our governance approach focuses on **protecting data, maintaining high ethical standards, and embedding sustainability considerations** throughout our operations and supply chain.

As a digital experience analytics platform trusted by thousands of businesses globally, we handle significant volumes of user interaction data. This responsibility shapes our commitment to rigorous data protection, transparent business practices, and continuous improvement in how we operate and engage with partners.

## Governance structure

Contentsquare is a French simplified joint stock company (SAS). Our founder, Jonathan Cherki, serves as both Chairman of the Board and CEO, providing strategic direction and leadership across the company.

The **Board of Directors** provides strategic guidance, oversees the financial health of the company, and is responsible for reviewing Contentsquare's sustainability policy and key non-financial indicators at least once a year. The Board meets at least four times annually, with members appointed by shareholder resolution.

The Board consists of **10 members**, including 3 independent directors and 3 women:

- **Nathalie Von Niederhausern**, Managing Director at BlackRock
- **Jonathan Cherki**, CEO & Founder of Contentsquare
- **Anne-Charlotte Philbert**, Vice-President at Eurazeo Growth
- **Tony Zappala**, Partner at Highland Europe
- **Michel Combes**, Independent Board Member
- **Eduardo Sanchez**, Former CEO of Rich Relevance
- **Sumer Juneja**, Managing Partner and Head of EMEA & India Investing at SoftBank Group
- **Benjamin Johnston**, Managing Director at Sixth Street
- **Armelle de Madre**, Independent Board Member
- **Hernán Asorey**, Independent Board Member

## Data privacy & security

Protecting the data entrusted to us is fundamental to our business and the trust our clients place in us. As a digital experience analytics platform processing significant volumes of user interaction data, we maintain rigorous security and privacy standards backed by industry-leading certifications and continuous improvement.

### Certifications & standards

Our commitment to security and privacy is externally validated through internationally recognized certifications:



**ISO 27001 –**  
Information Security Management System



**ISO 27701 –**  
Privacy Information Management System



**ISO 27017 –**  
Cloud Security



**ISO 27018 –**  
Cloud Privacy



**SOC 2 Type II**  
– Service Organization Control

We undergo regular third-party testing and audits to ensure the integrity of our operations. These certifications provide independent assurance that our systems, processes, and controls meet rigorous international security and privacy standards.

## Privacy compliance & privacy-by-design

Contentsquare adheres to the **General Data Protection Regulation (GDPR)** and other applicable data protection laws worldwide. Privacy-by-design is embedded in our operations—from product development to data processing—ensuring that privacy considerations are built into every aspect of our platform, not added as an afterthought.

Our dedicated privacy and security team follows industry best practices, noticeably by renewing Contentsquare's certifications, analyzing and implementing the guidelines and recommendations of data protection authorities. **We honor individuals' privacy rights**, including deletion, rectification, and access requests.

## Privacy-enhancing innovation

We develop features that enable our clients to respect user privacy while delivering powerful analytics:

- **Cookie-less analytics:** Industry-first solution using less intrusive Local-storage instead of traditional cookies
- **IP-less mode:** Clients can use our platform without collecting IP addresses
- **CNIL Exemption Mode:** Developed through our participation in France's CNIL audience measurement evaluation program, this mode allows clients to use Contentsquare cookies without requiring visitor consent in France and Spain, where specific configuration and implementation conditions are met.

In 2025, we've also enabled data protection protocols for reviewing Large Language Models (LLMs), ensuring AI-powered features respect privacy principles. We also maintain robust incident response procedures and continuously monitor our systems for potential threats, treating any security concerns with the highest priority.

### Employee training & awareness

Contentsquare employees are required to complete an annual data protection and security training in 2025, covering GDPR fundamentals, secure data handling, privacy by design principles, and threat recognition. All new employees receive mandatory training during onboarding, with annual refresher training required and a minimum passing score.

# Ethics & compliance

Conducting business with integrity is non-negotiable. Our ethics and compliance framework ensures that we operate responsibly across all markets, upholding the highest standards of business conduct and creating an environment where employees feel safe speaking up.

## Code of conduct

Our **Code of Business Conduct** (established in 2019, expanded in 2023), governs our everyday activities and applies to all employees globally, covering respect and dignity, anti-discrimination and harassment, conflicts of interest, anti-corruption, data protection, fair competition, and human rights.

All new employees receive mandatory training during onboarding, with annual refresher training required. In 2025, **97% of employees** completed annual Code of Conduct training in 2025.

## Anti-corruption

We maintain zero tolerance for corruption and bribery in all forms. Our **anti-corruption policy**, aligned with the most rigorous regulations applicable in the regions where we operate, strictly prohibits improper payments, facilitation payments, gifts or hospitality seeking to influence business decisions, and any conduct violating anti-corruption laws or international standards.

We are committed to the **UN Guiding Principles on Business and Human Rights** and the **OECD Guidelines for Multinational Enterprises on Responsible Business Conduct**. Employees are expected to respect human rights in all business activities and perform risk-based due diligence when working with business partners.



## Whistleblowing

We encourage a "Speak Up" culture where employees feel safe raising concerns without fear of retaliation. In 2025, we launched **Whispli**, a secure third-party whistle-blowing platform providing confidential and anonymous reporting channels, retaliation protection, and independent investigation processes. The platform is accessible to all employees globally and operated independently to ensure confidentiality and impartiality.

# Responsible procurement

We view procurement as a strategic lever to advance sustainability across our value chain. In 2025, we scaled our supplier sustainability assessment efforts, ensuring partners share our commitment to responsible business practices.

In 2025, we enriched our comprehensive **Supplier Code of Business Conduct** outlining expectations across environmental responsibility, social engagement, governance and ethics, and data privacy. These standards are embedded in **Master Service Agreements** and **Purchase Orders**, integrating sustainability considerations into all vendor relationships from the outset.

We also conducted our first **full supplier assessment** in 2025, covering vendors that account for over **80% of our total spend**, evaluating performance across environmental, labor, ethics, and sustainable procurement practices. This milestone provides valuable insights into supplier sustainability performance and informs our engagement strategy with strategic partners. All new suppliers also undergo due diligence through our supplier onboarding platform, ensuring thorough validation before engagement.



# V. Appendices



# Appendix A. GRI Content & SDG Index

**Statement of use:** This appendix lists the indicators we track under two global frameworks — the GRI Standards and the UN Sustainable Development Goals (SDGs).

We will expand the list as additional indicators mature. Contentsquare has reported **with reference to the GRI Standards** for the **FY2026 period (February 1, 2025 to January 31, 2026)**.

**Scope note:** All FY2026 data cover Contentsquare SAS and every local entity consolidated.

**GRI Sector:** Software (no sector standard currently available)

Following our materiality assessment, we report on the following GRI Standards:

**GRI 2:** General Disclosures 2021 · **GRI 205:** Anti-corruption 2016 · **GRI 206:** Anti-competitive Behavior 2016 · **GRI 3:** Material Topics 2021 · **GRI 302:** Energy 2016 · **GRI 305:** Emissions 2016 · **GRI 306:** Waste 2020 · **GRI 308:** Supplier Environmental Assessment 2016 · **GRI 401:** Employment 2016 · **GRI 402:** Labor/Management Relations 2016 · **GRI 404:** Training and Education 2016 · **GRI 405:** Diversity and Equal Opportunity 2016 · **GRI 406:** Non-discrimination 2016 · **GRI 407:** Freedom of Association 2016 · **GRI 408:** Child Labor 2016 · **GRI 409:** Forced or Compulsory Labor 2016 · **GRI 412:** Human Rights Assessment 2016 · **GRI 414:** Supplier Social Assessment 2016 · **GRI 415:** Public Policy 2016 · **GRI 418:** Customer Privacy 2016

<b>Reporting period</b>	February 1, 2025 – January 31, 2026
<b>Publication date</b>	July 2026
<b>Contact point</b>	sustainability.desk@contentsquare.com
<b>External assurance</b>	This report has not been externally assured

## V. Appendices

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-1	Organizational details	<p><b>a. Legal name:</b> Contentsquare SAS</p> <p><b>b. Nature of ownership &amp; legal form:</b> Private company; Société par Actions Simplifiée (SAS) - French simplified joint-stock company; backed by SoftBank Vision Fund 2, Eurazeo, Canaan Partners</p> <p><b>c. Headquarters:</b> Paris, France</p> <p><b>d. Countries of operation:</b> Global presence with offices across North America, Europe, Middle East, and Asia-Pacific; serving 30+ countries</p>	<p><b>a) Contentsquare SAS</b></p> <p><b>b) Société par action simplifié</b></p> <p><b>c) Paris</b></p> <p><b>d) Country of operations</b></p>	<p><b>a) Contentsquare SAS</b></p> <p><b>b) Société par action simplifié</b></p> <p><b>c) Paris</b></p> <p><b>d) Country of operations</b></p>
General Disclosures GRI 2-2	Entities included in the organization's sustainability reporting	<p><b>a. List of entities:</b> Full list can be found here: <a href="https://contentsquare.com/legal/entity-schedule/">https://contentsquare.com/legal/entity-schedule/</a></p> <p><b>b. Application of consolidation approach:</b> Operational control approach applied - all entities where Contentsquare has operational control are included in reporting scope, consistent with carbon accounting boundaries (Scopes 1, 2, and 3).</p> <p><b>c. Differences from financial reporting:</b> Sustainability reporting scope aligns with financial reporting consolidation.</p>	<p>Full list can be found here: <a href="https://contentsquare.com/legal/entity-schedule/">https://contentsquare.com/legal/entity-schedule/</a></p> <p>For more information, refer to ESRS 2 – General Disclosures &gt; <b>GOV-1 General governance structure.</b></p>	<p>Full list can be found here: <a href="https://contentsquare.com/legal/entity-schedule/">https://contentsquare.com/legal/entity-schedule/</a></p>
General Disclosures GRI 2-3	Reporting period, frequency and contact point	<p><b>a. Reporting period:</b> FY2026 (February 1st, 2025 – January 31st, 2026)</p> <p><b>b. Reporting period for financial information (if different):</b> Aligned - FY2026</p> <p><b>c. Publication date:</b> July 2026</p> <p><b>d. Contact point:</b> <a href="mailto:sustainability.desk@contentsquare.com">sustainability.desk@contentsquare.com</a> Website: <a href="https://contentsquare.com/company/impact/">https://contentsquare.com/company/impact/</a></p>	<p><b>a) 2024-02-01 to 2025-01-31</b></p> <p><b>d) Contact:</b> <a href="mailto:sustainability.desk@contentsquare.com">sustainability.desk@contentsquare.com</a></p> <p>For more information, please refer to ESRS 2 – General Disclosures &gt; <b>BP-1 Basis for preparation.</b></p>	<p><b>a) 2023-02-01 to 2024-01-31</b></p> <p><b>d) Contact:</b> <a href="mailto:sustainability.desk@contentsquare.com">sustainability.desk@contentsquare.com</a></p>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-4	Restatements of information	<b>a. Restatements of information from previous reporting periods:</b> N/A, Carbon assessment data quality & limitations mentioned in <b>Appendix B. Methodological notes &amp; GHG Protocol.</b>	<b>Errors made in previous reporting periods:</b> For the complete list in alignment with GRI indicators, please refer to ESRS 2 – General Disclosures > <b>BP-1 Basis for preparation.</b>	<b>Errors made in previous reporting periods:</b> GRI 303-5 Water consumption reported as 443,156 L but was actually 443,156 m3 GRI 404-1 Average hours of training per year per employee was including some coaching hours
General Disclosures GRI 2-5	External assurance	No external assurance obtained for 2025 (FY2026) reporting period; data validated internally through Impact committee and cross-functional verification processes  <b>Third-party validation:</b> Carbon data and reduction trajectory submitted and validated by Science Based Targets initiative (SBTi) for target progress tracking.	Contentsquare’s policy and practice for seeking external assurance – in particular for our legal obligation as a société à mission regarding the social and environmental commitments in our French bylaws – is detailed in ESRS 2 – General Disclosures > <b>Gov-5 Sustainability reporting risk management.</b> The <b>data presented in this report have not been externally assured</b> by an independent third party auditor.	The data presented in this report have not been externally assured by an independent third party auditor.
General Disclosures GRI 2-6	Activities, value chain and other business relationships	<b>a. Sector:</b> Technology / SaaS; Digital experience analytics <b>b. Description of value chain:</b> Cloud-based SaaS platform serving enterprise and SMB clients globally. <b>c. Responsible sourcing:</b> See Responsible Procurement section and/or <a href="#">Supplier Compliance Hub</a> <b>d. Significant changes:</b> Acquisition of Loris (Israel) in 2025 to enhance AI-driven Customer and Agent Insights.	Refer to ESRS 2 – General Disclosures > <b>SBM-1 Strategy, business model &amp; value chain</b>	<b>Refer to Chapter 4. Governance.</b>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-7	Number of employees	<p><b>a. Total number of employees: 1,408</b> (98% permanent, 99% full-time)</p> <p><b>b. By region:</b></p> <ul style="list-style-type: none"> <li>• EMEA: 1,035 (74%)</li> <li>• Americas 306 (22%)</li> <li>• APAC 67 (5%)</li> </ul> <p><b>C. Employment type:</b> I. Permanent employees: 1,382 (98%)</p> <ul style="list-style-type: none"> <li>• Women: 535</li> <li>• Men: 825</li> <li>• Undeclared: 22</li> </ul> <p>ii. Temporary employees: 26 (2%)</p> <ul style="list-style-type: none"> <li>• Women: 12</li> <li>• Men: 13</li> <li>• Undeclared: 1</li> </ul> <p>iii. Non-guaranteed hours employees: 0</p> <p><b>iv. Full-time employees: 1,390 (99%)</b> Women: 539 Men: 828 Undeclared: 23</p> <p><b>v. Part-time employees: 18 (1%)</b> Women: 8 Men: 10 Undeclared: 0</p> <p><b>d. Methodology:</b> 2025 figures reflect headcount as of the last day of the reporting period (January 31, 2026) and all Contentsquare Group entities.</p>	<p><b>a) Total number of employees: 1,633</b></p> <p>b) Total number of:</p> <p>i) Permanent employees: <b>1,611</b></p> <p>ii) Temporary employees: <b>22</b></p> <p>iii) Non-guaranteed hours employees: 0</p> <p>iv) Full-time employees: 1610</p> <p>v) Part-time employees: 23</p> <p>c) Describe methodologies:</p> <p>i) Headcount methodology</p> <p>ii) Calculated at the end of the reporting period</p> <p>For a detailed overview, refer to ESRS S1 – Own workforce &gt; <b>S1-6 General employee indicators</b></p>	<p><b>a) Total number of employees: 1,755</b></p> <p>b) Total number of:</p> <p>i) Permanent employees: 1746</p> <p>ii) Temporary employees: 9</p> <p>iii) Non-guaranteed hours employees: 0</p> <p>iv) Full-time employees: 1725</p> <p>v) Part-time employees: 30</p> <p>c) Describe methodologies:</p> <p>i) Headcount methodology</p> <p>ii) Calculated at the end of the reporting period</p>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-7 (Contd.)		<b>Permanent</b> = indefinite contract including EoR; excludes interns, apprentices, fixed-term. <b>Temporary</b> = fixed-term, interns, apprentices. <b>Full/part-time based</b> on contractual hours vs local standard.		
General Disclosures GRI 2-8	Number of workers who are not employees	<p><b>a. Total number:</b> 120 workers who are not employees</p> <p><b>b. Most common type of workers:</b> Contractors and consultants engaged for specialized projects and expertise</p> <p><b>c. Methodology:</b> Headcount at end of reporting period (January 31st, 2026). Non-employees include freelancers, contractors, and self-employed consultants who contribute to Contentsquare but do not hold employment contracts with the organization.</p>	<p><b>a) Total number of workers who are not employees: 144</b></p> <p>i) Most common types of workers: Contractors, and consultants</p> <p>b) Describe methodologies:</p> <p>i) Headcount methodology</p> <p>ii) Calculated at the end of the reporting period</p> <p>For a detailed overview, refer to ESRS S1 – Own workforce &gt; <b>S1-7 Non-employee indicators</b></p>	<p><b>a) Total number of workers who are not employees: 140</b></p> <p>i) Most common types of workers: Contractors, and consultants</p> <p>b) Describe methodologies:</p> <p>i) Headcount methodology</p> <p>ii) Calculated at the end of the reporting period</p>
General Disclosures GRI 2-9	Governance structure and composition	<p><b>a. Governance structure:</b> Highest governance body is the <b>Board of Directors.</b></p> <p><b>b. Committees responsible for overseeing impact:</b> Board of Directors; Executive Management Team; Impact Team; Mission Committee.</p> <p><b>c. Composition of Board of Directors (publication date):</b></p> <p><b>Total members:</b> 10</p> <p><b>Gender:</b> 7 men (70%), 3 women (30%)</p> <p><b>Independence:</b> 3 independent directors</p>	See ESRS 2 – General Disclosures > <b>GOV 1 General governance structure</b>	<b>See section 4.1</b>

GRI Standard	Disclosure Title	2025	2024	2023
		<p><b>Competencies:</b> Technology, digital transformation, private equity, venture capital, financial management, strategic growth</p> <p>For more details, see <b>Governance structure</b>.</p>		
General Disclosures GRI 2-10	Nomination and selection of the highest governance body	<p><b>a. Nomination and selection process:</b> Board of Directors members are appointed through shareholder resolution.</p> <p><b>B. Selection criteria:</b> Board selection considers: Stakeholder representation; competencies; independence; and diversity.</p> <p>For more details, see <b>Governance structure</b>.</p>	See ESRS 2 – General Disclosures > <b>GOV 1 General governance structure</b>	<b>See section 4.1</b>
General Disclosures GRI 2-11	Chair of the highest governance body	<p><b>a. Chair:</b> Jonathan Cherki, Founder and CEO of Contentsquare</p> <p><b>B. Dual role:</b> Yes. Jonathan Cherki serves as both Chairman of the Board of Directors and Chief Executive Officer.</p> <p>For more details, see <b>Responsible Governance &gt; Governance structure</b>.</p>	<b>Jonathan Cherki</b>	<b>Jonathan Cherki</b>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-12	Role of the highest governance body in overseeing the management of impacts	<p><b>a. Oversight:</b> The Board of Directors provides strategic guidance and oversight of Contentsquare's management of impacts on the economy, environment, and people.</p> <p><b>b. Delegation:</b> Day-to-day responsibility is delegated to the CFO, who oversees the Impact team, supported by two governance bodies:</p> <ul style="list-style-type: none"> <li><b>Impact Committee (CFO, CLO, CPO, Head of CEO's Office):</b> monthly oversight of sustainability priorities</li> <li><b>Mission Committee:</b> monitors social and environmental commitments, meets three times annually (concluded in 2026).</li> </ul> <p><b>c. Due diligence processes:</b> In 2024, Contentsquare completed its first Double Materiality Assessment to identify and prioritise material impacts, risks and opportunities.</p> <p>For full governance structure, see <b>Responsible Governance</b>. For the DMA, see the <b>Double Materiality Assessment section</b>.</p>	See ESRS 2 – General Disclosures > <b>GOV 1 General governance structure</b>	See section 4.1
General Disclosures GRI 2-13	Delegation of responsibility for managing impacts	The <b>CFO</b> holds executive-level responsibility for managing sustainability impacts, overseeing the Impact team and reporting to the Board of Directors at least annually. Operational oversight is managed through the Impact Committee (monthly) and Mission Committee* (three times annually). *Concluded in 2026. See <b>GRI 2-12 and Responsible Governance &gt; Governance Structure</b> for full detail.	See ESRS 2 – General Disclosures > <b>GOV 1 General governance structure</b>	See section 4.1

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-14	Role of the highest governance body in sustainability reporting	The Exec Team and Board of Directors reviews the sustainability report annually before publication. <a href="#">See GRI 2-12 and 2-13 for details on governance oversight and delegation of sustainability responsibilities.</a>	See ESRS 2 – General Disclosures > <b>GOV-2 Sustainability governance structure &amp; expertise.</b>	<b>See section 4.1</b>
General Disclosures GRI 2-15	Conflicts of Interest	Contentsquare's <a href="#">Code of Business Conduct and Ethics</a> addresses conflicts of interest, requiring employees, contractors, and directors to disclose any situations where personal interests could conflict with the company's interests. Conflicts of interest are managed through our governance structure.  <a href="#">For more details, see Responsible Governance &gt; Ethics &amp; Compliance.</a>	See ESRS 2 – General Disclosures > <b>SBM-2 Involving key stakeholders in our decisions</b>	<b>See section 4.1</b>
General Disclosures GRI 2-16	Communication of critical concerns	Critical concerns (ethics violations, harassment, corruption, misconduct) can be reported via a dedicated compliance email, HR/Legal teams, or <a href="#">Whispli</a> — a secure, anonymous third-party whistleblowing platform launched in 2025. All reports are independently investigated under a strict non-retaliation policy. Material concerns are escalated to the Board as appropriate.  <a href="#">See Responsible Governance &gt; Ethics &amp; Compliance for full detail.</a>	See ESRS 2 – General Disclosures > <b>SBM-2 Involving key stakeholders in our decisions</b>	<b>Critical concerns are reported to the board of directors.</b>
General Disclosures GRI 2-17	Collective knowledge of the highest governance body	<a href="#">See Responsible Governance &gt; Governance Structure for details on committee composition and expertise.</a>	See ESRS 2 – General Disclosures > <b>GOV-2 Sustainability governance structure &amp; expertise.</b>	<b>a) Measures taken to advance the collective knowledge of the highest governance body: None.</b>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-18	Evaluation of the performance of the highest governance body	<b>Omission due to confidentiality constraints.</b> As a private company, Contentsquare does not publicly disclose details of Board performance evaluation processes.	See ESRS 2 – General Disclosures > <b>GOV-2 Sustainability governance structure &amp; experience.</b>	<b>Omission due to Confidentiality Constraints.</b> As a private company we do not disclose this information.
General Disclosures GRI 2-19	Remuneration policies	<b>Omission due to confidentiality constraints.</b> As a private company, Contentsquare does not publicly disclose this information.	<b>Omission due to Confidentiality Constraints.</b> As a private company we do not disclose this information.	<b>Omission due to Confidentiality Constraints.</b> As a private company we do not disclose this information.
General Disclosures GRI 2-20	Process to determine remuneration.	<b>Omission due to confidentiality constraints.</b> As a private company, Contentsquare does not publicly disclose this information.	<b>Omission due to Confidentiality Constraints.</b> As a private company we do not disclose this information.	<b>Omission due to Confidentiality Constraints.</b> As a private company we do not disclose this information.
General Disclosures GRI 2-21	Annual total compensation ratio	<p><b>a. Ratio of highest paid individual to median employee:</b></p> <ul style="list-style-type: none"> <li>FY2026: 6.35</li> <li>FY2025: 8.09</li> <li>FY2024: 7.40</li> </ul> <p><b>b. Ratio of percentage increase:</b> Data not available.</p> <p><b>c. Contextual information:</b> Ratio calculated on the last day of fiscal period (January 31st). Total remuneration includes base salary, bonuses, and benefits.</p>	<p><b>a) Total compensation for the organization's highest paid individual to the median annual for all employees: 8.09</b></p> <p>c) Calculated at the end of the reporting period (31-12-2024)</p> <p>For a detailed overview including contextual methodology, refer to ESRS S1 – Own workforce &gt; <b>S1-16 Remuneration indicators</b></p>	<p><b>a) Total compensation for the organization's highest paid individual to the median annual for all employees: 7.40</b></p> <p>c) Calculated at the end of the reporting period (31-12-2023)</p>
General Disclosures GRI 2-22	Statement on sustainable development strategy	See <b>Letter from the CEO</b> (page 5 of the <a href="#">2025 Sustainability Report</a> ).	Refer to ESRS 2 – General Disclosures > <b>GOV-2 Sustainability governance structure &amp; expertise;</b>  And ESRS 2 – General Disclosures > <b>GOV-4 Sustainability due diligence</b> (for redirection to thematic areas).	<a href="#">Jonathan Cherki's statement on Mission driven web page</a>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures <b>GRI 2-23</b>	Policy commitments	<p>Contentsquare's responsible business conduct commitments span environmental, social, and governance topics:</p> <ul style="list-style-type: none"> <li>• <b>Environmental:</b> SBTi-validated targets (S1+2 –50.4% by 2032; S3 intensity –58.1% by 2032), The Climate Pledge (net-zero 2040), decarbonisation strategy</li> <li>• <b>Social:</b> Code of Business Conduct &amp; Ethics, DEI commitments (Pacte Parité), working conditions, training &amp; development</li> <li>• <b>Governance:</b> Data privacy &amp; security (ISO 27001/27701/27017, SOC 2), anti-corruption (FCPA, UK Bribery Act, Sapin II), whistleblowing (Whispli), Supplier Code of Conduct</li> </ul> <p><b>International frameworks:</b> UN Global Compact, UN Guiding Principles on Business &amp; Human Rights, OECD Guidelines, SBTi.</p> <p><b>Links to public policies:</b> <a href="#">Code of Business Conduct</a> / <a href="#">Supplier Code of Conduct</a> / <a href="#">Privacy Center</a></p> <p>See <b>Responsible Governance — Ethics &amp; Compliance</b> and thematic sections throughout this report.</p>	<p><a href="#">Contentsquare Code of Conduct</a></p> <p>Refer to ESRS 2 – General Disclosures &gt; <b>GOV-4 Sustainability due diligence</b> (for redirection to thematic policy areas and actions, including human rights).</p>	<p><a href="#">Contentsquare Code of Conduct</a></p>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-24	Embedding policy commitments	<p><b>Internally:</b> Policies are embedded through onboarding, regular training (Code of Conduct, data privacy, anti-corruption, H&amp;S), an internal policy portal, and annual compliance certifications.</p> <p><b>Externally:</b> the Supplier Code of Conduct is shared with vendors and embedded in contracts, with due diligence applied during vendor selection. A dedicated compliance officer oversees company-wide policy implementation.</p> <p><b>Oversight:</b> A dedicated compliance officer formalizes company-wide policies and addresses compliance issues.</p> <p>See Responsible Governance &gt; <a href="#">Ethics &amp; Compliance</a> for details.</p>	<p>The functions in the organization with day-to-day responsibility for implementing each of the policy commitments (e.g., human resources with the responsibility for implementing the commitment to respect the rights of workers).</p> <p>We have a dedicated compliance officer to formalize company-wide policies and address any contentious compliance issues that may arise.</p> <p>Refer to ESRS G1 &gt; <b>Business conduct.</b></p>	<p>The functions in the organization with day-to-day responsibility for implementing each of the policy commitments (e.g., human resources with the responsibility for implementing the commitment to respect the rights of workers). We have a dedicated compliance officer to formalize company-wide policies and address any contentious compliance issues that may arise.</p> <p>Refer to <b>Chapter 4. Governance</b> (i.e. 4.1, 4.2).</p>
General Disclosures GRI 2-25	Processes to remediate negative impacts	<p>Remediation mechanisms include: <b>Whispli</b> (anonymous whistle-blowing), HR grievance procedures, IT helpdesk for privacy/security incidents, customer support channels, and a Supplier Compliance Hub. All channels include confidentiality protections and non-retaliation policies. Stakeholders are informed via onboarding, contracts, and the Privacy Center.</p> <p>See Responsible Governance &gt; <a href="#">Ethics &amp; Compliance</a> for details. You may also refer directly to the <a href="#">Contentsquare Code of Conduct</a>.</p>	<p>Remediation process by thematic:</p> <p>I. Our workforce → Refer to ESRS S1 &gt; Our workforce &gt; <b>S1-3 Channels to raise concerns and processes to remediate.</b></p> <p>II. End-users → Refer to ESRS S4 &gt; End users &gt; <b>S4-3 Processes to remediate impacts and channels to raise concerns.</b></p> <p>III. Governance → Refer to ESRS G1 &gt; <b>Business conduct.</b></p> <p>You may also refer directly to the <a href="#">Contentsquare Code of Conduct</a>.</p>	<p><a href="#">Contentsquare Code of Conduct.</a></p>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures <b>GRI 2-26</b>	Mechanisms for seeking advice and raising concerns	See <b>GRI 2-25</b> – channels, confidentiality protections and non-retaliation policies are the same. You may also refer to Responsible Governance > <b>Ethics &amp; Compliance</b> , or directly to the <a href="#">Contentsquare Code of Conduct</a> .	Refer to ESRS G1 (governance) > Business conduct > <b>G1-1 Business conduct policies and corporate culture</b> . You may also refer directly to the <a href="#">Contentsquare Code of Conduct</a> .	<a href="#">Contentsquare Code of Conduct</a> .
General Disclosures <b>GRI 2-27</b>	Compliance with laws and regulations	In 2025, there were <b>zero</b> significant instances of non-compliance with laws and regulations. No fines or non-monetary sanctions were incurred.  See Responsible Governance > <b>Ethics &amp; Compliance</b> .	0 instances of non-compliance with laws and regulations during the reporting period. Refer to ESRS G1 (governance) > Business conduct > <b>G1-4 &gt; Corruption incidents</b> .	See <b>section 4.2</b>
General Disclosures <b>GRI 2-28</b>	Membership associations	Contentsquare is a member of or signatory to the following commitments and initiatives:  <b>UN Global Compact</b> — signatory, annual Communication on Progress  <b>The Climate Pledge</b> — net-zero by 2040  <b>SBTi</b> — validated near-term targets by 2032  <b>Pacte Parité</b> — 40% Board gender diversity by 2028  For more information, refer to <b>Commitments</b> .	<b>Commitments:</b> United Nations Global Compact Climate Pledge French Tech Pacte Parité  For more information, refer to "Commitments & rankings."	See <b>section 1.5</b>

GRI Standard	Disclosure Title	2025	2024	2023
General Disclosures GRI 2-29	Approach to stakeholder engagement	<p><b>a. Approach to stakeholder engagement:</b></p> <p><b>Employees:</b> All-hands meetings, bi-annual engagement surveys, pulse surveys, performance reviews.</p> <p><b>Customers:</b> CX Circle events, Customer Advisory Board (65–70 customers, 4 regions), NPS surveys, CSM feedback</p> <p><b>Suppliers:</b> EcoVadis assessments, Supplier Compliance Hub</p> <p><b>Investors and shareholders:</b> Board annual review, quarterly CEO updates, Annual General Assembly</p> <p><b>End-users:</b> Privacy Center, Data Subject Request portal</p> <p>Internal stakeholder input informed our 2024 <b>Double</b> Materiality Assessment through cross-functional workshops spanning Finance, Legal, Procurement, Strategy, IT, Privacy, and People. <b>See the Double Materiality Assessment section for details.</b></p>	<p>I. General governance / overview: Refer to ESRS 2 – General Disclosures &gt; <b>SBM-2 Involving key stakeholders in our decisions</b></p> <p>II. Our workforce: Refer to ESRS S1 &gt; Our workforce &gt; <b>S1-2 Engaging with our workforce</b></p> <p>III. End-users: Refer to ESRS S4 &gt; End-users &gt; <b>S4-2 Engaging with end-users.</b></p>	See section 4.4
General Disclosures GRI 2-30	Collective bargaining agreements	<p><b>a. Percentage of total employees covered by collective bargaining agreements:</b></p> <p>42.8% employees of the group (employees in France, Spain, Belgium and Italy are covered by collective bargaining agreements)</p>	<p><b>a. Percentage of total employees covered by collective bargaining agreements :</b> 41,9%(employees in France, Spain and Italy are covered by collective bargaining agreements)</p>	<p><b>a. Percentage of total employees covered by collective bargaining agreements :</b> 39.7%</p> <p>(employees in France, Spain and Italy are covered by collective bargaining agreements)</p>

GRI Standard	Disclosure Title	2025	2024	2023
Anti-Corruption GRI 205-1	Operations assessed for risks related to corruption	<p><b>a. Total number and percentage of operations assessed for risks related to corruption: 0.</b></p> <p><b>b. Significant risks related to corruption identified through the risk assessment:</b> Not available because risk assessment not completed.</p> <p>For more details, see <a href="#">Responsible Governance &gt; Ethics &amp; Compliance</a>.</p>	<p><b>a. Total number and percentage of operations assessed for risks related to corruption: 0.</b></p> <p><b>b. Significant risks related to corruption identified through the risk assessment:</b> Not available because risk assessment not completed.</p>	<p><b>a. Total number and percentage of operations assessed for risks related to corruption: 0.</b></p> <p><b>b. Significant risks related to corruption identified through the risk assessment:</b> Not available because risk assessment not completed.</p>
Anti-Corruption GRI 205-2	Share of employees who have received training on ethics & compliance	<p><b>97.3%</b></p> <p>For more details, see <a href="#">Responsible Governance &gt; Ethics &amp; Compliance</a>.</p>	<p><b>95.6%</b></p> <p>Refer to ESRS G1 &gt; Business conduct &gt; <b>G1-1 Business conduct policies and corporate culture</b>.</p>	<p><b>100%</b></p>
Anti-Corruption GRI 205-3	Confirmed incidents of corruption and actions taken <sup>5</sup>	<p><b>0</b></p> <p>For more details, see <a href="#">Responsible Governance &gt; Ethics &amp; Compliance</a>.</p>	<p><b>0</b></p> <p>Refer to ESRS G1 (governance) &gt; Business conduct &gt; <b>G1-4 &gt; Corruption incidents</b>.</p>	<p><b>0</b></p>
Anti-Competitive Behavior GRI 206-1	Legal actions for anti-competitive behavior, antitrust, and monopoly practices	<p>In 2025, there were <b>zero</b> legal actions pending or completed regarding anti-competitive behavior, anti-trust, or monopoly practices.</p> <p>For more details, see <a href="#">Responsible Governance &gt; Ethics &amp; Compliance</a>.</p>	<p>See ESRS G1 (governance) &gt; Business conduct &gt; <b>G1-1 Business conduct policies and corporate culture</b>.</p> <p>You may also refer to the <a href="#">Contentsquare Code of Conduct</a>.</p>	<p><a href="#">Contentsquare Code of Conduct</a>.</p>

<sup>5</sup>The number of corruption incidents is tracked through Contentsquare internal procedure to declare such incidents according to our Code of conduct.

GRI Standard	Disclosure Title	2025	2024	2023
Material Topics GRI 3-1	Process to determine material topics	<p>In 2024, Contentsquare completed its first Double Materiality Assessment (DMA), engaging internal stakeholders through cross-functional workshops and incorporating external perspectives via peer benchmarking and regulatory analysis. The assessment will be reviewed annually, with a comprehensive update every three years or following significant business changes.</p> <p><i>For more details, see <b>Double Materiality Assessment</b> section.</i></p>	See ESRS 2 – General Disclosures > <b>SBM-3 Double materiality assessment result; and IRO-1 Double materiality assessment process.</b>	<b>Double materiality assessment (See section 1.3)</b>
Material Topics GRI 3-2	List of material topics	<p>Contentsquare's 2024 DMA identified <b>13 material topics</b>:</p> <ul style="list-style-type: none"> <li>• <b>Environmental:</b> Climate change mitigation; Energy; Climate change adaptation</li> <li>• <b>Social:</b> Equal treatment and opportunities for all employees; Employee working conditions; Employee training and skills development; Employee privacy and personal data; Accessibility; Data privacy; Data security</li> <li>• <b>Governance:</b> Corruption and bribery; Corporate culture</li> <li>• <b>Entity-specific:</b> Intellectual property</li> <li>• For the full materiality matrix, see <b>Double Materiality Assessment</b>.</li> </ul>	See ESRS 2 – General Disclosures > <b>SBM-3 Double materiality assessment result; and IRO-1 Double materiality assessment process.</b>	<b>See section 1.4.</b>

GRI Standard	Disclosure Title	2025	2024	2023																																				
Material topics GRI 3-3	Management of material topics	For full details on the process, see <b>Double Materiality Assessment</b> .	See ESRS 2 – General Disclosures > <b>SBM-3 Double materiality assessment result</b> ; and <b>IRO-1 Double materiality assessment process</b> .	See section 1.4.																																				
Energy GRI 302-1	Total Energy Consumption within organization	<p><b>Energy consumption mix</b></p> <table border="1"> <thead> <tr> <th>Energy Source</th> <th>Consumption (MWh)</th> <th>% of Total</th> </tr> </thead> <tbody> <tr> <td>Renewable Electricity</td> <td>301</td> <td>48%</td> </tr> <tr> <td>Fossil Fuel Electricity</td> <td>90</td> <td>14%</td> </tr> <tr> <td>Natural Gas</td> <td>82</td> <td>13%</td> </tr> <tr> <td>Nuclear</td> <td>5</td> <td>1%</td> </tr> <tr> <td>District Heat — Renewable</td> <td>124</td> <td>20%</td> </tr> <tr> <td>Fossil Energy Subtotal</td> <td>172</td> <td>27%</td> </tr> <tr> <td><b>Total</b></td> <td><b>630</b></td> <td><b>100%</b></td> </tr> </tbody> </table>	Energy Source	Consumption (MWh)	% of Total	Renewable Electricity	301	48%	Fossil Fuel Electricity	90	14%	Natural Gas	82	13%	Nuclear	5	1%	District Heat — Renewable	124	20%	Fossil Energy Subtotal	172	27%	<b>Total</b>	<b>630</b>	<b>100%</b>	<p>a. Direct fuel consumption (non-renewable):</p> <ul style="list-style-type: none"> <li>Natural Gas                             <ul style="list-style-type: none"> <li>- 167 MWh</li> <li>- 601 GJ</li> </ul> </li> </ul> <p>b. Direct fuel consumption (renewable): None in 2024.</p> <p>c. Purchased electricity, heating, cooling and steam</p> <table border="1"> <thead> <tr> <th>Energy type</th> <th>Consumption (MWh)</th> </tr> </thead> <tbody> <tr> <td>i. Electricity consumption</td> <td>641 MWh</td> </tr> <tr> <td>ii. Heating consumption</td> <td>197 MWh</td> </tr> <tr> <td>iii. Cooling consumption</td> <td>0 MWh</td> </tr> <tr> <td>iv. Steam consumption</td> <td>0 MWh</td> </tr> <tr> <td><b>Total</b></td> <td><b>838 MWh</b></td> </tr> </tbody> </table>	Energy type	Consumption (MWh)	i. Electricity consumption	641 MWh	ii. Heating consumption	197 MWh	iii. Cooling consumption	0 MWh	iv. Steam consumption	0 MWh	<b>Total</b>	<b>838 MWh</b>	<p><b>917 MWh total</b></p> <p>a) Energy consumption from non-renewable sources: <b>452 MWh</b></p> <p>b) Energy consumption from renewable sources: <b>465 MWh</b></p>
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GRI Standard	Disclosure Title	2025	2024	2023
		<p><i>*Renewable electricity backed by Guarantees of Origin for France, Italy, UK, Japan, Germany and Spain (Barcelona-2).</i></p> <p><i>Total includes ~28 MWh estimated for offices with incomplete data. No renewable fuels, cooling, steam or energy sold recorded in 2025.</i></p> <p><b>For more on energy, refer to Environment &gt; Decarbonization in action.</b></p>	<p>d. Total electricity, heating, cooling, steam sold: Based on the data provided, no energy was sold in 2024.</p> <p><b>Methodological Notes:</b></p> <p><sup>1</sup> The conversion from MWh to GigaJoules (GJ) is based on the factor: 1textMWh=3.6textGJ. The GRI Standard recommends Joules as the unit for fuel consumption.</p> <p><sup>2</sup> As per the provided data, 80% of the renewable electricity is covered by Guarantees of Origin (GOs) for offices in France, Italy, and the United Kingdom.</p> <p><sup>3</sup> The total energy consumption (838 MWh) is calculated by summing total electricity (641 MWh) and heating (197 MWh) consumption.</p> <p><b>Refer to ESRS E1: Climate Change &gt; E1-5 Energy consumption and mix.</b></p>	

GRI Standard	Disclosure Title	2025	2024	2023
Energy GRI 302-2	Energy consumption outside of the organization	<p><b>Omission: information unavailable.</b></p> <p>Contentsquare tracks upstream Scope 3 emissions (tCO<sub>2</sub>e) across its value chain. However, energy consumption data (kWh) from third-party suppliers is not available, as most suppliers do not disclose granular energy use to customers. <b>Carbon emissions from the value chain are disclosed under GRI 305-3 and the GHG Protocol reporting in Appendix B.</b></p>	<p><b>Omission due to information unavailable</b></p> <p>We currently track upstream/downstream CO2 emissions but not energy consumption due to our supplier limitations</p>	<p><b>Omission due to information unavailable</b></p> <p>We currently track upstream/downstream CO2 emissions but not energy consumption due to our supplier limitations</p>
Energy GRI 302-3	Energy intensity	<p>a) Energy intensity ratio: <b>0.45 MWh/FTE</b></p> <p>b) Unit: MWh per FTE</p> <p>c) Type of energy included: Electricity, Heating, Cooling</p> <p>d) Scope: Energy consumption within the organization</p> <p><i>Energy intensity is calculated as total Scope 1 and Scope 2 energy consumption (~630 MWh) divided by headcount at year-end (1,408 employees).</i></p>	<p>a) Energy intensity ratio: <b>0,51 mWh/ FTE</b></p> <p>b) Unit: mWh per FTE</p> <p>c) Type of energy included: Electricity, Heating, Cooling</p> <p>d) Scope: Energy consumption within the organization</p>	<p>a) Energy intensity ratio: <b>0.44 MWh / FTE</b></p> <p>b) Unit: mWh per FTE</p> <p>c) Type of energy included: Electricity, Heating, Cooling</p> <p>d) Scope: Energy consumption within the organization</p>
Energy GRI 302-4	Reduction of energy consumption	<p>Energy consumption <b>reduced by 208 MWh (-25%) in 2025 vs 2024</b>, driven by office consolidation and expanded renewable procurement. <b>For details on initiatives and context, see Environment &gt; Decarbonization in Action.</b></p>	<p>See ESRS E1 – Climate Change &gt; E1-1, 2, 3, 4 <b>Transition plan for climate change mitigation &gt; Decarbonization levers</b> for our reduction trajectory.</p>	<p><b>Omissions due to information unavailable.</b> The methodology used to track our energy consumption has changed since 2022 and is now more precise thanks to efforts from our providers. As such, our reduction would not be representative of the direct result of our policies.</p>

GRI Standard	Disclosure Title	2025	2024	2023
Energy GRI 302-5	Reductions in energy requirements of products and services	<p><b>Omission: not applicable.</b></p> <p>As a SaaS company, Contentsquare does not manufacture or sell physical products. Downstream energy-related emissions (GHG Protocol Scope 3, Category 3.11 — use of sold products) have been assessed as not material for a SaaS business model.</p> <p>For more details on energy reduction, see <a href="#">Environment &gt; Decarbonization in Action</a>.</p>	<p>See ESRS E1 – Climate Change &gt; E1-1, 2, 3, 4 <b>Transition plan for climate change mitigation &gt; Decarbonization levers</b> for our reduction trajectory.</p>	<p><b>Omissions due to incomplete information.</b> Energy requirements have been assessed beginning in 2023, so no year-over-year information is available at this moment.</p>
Emissions GRI 305-1	Energy direct (Scope 1) GHG emissions <sup>6</sup>	<p><b>a) Direct Scope 1 GHG emissions: 56 tCO<sub>2</sub>e</b></p> <p><b>b) Gases included:</b> CO<sub>2</sub> (combustion), HFCs (refrigerative emissions from cooling systems)</p> <p><b>c) Biogenic CO<sub>2</sub>:</b> 0 tCO<sub>2</sub>e (None)</p> <p><b>d) Base year for calculation:</b> 2022 — 27 tCO<sub>2</sub>e (restated from 279 tCO<sub>2</sub>e S1+2; see Appendix e) <b>Consolidation approach:</b> Operational control</p> <p><b>f) Emission factors &amp; methodology:</b> ADEME Base Carbone, DEFRA, IPCC AR6 GWP values. See Appendix B — Methodological Notes for full detail</p> <p><b>g) Standards:</b> GHG Protocol standard &amp; SBTi</p> <p>For the full carbon accounting and methodology, refer to <a href="#">Environment &gt; Our 2025 Carbon Footprint</a>, or <a href="#">Appendix B. Methodology &amp; GHG Protocol</a>.</p>	<p><b>a) Direct Scope 1 GHG emissions: 87 tCO<sub>2</sub>e</b></p> <p>b) All gasses included in the calculation</p> <p>c) Biogenic CO<sub>2</sub>: 0 tCO<sub>2</sub>e</p> <p>d) Base year for calculation: 2022</p> <p>i) Reason behind base year choice: Base year for SBTi Near-term targets approval</p> <p>ii) Scope 1 emissions in base year: 27 tCO<sub>2</sub>e</p> <p>e) Source of emission factors and GWP rates used: Office heating</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p> <p>Refer to <b>E1-6 Gross Scopes 1, 2, 3, and Total GHG emissions</b>.</p>	<p><b>a) Direct Scope 1 GHG emissions: 105 tCO<sub>2</sub>e</b></p> <p>b) All gasses included in the calculation</p> <p>c) Biogenic CO<sub>2</sub>: 0 tCO<sub>2</sub>e</p> <p>d) Base year for calculation: 2022</p> <p>i) Reason behind base year choice: Base year for SBTi Near-term targets approval</p> <p>ii) Scope 1 emissions in base year: 27 tCO<sub>2</sub>e</p> <p>e) Source of emission factors and GWP rates used: Office heating</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p>

<sup>6</sup>Contentsquare annual carbon footprint is assessed with the support of a third party accredited for carbon accounting under French regulation. The vast majority of our emissions sources are measured through a physical approach while some of them remain measured through a monetary approach (e.g. “Goods and services purchases”).

GRI Standard	Disclosure Title	2025	2024	2023
Emissions GRI 305-2	Energy indirect (Scope 2) GHG emissions	<p><b>a) Energy indirect Scope 2 GHG emissions: 129 tCO<sub>2</sub>e</b></p> <p><b>b) Gasses included in calculation:</b> CO<sub>2</sub>e (per emission factor sources)</p> <p><b>c) Market-based methodology:</b> Renewable electricity backed by Guarantees of Origin (GOs) for France, UK, Italy, Japan, Germany and Spain (Barcelona-2). Residual mix factors applied where no GOs held. District heating (Paris CPCU) classified as renewable.</p> <p><b>d) Base year for calculation:</b> 2022 — 228 tCO<sub>2</sub>e (market-based)</p> <p><b>e) Consolidation approach:</b> Operational control</p> <p><b>f) Emission factors:</b> AIB residual mix, supplier-specific renewable certificates, ADEME Base Carbone (district heating).</p> <p><b>See Appendix B for full methodology.</b></p>	<p><b>a) Energy indirect Scope 2 GHG emissions: 178 tCO<sub>2</sub>e</b></p> <p>b) Gross market-based energy indirect GHG emissions: <b>114</b></p> <p>c) Gasses included in calculation: All gasses included</p> <p>d) Base year for calculation: 2022</p> <p>i) Reason behind base year choice: Base year for SBTi near-term targets approval</p> <p>ii) Scope 2 emissions in base year: 228 tCO<sub>2</sub>e</p> <p>iii) S significant changes: No recalculations</p> <p>e)Source of emission factors: Office electricity consumption</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p>	<p><b>a) Energy indirect Scope 2 GHG emissions: 261 tCO<sub>2</sub>e</b></p> <p>b) Gross market-based energy indirect GHG emissions: no market-based estimate</p> <p>c) Gasses included in calculation: All gasses included</p> <p>d) Base year for calculation: 2022 (reason: SBTi alignment)</p> <p>e)Source of emission factors and GWP rates used: Office electricity consumption</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p>
Emissions GRI 305-3	Other indirect (Scope 3) GHG emissions	<p><b>a) Other indirect Scope 3 GHG emissions: 13,633 tCO<sub>2</sub>e</b></p> <p><b>b) Gases included in the calculation:</b> CO<sub>2</sub>e</p> <p><b>c) Biogenic CO<sub>2</sub>:</b> None</p> <p><b>d) Base year:</b> 2022 — 13,820 tCO<sub>2</sub>e</p> <p><b>e) Methodology:</b> Predominantly spend-based (monetary). Activity-based for S3.6 business travel (distance) and S3.7 commuting (survey). Supplier-specific data for cloud infrastructure (AWS).</p>	<p><b>a) Other indirect Scope 3 GHG emissions: 12,792 tCO<sub>2</sub>e</b></p> <p>b) Gases included in the calculation: All</p> <p>c) Biogenic CO<sub>2</sub>: 0</p> <p>d) Other categories included in the calculation: All 15 GHG protocol categories</p> <p>e) Base year for calculation: 2022</p> <p>i) Reason behind base year choice: Base year for SBTi near-term targets approval</p> <p>ii) Scope 3 emissions in base year: 13,820</p>	<p><b>a) Other indirect Scope 3 GHG emissions: 13,968 tCO<sub>2</sub>e</b></p> <p>b) Gases included in the calculation: All</p> <p>c) Biogenic CO<sub>2</sub>: 0</p> <p>d) Other categories included in the calculation: All 15 GHG protocol categories</p> <p>e) Base year for calculation: 2022</p> <p>i) Reason behind base year choice: Base year for SBTi near-term targets approval</p> <p>ii) Scope 3 emissions in base year: 13,820</p>

GRI Standard	Disclosure Title	2025	2024	2023
		<p>Full GHG Scope 3 breakdown, emission factors &amp; methodology: See <a href="#">Appendix B — Methodological Notes &amp; GHG Protocol</a>.</p>	<p>iii) Context for any significant changes: No recalculations</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p> <p>Refer to <b>E1-6 Gross Scopes 1, 2, 3, and Total GHG emissions</b>.</p>	<p>iii) Context for any significant changes: No recalculations</p> <p>f) Consolidation approach: Operational control</p> <p>g) Standards: GHG Protocol standard</p>
Emissions GRI 305-5	Reduction of GHG emissions	<p>Excluding CSQuest (one-time event, 1,697 tCO<sub>2</sub>e with no prior-year equivalent), total GHG emissions fell by <b>936 tCO<sub>2</sub>e (-7.2%)</b> vs 2024. Key contributors:</p> <p>Scope 1+2: <b>-78 tCO<sub>2</sub>e (-30%)</b>, driven by office consolidation and renewable energy</p> <p>Business travel (regular operations): <b>-809 tCO<sub>2</sub>e (-31%)</b>, driven by travel policy</p> <p>Food: <b>-291 tCO<sub>2</sub>e (-18%)</b></p> <p>For details on reduction initiatives, see <a href="#">Decarbonization in Action</a>.</p>	<p>For the full overview on our GHG emission reductions, refer to ESRS E1 – Climate Change &gt; <b>E1-6 Gross Scopes 1, 2, 3, and Total GHG emissions</b>.</p>	<p><b>See section 2.1 and 2.2.</b></p>
Waste GRI 306-1	Waste generation and significant waste-related impacts	<p>Contentsquare's waste footprint is primarily associated with <b>office operations (paper, food, general consumables)</b>. The carbon impact of waste across office locations is estimated at 58 tCO<sub>2</sub>e in 2025 (GHG Protocol S3.5).</p>	<p>a) Description of waste-related impacts:</p> <p>i) <b>Type of waste: Waste generated from office spaces</b></p> <p>ii) Source: Waste from organization's own activities.</p>	<p>a) Description of waste-related impacts:</p> <p>i) <b>Type of waste: Waste generated from office spaces</b></p> <p>ii) Source: Waste from organization's own activities.</p>

GRI Standard	Disclosure Title	2025	2024	2023
Waste GRI 306-2	Management of significant waste related impacts	<b>Omission: not applicable.</b> Contentsquare's waste generation is limited to office waste with no significant waste-related impacts. IT equipment disposal is managed through extended device lifecycles (3 to 5 years) and refurbished equipment procurement, minimising e-waste at source.	<b>Omission due to issue not applicable.</b> Our waste generation is limited to office waste.	<b>Omission due to issue not applicable.</b> Our waste generation is limited to office waste.
Supplier Environmental Assessment GRI 308-1	New suppliers that were screened using environmental criteria	Contentsquare's Supplier Code of Conduct embeds environmental and climate expectations into all vendor relationships, and we prioritize suppliers with validated Science-Based Targets or equivalent decarbonisation commitments. <i>See Responsible Governance &gt; Responsible Procurement for further detail.</i>	See ESRS G1 (governance) - Business conduct > <b>G1-2 Supplier relations management</b> for our sustainable procurement policy.	<b>Omission due to unavailable information.</b> Information is being currently evaluated.
Supplier Environmental Assessment GRI 308-2	Negative environmental impacts in the supply chain and actions taken	<i>See Responsible Governance &gt; Responsible Procurement for further detail.</i>	See ESRS E1 – Climate Change > <b>E1 IRO-1 Environmental IROs</b> for the impacts, risks and opportunities related to our environmental activities.	<b>See section 1.4</b> (double materiality) and <b>4.4</b> (supply chain).

GRI Standard	Disclosure Title	2025	2024	2023
Employment GRI 401-1	New employee hires and employee turnover	<p><b>a) Total number of new employee hires:</b> 403 employees</p> <p><b>b. Total number of employee turnover:</b> 489 employees</p> <p><b>c. Methodology:</b> Employee new hires and turnover refer to the cumulative number of employees who have either been hired or left the Contentsquare Group, and excludes freelancers, external consultants, and contractors.</p> <p>Figures reflect headcount as of the last day of the reporting period (January 31, 2026) and include all employees from Contentsquare SAS and its entities.</p>	<p><b>a) Total number of new employee hires:</b> 592 employees</p> <p><b>b) Total number of employee turnover:</b> 545 employees</p> <p>For a detailed overview on workforce statistics, refer to ESRS S1 – Own workforce &gt; <b>S1-6 General employee indicators.</b></p>	<p><b>a) Total number of new employee hires:</b> 641 employees</p> <p><b>b) Total number of employee turnover:</b> 515 employees</p>
Employment GRI 401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	<p><b>a. Full-time employees receive:</b> Healthcare, parental leave, retirement provision, stock ownership, wellbeing allowance, mental health support, and work-life balance policies.</p> <p>Eligibility for stock ownership, retirement provision and certain leave entitlements may vary for part-time and temporary employees depending on local statutory requirements. Benefits apply across all significant locations including France, US, UK, Germany and Spain.</p> <p><b>For more information, see <a href="#">People &amp; Culture &gt; Employee experience.</a></b></p>	<p>a) Benefits that are standard for full-time employees include: <b>Healthcare, Parental leave, Retirement provision, Stock ownership, among others.</b></p> <p>For a detailed overview on employee actions and policies, refer to ESRS S1 – Own workforce &gt; <b>S1-1 Workforce related Policies;</b> and <b>S1-4 Taking action on material impacts on our workforce.</b></p>	<p>a) Benefits that are standard for full-time employees include: <b>Healthcare, Parental leave, Retirement provision, Stock ownership, among others.</b></p>

GRI Standard	Disclosure Title	2025	2024	2023																												
Employment GRI 401-3	Parental leave	<p>Parental leave breakdown:</p> <table border="1" data-bbox="797 401 1482 901"> <thead> <tr> <th></th> <th>Women</th> <th>Men</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Entitled to parental leave</td> <td>—</td> <td>—</td> <td>1,341</td> </tr> <tr> <td>Took parental leave</td> <td>70</td> <td>41</td> <td>111</td> </tr> <tr> <td>Returned to work</td> <td>66</td> <td>40</td> <td>106</td> </tr> <tr> <td>Still employed 12 months after return</td> <td>62</td> <td>39</td> <td>101</td> </tr> <tr> <td><b>Return to work rate</b></td> <td>94.3%</td> <td>97.6%</td> <td><b>95.4%</b></td> </tr> <tr> <td><b>Retention rate</b></td> <td>93.9%</td> <td>97.5%</td> <td><b>95.2%</b></td> </tr> </tbody> </table> <p><i>Parental leave entitlement covers all employees regardless of gender; however also dependent on employment type. Figures reflect FY2026 (February 1, 2025 – January 31, 2026).</i></p>		Women	Men	Total	Entitled to parental leave	—	—	1,341	Took parental leave	70	41	111	Returned to work	66	40	106	Still employed 12 months after return	62	39	101	<b>Return to work rate</b>	94.3%	97.6%	<b>95.4%</b>	<b>Retention rate</b>	93.9%	97.5%	<b>95.2%</b>	<p><b>a) Total number of employees entitled to parental leave: 100%</b></p> <p>You may also refer to ESRS S1 – Own workforce &gt;S1-15 <b>Parental and family leave indicators.</b></p>	<p><b>a) Total number of employees entitled to parental leave: unknown</b></p> <p>b) Total number of employees that took parental leave, by gender: 47 Woman / 41 Men</p> <p>c) Total number of employees that returned to work after leave ended: 47 Woman / 41 Men</p> <p>e) Return to work and retention rates of employees that took parental leave: 38 Women (81%) / 39 Men (95%), as of June 1st 2024</p>
	Women	Men	Total																													
Entitled to parental leave	—	—	1,341																													
Took parental leave	70	41	111																													
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GRI Standard	Disclosure Title	2025	2024	2023
Labor / Management Relations GRI 402-1	Minimum notice periods regarding operational changes	<p><b>a. Minimum number of weeks' notice typically provided to employees:</b> 2 weeks</p> <p><b>b. Specified in collective agreements:</b> No. The minimum notice period is not specified in collective bargaining agreements but is based on company policy and local labor law requirements.</p>	<p><b>a) Minimum number of weeks' notice typically provided:</b> 2 weeks</p> <p><b>b) Specified in collective agreements:</b> No</p> <p>For a detailed overview on employee policies, refer to ESRS S1 – Own workforce &gt; S1-1 Workforce related Policies.</p>	<p><b>a) Minimum number of weeks' notice typically provided:</b> 2 weeks</p> <p><b>b) Specified in collective agreements:</b> No</p>
Training & Education GRI 404-1	Average hours of training per year per employee	<p><b>Average hours of training per year per employee:</b></p> <ul style="list-style-type: none"> <li><b>Men:</b> 5.3 hours</li> <li><b>Women:</b> 5.6 hours</li> <li><b>Total:</b> 5.4 hours</li> </ul> <p>Includes facilitator-led, self-directed digital, and peer-to-peer learning, plus mandatory compliance courses and onboarding. Excludes product enablement training for go-to-market teams (tracked separately). Calculated as total learning hours ÷ average headcount.</p> <p>For more details, see People &amp; Culture &gt; Employee Experience.</p>	<p><b>6.2 hours</b></p> <p>You may also refer to ESRS S1 – Own workforce &gt; S1-13 Training and skills development indicators.</p>	<p><b>6.6 hours</b></p>

GRI Standard	Disclosure Title	2025	2024	2023
<p>Training &amp; Education GRI 404-2</p>	<p>Programs for upgrading skills and transition assistance</p>	<p>In 2025, we offered <b>12 global programs</b> to employees across 4 areas:</p> <ul style="list-style-type: none"> <li>• <b>Leadership &amp; Management Development:</b> First-Time Manager; Manager Gym; Manager Readiness Skills Lab (new in 2025); Transverse Leadership; Leading Change</li> <li>• <b>Communication:</b> Communication trainings portfolio; Communication by Design/DISC (new in 2025)</li> <li>• <b>Self-Directed Learning:</b> Udemy; LinkedIn Learning (6-month access, all employees)</li> <li>• <b>Peer-Based:</b> Coaching (3–6 months programs); Mentoring</li> <li>• <b>Role-Specific Programs:</b> Command of the Message/Value Selling (new in 2025); SDR to AE Curriculum (new in 2025)</li> </ul> <p>All programs are complemented by annual performance reviews, mid-year check-ins, and Career &amp; Development Plan discussions.</p> <p><b>Transition assistance:</b> No formal outplacement program. Internal support provided via career mobility frameworks, performance improvement plans, and exit interviews.</p> <p>For more details, see <a href="#">People &amp; Culture &gt; Employee Experience</a>.</p>	<p><b>10 global programs available to employees, including:</b> Coaching, Internal masterclass, Digital Learning (Udemy) Communication trainings portfolio</p> <p>Leading Change, Transverse Leadership, Manager Readiness</p> <p>And specifically for Managers: First-Time Manager, Manager Gym.</p> <p>For Sales team: SDR to AE Curriculum.</p> <p>For a detailed overview on employee skills and training, refer to ESRS S1 – Own workforce &gt; <b>S1-1 Workforce related Policies</b>; and <b>S1-4 Taking action on material impacts on our workforce</b>.</p>	<p><b>11 global programs available to all employees, including:</b> Coaching, Internal mentorship, Internal masterclass, Digital Learning (Edflex &amp; Skillsoft, Udemy)</p> <p>Communication trainings portfolio Leading Change, Manager Readiness, Transverse Leadership.</p> <p>And specifically for Managers: Leadership Foundations, First-Time Manager, Manager Gym.</p>

GRI Standard	Disclosure Title	2025	2024	2023
<p>Diversity &amp; Equal Opportunity GRI 405-1</p>	<p>Diversity of governance bodies and employees</p>	<p><b>a. Board of Directors:</b> Women 30% · Men 70%</p> <p><b>b. Executive Team:</b> Women 25% · Men 75%</p> <p><b>c. Top Management (60 people)</b></p> <ul style="list-style-type: none"> <li><b>Gender:</b> Men 65% · Women &amp; Non-Binary 34% · Undeclared 1%</li> <li><b>Age:</b> Under 30: 0% · 30–50: 80% · Over 50: 20%</li> </ul> <p><b>D. All employees (1,408)</b></p> <ul style="list-style-type: none"> <li><b>Gender:</b> Men 59% · Women &amp; Non-Binary 39% · Undeclared 2%</li> <li><b>Age:</b> Under 30: 15% · 30–50: 79% · Over 50: 5% · Not listed: 1%</li> </ul> <p>Board of Directors and Executive Management figures are as of May 2026 (up-to-date).</p> <p>Top management = VP level and above. Figures as of January 31, 2026, across all Contentsquare Group entities. <a href="#">See People &amp; Culture — Inclusion &amp; Belonging.</a></p>	<p>a) Percentage of <b>executive team</b> in the following diversity categories:</p> <p><b>i) Gender: Men / Women &amp; Non-Binary : 67% / 33%</b></p> <p><b>ii) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 0% / 56% / 44%</b></p> <p>b. Percentage of <b>employees</b> in the following diversity categories:</p> <p><b>i) Gender: Men / Women &amp; Non-Binary : 60.9% / 39.1%</b></p> <p><b>ii) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 20% / 76% / 4%</b></p> <p>For a detailed overview on diversity statistics, refer to ESRS S1 – Own workforce &gt; S1-6 General employee indicators; and S1-9 Gender and age diversity indicators.</p>	<p>a) Percentage of <b>executive team</b> in the following diversity categories:</p> <p><b>i) Gender: Men / Women &amp; Non-Binary : 90% / 10%</b></p> <p><b>ii) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 0% / 60% / 40%</b></p> <p>b. Percentage of <b>employees</b> in the following diversity categories:</p> <p><b>i) Gender: Men / Women &amp; Non-Binary : 61.5% / 38.5%</b></p> <p><b>ii) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 24% / 72% / 4%</b></p>

GRI Standard	Disclosure Title	2025	2024	2023
Diversity, Equity & Inclusion <b>GRI 405-2</b>	Ratio of basic salary and remuneration of women to men	<p><b>Gender pay gap: 14.85%</b> (average pay of women vs men, expressed as % difference against male average). Remuneration includes base salary, bonuses, and other cash compensation.</p> <p><b>Highest-to-median remuneration ratio: 6.35</b> (highest paid individual vs median employee, as of January 31, 2026). See GRI 2-21 for multi-year data.</p> <p><i>For more details, see People &amp; Culture &gt; Inclusion &amp; Belonging.</i></p>	<p><b>Gender pay gap (%): 17.59%</b> <b>Annual total remuneration ratio: 8.09</b></p> <p>Please refer to ESRS S1 – Own workforce &gt; <b>S1-16 Remuneration indicators.</b></p>	<p><b>a) Ratio of the basic salary and remuneration of women to men for each employee Category: 89.3</b></p> <p>b)The definition used for ‘significant locations of operation’: No categories, across the entire organization.</p>
Non-discrimination <b>GRI 406-1</b>	Incidents of discrimination and corrective actions taken	Total number of incidents of discrimination during the reporting period: <b>0</b>	Total number of incidents of discrimination during the reporting period: <b>0</b>	Total number of incidents of discrimination during the reporting period: <b>0</b>
Freedom of association and collective bargaining <b>GRI 407-1</b>	Operations and suppliers at significant risk for violations of freedom of association and collective bargaining	<p>No operations or suppliers have been identified as at significant risk. Contentsquare operates primarily in jurisdictions with strong labour protections and upholds freedom of association through its Code of Business Conduct and Supplier Code of Conduct, in line with UN Guiding Principles and OECD Guidelines.</p> <p><i>For more details, see Responsible Governance &gt; Ethics &amp; Compliance.</i></p>		

GRI Standard	Disclosure Title	2025	2024	2023
Child Labor GRI 408-1	Operations and suppliers at significant risk for incidents of child labor	No suppliers identified as having significant risk for incidents of child labor.	No suppliers identified as having significant risk for incidents of child labor.	No suppliers identified as having significant risk for incidents of child labor.
Forced or Compulsory Labor GRI 409-1	Operations / suppliers at significant risk for incidents of forced labor	No suppliers identified as having significant risk for incidents of child labor.	No suppliers identified as having significant risk for incidents of forced labor.	No suppliers identified as having significant risk for incidents of forced labor.
Human Rights Assessment GRI 412-1	Operations subject to human rights reviews or impact assessments	Human rights considerations are integrated into our 2024 Double Materiality Assessment, covering workforce impacts across the value chain. Commitments are embedded in our Code of Business Conduct and Supplier Code of Conduct, aligned with UN Guiding Principles and OECD Guidelines.  <a href="#">See Double Materiality Assessment and Responsible Governance &gt; Ethics &amp; Compliance.</a>		
Supplier social assessment GRI 414-1	New suppliers that were screened using social criteria	<b>a. Percentage of new suppliers screened using social criteria:</b> Top 250 suppliers (representing >80% of total spend) are screened using social criteria.  <a href="#">For more details, see Responsible Procurement.</a>		

GRI Standard	Disclosure Title	2025	2024	2023
Supplier social assessment GRI 414-2	Negative social impacts in the supply chain and actions taken	In 2025, Contentsquare conducted its first comprehensive supplier assessment covering >80% of total spend, evaluating labour & human rights, ethics, and sustainable procurement. Zero suppliers were identified as having significant negative social impacts.  <b>See Responsible Procurement.</b>		
Public Policy GRI 415-1	Political contributions	Contentsquare makes <b>zero</b> political contributions of any kind.	<b>0</b>	<b>0</b>
Customer Privacy GRI 418-1	Substantiated complaints concerning breaches of customer privacy	Contentsquare maintains robust data privacy and security practices, certified against ISO 27001, ISO 27701, and SOC 2 Type II standards. We operate as a data processor on behalf of our clients (the data controllers) with comprehensive safeguards.  <b>For more details, see Data Privacy &amp; Security.</b>	<b>0</b>  You may also refer to ESRS S4.	<b>0</b>

## SDG Indicators & cross-reference

Theme	Indicator	2025	2024	2023
Energy SDG7	Share of energy used from renewable sources <sup>8</sup>	67%	51%	49%
Emissions SDG 13	% of GHG Emissions Offset	0%	0%	0%
Emissions SDG 13	S1+2 emissions reduction	-30% YoY		
Emissions SDG 13	SBTi targets on track	✓ Both achieved		
Waste SDG 12	% of old IT equipment sold to refurbishers	100%	100%	100%
Health & Safety SDG 8 / SDG 3	Share of employees with access to health coverage benefit	100%	100%	100%
Workforce SDG 8	Average training hours	5.4h/FTE		
Workforce SDG 8	Number of nationalities	75	81	82

<sup>8</sup> The proportion of renewable energy in our total consumption is calculated on the basis of certificates produced by our main office suppliers.

## SDG Indicators & cross-reference

Theme	Indicator	2025	2024	2023
Mission & Engagement SDG 13	Share of employees trained on climate change	66%	71%	60%
Mission & Engagement SDG 16 / SDG 8	% of employees trained in human rights policies	97.3%	95.6%	100%
Mission & Engagement SDG 17	Number of FTEs dedicated to Impact	6	6	6
Gender Equality SDG 5/ SDG 10	Share of women in total workforce	40%	39%	39%
Gender Equality SDG 5 / SDG 10	Share of women in top management	35%	30%	32.8%
Gender Equality SDG 5	Gender Equality Index (France only)	98/100	81/100	91/100
Diversity & Inclusion SDG 10	Number of Employee Resource Groups	4	4	4
Reduced Inequalities SDG 10	Gender pay gap	14.85%		

## Appendix B.

# Methodological Notes & GHG Protocol Data

## 1. Organizational Boundary

This assessment covers Contentsquare SAS and all subsidiaries, including Loris acquired in Q4 2025, across all operated geographies. The operational control approach is used for consolidation. The reporting period is January 1 – December 31, 2025. Emissions are tracked and calculated using WeCount.

## 2. Methodology

### Scopes 1 & 2: Physical Approach

Direct (Scope 1) and electricity-related (Scope 2) emissions are calculated using activity-based data:

- **Formula:** Activity Data × Emission Factor (kg CO<sub>2</sub>e/unit)
- **Data sources:** Utility bills, fuel receipts, landlord data

**Scope 2 reporting:** We report Scope 2 emissions on a market-based basis as our primary metric, reflecting renewable energy purchases and certificates. Loca-

tion-based figures are tracked internally for reference.

### Scope 3: Predominantly Monetary Approach

Upstream and downstream emissions are estimated using financial expenditure when physical data is unavailable:

- **Formula:** Monetary Spend × Emission Factor (kg CO<sub>2</sub>e/€)
- **Activity-based exceptions:** Business travel (flight distances and hotel nights), employee commuting (internal survey data), and cloud infrastructure where supplier-specific tools are available (AWS Customer Carbon Footprint Tool).

**Scope 3 Category Coverage:** Categories 3.1–3.7 are material and included. Categories 3.9–3.12 are not material for a SaaS business model (no physical products, no downstream energy use). Categories 3.13–3.15 are not applicable. Category 3.15 (investments) has not been assessed.

### Economic Intensity Method (Scope 3 Target):

Contentsquare's SBTi-validated Scope 3 target uses an economic intensity metric — tCO<sub>2</sub>e per million USD of value added — to account for projected business growth. This approach normalizes emissions against value creation and aligns with SBTi guidance for service-based companies, using sector-specific emission factors by region.

### Baseline Year: 2022

2022 was selected as the baseline year for SBTi target-setting, representing typical operations prior to target commitment.

**Base year restatement:** 2022 Scope 1+2 emissions have been restated from 279 to 255 tCO<sub>2</sub>e following a correction to electricity consumption reporting in the original submission. SBTi trajectory milestones have been recalculated accordingly.

### 3. Multi-Year GHG Emissions Table

*\*All data are shown in absolute value (tCO<sub>2</sub>)*

Category	2022 (base)	2023	2024	2025	Change 24→25
Scope 1	27	105	87	56	-36%
Scope 2 (market-based)	228	261	176	129	-27%
Scope 1+2 total	255	366	263	185	-30%
Scope 3	13,820	13,968	12,792	13,633	+6.6%
S3.1 Purchased goods & services	9,368	11,280	9,850	10,315	+4.7%
S3.2 Capital goods	0	133	123	96	-22%
S3.3 Upstream energy	112	37	28	19	-32%
S3.4 Upstream freight	13	4	—	2	—
S3.5 Waste	53	49	49	58	+18%
S3.6 Business travel	4,206	2,259	2,579	2,985	+15.7%
S3.7 Employee commuting	43	210	164	159	-3%
<b>TOTAL</b>	<b>14,075</b>	<b>14,334</b>	<b>13,057</b>	<b>13,818</b>	<b>+5.8%</b>

#### 4. Emission Factors

Emission factors are sourced from ADEME Base Carbone (France), DEFRA (UK), US EPA (United States), IEA (electricity grids), and supplier-specific databases where available (e.g. AWS Customer Carbon Footprint Tool for cloud infrastructure).

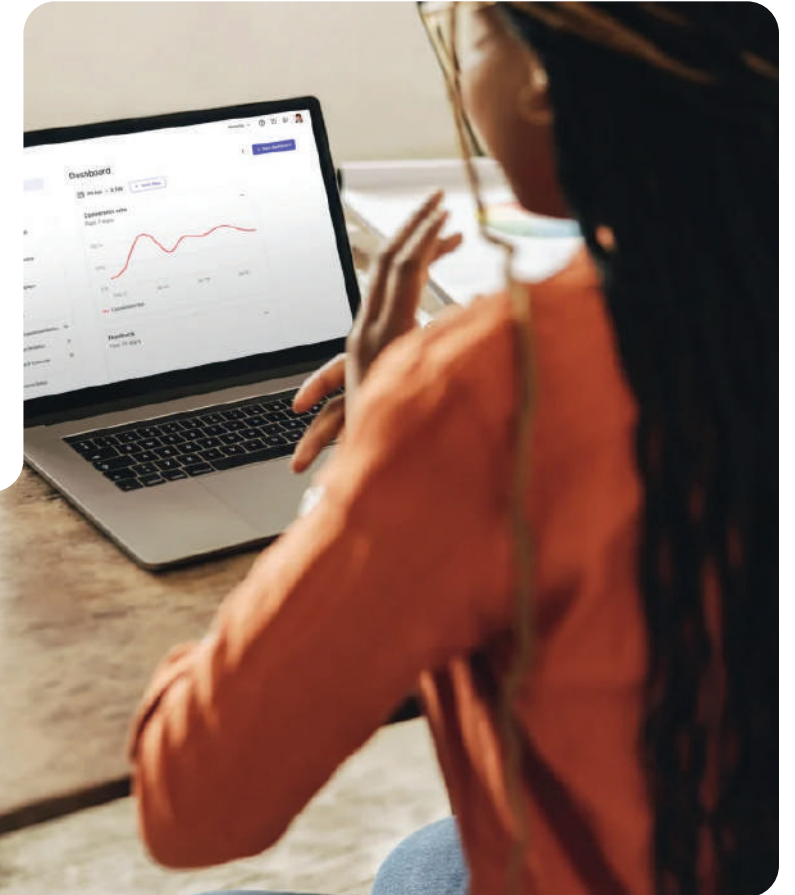
#### 5. Data Quality & Limitations

General: Scope 1 and 2 data is based on actual consumption records and carries high confidence. Scope 3 data quality is variable; spend-based estimates carry higher uncertainty than activity-based data.

#### Specific limitations for 2025:

Hotjar (AWS): Cloud emissions data is available from May 2025 only, following Hotjar's migration to AWS mid-year. The estimated annual gap is approximately 194 tCO<sub>2</sub>e. Full-year data will be included from 2026.

SaaS & software: The scope of SaaS spend captured in 2025 differs from 2024 due to a methodology refinement in WeCount. Direct year-on-year comparison of this category is not recommended.



# Contentsquare Sustainability Report 2025

For any inquiries or questions, please contact us at [sustainability.desk@contentsquare.com](mailto:sustainability.desk@contentsquare.com)

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