Contentsquare

Sustainability Report

2023

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Message from the CEO and Founder,
Jonathan Cherki

This year, as we release our second impact report, I'm reminded of why we started this journey in the first place. For me, it's always been about more than just building a successful company; it's about building something that makes a difference.

Back in late 2021, when we first set up our Impact team, we were just beginning to understand the broader role we could play in the world. That first year was all about looking in the mirror—figuring out where we stood, measuring our impact, and understanding what we needed to change. It was an eye-opening process, and one that laid the groundwork for everything we've done since.

2023 was a turning point. We didn't just talk about sustainability—we made it a core part of who we are. We established clear goals, officially became a Mission-Driven Company, and started embedding these values into every part of our business. The acquisitions of Hotjar and Heap have added new dimensions to our efforts, allowing us to strengthen our sustainability practices and expand our impact.

I'm incredibly proud of the progress we've made, but I'm also very aware of how much more we have to do. This report isn't just a list of what we've achieved; it's a reflection of our ongoing commitment to doing better.

To everyone who has been part of this journey, thank you. Your support and dedication make all the difference.

Contentsquare

Part 1
Introduction
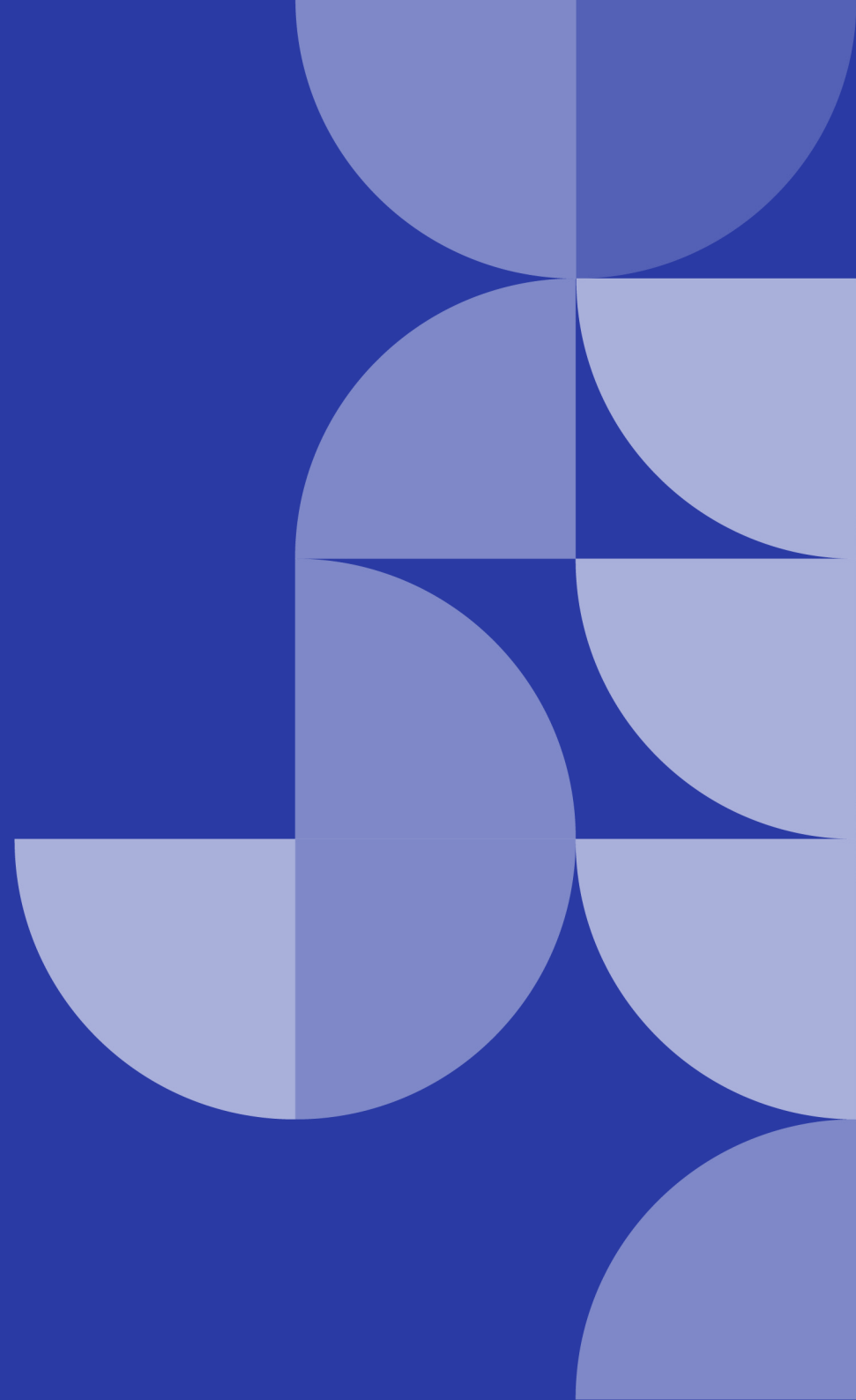
1.1 Contentsquare business model

Contentsquare is a leading digital experience analytics platform that empowers businesses to understand and optimize the user experience across web, mobile, and app platforms. With intuitive technology and contextual insights that reveal the behavior, intent and feelings of any and every user – at every touchpoint in their journey – we enable businesses to build empathy and deliver more human experiences with lasting impact.

Our vision for the future starts with the desire to create more value and impact for our stakeholders, accelerated through our innovations and acquisitions. In 2021, Contentsquare acquired analytics provider Hotjar, extending its offering to serve the market from SMB to Enterprise, and in December 2023, we acquired leading Product Analytics Platform Heap. With these transformative steps, Contentsquare redefines its position as a market leader in the two distinct but complementary categories of digital experience and product analytics, unlocking a data-driven holistic view of the end-to-end customer experience. Each acquisition has brought us closer to ensuring that every person gets the online experience they love, seek and deserve.

Note: The data presented in this report covers Contentsquare and Hotjar only; it excludes Heap, which was acquired in December 2023.

1300+ Clients

1,3M+ SMB Customers

1700+ Employees

16 Offices

Trillions of behaviours analyzed

1.2 Contentsquare's impact strategy

As a fast-growing scale-up, we understand the crucial need to integrate sustainable practices into our company strategies, ensuring that we build a responsible business poised for long-term success. In 2021, Contentsquare embarked on its sustainability journey, laying the groundwork for advancing our impact goals and paving the way for meaningful growth. 2022 was all about diagnosis: understanding where we stood and where we wanted to be.

Building on these foundations, 2023 was a year of major progress for our sustainability efforts. We moved from assessing our situation to creating a detailed sustainability strategy with clear impact goals aligned with our core values and business objectives. Officially becoming a mission-driven company in 2023 was a pivotal moment in our journey, underscoring our commitment to integrating our values into every aspect of our operations and establishing clear roadmaps to meet our environmental and social commitments.

Recognizing that sustainability efforts must be collaborative, we intensified our engagement with stakeholders across the organization, especially our employees. By fostering a culture of sustainability and accountability, we embraced diverse perspectives, ensuring our strategy embodies the shared vision and commitment of the entire Contentsquare community.

While our journey towards embedding sustainability into everything we do has just begun, we've made significant strides. From integrating sustainability into our processes to enhancing our ESG reporting, 2023 was the year we actively defined our strategy and started implementing it.

Contentsquare

1.3 Becoming a purpose-driven company

At Contentsquare, aligning our actions with our values has always been at the heart of our success. For this reason, we became a purpose-driven company (or "Société à Mission", under French law) committing to define our purpose beyond just doing business as usual. Our journey as a purpose-driven company is rooted in the belief that profitable growth and positive societal and environmental impact can, and must, coexist harmoniously.

While our core business is delivering insights to improve the customer experience, we recognize the pressing challenges confronting our world today and the importance of aligning our company's purpose with its actions and business. We spent a lot of time thinking about where we could make a real difference through our expertise and technology with key stakeholders across the entire organization. In July 2023, Contentsquare adopted the following **mission** or **raison d'être:**

> "We empower businesses to create a world where everybody gets the experience they love, seek and deserve — *an experience that is* **accessible, inclusive, trustworthy and sustainable.**"

As part of its mission, Contentsquare has defined the following three social and environmental objectives that are also enshrined in the company's bylaws:

Seeking concrete and measurable change, our next step was to translate these macro-commitments into operational objectives and annual milestones. To determine these performance targets and proactively engage employees in our mission, Contentsquare held an Employee Consultation period in the fall of 2023. From conducting information sessions to familiarize our stakeholders with the purpose-driven status to encouraging them to share their ideas and suggestions on the strategy and goals, this inclusive approach fostered a sense of ownership and collective responsibility, ensuring that each objective is reflective of the company's shared aspirations and values.

Last but not least, we established our first Mission Committee made up of five distinguished experts and thought leaders from diverse fields. Our Mission Committee plays a crucial role in monitoring and advising on our progress in achieving our social and environmental commitments. Their expertise spans across environmental sustainability, green IT, digital accessibility, social innovation, data ethics, and inclusive technology, aligning perfectly with our purpose of helping to build a more accessible, inclusive, sustainable, and trustworthy digital experience. They are also legally tasked with producing an annual report that assesses Contentsquare's achievements and progress towards its social and environmental commitments. You can read our first Mission Report **here.**

Enable a digital world accessible and inclusive to all

Help our customers reduce the environmental impact of their digital activities

Build a trusted digital world by enhancing the confidentiality, privacy and protection of data on the Internet

Mission Committee

"
The mission committee will ensure that the commitments now ingrained in Contentsquare's by-laws are respected and that they will contribute to the strategic thinking of its leaders, to enhance the alignment of the company's actions with the requirements of its mission.

Carole Davies Filleur
Managing Director,
Accenture Sustainable Technology

Eduardo Sanchez
Contentsquare Board Member,
Ex-CEO, RichRelevance

Jack Azoulay
Former Chief of Staff, French Ministry of Ecological Transition; President, Contentsquare Mission Committee

Crosby Cromwell
Chief Growth Officer, Cephable;
Formar Chief Partnership Officer,
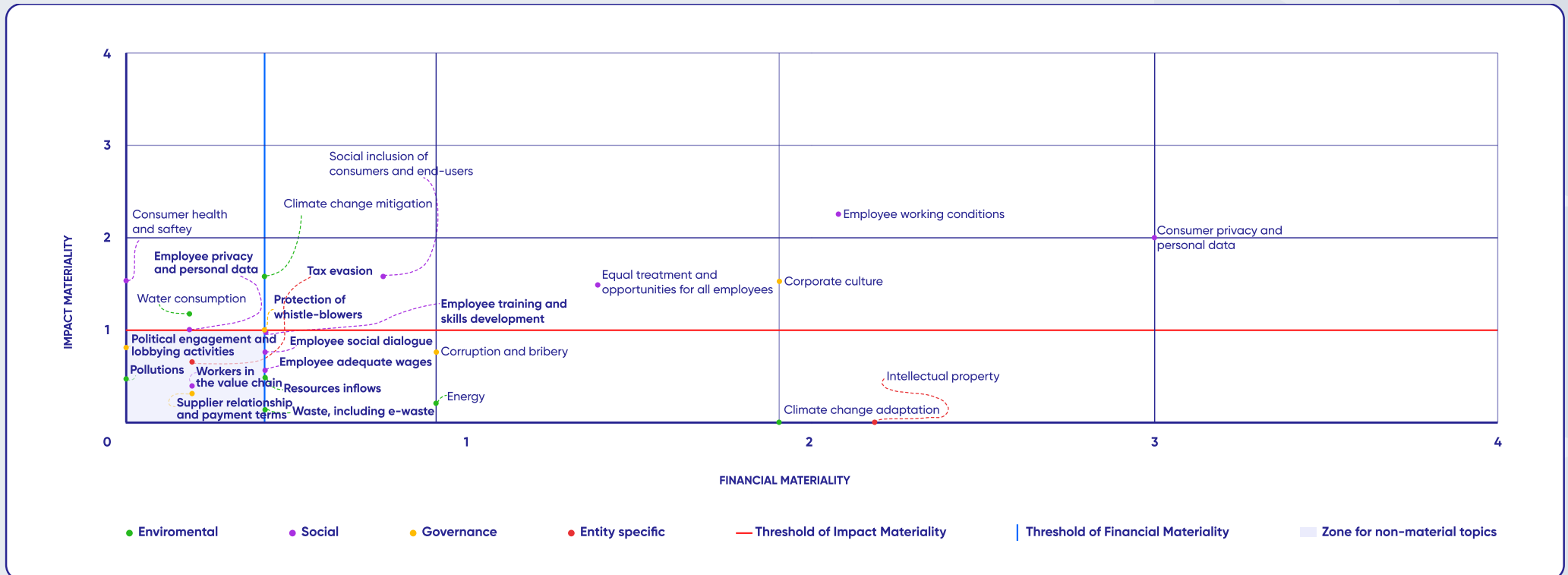The Valuable 500

Boris Schapira
Strategic Consultant, Contentsquare

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Double materiality matrix

As Contentsquare continues to grow and navigate an increasingly complex regulatory landscape, it is essential to regularly reassess our material issues and non-financial risks. In 2021, we conducted our first materiality assessment to identify and prioritize the ESG topics most relevant to our business. With the upcoming Corporate Sustainability Reporting Directive (CSRD) requirements set for 2025, we recognized the need to repeat this exercise to prepare for our first non-financial reporting obligations. In late 2023, Contentsquare undertook its first **double materiality assessment**. The double materiality assessment is intended to help us better understand the dual impact of our operations – how our activities affect the environment and society, and how these external factors, in turn,

impact our business. By carrying out this exercise, we have obtained a more in-depth view of the impacts, risks and opportunities generated by our activities. This will enable us to better target and strengthen our ESG reporting.

To ensure a thorough and effective double materiality assessment, we have partnered with Ernst & Young (EY) . Below you can find the double materiality matrix with the twenty identified material matters. The six matters deemed the most 'material' or important include consumer privacy, corporate culture, climate adaptation, intellectual property, and two employee-related topics. For the full list of materiality issues, please refer to **Appendix A.3.**

Double materiality matrix

Axis labels: IMPACT MATERIALITY (vertical), FINANCIAL MATERIALITY (horizontal), scales 0–4.

Plotted items:
- Social inclusion of consumers and end-users
- Climate change mitigation
- Consumer health and saftey
- Employee working conditions
- Consumer privacy and personal data
- Employee privacy and personal data
- Tax evasion
- Equal treatment and opportunities for all employees
- Corporate culture
- Water consumption
- Protection of whistle-blowers
- Employee training and skills development
- Political engagement and lobbying activities
- Employee social dialogue
- Corruption and bribery
- Pollutions
- Workers in the value chain
- Employee adequate wages
- Intellectual property
- Resources inflows
- Supplier relationship and payment terms
- Waste, including e-waste
- Energy
- Climate change adaptation

Legend:
- Enviromental
- Social
- Governance
- Entity specific
- — Threshold of Impact Materiality
- | Threshold of Financial Materiality
- Zone for non-material topics

Our commitments

United Nations Global Compact

A renewed 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." In 2023, we strengthened our commitment to transparency and accountability by voluntarily submitting our first Communication on Progress (CoP) report to the UN Global Compact. As a member of the United Nations Global Compact, we also continue to integrate the SDGs into our sustainability reporting and use them as a framework for responsible business practices.

In 2023, Contentsquare also participated in two UN Global Compact initiatives:

- The Target Gender Equality Accelerator, a nine-month program for companies looking to set and reach ambitious corporate targets for women's representation, equal pay and leadership in business.

- The Climate Ambition Accelerator, a program designed to equip companies with the knowledge and skills they need to accelerate progress towards setting science-based emissions reduction targets aligned with the 1.5°C pathway.

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.

Ecovadis

In 2023, Contentsquare was awarded the Bronze Medal from Ecovadis, scoring 60/100. Through the implementation of new sustainability processes and policies, and improvements in our ESG reporting, Contentsquare managed to enhance its performance by +15% year over year. This places Contentsquare in the top 27% percent of the best rated companies in its industry.

Pacte Parité

In 2022, Contentsquare signed the Pacte Parité, a movement started by the Mission French Tech to promote gender equality in the tech industry. More than 80 French startups from the Next 40/120 index have signed the pledge. As one of the signatories, 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.

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Part 2
Protecting our
planet

In an era of rapid digital expansion, it's imperative to acknowledge the environmental impact of our industry's growth and footprint. Digital activities today contribute up to 4% of global greenhouse gas emissions[2], largely driven by the production of devices (accounting for around 80% of emissions), with the manufacturing processes contributing significantly more than their actual usage. However, the electricity consumption of the data centers is also significant –, 240-340 TWh, or around 1% of global final electricity demand in 2022 according to the International Energy Agency[3]. With the massive acceleration of AI, but also other uses such as blockchain and crypto assets, the electricity consumption of data centers is predicted to increase by +160% by 2030[4].

Numerous studies have highlighted the link between the growing weight and complexity of web content and the corresponding rise in energy consumption by individual devices and servers. **As software providers, we recognize the urgency of addressing these challenges and are committed to minimizing our environmental footprint**. Through conscious efforts and strategic initiatives, we aim to mitigate our impact and work towards a sustainable future.

[2] Source: https://theshiftproject.org/en/article/unsustainable-use-online-video/#:~:text=Digital%20technologies%20now%20emit%204,Digital%20Sobriety%E2%80%9D%20(2019)

[3] Source: https://www.iea.org/energy-system/buildings/data-centres-and-data-transmission-networks

[4] Source: https://www.goldmansachs.com/intelligence/pages/AI-poised-to-drive-160-increase-in-power-demand.html

2.1 Measuring our carbon footprint
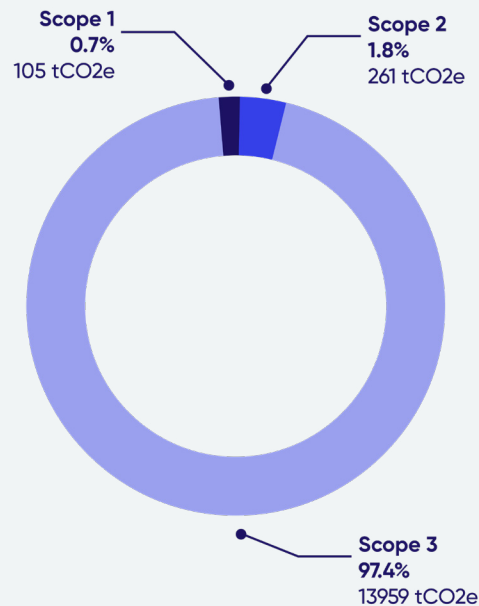
13 CLIMATE ACTION

As we enter our third year of establishing and refining our carbon footprint methodology, we continue to gain a deeper understanding of our environmental impact and how best to measure it. Our methodology continues to adhere to the GHG Protocol definitions, a global standardized framework to account for and manage greenhouse gas (GHG) emissions, with interpretations provided by the Science Based Targets initiative (SBTi). In line with French legislation, the results of our carbon assessment are also published annually on the French Agency for Ecological Transition (ADEME) website.

CO2 emissions at a glance 2023

In 2023, the Contentsquare group's total carbon emissions were estimated at **14,330 tCO2e**. Contentsquare's emissions structure is typical of digital services companies with almost no direct emissions (scope 1 and 2). Over 97% of our emissions are indirect (scope 3) **[see graph below]**. Within these indirect emissions, ⅔ comes from consulting & financial services, business travel, digital marketing, and cloud services.

Emissions by scope:

Scope 1
0.7%
105 tCO2e

Scope 2
1.8%
261 tCO2e

Scope 3
97.4%
13959 tCO2e

Categorical breakdown:

Energy
2.3%
323 tCO2e

Other
5.3%
753 tCO2e

SaaS & Software licenses
4.7%
678 tCO2e

Consulting & Financial services
25%
3582 tCO2e

Events
6.5%
937 tCO2e

14,330 tCO2e

Food and employee meals
10.7%
1527 tCO2e

Online marketing
16.2%
2317 tCO2e

Cloud
13.6%
1949 tCO2e

Professional Travel
15.8%
2259 tCO2e
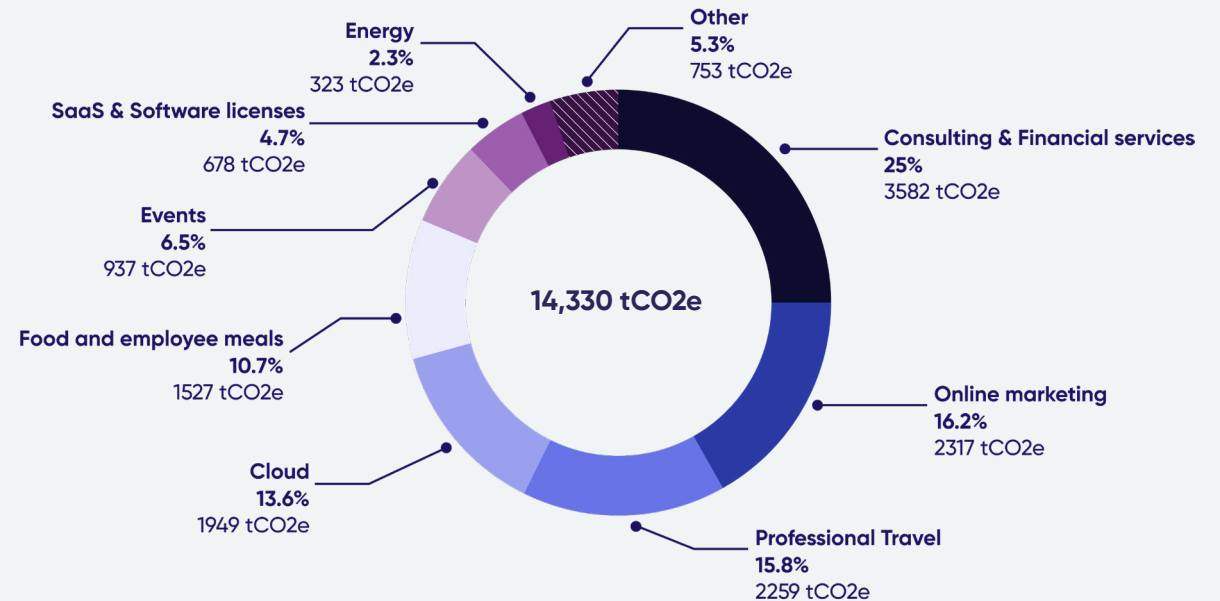
Analysis - between 2022 and 2023

Year over year, Contentsquare's GHG emissions saw a significant decrease compared to the 16,900 tCo2e we reported last year. However, between 2022 and 2023, we made various adjustments in the scope and methodology of our reporting [refer to note below].

Note: In order to comply with the Science Based Targets initiative (SBTi) methodology and definitions, certain emission items previously covered in 2022 (according to the GHG Protocol Framework) have been removed from this reporting. This explains the slight discrepancy in our total emissions reported year over year. The newly excluded items include "Platform Usage," "Home Heating," "Fixed Assets," and "Hotels" linked to business travel. We will continue to track these items internally, but they will not be included in the subsequent sections of this report.

	GHG Protocol (as disclosed in 2022)	SBTI (GHG Protocol & SBTI requirements)
2022	16,900	14,075
2023	15,300	14,330 (+1.8%)

Therefore, comparing our emissions on a constant scope and methodology basis, shows a modest increase of **1.8%**, rising from 14,075 tCO2e in 2022 to an estimated **14,330 tCO2e** in 2023. This increase reflects the evolution of our workforce and other operational changes.

Key differences compared to 2022:

- **Business Travel**: There was a notable reduction in air travel, decreasing from 12 million km in 2022 to 8.3 million km in 2023. Despite this reduction, 2% of flights taken in 2023 were identified as replaceable by train. We aim to reduce this to less than 1% in 2024.

- **IT Equipment**: The implementation of our new IT equipment policy, which aims to extend the lifespan of each employee's device for 5 years instead of 3, along with the stabilization of our headcount, resulted in significantly fewer new device purchases. This policy contributed to a reduced environmental footprint. Moving forward, we will purchase refurbished laptops to minimize impact.

- **Service purchases**: There was an organic increase in service-related emissions due to higher expenses in 2023 compared to 2022. In the coming years, our efforts to document suppliers and enforce frameworks through platforms like Ecovadis and Ivalua can help enable us to refine our estimates and better manage emissions from our largest suppliers.

"Carbon accounting is not an absolute science. The challenge is to refine our reporting in order to be more accurate each year than the last. In particular, by measuring more and more sources of emissions using a physical approach. We have made significant progress in this respect in 2023."

Guilhem Isaac-Georges
Vice-President of Impact

Charting our path to net-zero

Measurement is essential to understand emissions – but it is not an end in itself. A major step on our climate journey has been to join the thousands of organizations worldwide through committing to the **Science Based Targets initiative (SBTi) Net- Zero standard**, in alignment with the Paris Agreement. To do this, in 2023 we defined and submitted a reduction trajectory for SBTi approval. The SBTi has since validated that our greenhouse gas emissions near-term reductions targets conform with the SBTi Criteria and Recommendations (Criteria version 5.1). Our official commitment is as follows:

Contentsquare commits to reducing absolute scope 1 and 2 GHG emissions by 50.4% by 2032 from a 2022 base year.

Contentsquare also commits to reducing scope 3 GHG emissions by 58.1% per million USD of value added within the same timeframe.

The economic intensity methodology chosen for this trajectory is designed to accommodate Contentsquare's projected growth over the next decade, to ensure that our sustainability goals evolve alongside the expansion of our business. For the full breakdown of Contentsquare's SBTi approved near-term targets and GHG inventory, please refer to **Appendix A.2**.

Reporting on progress

Following the carbon assessment detailed in section 2.1, we have taken stock of our progress towards our carbon intensity reduction target.

Scope 1&2 Absolute Targets:
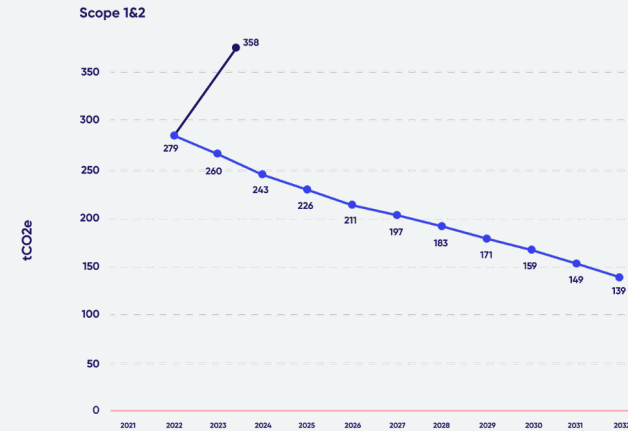
Scope 1&2

In 2023, we fell short on our Scope 1 & 2 annualized targets, with emissions increasing from 279 tCO2e to 358 tCO2e, a **28.3%** rise. This slight deterioration towards our 2032 objective is primarily due to previously under-reported electricity consumption in 2022.

However, in 2023, we switched to renewable electricity contracts for several offices. This should enable us to significantly reduce our Scope 2 emissions in the 2024 carbon assessment.

Scope 3 Relative Target:

Scope 3

Our target is based on Scope 3 Emissions per Gross Margin, reflecting our growth and activity. From 2022 to 2023, we achieved a **25% reduction**, going from 95 kg CO2/k€ in 2022 to 71 kg CO2/k€ in 2023 thanks to a combined improvement of our gross margin and a reduction in our scope 3 emissions.

Carbon reporting for customers

In 2023, Contentsquare expanded its carbon measurement efforts to include Scope 3 downstream emissions, providing our customers with detailed information on their carbon footprint associated with the usage of Contentsquare services. This initiative enhances transparency and supports our clients' sustainability goals by offering a clearer picture of their Scope 3 upstream emissions.

Our carbon allocation to customers includes:

1. Cloud storage emissions: a portion of our emissions related to cloud storage, calculated based on the number of records produced by each customer.

2. Cloud compute emissions: a portion of our emissions from cloud computing, linked to the level of activity of each customer on our platform.

3. Non-cloud emissions: a portion of our non-cloud emissions, determined by the annual amount billed to our customer.

4. End-user impact: an estimate of the final user impact, reflecting the network load and device electricity consumption generated by our technology integrated into the client infrastructure. This follows guidelines and methodologies from Sustainable Web Design.

These detailed reports are available on demand for any customer, allowing them to integrate our Scope 3 upstream emissions into their carbon accounting. This measurement model, based largely on physical energy consumption data, produces results that are on average five times lower than those obtained using the monetary emission factors proposed by the French Agency for Ecological Transition. This comprehensive approach ensures that our clients can accurately assess and manage their environmental impact. In 2024, we plan to deliver this CO2 KPI to all our customers by default.

Reducing our GHG emissions

Hosting & running our digital services

Our product and R&D team have been working hard on optimizing our cloud infrastructure to reduce energy consumption. We're progressively moving to new instances, in particular Graviton 3 – one of the most efficient and scalable cloud infrastructure on the market provided by AWS. In 2023, Contentsquare also began moving towards one single architecture instead of three, as it integrates its subsidiaries.

Managing travel emissions

While the company's services are not direct contributors to air pollution, employee commutes and business travels using combustion-powered vehicles do have a sizable impact on our scope 3 emissions. To address this, in 2023 Contentsquare implemented a new travel policy encouraging our employees to limit air travel, and to travel by train whenever possible.

We also committed to limiting secondary effects of our activities that could cause pollution. This is why we subsidize 50% of the cost of public transport passes for our employees. In France, Contentsquare has taken a step further by introducing a sustainable mobility package. This initiative, sponsored by the French government, subsidizes part of the cost for low-carbon modes of transport like bicycles and electric scooters, encouraging employees to adopt more sustainable commuting options.

2.3 Other environmental policies and initiatives

Contentsquare is committed to reducing its own energy and resource consumption. Here are some of the ways in which we are doing this:

IT equipment 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. In order to minimize its own resource consumption, in 2023 Contentsquare implemented a new policy to extend the life of its own IT equipment. The general policy now extends the use of IT equipment to a period of 5 years, from previously 3 years.

Additionally, we have explored pilot processes in which used IT equipment is sold or donated to suitable partners for refurbishing or reconditioning. This practice makes sure that none of our used IT equipment goes to waste, reducing the environmental impact associated with manufacturing new devices. In 2024, Contentsquare will test refurbished equipment for employee use.

Making our offices greener

Single-use plastics have been strongly discouraged, and waste sorting systems with at least three recycling streams are set up in all of our facilities. All Contentsquare offices feature fully equipped kitchens with reusable cutlery, plates, cups, and other essential items, to further prevent the need for, and use of, plastics. Employees are encouraged to limit their waste production and sort any remaining waste.

Recognizing that heating and cooling significantly impact office energy consumption, we've also reduced heating and cooling temperatures in our offices to save on energy consumption.

2.4 Raising awareness for change

We know that achieving our carbon neutrality goal requires each one of us to make behavioral changes. Understanding the problem is the first step to taking action, so in 2023, many of our efforts were centered around leveraging employee engagement through climate education.

To catalyze action, in 2023 Contentsquare introduced two mandatory company-wide climate courses for all employees: (i) a general module on the low-carbon transition and (ii) a custom training program based on their job function. Contentsquare also developed a new Climate Course, which will be launching in 2024, to provide employees a deeper understanding of our company's climate ambitions, commitments and actions.

To bridge the knowledge gap around climate change and its intersection with the digital industry, Contentsquare also offered the Digital and Climate Fresk workshops. The Digital and Climate Fresk is a powerful tool for facilitating collaborative and educational scientific workshops on climate change, allowing individuals to acquire the fundamental science behind climate change in only three hours. It also helps uncover practical steps and solutions that employees can apply in their professional roles. Starting at the top, we first invited our executive and leadership teams to take part in the Fresks. We then opened up additional training opportunities to the employees in our largest hubs. Our plan for 2024 is to continue rolling out these workshops across our global offices and ensure that all our employees are equipped with the knowledge and tools to take action.

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Part 3

Building a workplace where people flourish

At Contentsquare, our people are the cornerstone of our identity and our mission to make the digital world more human. With the integration of Hotjar and Heap towards the end of 2023, the diversity of cultures and perspectives at Contentsquare was enriched. Today we are a global community spanning over **80 nationalities** across **16 offices** worldwide.

"*Contentsquare's success is deeply intertwined with the wellbeing and growth of our team. Our journey is as much about our people as it is about our technology, and together, we're shaping a future where both flourish.*"

Nicolas Fritz
Chief People and
Operating Officer
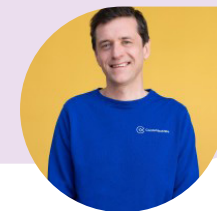
Cultivating a thriving workplace

Rankings

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 2023, our average e-NPS was 40 (compared to an average Tech sector e-NPS of 30).

Great Place To Work

In 2023, Contentsquare was ranked the 5th best workplace in France (250 to 1000 employees) – a recognition based on employee feedback.

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. It is also a testament to our unwavering commitment to fostering a workplace where every individual can thrive.

Contentsquare ranks 12th in Glassdoor best employers in France

This recognition is a reflection of the valuable reviews provided by our employees on their jobs, work environment, and key workplace attributes such as compensation, culture, values, senior management, and work-life balance. We are grateful for the trust and support of our team members, whose insights help us continuously improve and create a workplace where everyone feels valued and supported.

Over the past few years, Contentsquare has experienced remarkable growth, doubling its workforce and integrating new talent from acquired companies. In late 2021, Contentsquare acquired Hotjar, a strategic move that further strengthened our human capacities and capabilities to better serve our customers. Our geographic footprint now extends across Europe, North America, APAC, and the Middle East, reflecting our commitment to global expansion and innovation.

In 2023, Contentsquare's headcount (regular employment status and employer of record) increased by **11%** or **199** people. As of the end of FY 2023, our total headcount reached **1755**[5].

Geographic representation as of January 31, 2024

North America
363
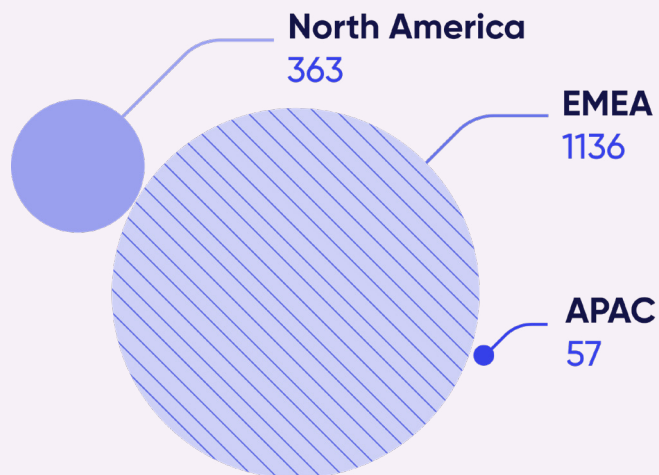
EMEA
1136

APAC
57

	2022	2023
AMERICAS	373	311
EMEA	1163	1362
APAC	61	57
AFRICA	0	21

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

Promoting health, wellness & safety

At Contentsquare, fostering a safe and supportive environment where our employees can thrive both personally and professionally is of paramount importance.

This begins by ensuring access to comprehensive healthcare. In every country where we operate, we provide our employees with comprehensive health insurance upon joining the company, which may be extended to their children and spouses. In regions where basic healthcare is partially covered by social security, we offer supplemental private health insurance to address any remaining costs, empowering our team members to prioritize their health and seek specialized care when needed.

Safety in our facilities is upheld through rigorous compliance with legal requirements, overseen by our trusted suppliers. We partner with our key suppliers, such as WeWork, to ensure that our offices are safe spaces. In our largest offices, we go a step further by training workplace volunteers in first aid and fire procedures, enhancing our ability to respond effectively to any emergency situations.

Supporting work-life balance is also integral to our culture at Contentsquare. We adhere to strict guidelines to ensure our team members have adequate rest time and are incentivized to prioritize personal activities outside of work.

Recognizing the importance of flexibility in today's work environment, we have implemented a hybrid work policy that allows all employees to work remotely for up to two days a week. Employees with on-site contracts may also benefit from a "work from anywhere" policy up to 5 weeks a year, if they have been at the company for at least 6 months and are in good standing. Additionally, a portion of our workforce enjoys the flexibility of being fully remote. To support our team members in creating optimal working conditions outside of the office, we provide a remote work allowance to all CSquad members.

In addition to physical health, we prioritize the holistic and mental wellbeing of our employees. To this end, we offer a wellbeing allowance that can be utilized for personal development, external training, sports, and other wellness activities. We also provide employees with free access to online mental health resources.

Upskilling for today and tomorrow

Ensuring our employees feel they are growing within the company is very important to us, which is we provide e continuous learning opportunities for our team. We have a dedicated Learning & Development team tasked with empowering employees through comprehensive training and workshops. Each new team member undergoes a thorough three-day foundational onboarding program, ensuring they are equipped with the knowledge and resources needed to excel in their roles. Additionally, specialized positions benefit from extended onboarding programs, offering up to three weeks of intensive training.

In 2023, Contentsquare employees benefited from various types of training including onboarding sessions, specialized professional training, self-directed digital learning, and personalized coaching. This includes an Internal Mentorship Program, which can last from 3 months up to 1 year. In 2023, there were 109 mentor-mentee pairs. Furthermore, we foster a culture of continuous feedback, recognition, and coaching through performance evaluations several times a year and annual discussions on career paths between managers and their direct reports.

Compensation & benefits

Our compensation structure is designed to ensure fair market value and alignment with our values. In 2022, we laid the groundwork for a robust compensation framework. Our efforts included:

- **Market position & pay equity analysis:** Conducting a comprehensive analysis to understand Contentsquare's position in the market and assess internal pay equity.

- **Structured salary review processes:** Establishing clear criteria for salary reviews and implementing control bodies to ensure fairness. We also introduced pay ranges to provide transparency and consistency.

At the end of 2023, following the integration of Heap and Hotjar, we revisited and refined our compensation philosophy. This review aimed to better align our practices with our ambitions and the foundational work initiated in previous years. As part of this process, we committed to continued transparency and equity with our employees. This framework is designed to strengthen the foundations for equal pay and support career development paths for all employees, ensuring that our workforce can grow and advance within Contentsquare.

3.3 Diversity, Equity and Inclusion (DEI)

As we grow our global workforce, we aim to cultivate a culture where we each feel empowered to 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. In the context of our ongoing journey of integrating Hotjar and

Heap, we aim to forge a cohesive identity that reflects our shared values and aspirations. 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. Our dedication to diversity, equity, and inclusion remains unwavering, with a focus on building a workplace where every individual feels valued, respected, and empowered.

Where we are today (gender snapshot)

We understand that we cannot measure our progress towards diversity, equity and inclusion without numbers. In 2022, we started implementing a systematic tracking of representation data, initially focusing on gender representation (men and women) globally and race and ethnicity representation in the United States. Here is a snapshot of our gender representation data in 2023[6]:

Total Workforce	2022	62% men	38% women
	2023	61.7% men	38.3% women (+0.3 pts)

Leadership Roles (VP and above)	2022	75% men	25% women
	2023	67.2% men	32.8% women (+7.8 pts)

Between 2022 and 2023, we saw a **sizable increase in the number of women in leadership roles.**

Note: Contentsquare recognizes that gender is not binary. We are actively exploring methods to collect and report on representation data that fully captures the diversity of our workforce.

[6] As a French company, Contentsquare measures every year its "Index de l'égalité professionnelle", a multi-criteria analysis on gender equity. Results can be seen on https://contentsquare.com/fr-fr/nous-rejoindre/

Diversity

In 2023, we continued to strengthen our inclusive hiring practices to ensure everyone has a fair and equitable chance to access open positions and succeed during the interview process.

- **Inclusive Hiring Policies & Trainings:** We make sure we are identifying candidates from diverse backgrounds as part of our recruitment and sourcing efforts. Everyone from our Talent Acquisition team was required to take courses in inclusive recruitment to ensure best practices, along with following clear guidelines for structured interviewing. While our new policies and targets were developed in 2023, they are planned to launch in June 2024.

- **Diverse Candidate Slates:** For all open roles, we aim to identify balanced candidate slates with a 40% women / 40% men / 20% any gender target.

- **Diverse Interview Panels:** For all roles, Contentsquare requires Hiring Managers to appoint diverse hiring teams. Specifically, for the Engineering & Product Design teams, in which women are traditionally underrepresented, we ensure that at least one woman is included in the hiring and selection process at all times.

- **Global demographic survey:** We launched a survey as part of our hiring process to collect voluntary and anonymous data from applicants to be able track our progress on the targets stated above and monitor how groups from underrepresented backgrounds proceed through the hiring process.

- **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.

- **Emerging Talent Program:** In February 2023, Contentsquare launched the Emerging Talent Program, designed to bridge the gap between education and experience through our internship and apprenticeship offerings. It connects our company with external campuses and organizations to offer program participants meaningful work, on-the-job learning, training, and social and networking opportunities. Through this design we hope to attract a pipeline of diverse, motivated individuals who reflect our values, bring a unique perspective, creativity, and innovation to our workplace, and in turn will create a robust talent pipeline of qualified and vetted individuals to fuel our organization's future growth.

Equity

Ensuring equitable policies and processes around advancement and compensation remains a cornerstone of our approach. As we started to merge our entities in 2023, we looked to maintain our ongoing commitment to ensure each member of our teams across the world 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 2023 French Gender Equality Index score can be found here.

In 2023, we strengthened our processes for collecting and analyzing data with an inclusivity lens to be able to track our progress on key indicators related to representation, compensation, learning and development, advancement and retention. This includes the establishment of a Gender Dashboard, improving our ability to use data to inform our DEI strategies and action plans for building a more diverse and inclusive company. Additionally, we conducted a robust equity analysis following the 2023 promotion and merit cycle to ensure fair and equitable treatment across all levels of the organization.

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:** In 2023, we launched a DEI Learning Hub, featuring curated learning journeys on different DEI topics, as well as an Inclusive Language Guide to enhance internal and external communications. We also developed a digital training for the CSquad on Creating an Inclusive Workplace. The training covers our company-wide commitment to diversity and inclusion, harmful behaviors to be aware of and avoid like microaggressions and implicit bias, and a model for promoting inclusive behaviors that everyone has a responsibility to model. The training will launch in Q2 2024. Last but not least, we began offering cultural awareness workshops as part of our onboarding process to help new joiners successfully navigate our multicultural work environment.

- **Cultivating community:** We continued to nurture our Employee Resource Groups (ERGs), which 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 they care about. In 2023, our ERGs expanded to include communities from both Hotjar and Heap. As part of this expansion, they also went through a rebrand. Today, we're proud of our four communities: ElevateHER, Pride, Multiculture, and Abilities. We had 217 people participating in at least one ERG in 2023.

- **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. In 2023, we celebrated the following global awareness days/months and local heritage celebrations:

- US Black History Month
- International Women's Day
- US Asian-American and Pacific Islander Month
- Pride
- US Hispanic and Latinx Heritage Month

- Global Diversity Month
- UK Black History Month
- International Day for People with Disabilities
- US Indigenous Peoples Day

SPOTLIGHT: Multiculture Employee Resource Group (ERG)

In October 2023, Contentsquare celebrated Global Diversity Month with a series of activities and initiatives spearheaded by our Multiculture Employee Resource Group (ERG). Most notably, our multiculture ERG created a cookbook "*A Taste of CSquad*" featuring recipes and personal stories from employees across Contentsquare. This project allowed employees to share their cultural heritage through food.

The cookbook was available for on-demand printing for employees, and even inspired the Customer Experience (CX) team to create their own version, which was printed and offered to top clients and partners. This initiative led to clients reposting recipes on their pages. The initiative fostered a real sense of community, even leading to the creation of a "Cooks of CS" Slack channel with amateur chefs from all teams..

Other activities and initiatives included the live event "Unpacking Race and Racism - And Why It Matters" featuring Anti-Racism Educator Jess Malley, an open-call playlist "Sounds of the Csquad" on Spotify and Youtube, and resource support lists.

3.4 Acessibility at the heart of our company culture

Over the past thirty years, digital technology has significantly expanded access to information and culture, altered consumption habits, and spawned countless new business models – becoming an integral part of our everyday existence. However, this revolution has also brought about a number of negative consequences, one of which is the widening accessibility gap.

With 1 Billion people worldwide living with a disability, including conditions 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. Since we are in the business of helping brands create better digital experiences, we feel we have a role to play in ensuring these experiences are accessible to all. That's why we've put digital accessibility at the heart of our company mission, starting from within and holding ourselves to the highest standards. Here are some of our focuses in 2023:

• **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 July 2023 we deployed our first version of **DARA**[7] – Design Around Real Accessibility – a new design system developed to ensure inclusive access to the Contentsquare platform.

This major revamp took one year of preparation with extensive accessibility expert support. The project launch included working on colors and contrasts updates on all components. While we've managed to increase the accessibility of our product, this is only the first step – we still have a long way to go, but we are committed to get there.

• **Making our website accessible**

We can't promote the importance of an accessible digital world unless our own digital properties are beyond reproach. As we work towards the integration of different brands, we strive to continuously improve the accessibility of our website. Our internal website contributor teams have additionally been trained to ensure their awareness of accessibility guidelines.

• **Training our workforce to become Digital A11y 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] https://contentsquare.com/digital-accessibility-statement/dara-faq/

3.5 Promoting digital accessibility through The Contentsquare Foundation

In today's world where digital has become an integral part of our everyday existence, the need to address the increasing digital accessibility gap has never been more pressing. In fall of 2021, Contentsquare launched The Contentsquare Foundation with a mission to reduce this gap and help create a fair and inclusive digital world.. Beyond a question of compliance, we believe digital accessibility is a fundamental human right.

In 2023, The Contentsquare Foundation focused on three key areas:

- **Education:** Through creating and distributing free educational content designed to train professionals and the next generation of engineers and tech leaders on digital accessibility. Recognizing the power of knowledge, the goal is to shape a future Web that is universally accessible by ensuring that digital products and services are built with accessibility and inclusive design principles at their core.

- **Advocacy:** Through empowering diverse voices to raise awareness about the importance of digital accessibility, building a strong community of experts and allies. The goal is to inspire institutions, organizations and individuals to embark on their own journey towards digital inclusion.

- **Research & Innovation:** Through partnering with renowned institutions and researchers to better understand various impairments and their impact on web usage. The aim is to harness the power of research and innovation to provide concrete accessibility solutions that have the power to change lives.

With these pillars in mind, The Contentsquare Foundation launched, and expanded on, several initiatives in 2023. Here are some of the things we achieved:

- **19,267+ people trained on the fundamentals of Digital Accessibility,** with 80% of trainees enrolled at 4 top Tech Schools in France

- **50 French sites audited** for accessibility, with the results published in our first **Digital Accessibility Barometer**

- **35+ speaking engagements and events** with a combined audience of more than **500** private companies

- **1,800+ downloads** of our free, assistive software Readapt, with **77,500+ digital texts** adapted by Readapt users

- **40+ accessibility experts and changemakers** mobilized in a network to promote accessibility policy and digital inclusion

- **1 research sponsorship to support** phase two of a **3-year research project** to better understand the digital challenges of visually impaired people.

To learn more about the Contentsquare Foundation's work, you can check out our **2023 Activity Report.**

To learn more about the Contentsquare Foundation's work, you can check out our **2023 Activity Report.**

SPOTLIGHT: The Contentsquare Foundation's Digital Accessibility Barometer

In 2023, The Contentsquare Foundation took a significant step forward in its ongoing advocacy and research efforts by launching the first edition of the **Digital Accessibility Barometer**. Developed using results from technical audits and focus group interviews, the report offers an in-depth analysis of digital accessibility in France today.

To conduct this assessment, The Contentsquare Foundation and its partners[8] audited the **top 50 most-visited websites in France**, concentrating on four website categories that are a critical part of everyday life – (a) Public services (b) Media (c) E-commerce and (d) Banking.

The Barometer sheds light on the current state of digital accessibility in France, revealing the main trends and challenges, and underscoring the urgency of our mission. Shockingly, only one out of the 50 websites audited met 100% of legal accessibility requirements. Despite increasing regulation in France and worldwide, the impact of accessibility laws remains minimal, as illustrated by the findings in the report.

Beyond providing a baseline assessment of digital accessibility in France today, the report also includes tailored recommendations and solutions for both private and public sector actors, to encourage collective action towards a more inclusive digital world. This Barometer is not just a report; it's a call to action. Explore the full report **here.**

[8] Temesis, Numérik-ea et Oocity are digital accessibility specialists that conducted the website audits in 2023

3.6 Giving back

Contentsquare and its entities have a longstanding commitment to giving back and driving meaningful change without our ecosystem and beyond. We're also proud to support our diverse communities in making a positive difference. To facilitate this, we offer one fully-paid volunteer day a year to all employees to support organizations whose primary objectives are philanthropic and social wellbeing. Other company-wide initiatives involve organizing fundraising campaigns to support humanitarian and disaster relief efforts. In 2024, we will be centralizing our entities' longstanding commitment to giving back by moving towards one shared dedicated Give Back Hub and strategy.

We will also be expanding the **Hotjar for Nonprofits Initiative** to the Group Level in 2024. The Hotjar for Nonprofits initiative is a commitment that offers free Business accounts to approved nonprofits. Through this program, 1,700+ top organizations have been supported (including UNICEF, Red Cross, World Health Organization, and CARE). Eligibility is limited to organizations that are nongovernmental, nonacademic, noncommercial, non-political in nature, and have no religious affiliation.

Contentsquare

Part 4
Driving responsible business with trust

Conducting business across **36 countries** with varying standards, values, and practices, Contentsquare is deeply committed to conducting business responsibly. We firmly believe that our responsibility transcends mere compliance with local and international regulations. Instead, we are dedicated to upholding the highest standards of corporate governance, and conducting our operations ethically, sustainably, and responsibly, in alignment with our core values. Through a range of initiatives, we prioritize ethics, cybersecurity, data privacy and safety, and quality, ensuring that these principles are embedded in every aspect of our activities.

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 for overseeing the financial position of the company. The board meets six times a year, and members are appointed through a resolution of the shareholders meeting.

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

Nathalie Von Niederhäusern
Managing Director
at BlackRock

Jonathan Cherki
CEO & Founder
of Contentsquare

Anne-Charlotte Philbert
Vice-President at
Eurazeo Growth

Tony Zappala
Partner at
Highland Europe

Sumer Juneja
Managing Partner and Head
of EMEA & India Investing at
SoftBank Group

Eduardo Sanchez
Ex CEO of
Rich Relevance

Olivier Novasque
CEO & Founder of
Sidetrade Group

Michel Combes
Independent Board
Member

Benjamin Johnston
Managing Director
of Sixth Street

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

Contentsquare has established its first **Mission Committee** tasked with monitoring and advising on our progress in achieving our social and environmental commitments. For more information, please refer to Section 1.3.

Executive Management team

The Executive Management team is composed of 12 people representing the main corporate business units.

Jonathan Cherki
Founder and CEO
of Contentsquare

Nicolas Fritz
Chief People
and Operations Officer

Jean-Christophe Pitié
Chief Marketing &
Partnerships Officer

Arnaud Gouachon
Chief Legal Officer

John O'Melia
Chief Customer Officer

Victoire De Villepin
Chief of Staff and Chief
Communication Officer

Lucie Buisson
Chief Product Officer

Benoit Fouilland
Chief Financial Officer

Gabe Benavides
Chief Revenue Officer

Patrick Chatain
Chief Technology Officer

Mohannad Ali
Chief Strategy Officer and
CEO of Hotjar

Pierre Casanova
Head of Corporate
Development

In 2021, Contensquare created a dedicated Impact team. In 2023, it was composed of 6 members, reporting directly to the Chief People and Operations Officer.

Involving key stakeholders in our decisions

Transparency and trust are among our core company values and we prioritize open communication by ensuring that our employees are the first to receive any significant updates or news before customers, partners or the media. Business trends and results are shared with the entire CSquad on a quarterly basis.

In 2022, Contensquare 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 campaigns"[9] .

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

- 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

[9] blog announcement here

Contentsquare

4.2 Compliance

5 GENDER EQUALITY
10 REDUCED INEQUALITIES

At Contentsquare, we have always been committed to being a responsible and ethical partner in society, acting with integrity towards our employees, team members, customers, business partners, and shareholders, as well as the wider community. Since Contentsquare's inception, the Legal and Finance teams have worked hard to ensure high standards of business ethics in the context of the company's rapid expansion. In 2020, we took a significant step forward by establishing a dedicated team tasked with assessing and managing risk. This team plays a critical role in both recommending and enforcing policies, operating with independent authority to ensure the highest standards of integrity and transparency in our governance practices.

"*As Contentsquare expands globally, maintaining robust compliance and governance practices becomes increasingly critical. Our commitment to ethical conduct, transparency, and data integrity is the foundation of our business. By proactively managing risks and upholding rigorous standards, we ensure sustainable growth and foster trust with our stakeholders.*"

Arnaud Gouachon
Chief Legal Officer

Ethical business conduct

Anti-corruption

Maintaining integrity in everything we do is a key priority. We are dedicated to fighting corruption in every aspect of our operations. Our employees and partners strictly adhere to an anti-corruption policy aligned with the most rigorous regulations applicable in the regions where we conduct business[10]. Regular training programs ensure that all stakeholders remain informed and vigilant in upholding these standards.

Specifically, we prohibit the authorization, acceptance, offering, promising, or provision of payments, whether direct or indirect, to any public or private entity, foreign official, or government employee. Such actions are strictly forbidden, serving to safeguard our business practices from improper influence or advantage. In 2023, there were 0 confirmed incidents of corruption reported.

[10] 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 committed to following 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. In 2023, there were no incidents of human rights violations.

> **100%** of the new employees who join Contentsquare receive training on our Code of Business Conduct which includes a section around human rights. Employees are also required to re-take this training on an annual basis.

Whistleblowing

Contentsquare encourages a "Speak Up" culture by promoting an open and trusting dialogue with team members at all levels. We aim to create a safe space where people feel secure raising concerns or reporting misconduct. In 2023, Contentsquare initiated a revision of its whistleblowing policy.

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.

In the reporting year, no sanctions or fines were imposed on the different group entities. There were also no non-monetary sanctions due to non-compliance with environmental laws and regulations.

Our approach to tax responsibility

At Contentsquare, we take economic, ecological and social responsibility and have made sustainable business operations an integral part of all of our decisions. This commitment is also reflected in our approach to tax, with the objective of making a sustainable value contribution to the future viability of our business. Therefore, we consider it is our responsibility to fulfill our tax obligations and to maintain professional, constructive and open relations with the tax authorities worldwide. Transactions between Group entities are carried out in accordance with the arm's-length principle so as to comply with the applicable OECD guidelines for multinational companies.

A new Code of Business Conduct

Contentsquare has had a Code of Conduct in place since 2019. In 2023, we launched a more exhaustive version of our Code of Business Conduct, which governs the Company's everyday activities, essential beliefs and general culture. It applies to all the group entities. Upon being hired, every employee follows a mandatory training designed to help them understand their ethical and legal responsibilities to each other and to the wider organization.

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 international security and privacy standards. Our business model and innovation are rooted in the principle of data privacy by design, ensuring that our customers' privacy preferences are considered in every aspect of our operations. Our objective has been to develop a high-performance solution that minimizes the collection of personal data and strives for digital sobriety in alignment with 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 to ensure the integrity of our operations. Additionally, we uphold ISO 27001 & ISO 27701 certifications (for Information Security Management System), along with maintaining SOC 2 compliance. These measures not only fortify our own security posture but also enable us to assist our customers in navigating data protection regulations effectively.

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 f**irst cookieless experience analytics solution** that gives our clients the option to use a less intrusive tracking technology (called "LocalStorage") instead of cookies. Contentsquare also offers an IP-less mode which allows customers to use our solution without collecting the IP address.

Furthermore, in alignment with our mission-driven KPIs, we are particularly diligent in responding to individuals' privacy rights requests, such as deletion, rectification, and access. We aim to address 90% of data subject requests within a 30-day period, demonstrating our unwavering commitment to safeguarding individual privacy and rights.

Strengthened collaboration with France's Data Protection Authority

In 2023, Contentsquare was also selected by France's Data Protection Authority (CNIL), to benefit from their enhanced support program, alongside two other digital companies with strong potential. This recognition underscores our dedication to continuously elevating our standards of digital trust and data protection.

Additionally, through our **participation with the French Data Protection Authority (CNIL) audience measurement evaluation program**, we have developed an option within our CS Digital solution called the **Exemption Mode**. The Exemption Mode allows our customers to utilize Contentsquare cookies without requiring visitor consent, specifically tailored to compliance requirements with France, and more recently, Spain. For more information on Contentsquare's cookies and CNIL consent exemption, please refer to this page.

Value chain

Supplier structures

In our value chain, we work with a large number of suppliers 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.

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 2022, we created a first vendor assessment questionnaire to be sent to new suppliers to assess their respect of human rights and environmental regulations or their level of engagement in reducing their greenhouse gas emissions.

In 2023, we scaled our sustainable procurement efforts by implementing robust systems, such as Ecovadis and iValua. Ecovadis is a leading assessment platform for evaluating suppliers' sustainability practices. This platform has enabled us to gain valuable insights and prompt strategic vendors to undergo Ecovadis assessment. The procurement team also ran collaborative workshops and training with Ecovadis experts to formalize our vision & goals for sustainable Procurement. Furthermore, the integration of iValua into our supplier creation process empowers us to proactively mitigate risks by ensuring that every supplier is thoroughly validated by our Procurement team.

Contentsquare has also established a comprehensive new Group Procurement Policy that incorporates stringent sustainability standards across all our procurement processes. This new Group policy will be launching in 2024, embedding sustainability standards based on:

1. Environmental responsibility: we prioritize suppliers who minimize their environmental impact through sustainable practices

2. Social engagement: we prioritize suppliers who provide safe, equitable, and empowering work environments for their employees

3. Governance and ethics: we prioritize suppliers who demonstrate integrity, compliance and transparency in their business practices
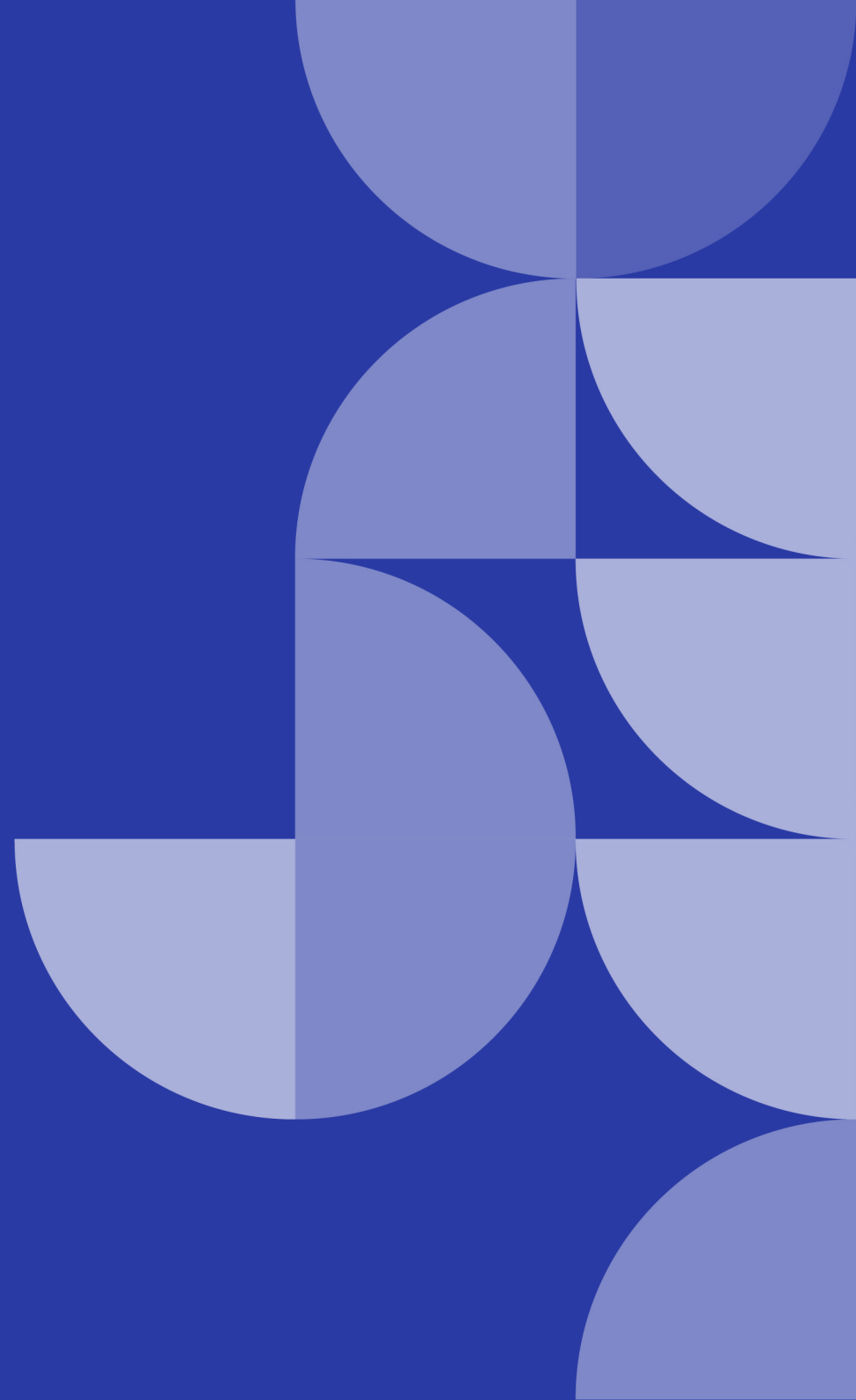
The above achievements reflect our ongoing ambition to drive positive environmental and social impact throughout our procurement operations.

Point of contact

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

Part 5
Indicators

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, including the Global Reporting Initiative (GRI).

Note: The indicators listed below cover only Contentsquare, its local entities, and Hotjar (and excludes Heap, due to its recent acquisition in Q4 2023).

"We recognize the importance of moving swiftly towards the highest standards of transparency and accountability. As we conduct our first double materiality assessment this year, we are laying the groundwork for meeting upcoming regulatory changes. By mapping risks and identifying mitigation strategies, we are committed to building a more responsible and sustainable business, ensuring that we not only meet our obligations but also create lasting value for all our stakeholders."

Benoit Fouilland
Chief Financial Officer

Note: The indicators listed below cover only Contentsquare, its local entities, and Hotjar (and excludes Heap, due to its recent acquisition in Q4 2023).

GRI Statement of use:

Contentsquare has reported in accordance with the GRI Standards for the period of February 1, 2023 to January 31, 2024.

GRI Sector:

Software (no sector standard available for the moment)

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

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 and Collective Bargaining 2016

GRI 408: Child Labor 2016

GRI 409: Forced or Compulsory Labor 2016

GRI 415: Public Policy 2016

GRI 418: Customer Privacy 2016

Theme	Indicator		FY 2022	FY 2023
General Disclosures	GRI 2-1	Organizational details		a) Contentsquare SAS b) Société par action simplifié c) Paris d) Country of operations
General Disclosures	GRI 2-2	Entities included in the organization's sustainability reporting		Contentsquare SAS (French «Société par actions simplifiée») Contentsquare Inc. 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 Middle East Limited Contentsquare UK Ltd Clicktale UK Ltd Ping Pong UX Ltd HJ Holdings limited Hotjar limited Hotjar Ireland Hotjar Italy Hotjar Germany GmbH Hotjar Web Services Spain SL Hotjar UK Limited Hotjar Web Unipessoal Lda Hotjar Netherlands B.V.
General Disclosures	GRI 2-3	Reporting period, frequency and contact point		a) 2023-02-01 to 2024-01-31 d) Contact: sustainability.desk@contentsquare.com

Theme	Indicator		FY 2022	FY 2023
General Disclosures	GRI 2-4	Restatements of information		Errors made in previous reporting periods: 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		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		Refer to Chapter 4. Governance.
General Disclosures	GRI 2-7	Number of employees[11]	1156	a) Total number of employees: 1755 b) Total number of: i) Permanent employees: 1746 ii) Temporary employees: 9 iii) Non-guaranteed hours employees: 0 iv) Full-time employees: 1725 v) Part-time employees: 30 c) Describe methodologies: i) Headcount methodology ii) Calculated at the end of the reporting period

[11] All quantitative data related to our workforce come from our People management tool Workday

Theme		Indicator	FY 2022	FY 2023
General Disclosures	**GRI 2-8**	Number of workers who are not employees	41	a) Total number of workers who are not employees: 140 i) Most common types of workers: Divers pool of contractor and consultants b) Describe methodologies: i) Headcount methodology ii) Calculated at the end of the reporting period
General Disclosures	**GRI 2-9**	Governance structure and composition		See section 4.1
General Disclosures	**GRI 2-10**	Nomination and selection of the highest governance body		See section 4.1
General Disclosures	**GRI 2-11 SDG8**	Chair of the highest governance body		Jonathan Cherki
General Disclosures	**GRI 2-12**	Role of the highest governance body in overseeing the management of impacts		See section 4.1
General Disclosures	**GRI 2-13**	Delegation of responsibility for managing impacts		See section 4.1
General Disclosures	**GRI 2-14**	Role of the highest governance body in sustainability reporting		See section 4.1
General Disclosures	**GRI 2-15**	Conflicts of Interest		See section 4.1
General Disclosures	**GRI 2-16**	Conflicts of Interest		Critical concerns are reported to the board of directors.

Theme		Indicator	FY 2022	FY 2023
General Disclosures	GRI 2-17	Collective knowledge of the highest governance body		a) Measures taken to advance the collective knowledge of the highest governance body: None.
General Disclosures	GRI 2-18	Evaluation of the performance of the highest governance body		Omission due to Confidentiality Constraints. As a private company we do not disclose this information.
General Disclosures	GRI 2-19	Remuneration policies		Omission due to Confidentiality Constraints As a private company we do not disclose this information.
General Disclosures	GRI 2-20	Process to determine remuneration		Omission due to Confidentiality Constraints As a private company we do not disclose this information.
General Disclosures	GRI 2-21	Annual total compensation ratio		a) Total compensation for the organization's highest paid individual to the median annual for all employees: 7.40 c) Calculated at the end of the reporting period (31-12-2023)
General Disclosures	GRI 2-22	Statement on sustainable development strategy		Jonathan Cherki's statement on Missio driven web page
General Disclosures	GRI 2-23	Policy commitments		Contentsquare Code of Conduct

Theme	Indicator		FY 2022	FY 2023
General Disclosures	GRI 2-24	Embedding policy commitments		The functions in the organization with day to-day responsibility for implementing each of the policy commitments (e.g., human r sources with the responsibility for implemting 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. For more information on how Contentsquare embeds policy commitments, please refer to Chapter 4. Governance (i.e. 4.1, 4.2).
General Disclosures	GRI 2-25	Processes to remediate negative impacts		Contentsquare Code of Conduct
General Disclosures	GRI 2-26	Mechanisms for seeking advice and raising concerns		Contentsquare Code of Conduct
General Disclosures	GRI 2-27	Compliance with laws and regulations		See section 4.2
General Disclosures	GRI 2-28	Membership associations		See section 1.5
General Disclosures	GRI 2-29	Approach to stakeholder engagement		See section 4.4
General Disclosures	GRI 2-30	Collective bargaining agreements[12]	48%	a. percentage of total employees covered by collective bargaining agreements : 39.7% (employees in France, Spain and Italy are covered by collective bargainingagreements)

[12] Contentsquare entities covered by a collective bargaining agreement are France, Spain and Italy

Theme	Indicator		FY 2022	FY 2023
Anti-Corruption	GRI 205-1	Operations assessed for risks related to corruption		a. Total number and percentage of oper tions assessed for risks related to corruption: 0. b. Significant risks related to corruption identified through the risk assessment: Not available because risk assessment not co pleted.
Anti-Corruption	GRI 205-2	Share of employees who have received training on ethics & compliance	70%	100%
Anti-Corruption	GRI 205-3	Confirmed incidents of corruption and actions taken [13]	0	0
Anti-Competitive Behavior	GRI 206-1	Legal actions for anti-competitive behavior, an-titrust, and monopoly practices		Contentsquare Code of Conduct
Material Topics	GRI 3-1	Process to determine material topics		Double materiality assessment (See section 1.3)
Material Topics	GRI 3-2	List of material topics		See section 1.4.
Material Topics	GRI 3-3	Management of material topics		See section 1.4.
Energy	GRI 302-1	Total Energy Consumption within organization [14]	3,029 mWh	917 mWh total a) Consumption of fuel from non-renewable sources: 452 mWh b) Consumption of fuel from renewable sources: 465 mWh

[13] The number of corruption incidents is tracked through Contentsquare internal procedure to declare such incidents according to our Code of conduct.
[14] 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 recompose 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.

Theme	Indicator		FY 2022	FY 2023
Energy	GRI 302-2	Energy consumption outside of the organization		Omission due to information unavailable We currently track upstream/downstream CO2 emissions but not energy consumption due to our supplier limitations
Energy	GRI 302-3	Energy intensity		a) Energy intensity ratio: 0.44 kWh / FTE b) Unit: kWh per FTE c) Type of energy included: Electricity, He ting, Cooling d) Scope: Energy consumption within the organization
Energy	GRI 302-4	Reduction of energy consumption		Omissions due to information unavailable. 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.
Energy	GRI 302-5	Reductions in energy requirements of products and services		Omissions due to incomplete information. Energy requirements have been assessed beginning in 2023, so no year-over-year information is available at this moment.

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Theme	Indicator		FY 2022	FY 2023
Emissions	GRI 305-1	Energy direct (Scope 1) GHG emissions[15]	27 tCO2e	a) Direct Scope 1 GHG emissions: 105 tCO2e b) All gasses included in the calculation c) Biogenic CO2: 0 tCO2e d) Base year for calculation: 2022 i) Reason behind base year choice: Base year for SBTI Near-term targets approval ii) Scope 1 emissions in base year: 27 tCO2e iii) Context for any significant changes: No recalculations e) Source of emission factors and GWP rates used: Office heating f) Consolidation approach: Operational control g) Standards: GHG Protocol standard
Emissions	GRI 305-2	Energy indirect (Scope 2) GHG emissions	228 tCO2e	a) Energy indirect Scope 2 GHG emissions: 261 tCO2e b) Gross market-based energy indirect GHG emissions: no market-based estimate c) Gasses included in calculation: All gasses included d) Base year for calculation: 2022 i) Reason behind base year choice: Base year for SBTI near-term targets approval ii) Scope 2 emissions in base year: 228 tCO2e iii) Context for any significant changes: No recalculations e)Source of emission factors and GWP rates used: Office electricity consumption f) Consolidation approach: Operational control g) Standards: GHG Protocol standard

Theme	Indicator		FY 2022	FY 2023
Emissions	GRI 305-3	Other indirect (Scope 3) GHG emissions	13,820 tCO2e	a) Other indirect Scope 3 GHG emissions: 13,968 tCO2e b) Gases included in the calculation: All c) Biogenic CO2: 0 d) Other categories included in the calculation: All 15 GHG protocol categories e) Base year for calculation: 2022 i) Reason behind base year choice: Base year for SBTi near-term targets approval ii) Scope 3 emissions in base year: 13,820 iii) Context for any significant changes: No recalculations f) Consolidation approach: Operational control g) Standards: GHG Protocol standard
Emissions	GRI 305-4	GHG emissions intensity		a) GHG emissions intensity ratio: 56 kgCO2e / k€ revenue b) Metric chosen to calculate the ratio: Revenue c) Type of GHG emissions included in the intensity ratio: Scopes 1, 2 (location based) and 3 (all) d) Gas included: all
Emissions	GRI 305-5	Reduction of GHG emissions		See section 2.1 and 2.2.

Theme	Indicator		FY 2022	FY 2023
Waste	GRI 306-1	Waste generation and significant waste-related impacts		a) Description of waste-related impacts: i) Type of waste: Waste generated from office spaces ii) Source: Waste from organization's own activities.
Waste	GRI 306-2	Management of significant waste related impacts		Omission due to issue not applicable. Our waste generation is limited to office waste.
Waste	GRI 306-3	Waste generated	15.6 mt	20.56 metric tons (mt)
Waste	GRI 306-4	Total waste recycled	5.9 mt	18.8 mt
Waste	GRI 306-5	Total waste recycled	7.8 mt	1.76 mt
Supplier Environmental Assessment	GRI 308-1	New suppliers that were screened using environmental criteria		Omission due to unavailable information. Information is being currently evaluated.
Supplier Environmental Assessment	GRI 308-2	Negative environmental impacts in the supply chain and actions taken		See section 1.4 (double materiality) and 4.4 (supply chain).
Employment	GRI 401-1	New employee hires and employee turnover		a) Total number of new employee hires: 641 employees b) Total number of employee turnover: 515 employees

Theme	Indicator		FY 2022	FY 2023
Employment	GRI 401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees		a) Benefits that are standard for full-time employees include: Healthcare, Parental leave, Retirement provision, Stock ownership, among others.
Employment	GRI 401-3	Parental leave	65 employees	a) Total number of employees entitled to parental leave: unknown b) Total number of employees that took parental leave, by gender: 47 Woman / 41 Men c) Total number of employees that returned to work after leave ended: 47 Woman / 41 Men e) Return to work and retention rates of employees that took parental leave: 38 Woman (81%) / 39 Men (95%), as of June 1st 2024
Labor / Management Relations	GRI 402-1	Minimum notice periods regarding operational changes		a) Minimum number of weeks' notice typically provided: 2 weeks b) Specified in collective agreements: No
Training & Education	GRI 404-1	Average hours of training per year per employee[16]	38	7.1
Training & Education	GRI 404-2	Programs for upgrading skills and transition assistance	12 programs	14 programs, including: Programs include Manager Playbook, Coaching, Manager Gym, Digital Learning (Edflex & Skillsoft), Leading Change, Leadership Foundations, Manager Readiness, First-Time Manager, Transverse Leadership, Advanced Leadership, Hi Potential / Performance, Internal mentorship, Internal masterclass, Communication training program

[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.

Theme		Indicator	FY 2022	FY 2023
Training & Education	GRI 404-3	% of employees receiving regular performance reviews[17]	100%	100%
Diversity, Equity & Inclusion	GRI 405-1	Diversity of governance bodies and employees		a) Percentage of executive team in the following diversity categories: i) Gender: Men / Women / Non-Binary : 90% / 10% / 0% ii) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 0% / 60% / 40% b. Percentage of employees in the following diversity categories: i) Gender: Men / Women / Non-Binary : 61.5% / 38.2% / 0.3% II) Age group: under 30 yo / 30 to 50 yo / 50 yo and above : 23.9% / 71.8% / 4.3%
Diversity, Equity & Inclusion	GRI 405-2	Ratio of basic salary and remuneration of women to men		a) Ratio of the basic salary and remuneration of women to men for each employee Category: 89.3 b)The definition used for 'significant locations of operation': No categories, across the entire organization.
Non-discrimination	GRI 406-1	Incidents of discrimination and corrective actions taken		Total number of incidents of discrimination during the reporting period: 0
Freedom of Association and Collective Bargaining	GRI 407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk		Omission due to information unavailable. Currently developing new supplier standards looking to be addressed in 2024.

[17] % of full time and part time employees on the payroll

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Theme	Indicator		FY 2022	FY 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.
Forced or Compulsory Labor	GRI 409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor		No suppliers identified as having significant risk for incidents of forced labor.
Public Policy	GRI 415-1	Political contributions	0	0
Customer Privacy	GRI 418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data[18]	0	0

[18] 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.
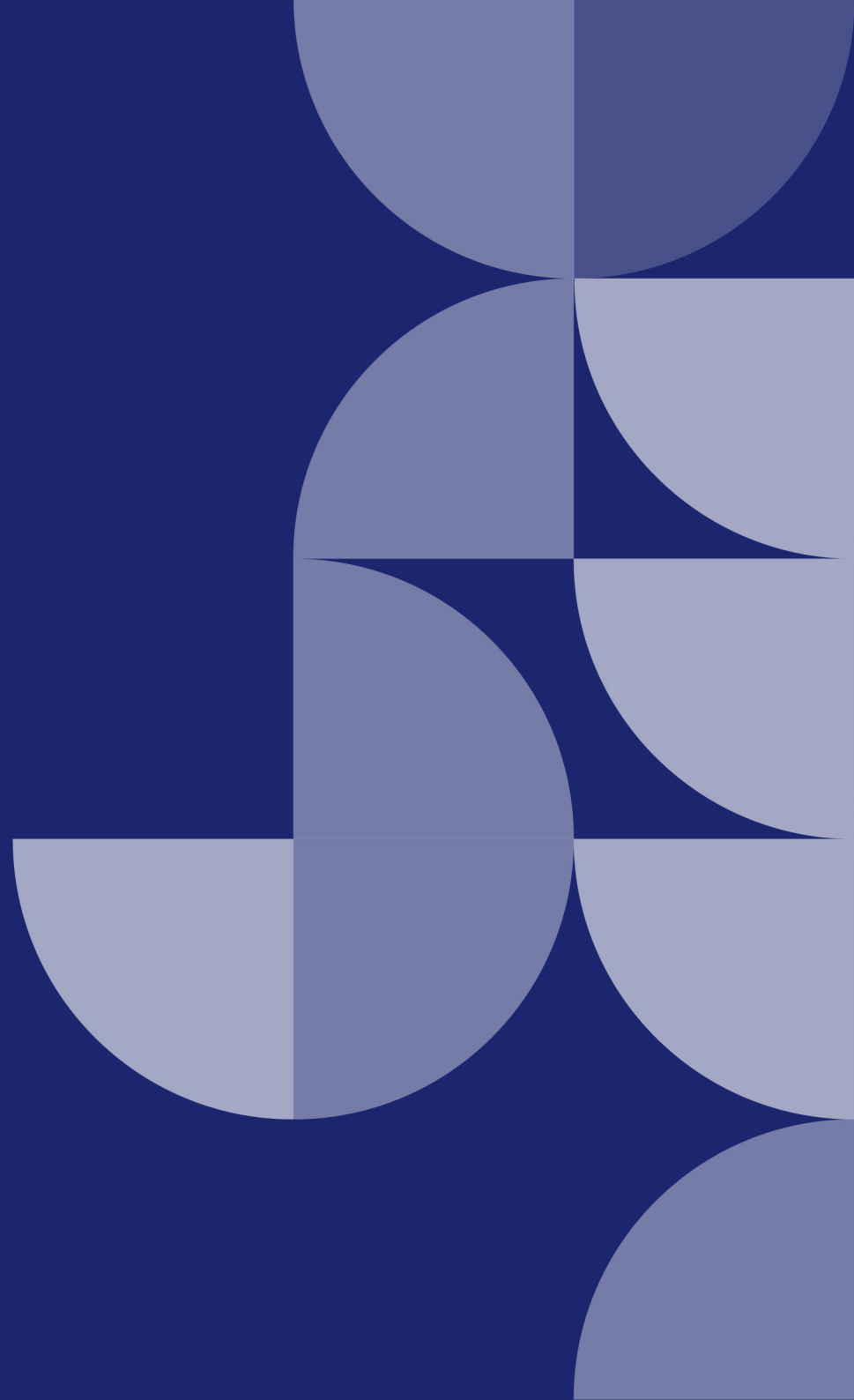
SDG Reporting

Theme		Indicator	FY 2022	FY 2023
Energy	SDG7	Share of energy used from renewable sources[19]	62%	51%
Energy	SDG7	% of facilities under green building certification	32%	43%
Mission & Engagement	SDG13	Share of employees trained on climate change	48%	60%
Mission & Engagement	SDG10 / SDG5	Share of employees trained on DEI	80%	100%
Mission & Engagement	SDG16 / SDG8	% of employees trained in human rights policies or procedures	100%	100%
Mission & Engagement		Number of FTEs dedicated to Impact	6	6
Emissions	SDG 13	% of GHG Emissions Offset	0%	0%
Waste	SDG 12	Global recycling rate	37%	91%
Health, Wellness & Safety	SDG8 / SDG3	Share of employees with access to health coverage benefit	100%	100%
Workforce	SDG8	Number of nationalities	67	85
Workforce	SDG8	Employee Net Promoter Score (September 2022)[20]	56 points	40 points
Diversity, Equity & Inclusion	SDG5/ SDG10	Share of women in senior leadership	38%	38.3%
Diversity, Equity & Inclusion	SDG5/ SDG10	Share of women in senior leadership	22%	32.8%
Diversity, Equity & Inclusion	SDG5	Gender Equality Index (France only)	76/100	91/100

[19] The proportion of renewable energy in our total consumption is calculated on the basis of certificates produced by our main office suppliers.
[20] The e-NPS is based on a engagement survey performed twice a year

Theme		Indicator	FY 2022	FY 2023
Diversity, Equity & Inclusion	SDG10	Number of Employee Resource Groups	4	4
Giving back	SDG10	# of volunteer days taken	32 days	93 days

Appendix

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 second 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.

Contentsquare is not yet able to establish a reliable reporting on all the two hundred indicators of the GRI standard. Our objective is to progress every year and 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.

Reporting Period

The reporting period covers Contentsquare's fiscal year from February 1, 2023 to January 31, 2024.

Reporting Scope

The data presented covers Contentsquare SAS[21] (headquartered in Paris, France) as well as its local Contentsquare entities[22], and other recent acquisitions including, The Hotjar company, acquired by Contentsquare in 2021 and the Ping Pong company acquired by Contentsquare in 2022. Heap, acquired in the Fall of 2023, is not included in this report.

A.2 Carbon Assessment

COMPARISON TABLE – 2022 VS. 2023

	2022 Contentsquare Group in tCO2e	2023 Contentsquare Group in tCO2e
Scope 1	27	105
Scope 2	228	253
Scope 3	13,820	13,968
Purchased goods and services	9,368	11,280
Capital goods	0	1133
Fuel and energy related emissions (not included in Scope 1 or Scope 2)	112	37
Upstream transportation and distribution	13	0
Waste generated in operations	53	49
Business travel	4206	2,259
Work-related travel	43	210
Upstream leased assets	25	0

[21] Société par actions simplifiée under French law
[20] 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

Overview of Near-Term Science Based Targets

Contentsquare submitted 2 near-term targets for review by the SBTi, which have been assessed and validated against the SBTi's quantitative and qualitative criteria, along with the Criteria Assessment Indicators.

Our first set of targets concerns our Scope 1 and 2 emissions, linked to our direct use of fossil fuels and electricity. Those targets are absolute, meaning that we aim to reduce the value of our Scope 1 and 2 emissions every year. Our second

set of targets concerns our Scope 3 emissions, linked to our indirect emissions (purchasing goods and services, traveling, generating wastes, etc). Those targets are relative to our added value, meaning that we aim to reduce the Scope 3 emissions per million USD value added. This allows us to take in consideration the predicted growth of Contentsquare over the next decade.

Target wording	Public	Base year	Most recent year	Target year	Type	Target value	Method used
Contentsquare also commits to reduce scope GHG emissions 58.1% per million USD value added within the same timeframe.	Yes	2022	2022	2032	Absolute	50.4%	Absolute Contraction
Contentsquare commits to reduce absolute scope 1 and 2 GHG emissions 50.4% by 2032 from 2022 base year	Yes	2022	2022	2032	Intensity	58.1%	Economic intensity (GEVA)

Scopes 1 & 2: Overview of near-term science-based targets

Contentsquare commits to reduce avsolute scope 1 and 2 GHG emissions 50.4% by 2032 from a 2022 base year
Public: Yes

Temperature classification: 1.5 °C

ABSOULUTE EMMISSIONS
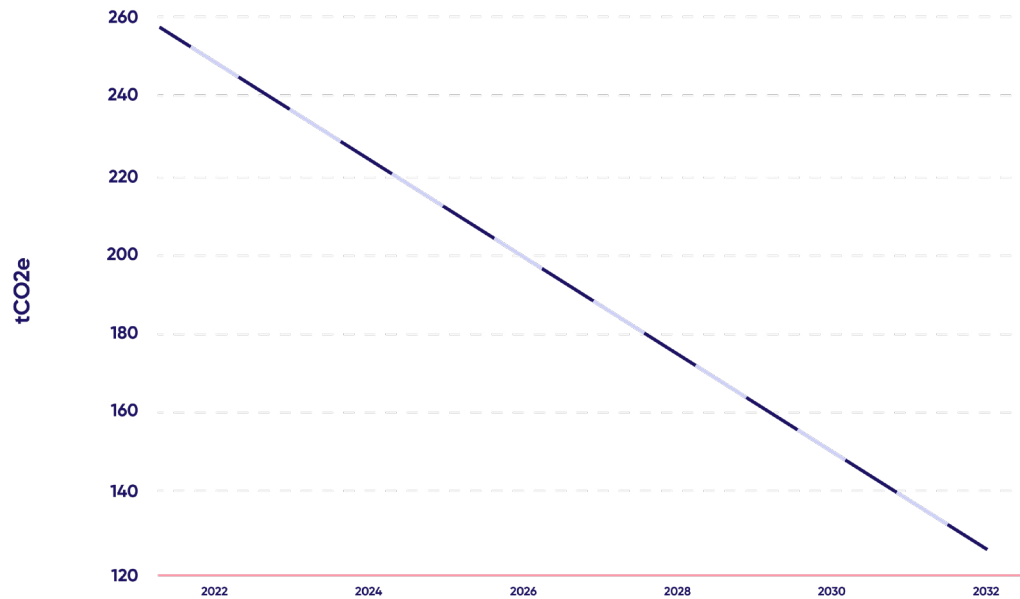
Company's ambition   Minimum ambition

Target Coverage

GHG Inventory breakdown	Minimum boundary emissions	Outside minimum boundary	Biogenic Total
Scope 1	100.00%	N/A	N/A
Scope 2 market-based	100.00%	N/A	N/A
Scope 3 total	N/A	N/A	N/A
1. Purchased goods and services	N/A	N/A	N/A
2. Capital goods	N/A	N/A	N/A
3. Fuel and energy related activities	N/A	N/A	N/A
4. Upstream transportation and distribution	N/A	N/A	N/A
5. Waste generated in operations	N/A	N/A	N/A
6. Business travel	N/A	N/A	N/A
7. Employee commuting	N/A	N/A	N/A
8. Upstream leased assets	N/A	N/A	N/A
9. Downstream transportationand distribution	N/A	N/A	N/A
10. Processing of sold products	N/A	N/A	N/A
11. Use of sold products	N/A	N/A	N/A
12. End-of-life treatment of sold products	N/A	N/A	N/A
13. Downstream leased assets	N/A	N/A	N/A
14. Franchises	N/A	N/A	N/A
15. Investments	N/A	N/A	N/A

Scopes 3: Overview of near-term science-based targets

Contentsquare also commits to reduce scope 3 GHG emissions 58.1% per million USD value added within the same timeframe.
Activity Unit: per million
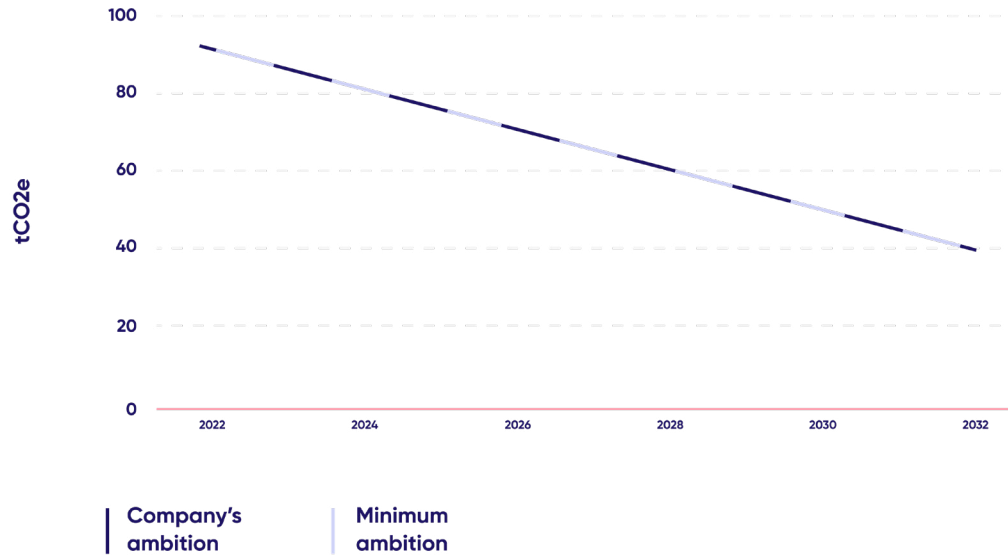USD value added Base Year Activity: 150
Most Recent Year Activity: 150
Target Year Activity: 1,363
Public: Yes

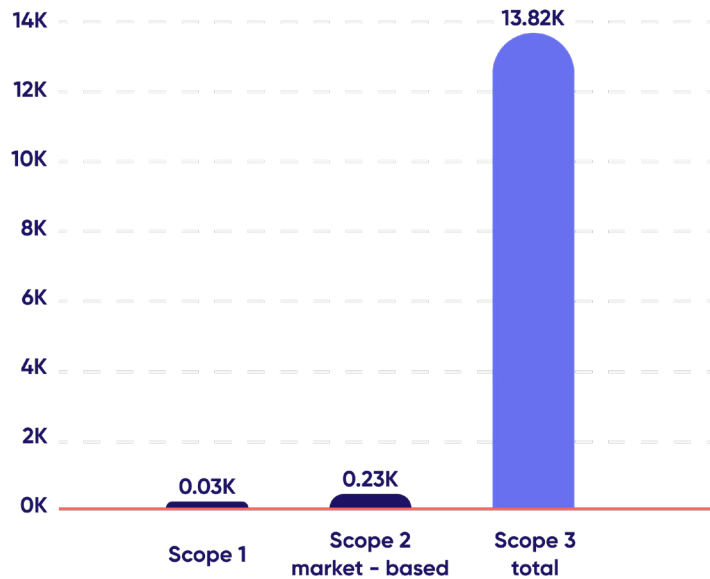## Temperature classification: N/A

EMISSION INTENSITY

Company's ambition | Minimum ambition

Target Coverage

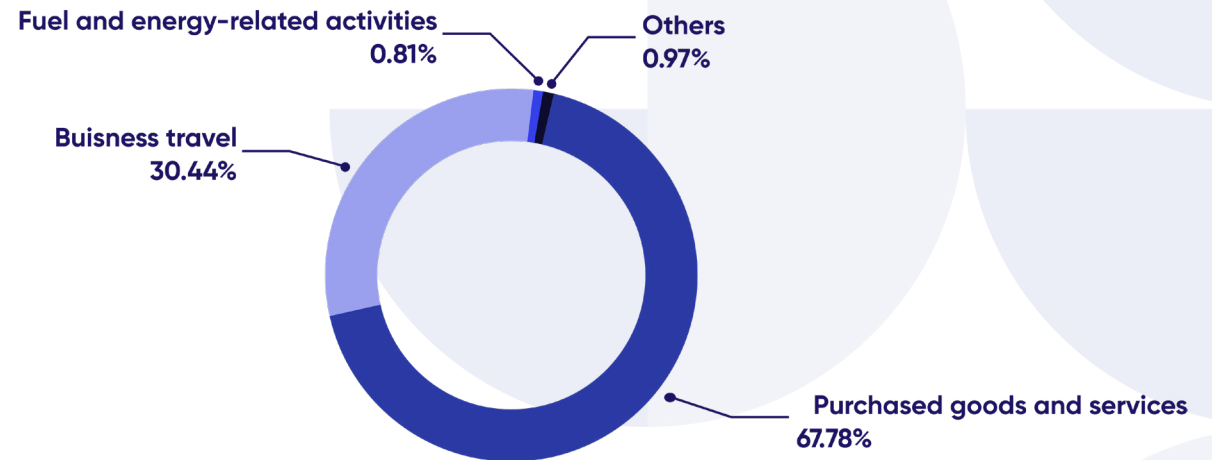| GHG Inventory breakdown	Minimum boundary emissions	Outside minimum boundary	Biogenic Total
Scope 1	N/A	N/A	N/A
Scope 2 market-based	N/A	N/A	N/A
Scope 3 total	100.00%	N/A	N/A
1. Purchased goods and services	100.00%	N/A	N/A
2. Capital goods	100.00%	N/A	N/A
3. Fuel and energy related activities	100.00%	N/A	N/A
4. Upstream transportation and distribution	100.00%	N/A	N/A
5. Waste generated in operations	100.00%	N/A	N/A
6. Business travel	100.00%	N/A	N/A
7. Employee commuting	100.00%	N/A	N/A
8. Upstream leased assets	100.00%	N/A	N/A
9. Downstream transportationand distribution	N/A	N/A	N/A
10. Processing of sold products	N/A	N/A	N/A
11. Use of sold products	N/A	N/A	N/A
12. End-of-life treatment of sold products	N/A	N/A	N/A
13. Downstream leased assets	N/A	N/A	N/A
14. Franchises	N/A	N/A	N/A
15. Investments	N/A	N/A	N/A

GHG Inventory – Target Base Year

In 2022, Contentsquare reported a total of 14,100 GHG emissions (tCO2e) in the full minimum boundary (scopes 1, 2 and 3). Contentsquare has also reported no emissions from the combustion, processing and distribution phase of bioenergy and the land use emissions and removals, associated with bioenergy feedstocks. The full breakdown of Contentsquare's GHG inventory, including optional emissions, is provided below.

TOTAL GHG EMISSIONS (tCO2e) 2022

Scope 1: 0.03K
Scope 2 market - based: 0.23K
Scope 3 total: 13.82K

SCOPE 3 BREAKDOWN BY CATEGORY

Fuel and energy-related activities 0.81%
Others 0.97%
Buisness travel 30.44%
Purchased goods and services 67.78%

2022 GHG Inventory

		Minimum boundary emissions	Share of total emissions (location-based scope 2	Share of total emissions (market-based scope 2	Percentage excluded from inventory	Outside minimum boundary (optional)	Bioenergy emissions	Bioenergy removals	Bioenergy total
SCOPE 1&2	Scope 1	26.78	N/A	0.19%	0.20%	N/A	N/A	N/A	N/A
	Scope 2 product-based	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	Scope 2 market-based	227.58	N/A	1.62%	0.20%	N/A	N/A	N/A	N/A
SCOPE 3	1. Purchased goods and services	9,367.50	N/A	66.56%	0.12%	N/A	N/A	N/A	N/A
	2. Capital goods	0.00	N/A	0.00%	N/A	N/A	N/A	N/A	N/A
	3. Fuel and energy related activities	111.53	N/A	0.79%	N/A	N/A	N/A	N/A	N/A
	4. Upstream transportation and distribution	13.37	N/A	0.09%	N/A	N/A	N/A	N/A	N/A
	5. Waste generated in operations	53.41	N/A	0.38%	N/A	N/A	N/A	N/A	N/A
	6. Business travel	4,206.20	N/A	29.89%	0.07%	690.89	N/A	N/A	N/A
	7. Employee commuting	42.85	N/A	0.30%	0.01%	422.71	N/A	N/A	N/A
	8. Upstream leased assets	24.95	N/A	0.18%	N/A	N/A	N/A	N/A	N/A
	9. Downstream transportationand distribution	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	10. Processing of sold products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	11. Use of sold products	N/A	N/A	N/A	N/A	6.00	N/A	N/A	N/A
	12. End-of-life treatment of sold products	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	13. Downstream leased assets	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	14. Franchises	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	15. Investments	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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