

Table of content

Message from the CEO, Jonathan Cherki

P.3

1 | Introduction

P.4

1.1 Contentsquare Business Model

P.5

1.2 Contentsquare Impact Strategy

P.5

1.3 Our Commitments

P.6

2 | Protecting our planet for future generations

P.7

2.1 Tackling climate change

P.9

2.2 Charting our path to net-zero

P.10

2.3 Reducing our emissions

P.11

2.4 Managing our resources, leveraging eco-design and circularity

P.11

2.5 Raising awareness for change

P.12

3 | Building a workplace where people flourish

P.13

3.1 Workforce

P.16

3.2 Diversity, Equity and Inclusion

P.18

3.3 Helping to create a more inclusive digital world

P.20

4 | Driving responsible business with trust

P.23

4.1 Governance Structure

P.25

4.2 Compliance

P.27

4.3 Digital Trust

P.28

4.4 Value Chain

P.28

5 | Indicators

P.29

Appendix

P.35

A.1 Reporting Scope and Methodology

P.36

A.2 Materiality Matrix and non-financial risks

P.37



Message from the CEO, Jonathan Cherki

Here at Contentsquare we dream of a world where digital experiences are a powerful driving force – not just for business – but for good. We know we’re at the very beginning of this journey, but we’re serious about building a responsible business for a better future, and pulling our weight when it comes to finding solutions for the very real issues at play in our world.

In late 2021 we started to build out our Impact team to help lead our efforts in extending our company mission into areas that deliver greater impact, focusing beyond revenue growth.

Our journey to impact began in earnest in 2022 with various assessments which helped us understand where we stand: extra-financial risk analysis, carbon assessment, workplace diversity statistics, etc. In mapping out our own goals for change, we’ve used

frameworks like the UN’s Sustainable Development Goals and the Paris Agreement to help steer our efforts. We also joined the United Nations Global Compact and The Climate Pledge to benefit from collective dynamics and the experience of our peers.

From the start, we’ve approached impact as a company-wide movement, with a strong focus on awareness, education, and empowering our team – the CSquad – to be agents of change. This also means ensuring we are building a workplace where everyone belongs and can grow, and where each employee is inspired to make a difference.

In 2022, we also continued our integration of Hotjar, a company acquired by Contentsquare in 2021, that has a strong sustainability culture. Hotjar has implemented many

sustainable practices that have been a great inspiration to us. In 2023, we will further strengthen the integration with Hotjar and include this major subsidiary in our next sustainability report.

We know we still have a long way to go, but we hope this report will help paint a picture of how serious we are about taking this journey, and provide a look back at some of the very early commitments and processes we have put in place to transform our company for the better.

1.1

Contentsquare Business Model

A global leader in Digital Experience Analytics, Contentsquare moves beyond traditional web analytics to enable an unprecedented understanding of the digital customer experience. With intuitive technology that reveals the behavior, intent and feelings of any and every user, we allow businesses to deliver more human experiences that their users love, seek and deserve.

Key Figures



1300 Clients



1M+ SMB Customers



1600 Employees



16 Offices



Trillions of behaviours analyzed

1.2

Contentsquare Impact Strategy

Contentsquare is a fast-growing scale-up that has expanded significantly over the past few years. We have doubled our staff several times over and opened offices all over the world. With success comes responsibility, and in 2021 we started our impact journey, implementing ESG reporting processes and setting our first sustainability goals.

This report is a summary of our efforts to date, designed to let our ecosystem know where we stand and where we want to be. It allows us to acknowledge our progress, but also helps us understand the journey that lies ahead to meet the best ESG standards in our industry and ultimately, help spark a movement in the UX and startup communities.

Making sustainability part of our DNA: becoming a mission-driven company

In November 2022, Contentsquare officially became a mission-driven company under French Law. This status is a turning point for us, enabling a framework for accountability as well as introducing an independent evaluation of our sustainability practices.

When defining our mission, we looked to identify the areas where we could make a real difference, both through our expertise and through our technology. After several months of discussions, we adopted the following mission statement :

«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.»

Beyond this mission statement, per decision of Contentsquare's General Assembly, the company has adopted the following social and environmental objectives:

- Enable a digital world accessible and inclusive to all
- Build a trusted digital world by enhancing the confidentiality, privacy and protection of data on the Internet
- Help our customers reduce the environmental impact of their digital activities

1.3

Our Commitments



A commitment to the United Nations Sustainable Development Goals

Since September 2022, Contentsquare has committed to taking urgent action to co-create a future aligned with the 17 United Nations Sustainable Development Goals (SDGs) – a “shared blueprint for peace and prosperity for people and the planet, now and into the future.”

As a member of the United Nations Global Compact, we integrate the SDGs into our sustainability reporting and use them as a framework for our commitment to responsible business practices.



Pacte Parité

In 2022, Contentsquare signed the Pacte Parité, a movement started by the Mission French Tech for a more gender balanced tech ecosystem. More than 80 French startups from the Next 40/120 index have signed the pledge.

As part of this pact we are committing to have at least 20% of women on our board of directors by the end of 2025 and 40% by the end of 2028.



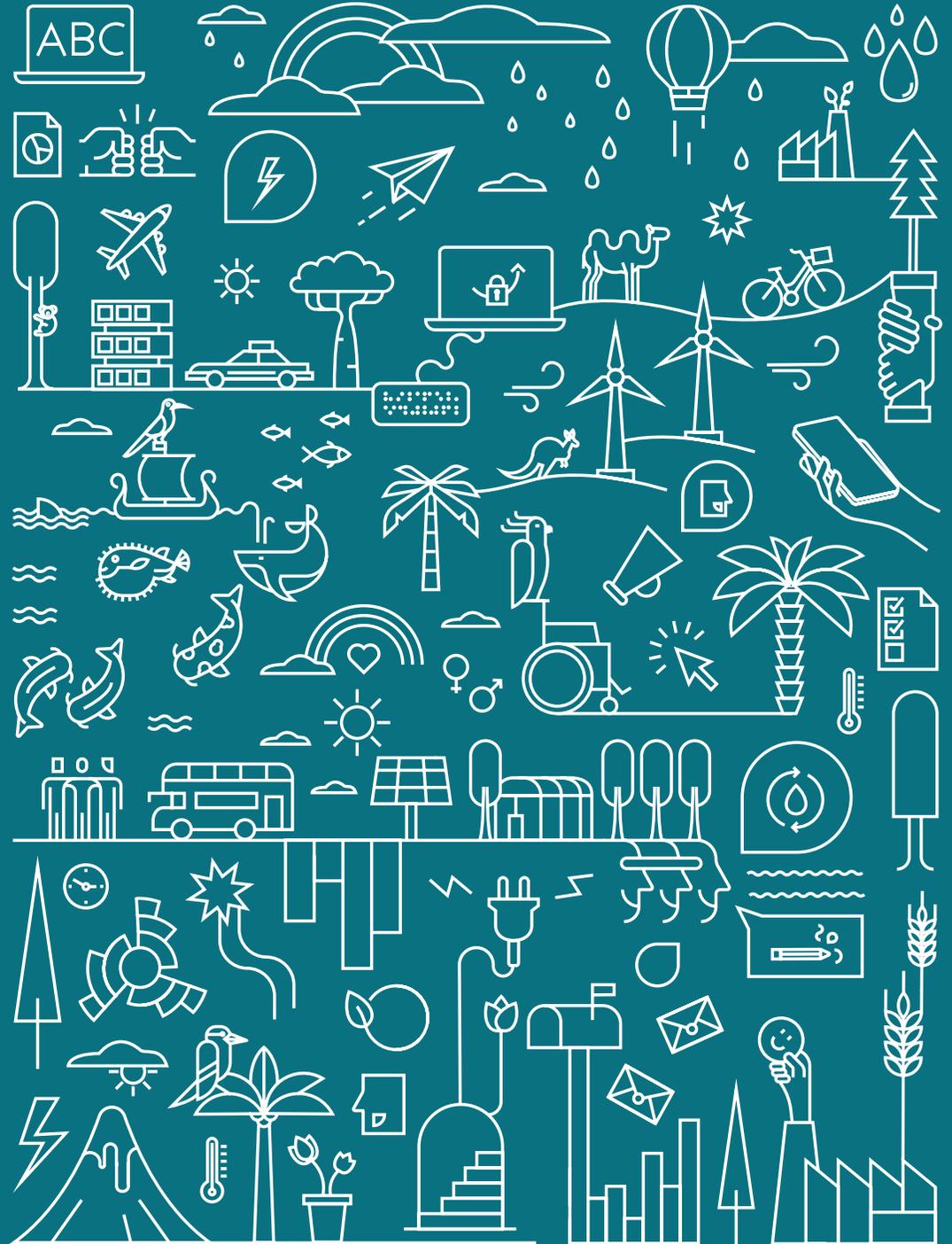
Ecovadis rating

In 2022, Contentsquare applied for its first Ecovadis rating. We obtained an overall score of 52/100 and were awarded the bronze medal.

This places Contentsquare in the third quarter of the best rated companies in its industry. Improvements in Contentsquare’s ability to report reliable ESG data will allow us to increase our performance in 2023.

Part 2

Protecting our planet for future generations





While digital innovation has a key role to play in climate change mitigation, we can't ignore the environmental consequences of our industry's growing footprint. Today, digital accounts for up to 4% of global greenhouse gas emissions¹ in the world – more than what is produced by the aviation industry. And every year, this digital energy consumption increases by +9%².

Contentsquare knows the stakes are high, and has been making environmentally conscious changes in order to reduce its impact on the environment.

2.1



Tackling climate change

We first started by tracking our own greenhouse gas emissions in 2021 (scopes 1, 2 and 3)³, using the accounting and reporting standards set out by the GHG Protocol – a global standardized framework to measure and manage greenhouse gas (GHG) emissions.

In line with French legislation, the results of our carbon assessment are published annually on the French Agency for Ecological Transition (ADEME) website. Between 2021 and 2022, our ghg emissions increased by 13% year over year, reflecting our workforce evolution. When including our newly acquired subsidiary Hotjar, our overall ghg emissions for 2022 reached 16900 tons of CO₂e. The main sources of our emissions came from our travel and digital activities.

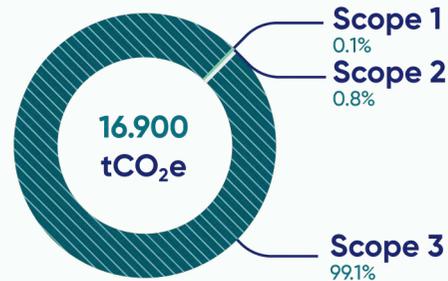
"CO₂ emissions related to cloud computing are not easy to measure with traditional methodologies. To tackle this challenge, the Contentsquare cloud architect team has built a dedicated cloud assessment model that was used for our own accounting and that will soon be open sourced."



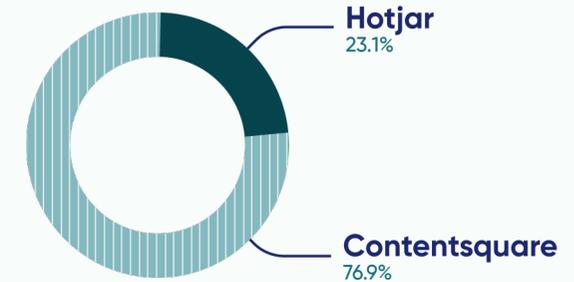
Patrick Chatain
Chief Technology Officer

Contentsquare Group emissions for 2022

By scope



By entities



Contentsquare emissions breakdown



1. [The real climate and transformative impact of ICT: A critique of estimates, trends, and regulations, 2021](#)

2. [Lean ICT, for a digital sufficiency, The Shift Project Project, 2018](#)

3. [Explained Scopes 1, 2, 3 emissions](#)

2.2

Charting our path to net-zero

A major step on our climate journey has also been to join the thousands of organizations worldwide who have set emissions reduction targets, through the Science Based Target initiative framework.

To do this, we defined a reduction trajectory aligned with the Paris Agreement. We plan to set ambitious targets on the three scopes with a first checkpoint in 2032.

THE CLIMATE PLEDGE

In 2023, Contentsquare became a signatory of The Climate Pledge, a commitment by companies and organizations to reach net-zero carbon emissions by 2040 – a decade ahead of the Paris Agreement’s goal of 2050.



2.3



Reducing our emissions

Based on our emissions data, we have identified three priority focus areas to lower our carbon footprint:

Optimizing product design and data storage

Our product and R&D team have been working hard on optimizing our cloud infrastructure to reduce energy consumption and on incorporating eco-design principles in the development of new products.

Making our offices greener

We have banned single use plastics and set up waste sorting systems with at least three recycling streams in 90% of our facilities. We've also reduced heating and cooling temperatures in our offices to save on energy consumption.

Managing business travel emissions

In 2023 we will be implementing a new travel policy encouraging our employees to limit internal company meetings requiring air travel and to travel by train whenever possible.

2.4

Managing our resources, leveraging eco-design and circularity

One of the most damaging environmental impacts of the digital industry is the overconsumption of resources (metals, rare earths, water, etc) due to the production of devices needed to access digital services. The design of digital services has a strong influence on device performance and obsolescence. In order to minimize such quick obsolescence (creating the need to build new devices), Contentsquare is starting to explore how to incorporate eco-design principles in the development processes of its new products.

Contentsquare is also committed to reducing its own resource consumption

In 2023, we implemented a new policy to extend the life of our own IT equipment. We also plan to test refurbished equipment and identify reliable suppliers so we can significantly cut back on purchases of new equipment.





2.5

Raising awareness for change

We know that achieving our carbon neutrality goal requires each one of us to make behavioral changes. To catalyze action, we've thus introduced company-wide sustainability training. Today, each Contentsquare employee is invited to complete three mandatory courses:

- A general module on the low-carbon transition
- A module dedicated to the Contentsquare climate journey
- A custom training program based on their job function

In 2023, we will also invite leaders in the organization to take part in Climate Fresk workshops so they can further engage their teams in the implementation of sustainable practices.



Our people are at the heart of our mission to make the digital world more human. With more than **68 nationalities** represented across **16 offices** worldwide, we're building a diverse and multicultural community united by the same strong values.

"Contentsquare is first and foremost a human adventure. We're lucky to have an incredible team and we work hard to make Contentsquare a place where every person can flourish and grow."



Nicolas Fritz
Chief People and Operating Officer

Contentsquare values

In 2022, we decided to refresh our values to better reflect who we are and what we aspire to be. After months of discussions involving the CSquad, we unveiled five new core values to shape our culture and guide everything we do.



In it together

Act like a team and lift each other up



Go beyond

Aim sky high and build great things



Love the journey

Celebrate every milestone, make memories



Be yourself

Welcome difference and embrace uniqueness



Try, learn, grow

Be curious and take bold steps

Making sure our employees are happy and thriving at work is a big focus of ours. We conduct a team wide Pulse survey twice a year and monitor numerous indicators that enable us to track Contentsquare employee happiness. In 2022, our average e-NPS was 56 (average e-NPS for the Tech sector is 30).



Contentsquare takes 3rd place in the 2023 LinkedIn Top Companies France ranking

The LinkedIn Top Companies ranking is designed to help professionals identify companies that offer the best opportunities for career progression. This ranking takes several factors into account, including gender diversity, ability to advance and skills growth. Being included on this list is a wonderful recognition of the efforts we are making to build an inclusive, collaborative, employee-driven workplace culture.

Great Place To Work

In 2022, Contentsquare was certified a Great Place to Work in five countries – a recognition based on employee feedback.



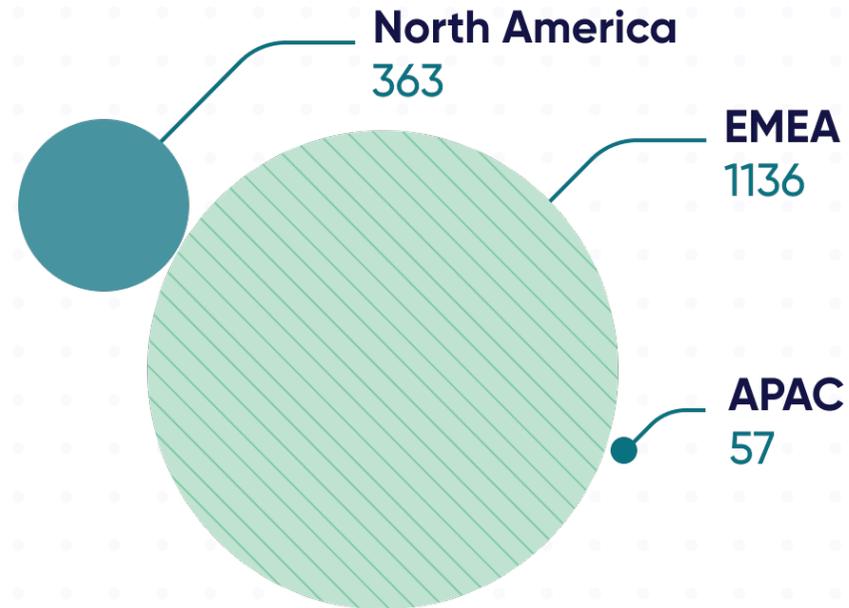
3.1

Workforce

Disclaimer: As in the rest of this report, the data presented in this section covers Contentsquare entities only; it excludes Hotjar, which was acquired in the fall of 2021.

Contentsquare doubled its workforce over the past two years, integrating new people from companies we acquired and expanding our geographic footprint across Europe, North America, APAC and the Middle East.

In 2022, Contentsquare's headcount (regular employment status and employer of record) increased by +53% or +536 people, with the biggest growth happening in APAC and in Europe. Our total headcount at the end of FY 2022 was 1556⁴.



Geographic representation

As of January 31, 2023

4. Note : as mentioned in the "Scope & Methodology" section of this report, the figures presented on the workforce only cover Contentsquare SAS and the Contentsquare local entities and do not include the Hotjar subsidiary.



Health, Wellness & Safety

Caring for our people starts by ensuring they can work in a safe environment and providing them what they need to stay in good health.

In every country where we operate, we thus ensure all our employees can receive comprehensive health insurance when joining the company. In countries where basic healthcare is partially covered by social security, we provide supplemental private health insurance to cover or partially cover any remaining fees. Our employees can then seek the specialized care they may need.

Regarding health and safety in our facilities, compliance with the main legal requirements is ensured by our suppliers. In France, we have workplace volunteers who are trained in first aid and fire procedures.

Supporting work-life balance is also important at Contentsquare, with strict guidelines to respect the rest time of team members and incentives to dedicate time for personal activities.

To give team members flexibility while sustaining a culture of in-person interactions and connectedness, we have adopted a hybrid work policy in which all employees can work from home up to three days a week.

A number of our employees are even 100% remote. All Csquad members are given a remote work allowance to help them create the best possible working conditions outside of the office.

Contentsquare also provides a wellbeing allowance to all of its employees that can be used for personal development, external trainings or sports and other wellness activities.



Upskilling for today & tomorrow

In line with our value of **Try, learn, Grow**, we think it's vital to create continuous learning opportunities in the workplace.

We thus have a dedicated Learning & Development team tasked with empowering employee growth through trainings and workshops. For example, each new employee completes a comprehensive three-day foundational onboarding program. Some specialized positions even engage in a more in-depth onboarding program with up to three weeks of training. In 2022, Contentsquare employees received on average 38 hours of training. This included onboarding, specific professional training, self-directed digital learning, and coaching.

Contentsquare also looks to create a culture where employees are empowered to receive ongoing feedback, recognition, and coaching from their managers. Every quarter, managers and their direct reports thus sit down to discuss and evaluate performance based on each individual's goals. Accomplishments are celebrated, lessons are learned and new goals are set for the upcoming quarter.



Compensation & Benefits

Our compensation structure is designed to ensure fair market value and alignment with our values. For example, in line with our belief that we are #Initogether, each full-time employee, regardless of the job or the seniority level, receives stock options.

In 2022, we implemented a new job leveling framework to strengthen the foundations for equal pay and enable career development paths for all of employees.

3.2



Diversity, Equity & Inclusion

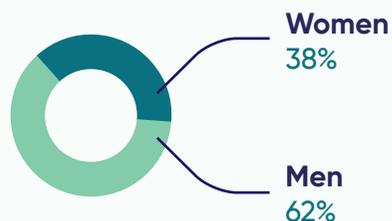
As we grow into a global company, we strive to build a culture where we each can show up every day as our authentic selves, where we feel comfortable expressing our ideas and where we are supported to contribute our best work. We recognize that building an inclusive workplace is an ongoing process, and requires each of us to play our role.

Where we are today

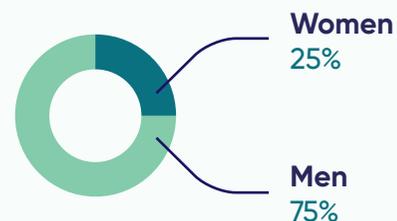
We defined a global anti-discrimination and anti-harassment policy that outlines our responsibility to treat every person fairly and reiterates our zero tolerance towards harassment.

As a data company, numbers are also important to us. In 2022, we started to systematically track representation data – starting with gender (men and women⁵) representation globally and race & ethnicity representation in the United States. Below is a breakdown of our gender representation overall⁶.

Total workforce



Leadership roles (VP and above)



Contentsquare respects that gender is not binary. We are working on ways to collect and report on this representation data to fully capture the diversity within our teams.

Building a workforce that reflects the communities and markets we serve

Over the past few years, we've strengthened inclusive hiring practices to ensure everyone has a fair and equitable chance to access open positions and be successful during the interview process:



Job descriptions and communications

In 2022, we started using a dedicated tool (Textio) to ensure all of our job descriptions as well as recruitment and sourcing communications are inclusive and gender neutral.



Training

All hiring managers attended a training helping to minimize bias and promote an inclusive hiring experience for all candidates.



Reducing bias in interviews

During the hiring process, we strive to minimize the impact of biases through structured interview processes and gender-diverse hiring teams to give every candidate a fair opportunity to succeed.

5. Contentsquare acknowledges that gender is not binary, and there are individuals who do not identify strictly as men or women.

6. As a French company, Contentsquare measures every year its "Index de l'égalité professionnelle", a multi-criteria analysis on gender equity.

Equity

As our business grows, ensuring fair and equitable policies and processes around advancement and compensation remains a cornerstone of our approach. Equity is not an end in itself. Rather, it's an ongoing commitment we make to ensure each member of our team is supported to thrive, is fairly compensated for their work, and is given access to the same professional opportunities throughout their career at Contentsquare and beyond.

One framework we use to track our progress in this area is France's Gender Equality Index, which measures five equity indicators – from salaries to promotion rates.

We use these indicators, among others, to track data on a global level and ensure equitable treatment for every employee. More information about our 2022 French Gender Equality Index score can be found [here](#).

In 2022 we also introduced a Compensation Committee to ensure a fair and consistent approach to individual reviews.

Inclusion

Fostering a culture of inclusion and belonging lies at the heart of our DEI efforts. We celebrate the unique experiences, backgrounds, cultures, knowledge, capabilities, talent and forms of self-expression that contribute to advancing our mission to make the digital world more human. We do this through:

- **Training and awareness-raising:**

As part of our commitment to DEI, we recognize the ongoing work needed to create an inclusive work experience for all. In 2022, we held a training on preventing sexual harassment in the workplace for all employees. Directors and above received further training on Inclusive Leadership and Allyship (in addition to Inclusive Hiring mentioned above).

- **Cultivating community:** Our Employee Resource Groups (ERGs) are voluntary, employee-led groups whose aim is to foster a diverse and inclusive workplace. They provide a safe space where employees can come together to connect, support each other and advocate for the issues that are important to them. In 2022, we launched our first four ERGs: Women at CS, Abilities, Multiculture, and LGBTQIA+ and Allies. We had 157 people join at least one ERG in 2022.

- **Celebrating what makes us unique:**

We acknowledge, honor, and celebrate the different identities of the CSquad in a way that is globally relevant and locally meaningful. From global awareness days and months to local heritage celebrations, we are deeply committed to supporting and promoting the initiatives and activities led by the CSquad.



3.3



Helping to create a more inclusive digital world

Digital has become an integral part of everyday existence and today, we spend more of our lives online than ever before. In 2020, the COVID19 pandemic accelerated our collective reliance on digital, further exposing the digital divide that keeps millions of people from fully participating in our digital society⁷.

With 1 Billion people worldwide living with a condition that may affect their ability to navigate the web, it's never been more critical to build online experiences that are inclusive of all abilities.

That's why we've put Digital Accessibility at the heart of our company mission, a commitment we cemented when we acquired assistive tech company AdaptMyWeb in 2020.

Beyond a question of compliance, digital accessibility is a fundamental human right. We know that building an accessible digital society requires systemic, sustainable change and meaningful adoption of inclusive design principles.

Putting accessibility at the heart of our company culture

In 2022, we started building accessibility into our organization and solution, and holding ourselves to the highest standards. Here are some of the things we've been doing to make this happen:



Making our platform accessible

Democratizing access to insights means having a platform everyone can use, regardless of ability. We have been working for the past year on making the Contentsquare platform accessible to all, and in 2023 we released Dara, a new design system developed to ensure inclusive access to the Contentsquare platform.



Making our website accessible

We can't promote the importance of an accessible digital world unless our own digital properties are beyond reproach. That's why in 2021 we completed an initial audit of our website and put in place our own site accessibility roadmap. Today, our website meets 50% of the RGAA 4.1 criteria.



Training our workforce to Digital Accessibility advocates

To date, 70% of our workforce has been trained in our basic digital accessibility program. We've also built Digital Accessibility toolkits to help our team create accessible content.

⁷ [WHO Blindness and vision impairment key facts](#) / [At a glance: Color Blindness -NIH](#) / [European dyslexia Association](#) / [Inclusive City Maker](#) / [Ageing and health](#)

Promoting Digital Accessibility through The Contentsquare Foundation



In 2021, Contentsquare launched the Contentsquare Foundation with a mission to help break down the online accessibility barriers that prevent many of us from taking full advantage of the web. The Contentsquare Foundation has identified two concrete ways in which it can make a difference.

Advocacy

It looks to deepen awareness of digital accessibility, particularly among the communities that are shaping and building the Web of tomorrow. Integrating inclusive design thinking into decisions and normalizing an accessibility-first approach will be key to driving sustainable change.

Research

Driven by the belief that deepening our collective understanding of disability and accessibility is core to enacting meaningful and sustainable change, it builds collaborative research partnerships with research institutions and accessibility experts to help remove digital access barriers now and for future generations.





Michelle, dyslexic

One text, multiple
reading possibilities



Benjamin, dyslexic

One text, multiple
reading possibilities



Maria, partially sighted

One text, multiple
reading possibilities

With these goals in mind, the Contentsquare Foundation launched several initiatives in 2022.

Here are some of its achievements

18,000+ people

reached on the topic of digital accessibility through public outreach campaigns, including **420+ C-level executives**.

50 speaking engagements

and events in **7 countries** with a combined audience of more than **550+ companies**.

12,000+ people

trained on the fundamentals of Digital Accessibility, with **80%** of trainees enrolled at the **5 top Tech schools in France**.

1 research grant

made to leading European research center Institut de la Vision to fund a **3-year research project** to better understand the digital challenges of visually impaired people.

1,400+ downloads

of a free, assistive software Readapt; **37,000+ digital texts adapted** using Readapt.

To learn more about the Contentsquare Foundation's work: [2022 Activity Report](#).



Contentsquare
Foundation



Conducting business in over **36 countries** with diverse standards, values, and practices, Contentsquare is committed to behaving responsibly in everything it does. Convinced that our responsibility extends beyond compliance with local and international regulations, we are committed to doing business ethically, sustainably, and responsibly. Contentsquare abides by the highest standards of corporate governance, through initiatives that monitor and educate teams on ethics, cybersecurity, safety, and quality.

4.1

Governance Structure

Contentsquare is a French simplified joint stock company. Its founder, Jonathan Cherki, is both Chairman of the Board and CEO. The Board of Directors is composed of representatives of the main investors and one independent director.

Board of Directors

The Board of Directors provides strategic guidance and oversight, and is responsible for overseeing the financial position of the company.

The board meets at least three times a year, and members are appointed through a resolution of the shareholders assembly.

The direction of Contentsquare's sustainability policy and a selection of the company's main non-financial indicators are presented to the board at least once a year.



Nathalie Von Niederhäusern
Managing Director
at BlackRock



Eduardo Sanchez
Ex CEO of
Rich Relevance



Jonathan Cherki
CEO & Founder
of Contentsquare



Olivier Novasque
CEO & Founder of
Sidetrade Group



Anne-Charlotte Philbert
Vice President
of Eurazeo Growth



Michel Combes
Independent board
member, Ex SoftBank
Group International



Tony Zappala
Partner at
Highland Europe



Benjamin Johnston
Managing Director
of Sixth Street



Sumer Juneja
Managing Partner and Head
of EMEA & India, Softbank
Investment Advisers

Shareholders Meeting

The Shareholders Meeting is held at least once a year to approve decisions that have an impact on the company's capitalization or bylaws.

Mission Driven Company

At the end of 2022, the board and the shareholders were consulted on a modification of bylaws allowing Contentsquare to become a mission-driven company under French law.

They agreed on an official mission as well as on the social and environmental objectives set out in article 2 of the bylaws.

Executive Management team

The Executive Management team is composed of 11 people representing the main corporate business units.

In 2021, Contentsquare created a dedicated Impact team. In 2022, it was composed of 6 members, reporting directly to the Chief People and Operations Officer.



Jonathan Cherki
Founder and CEO
of Contentsquare



Nicolas Fritz
Chief People
and Operations Officer



Niki Hall
Chief Marketing Officer



Arnaud Gouachon
Chief Legal Officer



John O'Melia
Chief Customer Officer



Lucie Buisson
Chief Product Officer



Benoit Fouilland
Chief Financial Officer



Pierre Casanova
Chief Revenue Officer



Patrick Chatain
Chief Technology Officer



Victoire De Villepin
Chief of Staff



Travis Burke
Global VP, Corporate
Development

Involving key stakeholders in our decisions

Transparency has always been part of Contentsquare's DNA. Any major news is always shared with our 1500+ employees before customers, partners or the media. Business trends and results are shared with the whole CSquad on a quarterly basis and our CEO also holds a monthly fireside chat during which he answers employees' questions submitted anonymously.

In 2022, Contentsquare formed a new strategic Executive Advisory Board to provide support and guidance on the company's go-to-market strategies, including product vision, partner strategy, and market-facing campaigns⁸.

Current members include representatives of our main categories of customers:

- Jason Goldberger, CEO Dollar Shave, former CDO Target
- Harvey Bierman, CDO Christy Sports, former VP Product Crocs
- Z Shen, former CEO Dentsu CXM APAC, former COO Merkle
- Jyothi Rao, x-CEO Intermix, former-GM Gilt, former-VP Digital Target
- Ashwin Kamlani, CEO Juicer, former-CDO Luxury Hotel Chain
- Shashidhar Hiremath, SVP Digital – Ford, former-VP Digital – Verizon
- Rachel Frederick, GM, eCommerce, Sur La Table
- Michael Gulmann, former-CPO Expedia Group
- Jean-Claude Le Grand, Chief People Officer of L'Oréal
- Rence Winetrout, VP of eCommerce and Digital Growth of Sysco

8. blog announcement [here](#)



Compliance

Contentsquare is founded on strong ethical values and aims to be a driving force for continuous progress by applying a voluntary and proactive ethical approach, a key element in its relationship of trust with all its partners.

In 2020, Contentsquare appointed a dedicated team responsible for assessing and managing risk with independent guidance and oversight.

"As the company grows and becomes more international, it is exposed to more consistent risks of various kinds. Setting strong business resiliency practices & policies is an essential piece of our future development".



Arnaud Gouachon
Chief Legal Officer

Ethical business conduct

Anti-Corruption

At Contentsquare we act with integrity in everything we do. All our employees and partners adhere to a strict anti-corruption policy inspired by the most stringent regulations in force in the countries where we operate⁸. They are regularly trained on these issues.

Specifically, we never directly or indirectly authorize, accept, offer, promise or give payment to a public company, private company or a foreign official or government employee to obtain or retain business, or to acquire any improper advantage.

In 2022, there were 0 Confirmed incidents of corruption reported.

8. U.S. Foreign Corrupt Practices Act 1977, French Anti-Corruption Act - 2016, Organization for Economic Cooperation and Development (OECD) Anti-Bribery Convention - 1999, U.K. Bribery Act - 2010

Human Rights

We are also committed to implementing the United Nations Guiding Principles on Business and Human Rights and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct. Each one of us is expected to respect and protect human rights in everything we do, speak up in case of a suspected human rights violation and perform risk-based due diligence with regards to human rights violations when working with any new or existing business partners.

100% of the new employees who join Contentsquare receive training on our Code of Business Conduct which includes a section around human rights.

Whistleblowing

Contentsquare encourages a «Speak Up» culture by promoting open and honest conversations throughout the organization. We aim to create a safe space where people feel secure raising concerns or reporting misconduct.

In 2022, the Company initiated a revision of its whistleblowing policy and in 2023 we will be launching Whispli – a secure and anonymous communication platform designed to enable employees to report misconduct without fear of retribution.

The Company has a strict non-retaliation policy to ensure that team members do not face any form of retaliation for reporting a concern. We take all concerns seriously and investigate each one thoroughly, while respecting confidentiality.



A new Code of Business Conduct

Contentsquare has had a Code of Conduct in place since 2019. In 2022, we updated our Code of Business Conduct and the new, more exhaustive version came into force in 2023. It applies to all the group entities. Employees followed a dedicated training designed to help them understand their ethical and legal responsibilities to each other and to the wider organization.

4.3

Digital Trust

Building trusted experiences for our customers and partners

The security and confidentiality of our customers' data is of the utmost importance to us, and we adhere to the highest international security and privacy standards. Our business model and innovation embrace data privacy by design, and we help brands build healthy data relationships with their customers and personalized experiences that respect a person's right to privacy. Our goal for the industry is to create a high-performance solution that collects the absolute minimum of personal data. We strive for digital sobriety and want to thoroughly enforce data minimization as presented in the General Data Protection Regulation ("GDPR").

Digital Trust assured

Contentsquare has a dedicated team of privacy and security experts who follow industry best practices.

We undergo regular third party testing and audits and maintain ISO 27001 & ISO 27701 certifications (for Information Security Management System) and SOC 2 report, as well as help our customers comply with data protection laws. In 2022 we hired a VP of Digital Trust and Global Data Protection Officer.



Innovating for our customers

We leverage innovation to prepare businesses today for the privacy expectations of customers tomorrow. In 2021, we launched our industry's first cookieless experience analytics solution that gives our clients the option to turn off third-party cookies.

4.4

Value Chain

Supplier Structure

In our value chain, we work with a large number of suppliers (+ 2,300) split across different categories. The majority of our non-labor expenses are linked to infrastructure (cloud), property management (office rentals), software (SaaS), consulting services (legal, financial, IT, business) and external events. In 2022, 5% of our supplier base represented 80% of our total spend.

Sustainable Procurement

Contentsquare aims to create sustainable value while promoting responsible practices throughout our supply chain.

In 2020, we adopted Supplier Standards that specify the ground rules our suppliers commit to if they want to do business with us. In 2021, we created a vendor assessment questionnaire sent to all our new suppliers to assess their respect of human rights and environmental regulations or their level of engagement in reducing their greenhouse gas emissions.

For any question regarding the report, please reach out to sustainability.desk@contentsquare.com



This section presents a selection of our most mature indicators. It will be progressively expanded to include many new indicators in line with the main international ESG frameworks.

The indicators listed below cover only Contentsquare and its local entities (and exclude Hotjar).

"We started our sustainability journey recently but we want to move quickly towards the highest standards of transparency. Being able to demonstrate accountability and actionable progress is key to building a more responsible and sustainable business."



Benoit Fouillard
Chief Financial Officer

Environmental

Theme	Indicator	Unit	FY 2022
Energy	GRI 302-1	Total Energy Consumption within organization ⁹	Mwh 3,029
Energy	SDG7	Share of energy used from renewable sources ¹⁰	% 62
Energy	GRI 302-4 SDG7	Reduction of Energy consumption YoY	% 2.5
Emissions	GRI 302-5 SDG13	Direct Scope 1 (GHG) emissions ¹¹	tCO2e 26
Emissions	GRI 305-2 SDG13	Direct Scope 2 (GHG) emissions	tCO2e 253
Emissions	GRI 305-3 SDG13	Direct Scope 3 (GHG) emissions	tCO2e 16,600
Emissions	GRI 305-5 SDG13	GHG YoY ¹²	tCO2e +5,400
Emissions	N/A	% of GHG Emissions Offset	% 0
Water	GRI 303-5 SDG6	Water consumption	L 443,156
Waste	SDG12	Non-hazardous waste generated	mt 15.6
Waste	GRI 306-5 SDG12	Total waste disposed	mt 7.8
Waste	GRI 306-4 SDG12	Total waste recycled	mt 5.9
Recycling	GRI 306-4 SDG12	Global recycling rate	% 37
Recycling	SDG12	% of old IT equipment sold to refurbishers	% 100
Facilities	SDG11	% of facilities under green building certification	% 32

9. Contentsquare's energy consumption covers the energy consumption of our various offices as reported by our main suppliers or by Contentsquare when the company is the direct holder of the supply contract.

When our suppliers are unable to provide reliable data, we recompute it using an average consumption per workstation calculated for all our offices and apply it to the number of workstations we occupy in a given office.

10. The proportion of renewable energy in our total consumption is calculated on the basis of certificates produced by our main office suppliers.

11. Contentsquare annual carbon footprint is assessed with the support of a third party accredited for carbon accounting under French regulation (Greenly). 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").

12. Scope change due to the integration of the Hotjar subsidiary in the annual carbon footprint assessment

Social

Theme	Indicator	Unit	FY 2022
Workforce	GRI 2-7 SDG8	Number of employees ¹³	Qty 1,556
Workforce	SDG8	Number of workers who are not employees	Qty 41
Workforce	GRI 2-30 SDG8	% of employees covered by collective bargaining agreements ¹⁴	% 48
Workforce	GRI 401-1 SDG8	YoY employee growth	% +53
Workforce	SDG8	Number of nationalities	Qty 67
Engagement & Satisfaction	SDG8/SDG3	Employee Net Promoter Score (September 2022) ¹⁵	pts 56
Career Development	GRI 404-1	Average hours of training per year per employee ¹⁶	Hours 38
Career Development	GRI 404-2 SDG 4	Nbr of programs for upgrading skills and transition assistance ¹⁷	Qty 12
Career Development	GRI 404-3, SDG 8	% of employees receiving regular performance reviews	% 100
Health, Wellness & Safety	SDG8/SDG3	Share of employees with access to health coverage benefit	% 100
Health, Wellness & Safety	GRI 306-5 SDG12	% of workers covered by an occupational health and safety management system ¹⁸	% 43
Benefits	GRI 401-3 SDG8 / SDG10 / SDG5	Number of parental leaves	Qty 65
Diversity, Equity & Inclusion	GRI 405-1 SDG10 / SDG5	Nbr of women on the Board of Directors	Qty 1
Diversity, Equity & Inclusion	GRI 405-1 SDG10 / SDG5	Nbr of women on the Executive Management team	Qty 4
Diversity, Equity & Inclusion	GRI 405-1 SDG10 / SDG5	Share of women in total workforce	% 38
Diversity, Equity & Inclusion	GRI 405-1 SDG5/ SDG10	Share of women in senior leadership	% 22

13. All quantitative data related to our workforce come from our People management tool Workday

14. Contentsquare entities covered by a collective bargaining agreement are France, Spain and Italy

15. The e-NPS is based on a engagement survey performed twice a year

16. The average hours of training is based on the completion data tracked through our People management tool (Workday) and specific onboarding data provided by Contentsquare Learning & Development management.

17. Programs include Manager Playbook, Coaching, Manager Gym, Digital Learning Paths, Leading Change, Leadership Foundations New Managers, Leadership Foundations for Existing Managers, Manager Readiness, First-Time Manager, Transverse Leadership, Advanced Leadership, Hi Potential / Performance

18. Partial scope. Data available only for France

Theme		Indicator	Unit	FY 2022
Diversity, Equity & Inclusion	GRI 405-1 SDG5 / SDG10	Share of women in mid-level leadership	%	35
Diversity, Equity & Inclusion	SDG10	Number of Employee Resource Groups	Qty	4
Diversity, Equity & Inclusion	SDG5	Gender Equality Index (France only)	Out of 100	76
Digital Accessibility	SDG10	Accessibility of CS Website ¹⁹	%	50
Digital Accessibility	SDG10	Accessibility of CS Platform	%	N/A
Giving back	SDG10	# of volunteer days taken	#	32
Giving back	SDG10	Donations contributed (excl. donation to CS Foundation)	K\$	24

19. The accessibility of the CS website and platform are measured through regular audits performed by the Contentsquare Accessibility expert or by a third party. These audits are based on the WCAG 2.1 criteria

Governance

Theme	Indicator	Unit	FY 2022
Governance	GRI 2-14	Frequency of CSR policies review by Board of Directors (per yr) ²⁰	Qty 1
Mission & Engagement	N/A	Number of FTEs dedicated to Impact	Qty 6
Mission & Engagement	GRI 205-2 SDG16	Share of employees trained on ethics & compliance	% 70
Mission & Engagement	SDG13	Share of employees trained on climate change	% 48
Mission & Engagement	SDG10 / SDG5	Share of employees trained on DEI	% 80
Ethics & Transparency	GRI 415-1	Political contributions	\$ 0
Ethics & Transparency	GRI 205-3 SDG16	Confirmed incidents of corruption and actions taken ²¹	Qty 0
Ethics & Transparency	SDG16 / SDG8	% of employees trained in human rights policies or procedures	% 100
Value Chain	SDG12	Number of suppliers ²²	Qty 2,300
Customer Privacy	GRI 418-1 SDG12 / SDG16	Number of substantial complaints concerning breaches of customer privacy and losses of customer data ²³	Qty 0

20. Based on board meeting minutes

21. The number of corruption incidents is tracked through Contentsquare internal procedure to declare such incidents according to our Code of conduct.

22. The number of suppliers is measured through Contentsquare supplier management tool: Netsuite

23. The number of substantial breaches of privacy complaints is tracked through a declarative platform available for our customers and business partners as well as the regular audits performed by third parties for the ISO 27001 certification.

A.1

Reporting Scope and Methodology

Contentsquare is not subject to any regulatory obligation of extra financial reporting. This report is a voluntary initiative to promote transparency in measuring the progress we are making towards a more sustainable business.

This report is the first edition of an annual extra financial reporting exercise. Most of the indicators presented are from the Global Reporting Initiative (GRI), an independent, international organization that helps businesses and other organizations take responsibility for their impacts by providing them with a global common language to communicate those impacts.

For this first edition, Contentsquare is not able to establish a reliable reporting on all the two hundred indicators of the GRI standard. Our objective is to cover all the indicators of this standard by 2025 while preparing ourselves to comply with the new obligations resulting from the Corporate Sustainability Reporting Directive of the European Union.

24. Société par actions simplifiée under French law

25. Contentsquare SAS local entities as of Jan 31, 2023: Contentsquare Egypt LLC, Contentsquare GmbH Germany, Contentsquare Singapore Pte. Ltd, Contentsquare Spain SL, Contentsquare Japan GK, Contentsquare DXA SAAS Solutions LLC (U.A.E), Contentsquare Italy Srl, Contentsquare Korea LLC, Contentsquare Israel Ltd, Contentsquare UK Ltd

Reporting Period

The reporting period covers Contentsquare's fiscal year from January 1, 2022 to January 31, 2023.

Reporting Scope

The data presented covers Contentsquare SAS ²⁴ (headquartered in Paris, France) as well as its local Contentsquare entities ²⁵. The Hotjar company, acquired by Contentsquare in 2021 and the Ping Pong company acquired by Contentsquare in 2022 are not included in this report

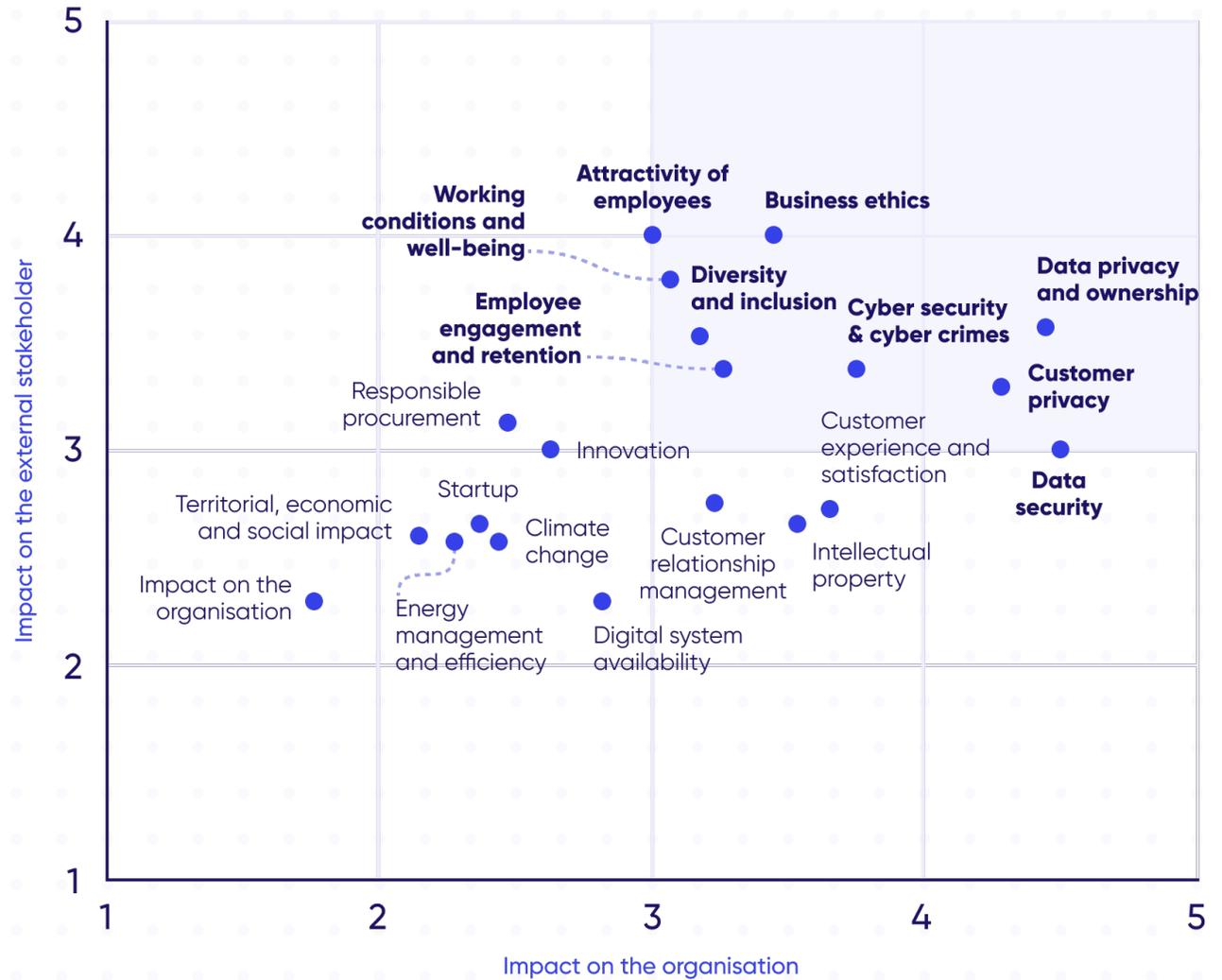
As an exception, the carbon assessment data presented in part 2 of this report includes the Hotjar subsidiary. It is measured through the GHG protocol standard.



A.2

Materiality Matrix & non-financial risks

In 2021, Contentsquare conducted its first materiality matrix with the support of Insight. As a result, 13 issues and 6 risks were identified:



Material issues

1. Climate change	2. Diversity & Inclusion
3. Energy Management and efficiency	4. Attractivity of employees
5. Data privacy and ownership	6. Working conditions and well-being
7. Data Security	8. Employee engagement and retention
9. Customer Privacy	10. Business Ethics
11. Cyber-security and cyber-crime	12. Responsible procurement and due diligence in the supply chain
13. Territorial, economic and social impact of the company's activity	

Non-financial risks

1. Climate change pressure	œnotion of climate justice to reinforce your responsibility as an international company
2. Data privacy, security & customer privacy	Need to be exemplary and avant-garde on what makes the heart of our business model and its resilience
3. Data innovation related to sustainable commerce	Integrate the new expectations of e-retailers to meet the needs and constraints imposed in the responsible trade : second-hand market, block-chain, product impact score, circular economy...data intelligence around responsible e-commerce and circular e-commerce will become a new expectation for CS clients
4. Purpose & wellbeing	Give meaning to employees' jobs in a fully dematerialized service activity. Making feed-back and social innovation the driving forces behind employee well-being
5. Investors' ESG expectations	Compliance with investors' ESG expectations : Be ahead of the legal constraint to ensure the value of the company
6. Multicultural & territorial integration	Open up ContentSquare's model to make it an economic and social player wherever it is established: Towards a multi-local, multicultural, and fully inclusive model.

This work was further enriched by internal work and led to a classification of our priorities into 4 main focus areas.

Digital Trust,

Protecting our Planet

Cultivating a culture where all employees can bring their best selves

Making Digital Accessibility a standard in the market

