



GLOBAL COMPACT

2017 COMMUNICATION
ON PROGRESS

*the retail
Alchemists*



ALTAVIA

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RAPHAËL PALTİ CONFIRMS HIS COMMITMENT TO THE UNITED NATIONS GLOBAL COMPACT ONCE AGAIN

'Since we joined the United Nations Global Compact in 2008, the Altavia Group has accompanied its retail clients and brands as they go through far-reaching changes due, in particular, to environmental and digital developments and their impact on consumption habits. In 2017, our clients are, more than ever before, attentive to the Proactive Consumer ('consom'acteur®) whose demands in terms of health, societal responsibility and environmental protection have become increasingly stringent.

Altavia, the leading independent international group specialising in commercial communication for the retail sector, currently operates in 35 countries and on four continents. Bolstered by its diversity and united by its shared values, the Group is committed to making continuous progress in order to fulfil its role as an international responsible-communication player at the service of its retail clients.

More than ever before and during this period of growth, I am delighted to renew Altavia's commitment to the ten principles of the Global Compact, which concern the following essential subjects: human rights, labour, the environment and the fight against corruption.

Our strategic plan for 2020 - MOVE2020 - enshrines the CSR commitments of the Group within each of our business units. We undertake to share our aims, action plans and results with all stakeholders: employees, clients, suppliers, shareholders and partner associations.'

Raphaël Palti,
Founder Chairman of Altavia



THE ALTAVIA GROUP

Altavia was founded in Paris in 1983 by Raphaël Palti, its Chairman and CEO, and is the leading independent international group specialising in commercial Group is a federation of independent companies communication for the retail sector. The - the 'business units' - whose legal status varies (SASU, limited company, SA, etc.).

The Group operates in 35 countries around the world, employs almost 2,000 people and has a governance structure that encourages local initiative. Altavia pursues its growth to serve retailers and brands through the development of its fundamental activity in its business units, the acquisition of innovative specialised partners, and expansion in new countries and on new continents.

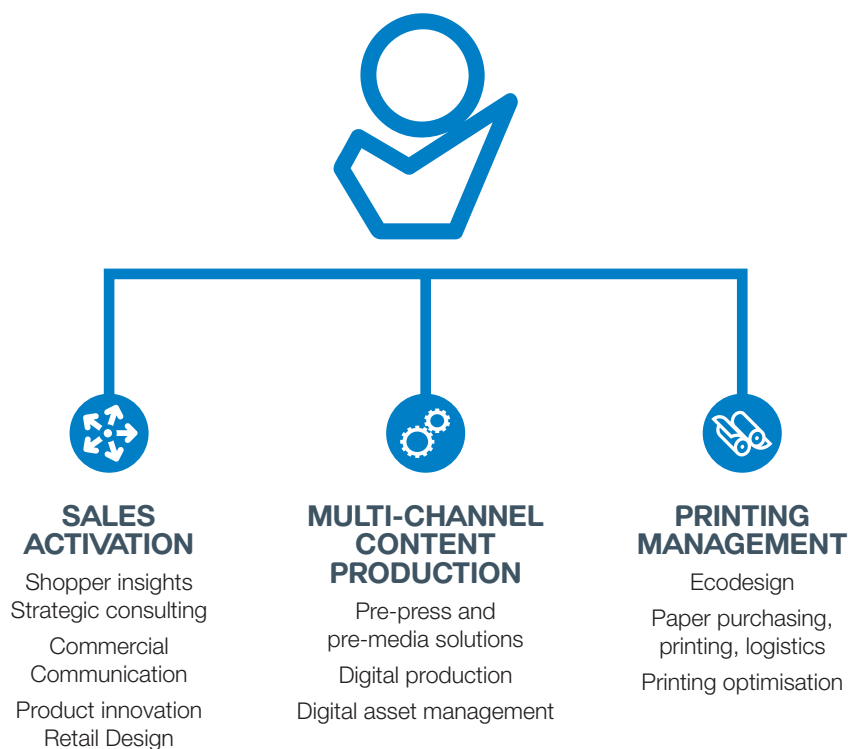
WHAT SETS US APART

At a time when consumption habits change more and more rapidly and the retail sector is being transformed,

we believe in constant self-reflection, the entrepreneurial spirit, and, above all, the energy created when our teams meet our clients. We believe in working together and in our people's ability to mobilise daily to support our clients all along the sales activation value chain: from the creative, bold idea that will make the difference to efficient and cost-management-aware implementation. That's our DNA. It's our nearly 35 years of experience serving retailers and brands.

A UNIQUE BUNDLE OF SERVICES

Throughout the year, we offer our clients commercial communication solutions designed to create value and delight the retail world: building the links between Proactive Consumers and retailer brands, making them smooth, satisfactory and fruitful.



OUR SITES



A FEW FIGURES

740

million euros in
turnover in 2017

2000

employees

140

million euro gross
margin in 2017

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

1. The Altavia Group's governance and CSR strategy

Criterion 1: The Communication on Progress (COP) describes the integration of the ten principles into the Group's strategic functions and business units

1.1. THE PLACE OF CSR WITHIN THE ALTAVIA GROUP

Altavia is an international group and constitutes a federation of companies within which the business unit is the centre of gravity. Altavia Connect is the shared services entity that works for all business units in the Group and for their clients. Essential functions, such as the Purchasing department, the Communication department and the CSR department, form part of this entity which is dedicated to serving the Group's business units.

Governance

The business units are led and coordinated by the Executive Committee in particular. The Group has an Executive Committee, a Board of Directors, an Audit, Accounts and Investment Committee, and an Appointments and Compensation Committee which meet several times a year. The French and European business units also have their own committee. The CSR team is coordinated by the Group's Human Capital Director, who is a member of the Group Executive Committee. The CSR department undergoes a specific business review whose work is reported to the Group Executive Committee every year so that its effectiveness may be assessed.

Although not a publicly-listed company, Altavia has published its annual report every year for the past 20 years. This demanding exercise is in keeping with the Group's beliefs and values, particularly the need for transparency.

Fundamentals

Every four years, a strategic plan called MOVE (Make Our Vision Effective) is put in place. Each business unit in the Group presents an action plan that is specific to the BU and is structured around our six fundamentals: our Human Capital, our Client Base, our Finances, our Offerings and Expertise, our Identity and Image, and our CSR. Each business unit adapts these six fundamentals through actions, pilot projects and innovations. The CSR department assists the business units with the implementation of their MOVE in the area of CSR.

The Altavia Group's CSR manifesto

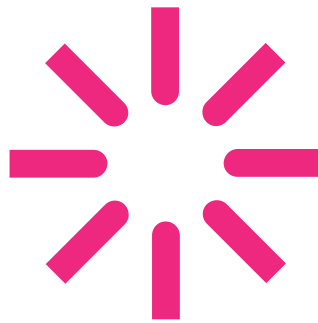
In order to make the main lines that make up the Altavia Group's CSR policy more clear and transparent, a CSR manifesto has been drafted with the Founder Chairman and Group Executive Committee. Still a work in progress, the manifesto will be sent to all employees and made public in 2018.

OUR 10 VALUES



PROGRESS

Maintain a pioneering spirit.
Accept change. Encourage innovation.
Inspire the desire to exceed our own limitations.
Challenge preconceived notions and ready-made solutions.



ENERGY

Use all our positive energy to improve our service to our clients.
Encourage an energetic approach.
Refuse to settle for the status quo.
Fight lethargy.



ENTHUSIASM

Impart our enthusiasm to light the way in our working relationships.
Put our heart into our work.
Act with reason and passion.
Maintain a sense of curiosity.



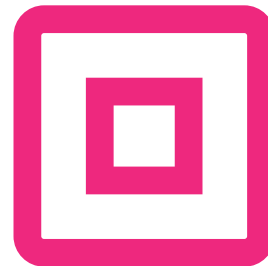
HUMANITY

Respect human values
Put people at the heart of our actions.
Help preserve humanity's future by encouraging sustainability in our actions.



SHARING

Share our expertise, our culture, our best practices, our experiences amongst ourselves, and with our clients and partners.
Share the fruit of our efforts



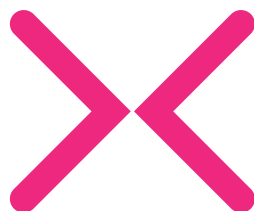
INTEGRITY

Base our behaviour on a strict sense of integrity.



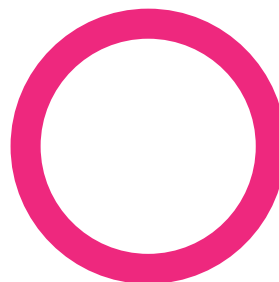
TRANSPARENCY

Ensure transparency in our actions (to make them clear and understandable).
Refuse to leave things unsaid.
Inform and explain.
Speak the truth, always and everywhere.



PROXIMITY

Be close to our clients, our people, our partners and our markets.
Practise active listening.



SIMPLICITY

Act to make our clients' work easier.
Always aim for simplicity in our methods and our structures.
Avoid overcomplicated relationships with others.



FLUIDITY

Make good use of technologies that can help processes flow more smoothly. Make working relationships more interactive.
Create environments that encourage dialogue and communication.

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

1.2. IMPLEMENTATION OF CSR WITHIN THE GROUP

Digital technology at the service of CSR

Altavia's blog, accessible through the Group's website, is used to share environmental and social issues with staff and all stakeholders.

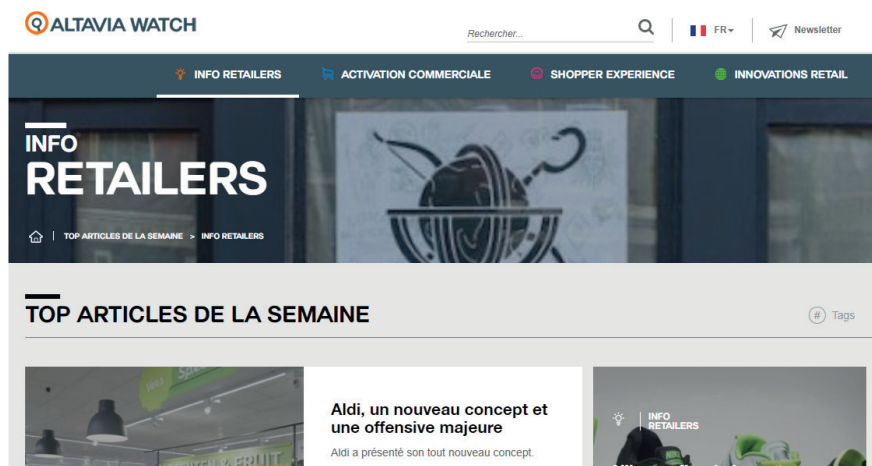
'Expert' employees invite the reader not only to discover the Group's news but also subjects such as, 'The French and responsible consumption' or 'How does technology

allow consumers wanting to eat organic to bypass supermarkets?'

www.altavia-group.com

The Altavia Group also has a unit that specialises in keeping a lookout for change, Altavia Watch, which pays particular attention to social and environmental issues connected to the retail sector.

www.altavia-watch.com

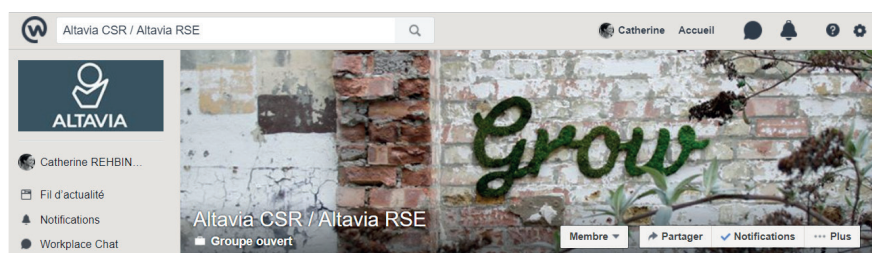


Furthermore, Altavia was one of the first companies to adopt Facebook's social network for businesses, Workplace. This platform enables all employees to share ideas, (personal or professional) initiatives, the best client case studies, press articles, etc.

Workplace is used by the CSR team to bring CSR matters to the attention of all employees. The Workplace group is dedicated to CSR and open to all

employees, thereby enabling the BUs to share their 'best-of and best practices' as well as global or national CSR events.

This group shall also become a forum in which CSR news and trends can be shared. Finally, the CSR department uploads training material for the Group's various CSR offers on to the platform to help the BUs familiarise themselves with these subjects and find the best solution for their clients



Involving employees

Events are held throughout the year in order to raise employee awareness and give employees the opportunity to get involved in a social or environmental cause. Every year, all of the Group's business units celebrate European Sustainable Development Week, which coincides with CSR Week. In 2017, CSR Week was dedicated to the circular economy and well-being; during this week, a 'swap shop' was set up and natural hygiene

products were put on display and sold. Solidarity is clearly a value dear to Altavia employees. In 2017, around 50 employees took part in the 'Hero Run' held in Paris and Lyon to raise money for the 'Goods to Give Agency' (Agence du Don en Nature). A collection of toys on behalf of a number of associations was also organised in Saint-Ouen during the winter holiday period



2017 Hero Run

Our areas of progress

Coordination of the Altavia Group's CSR policy currently depends on a small network of employees on whom the CSR department relies to report their business unit's initiatives in this area. In order to support its strategic projects, the CSR department intends to roll out this network of CSR ambassadors in all of the business units. By the end of 2018, each CSR ambassador will have a specific roadmap. The ambassadors will raise the

awareness of staff and implement CSR actions within their business unit. By taking part in workshops, they will also be involved in forming the Altavia Group's CSR strategy. They will benefit from the involvement of experts who will broaden their knowledge of CSR and thereby enable them to confront the environmental, social and societal challenges of their business unit.

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

2. The Altavia Group's Responsible Purchasing Policy

Criterion 2: The COP describes the integration of the ten principles into the Group's value chain

2.1. NEED FOR VIGILANCE TOWARDS OUR SUPPLIERS AND SUBCONTRACTORS

In 2017, the Altavia Group's Purchasing department managed all of the subcontractors of the French business units. The specifications sheet that has to be signed by subcontractors (mainly printers) comprises a CSR charter that is dedicated to subcontracting activities. By signing this document, the partner undertakes to respect the ethical and environmental principles and labour standards in place.

The international structure of the Purchasing teams will help ensure that the CSR charter is signed by all BU suppliers. Within the Altavia Group, 15 business units are FSC® and PEFC™ certified. Consequently, the origin and composition of wood-based materials are checked and a risk analysis is performed.

In addition to the caution taken upstream of Altavia's activities, the business unit, Altavia Optitrans, which specialises in transport and logistics, questioned its 44 transport service providers on CSR matters. The questionnaire was used to verify the transport service providers' commitment to reducing their greenhouse gas emissions. It transpired that 38% of service providers respect the EURO 5 standard and 53% respect the EURO 6 standard. Furthermore, 82% of service providers are ISO 14001 certified. Altavia Optitrans also identified a number of best practices such as the purchase of gas-powered vehicles, the use of accessories to reduce aerodynamic drag, the recycling of engine oil and even the organisation of eco-driving courses.

Finally, the Altavia Group intends to introduce a Responsible Purchasing Policy that is based in particular on the incorporation of social and environmental criteria into the supplier and subcontractor referencing process. A risk analysis and audits will be carried out among strategic suppliers in countries that pose a risk.

2.2. SOCIAL PURCHASING

Social inclusion is of great importance to Altavia. Consequently, since 2015, Altavia has developed its Positive Sourcing® brand, which is primarily based on the employment of disabled people.

In France, socially-responsible products are procured from disability-friendly companies ('EA') and sheltered-employment organisations ('ESAT'). The CSR department works with an Altavia Connect buyer to boost and consolidate purchases from the adapted and protected work sector ('STPA'). The CSR department is responsible for training and raising awareness among employees while the buyer manages the service providers.

In 2017, for example, the CSR department organised a round table on Positive Sourcing® during European Disability Employment Week. The aim of this event was to get all stakeholders - service providers, staff and one of our clients - to discuss the barriers and levers of social purchasing. A practical manual was also distributed among employees to give them all of the tools necessary to increase purchases from the adapted and protected work sector.

[➤ In 2018: implementation of a performance indicator.](#)

A few examples of in-house actions

Elsewhere in the world, the business units promote the reintegration of vulnerable people. For example, Altavia Hellas (Greece) works with Kethea, a network of care centres that help dependent adults rebuild their lives following a period of addiction or imprisonment. Altavia Italia is currently working with two printing cooperatives, Sollicitudo and San Patrignano, that are committed to the reintegration of vulnerable people.

Altavia's partnership with Gesat

The purpose of the adapted and protected work sector ('STPA') is to consolidate the work-related goals of disabled people and provide training for and promote the employment of disabled people. By entrusting production to an STPA company, Altavia helps to ensure that disabled people become long-term members of the labour market. In France, the purpose of the Gesat network is to promote the adapted and protected work sector to companies and public bodies. As part of its partnership with the Gesat network, the Altavia Group has helped to support disability-friendly companies ('EA') during the FSC® certification process. Altavia has shared its experience in and knowledge of retailer requirements regarding responsible communication and the certification of printers operating in the market.

'Let's give a boost to Positive Sourcing®' round table. A discussion chaired by Gesat on the barriers and levers to increasing our involvement with the adapted and protected work sector.



INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

3. Respect for Human Rights

Criterion 3: The COP describes specific Human Rights commitments, strategies or policies

Criterion 4: The COP describes the management systems in place to integrate Human Rights principles

Criterion 5: The COP describes the monitoring and assessment methods in place for the integration of Human Rights principles

3.1. HUMAN CAPITAL: A LEVER FOR THE DEVELOPMENT OF THE ALTAVIA GROUP

In 2017, the Altavia Group's Human Capital Director and the business unit teams reviewed the Human Capital policy. This revision process gave rise to a website that is dedicated to Human Capital. The website enables all employees to consult the Human Capital policy at any time: the founding principles, the responsibilities of managers, our rights and obligations, the 'cornerstones of best practice' in the area of Human Capital, and our commitments (fight against discrimination and harassment, preventing

conflicts of interest, fair recruitment). Staff can also access information on the best practices of managers ('The Art and Style of the manager'), an induction manual, a presentation on collaborative tools and useful links.

Finally, a dedicated group (ALTAVIA INSIDE) on the company's social network enables employees to share best practice and communicate directly with one another on a daily basis.

Within the Group's code of ethics, entitled 'The Art and Style of Altavia', the ethical foundations constitute a common base for the business units and guarantee a serene working environment for Altavia's current and future employees. Altavia and its subcontractors undertake to respect the rights of men and women in all of the countries where they operate.

Extracts from the Human Capital policy editorial written by Raphaël Palti, Founder Chairman of Altavia

'Since our creation, Human Capital has become one of the main levers of development for the Group. To make this belief felt throughout our community of 2,000 people, we have brought together in a unified and simple way the ten founding values of Altavia. I am particularly fond of these values, which constitute the heart of our engine.

These ten values breathe life into 'the Art and Style' of Altavia and in so doing enable our employees to act responsibly and innovate continuously as they go about their day-to-day work with our clients and, thanks to the suggestions made by our employees, they let the Altavia community grow.

Wherever we operate, we also undertake to abide by the international labour standards laid down by the International Labour Organization (ILO). To maintain our entrepreneurial spirit, Altavia is committed to renovating the working spaces in all of our business units, to supporting our staff's move towards new organisational structures, to actively supporting start-ups and to encouraging career development within the Group. We think about our employees every day and our shared commitment is to grow together to meet our clients' expectations.'

3.2. DIVERSITY: A REAL ASSET FOR THE GROUP

Our commitment to diversity

The Altavia Group values diversity, which is primarily expressed through the wide range of career paths followed by its staff. Furthermore, all ages are represented within the Group, from a student on a work/study programme to an employee who is nearing retirement

WOMEN MAKE UP
59% OF THE GROUP'S
WORKFORCE IN FRANCE.



Roberta Gerevini – Receptionist –
Altavia Italia

ROBERTA

SETTING THE TONE FOR THE DAY

Roberta knows that the way visitors are welcomed and their first point of contact, whether that's by telephone or in person, will determine how they see the company. And Roberta is naturally welcoming; that much is clear. Her smile and way of being helpful show how seriously she takes her colleagues' quality of life. And they appreciate it: Roberta is popular. She has been the head of reception at Altavia Milan for 20 years:

'Every morning, I open up the offices, and I try to create a good working atmosphere. I love welcoming visitors. Outside of work, I love nature, reading, cooking, and I'm also involved in socially-minded projects.'



Claire Cao – Accounting assistant –
Altavia China

CLAIRE

A UNIQUE PERSONALITY

During her undergraduate studies, Claire discovered that she had a taste for artistic production. She has made several short films under her own name and has also proved herself as an actor and dancer. Naturally optimistic, she never gets discouraged. Currently, Claire works in Altavia China's financial department. As an accounting assistant, she's asked to be in contact with banks and administrative tax or finance agencies: lots of paperwork for an artist! But she handles it perfectly, and in a very organised way. Always helpful and willing to lend a hand, Claire is a ray of sunshine in an activity that's not always glamorous.

'I feel good at Altavia, and my colleagues immediately accepted me as a member of the family.'

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS



Ernesto Diaz – IT Manager -
Altavia Ibérica

ERNESTO

EVERY PROBLEM HAS A SOLUTION... AND A SMILE GOES A LONG WAY

Our 'MacGyver' knows how to do everything and fix anything in the blink of an eye. Ernesto has been no more and no less than the IT manager for Altavia Iberica for 17 years. Passionate about new technologies, he's always on the cutting edge of the best digital innovations in the retail world and is able to adapt them to our teams' and clients' needs. Thanks to him, our three offices and on-site teams are always able to communicate perfectly.

'I'm always on the lookout for new innovations. I like to understand them and apply them in my professional and personal life. I get bored quickly with routine and repetitive tasks. I'm always looking for solutions.'



Erick Demulder – Responsable Achats
Offset Feuille - Altavia Connect

ERICK

A BEAUTIFUL PROFESSIONAL HISTORY

Erick began working at age 16 as an apprentice in offset printing. He then worked as a producer for over 10 years. That was in 1993, the beginning of the internet age. After five more years in the purchasing department of a small platform that initiated him into rotary press, marketing and POS business areas, Erick joined the Altavia Group as a print purchaser. He became part of a team of experts that had contacts all over the world and prestigious clients like L'Oréal: a real scale-up! Currently, Erick is in charge of paper purchasing, a recently-created and crucial position, considering the increase in traditional offset paper and digital purchasing. He has more to do every year. He leads a team of two, not to mention regular interaction with his colleagues in every country where Altavia operates.

'I'd say I'm proudest when I get a call or email from a colleague and I'm able to help them find the right solution for their needs. Is there a better way to be recognised?'

BU examples

Altavia Paris has entered into an agreement with a school to facilitate the insertion of young people on a work/study programme into the world of work.

Altavia Nantes has signed a 'generation contract' to keep older employees in work.



Éric Bellion surrounded by commeunseulhomme ('Stand as one') sponsors.

COMMEUNSEULHOMME

In 2017, Altavia, along with 14 other companies, sponsored the COMMEUNSEULHOMME ('Stand as one') project, whose mission is to celebrate difference. The project was led by skipper, Eric Bellion, on the Vendée Globe, the world's most important round-the-world singled-handed sailing race. He aimed to promote the wealth that lies in difference and to change mindsets by inviting the general public on board! At 4.58 p.m. on 13 February 2017, Eric crossed the finish line. It was a resounding success and a great adventure for all of Altavia's employees, who made a video on the theme of 'Daring to be different' to celebrate this project.

3.3. NEED FOR VIGILANCE TOWARDS RESPECT FOR HUMAN RIGHTS

The CSR Charter signed by the French business units' subcontractors contains a number of requirements that concern the prevention of discrimination and child labour. The international structure of the Purchasing teams will help ensure that the CSR charter is signed by all BU suppliers.

The Altavia Group intends to introduce a Responsible Purchasing Policy that is based in particular on the incorporation of social and governance criteria into the supplier and subcontractor referencing process. A risk analysis and audits will be carried out among strategic suppliers in countries that pose a risk.

Internally, employees can report any Human Rights breach, whether in violation of their rights or those of another employee, to their Human Capital representative.

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

4. 4. Respect for labour standards

Criterion 6: The COP describes specific labour standard commitments, strategies or policies

Criterion 7: The COP describes the management systems in place to integrate labour-related principles

Criterion 8: The COP describes the monitoring and assessment methods in place for the integration of labour standard principles

4.1. THE GROUP'S COMMITMENTS

Wherever the Group operates, employees are fully aware of the labour standards to be respected. Raphaël Palti's editorial on the website dedicated to Human Capital refers to the ILO's conventions, which can be accessed by employees through a link.

Altavia also makes sure that labour standards are upheld by its suppliers by asking them to sign the CSR Supplier charter.

Health and safety of employees

'The Art and Style of Altavia' reminds each employee of the health and safety rules to be respected at work. It is down to individuals to make sure that their behaviour does not put others in danger and to inform their manager or BU managing director of any hazard they come across.

The French business units apply the country's employment law in close cooperation with staff representatives and the members of the Health, safety and working conditions committee ('CHSCT'). Workplace safety instructions and regulations are displayed in the offices. Fire and first-aid training courses are run on a regular basis for employees. Furthermore, a safety logbook is kept to monitor mandatory maintenance operations (fire extinguishers, emergency lighting units).

All risk assessment results are contained in a single document ('document unique').

With regards to industrial relations, employees benefit from having staff representatives (works councils, shop stewards) and their opinion is regularly sought through Human Capital surveys which measure employee satisfaction and experience within the Group, business unit and team as well as during the employee's day-to-day working life anonymously. The results of each survey are shared with all of the employees and give rise to workshops during which ideas and suggestions for actions are elicited.

Health and safety actions are also taken outside of France but are not harmonised. Consequently, the CSR department wishes to establish with the Human Capital Director and the business unit directors a common base of health and safety principles for the Group's employees that comprises at least one supervisor and a number of procedures and training courses.

4.2. WORK AND MORE BESIDES!

Conviviality and well-being

Since the company was established, Altavia has introduced 'rhythms and customs' within the Group and in each business unit. Rhythms and customs consist of moments that favour the sharing of BU and Group information, let employees learn more about our business areas and interact in a convivial environment, as exemplified by our extended seminars. Each business unit also encourages employees to take part in common activities, such as well-being workshops, and to do a sport.

A few examples of in-house actions

Altavia Paris offers all of its employees half-price shiatsu sessions, which are held on the premises. The sessions take place during working hours and enable everyone to take a break during the day. In addition, Altavia Paris employees can benefit from reduced-price sport sessions thanks to the Works Council. Altavia Aura employees may take part in workshops with a naturopath in Saint-Etienne, while in Nantes, a kinesiotherapist provides massages on a regular basis.

Every month, Altavia Paris organises a 'Happy Time' during which a professional comes to the company to discuss a subject with staff. As part of the 'Right to disconnect' agreement signed by the business unit, employees received advice on how to turn away from their screens and manage stress caused by an excessive amount of information.



WORK-LIFE BALANCE

The business units have taken various measures to enable employees to strike a better work-life balance. Several business units have implemented teleworking. Saint-Ouen employees have a concierge service that offers postal and dry-cleaning services, among other things.

4.3. ASSESSMENTS

Within the French business units, regular and transparent dialogue between the business units' departments, staff and CHSCT representatives ensures that labour standards are respected.

In France, we measure the company's social performance - workforce, employment, temporary staff, absenteeism, work accidents, training, industrial relations, discrimination, remuneration and social benefits - on an annual basis.

Within the Group, the business units are audited once a year by an in-house auditor. Among the various areas examined, the in-house auditor checks whether workplace health and safety procedures are respected. With regards to Human Capital, the management of recruitment, career and departure processes, business expenses and the allocation of company cars are also audited.

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

5. Sound environmental protection policies and procedures

Criterion 9: The COP describes specific environmental commitments, strategies or policies
Criterion 10: The COP describes the management systems in place to integrate environmental management principles

Criterion 11: The COP describes the monitoring and assessment methods in place for the integration of sustainable environmental management principles

5.1. RESPONSIBLE COMMUNICATION: A CORNERSTONE OF ALTAVIA'S CSR POLICY

Our commitments

Improve our energy footprint

- Digital transition
- Waste recycling
- Resource management
- CO₂ emissions

Help our clients reduce the environmental impact of their communication solutions (responsible communication)

- Measurement of carbon emissions (Carboscan®)
- Ecodesign (Ecopublishing®), watch
- Upcycling, circular economy

> In 2018: implementation of a performance indicator.

Our Certificates



Since 2010, Altavia has renewed its FSC® and PEFC™ certificates every year in order to guarantee the traceability of the paper used to make its clients' communication solutions.

In 2017, two new business units were certified: Altavia Japan became FSC® certified and Altavia Fiber Value (France) became FSC® and PEFC™ certified, thereby bringing the total number of certified BUs in Europe and Asia up to 15. Every year, four business units are audited by Bureau Veritas.

As part of the ISO 14001 standard, Altavia Iberica (Spain and Portugal), audited by Bureau Veritas, Altavia HTT (UK), audited by the British Assessment Bureau, and Altavia Sumis (Netherlands) carry out an annual assessment of their environmental indicators (use of water, energy and paper, etc.) in order to identify any areas that could be improved. Specific targets and an action plan are then defined in order to continuously improve the business units' performance.

> In 2018: implementation of a performance indicator

Our responsible communication offers



Altavia offers all of its clients a carbon footprint calculator (CarboScan®) so that they may have a clear picture of the CO2 emissions associated with their communication tools. This tool, which enables clients to stand out from their competitors, takes design, paper, printing and transport into account.

In 2017, a new version of CarboScan® was launched to make it easier for employees to use, and to provide more information to clients. Consequently, production-related carbon emissions now systematically appear on quotes and invoices. In France, the new version of CarboScan® will also state the project's Citeo eco-contribution amount and, as from January 2019, will automatically complete a Citeo preliminary declaration form. The Altavia Solutions and Citeo teams work in partnership to develop this innovative solution.



Created and launched in 2012 by Altavia, Ecopublishing®, the benchmark for the reduction in the environmental footprint of printed media, is an ecodesign process that is based on a range of criteria that cover the communication solution's entire production and distribution chain. The year 2017 ended with a revision of Ecopublishing® criteria in order to make the benchmark easier to understand and use, while maintaining the same high standards.

New Ecopublishing® criteria in 2018

- Use of certified or recycled paper
- Paper procured from a stationer who is committed to environmentally-friendly operating principles (checked on the Environmental statement, Paper Profile or the Carbon footprint)
- Printing entrusted to a printer who is committed to environmentally-friendly operating principles (ISO 14001 or Imprim'vert certified, for example)

Transport entrusted to a service provider who complies with the EURO 5 standard

- Easily recyclable communication solution: no elements that hinder recyclability according to the Citeo table: kraft paper, dyed fibre, glue, UV coating, lamination, wet-strength paper, UV-offset printing, non-fibrous elements.



UPCYCLING

An integral part of Altavia's offering, upcycling enables clients to give a new lease of life to their communication solutions. PVC banners are turned into bags, pencil cases and folders. Catalogues and annual reports become book covers. The business units have made use of upcycling for their own in-house projects.



Orange communication solutions upcycled to make folders, covers and bags.

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

Employees receive training on the Group's responsible communication offers and the Group Executive Committee is informed every year of the problems associated with managing FSC® and PEFC™ certificates during periodic reviews.

5.2. OUR IN-HOUSE ACTIONS

Employee mobility

In order to reduce carbon emissions generated by business trips, the Altavia Group introduced in 2016 a number of Google Suite solutions (Hangout – Google Drive) that provide a positive video-conferencing experience together with a document-sharing function. Aware of the environmental impact of business travel, the business units also take measures to reduce car use by a single person.

Promoting responsible consumption

The business units manage their waste in a responsible manner by sorting as much of it as possible and by using specialist waste collection companies. In addition to paper and packaging, batteries and electronic waste are collected separately.



A few mobility examples

In Nantes, employees are invited to use the carsharing network, Lilas and bicycles are also made available to them. A mobility plan with the city of Nantes also offers several benefits such as a contribution towards the purchase of an electric bike, a reduction on the price of an annual public-transport pass and a reduction on the price of the city's bike-hire pass.

Altavia Aura (Saint-Étienne) has electric bikes that employees may use during their lunch break. As Altavia Optitrans teams are located in Paris, Nantes or Lyon, employees have a tool that lets them share their screen. They also try to organise video-conferencing meetings with prospects whose office is far away before seeing them in person.

The business unit, Disko uses a responsible business travel agency that provides it with a carbon report that enables the BU to assess its footprint.

The Saint-Ouen business units were invited to take part in a workshop during 2017 Mobility Week. The purpose of the workshop was to put forward solutions that would reduce the environmental impact of the business trips made by employees in Saint-Ouen. The ideas generated during the workshop were used to draft Altavia's mobility plan in Saint-Ouen.



OUVERTE LA CLIMIT!

ALLEZ, SALUT!

©2002

TOUS LES CLIMATISEURS INSTALLEES ENTIENNENT PAS JOUR AUTANT DE GAZ A EFFET DE SERRE QU'UN TROUET POUR-VAGABOND EN VOITURE!

VACANCES + RHUM... PVDH!

the retail Alchemists

ALCHIMIA

Altavia HTT is Carbon Neutral

In partnership with the World Land Trust, Altavia HTT has joined an offset programme for the greenhouse gas emissions produced by the activities of its two offices in the UK.

Thanks to this offset programme, land in Ecuador is protected and reforested.

Internally, not all business units have implemented the environmental impact assessment. In 2017, six business units were assessed by Ecovadis. Agence Cosmic was awarded Silver 'status' while Altavia Nantes, Altavia Act* and Altavia Paris were awarded Gold status. Other business units are ISO 14001 certified and are assessed annually as part of this standard.

3 areas of progress were identified by the CSR department for 2018:

- Implementation of ESG reporting at Group level
- Responsible Purchasing
- Digital transformation

INCORPORATING THE 10 PRINCIPLES INTO THE GROUP'S STRATEGY AND OPERATIONS

6. Sound anti-corruption policies and procedures

Criterion 12: The COP describes specific anti-corruption commitments, strategies or policies

Criterion 13: The COP describes the management systems in place to integrate anti-corruption principles

Criterion 14: The COP describes the monitoring and assessment methods in place for the integration of anti-corruption principles

6.1. THE REGULATORY FRAMEWORK: SAPIN II LAW

In light of the 'law on transparency, the fight against corruption and the modernisation of business practices', known as the Sapin II law, the Group has revised its 'The Art and Style of Altavia' code of ethics.

A work group was formed in 2017 to implement the corruption prevention and detection measures required by the law. It comprises: the General Secretary, the Group's Human Capital Director, the Human Capital France Director, the In-house audit manager, the Corporate Legal Affairs Director, the Commercial Legal Affairs Director and the Group Finance Director.

This work group has facilitated the undertaking of work and enabled the implementation of the eight principles of the Sapin II law to move forward.

- The risk map has been created.
- The code of ethics has been updated. It specifies the best practices to be followed internally and with Altavia's stakeholders. The code of conduct that forms part of the code of ethics also notes that disciplinary measures are to be taken in the event the Group's rules are breached.

- A notification system has been introduced: employees will be able to send to a dedicated E-mail address a message that is later forwarded to the Appointments and Compensation Committee. Each message will be investigated. The Human Capital department will be responsible for training managers and employees who are exposed to the risk of corruption and influence peddling.
- The Altavia Group implements procedures to assess the risk of corruption and influence peddling that could concern its suppliers and main clients.
- In-house audits and, possibly, the French anti-corruption agency ('AFA') may check whether the Group's procedures and code of conduct are implemented correctly.

ACTING TO SUPPORT BROADER UNITED NATIONS GOALS

1. Sustainable Development Goals

Criterion 15: The COP describes the contributions of the core business to the UN's broader goals and challenges

Criterion 16: The COP describes strategic social and philanthropic investments



Several business units are led by women. Women are also well represented within managerial and business-area director positions.



Through its Positive Sourcing® policy, Altavia helps to ensure vulnerable people have access to a job. The Group is also involved in the '1,000 jobs, 1,000 companies' programme launched by the Com Media watchdog and the Ile-de-France employment centre.



Thanks to its Ecopublishing®, CarboScan® and upcycling client offers, Altavia promotes responsible consumption and production practices. The CSR department is also developing end-of-life/upcycling ecodesign and management consultancy services by organising workshops with the production teams.



Having improved its CarbonScan® tool, the Altavia Group will be able to provide a more accurate measurement of the greenhouse gas emissions of communication solutions and help its clients reduce these emissions.



As a group that is FSC® and PEFC™ certified, Altavia promotes sustainable forestry management.

ACTING TO SUPPORT BROADER UNITED NATIONS GOALS

2. The Group's societal commitments

Altavia's community commitment is inspired by the 10 values embedded in the Group's DNA, and is based on a voluntary approach that motivates all the Group's staff in all countries and in every one of our business units. Our sponsorship activities are aimed at benefiting local communities in those areas where we have a presence, while following three guiding principles: solidarity, entrepreneurship, and access to education and culture.

Throughout the year, Altavia staff proactively offer their skills and time to non-profit organisations.

THE GROUP'S COMMITMENTS

Goods to Give Agency

Agence du Don en Nature (Goods to Give Agency) collects and redistributes new, non-food essentials to combat exclusion. Altavia supplies the agency with communication materials, and in June 2017, some of Altavia's staff participated in the Hero Run. *'Altavia is one of our pioneer sponsors. The Group is one of just a dozen donors and organisations who have supported us since the start. That takes vision and real commitment!'*

Stéphanie Goujon, General Manager,
Agence du Don en Nature

Entreprendre network

Altavia is an active member of the 'Entreprendre' network in Seine-Saint-Denis and the western region of France, thus contributing to local economic infrastructure. The mission of the organisation is to foster the success of new entrepreneurs, who are important job and wealth creators.

'For more than ten years, Altavia has worked alongside the Seine-Saint-Denis Entreprendre network to support talented entrepreneurs from the area. Raphaël Palti, founder of the Altavia Group and currently based in Saint-Ouen, made an early decision that was faithful to his entrepreneurial roots: he would support young entrepreneurs, creators of wealth and jobs in Seine-Saint-Denis. Today, Altavia continues to get involved by contributing its expertise

and passion for communication in support of the Seine-Saint-Denis Entreprendre network: A genuine, demanding, loyal commitment. Thank you from the bottom of our hearts for everything we're building together in Seine-Saint-Denis!'

Yasmine Hamraoui, Director of Réseau
Entreprendre 93

Cité de la Réussite

Cité de la Réussite (Success Forum) is a forum for cultural, economic, scientific and political debate, partnered by Altavia for more than 10 years.

'In 2004, Altavia decided to work with Cité de la Réussite. This organisation, created in 1989 at the Sorbonne, brings together figures from economics, politics, science and culture who agree to come talk about a central theme with students from major European universities. Raphaël Palti tackled successive themes with the Forum not only for purposes of debate, but also to connect these themes to the Group's values. The Forum team would like to thank all of Altavia's staff for their incredible support.'

Sylvain Kern, Founder of Cité de la Réussite

LOCAL SPONSORSHIP AND SOLIDARITY COMMITMENTS MADE BY OUR BUSINESS UNITS

Ashoka

Ashoka is an international NGO that supports social entrepreneurship around the world. In 2017, Altavia Paris created Ashoka's new annual report pro bono, under the Group's responsible trademarks, Ecopublishing® and Positive Sourcing®.

Debout

Altavia Optitrans supports the association, Debout, which is committed to providing information that facilitates social integration, by organising the magazine's distribution logistics at the lowest cost.

Xichang

Altavia Shanghai has raised money for children living in the poor and rural region of Xichang.



Food bank

In November 2017, Altavia Lille organised a food bank for poor families in the Hauts-de-France region. A total of 90 products were collected and redistributed!



Blood donation

Since 2016, Altavia Lille has also organised two or three blood donation sessions per year. More than nine kilograms of blood products were donated to the Établissement français du sang to meet the growing needs of sick people.



ACTING TO SUPPORT BROADER UNITED NATIONS GOALS

3. Partnerships and collective actions

Criterion 17: The COP describes a position and a commitment towards public policy

Criterion 18: The COP describes partnerships and a collective action

Raphaël Palti, alongside other business leaders, signed the appeal, #OsonsDemain, which was launched by Nicolas Hulot and calls for the implementation of an environmental transition process in France.

Altavia is committed to maintaining a partnership-based relationship with its suppliers. Altavia is a signatory to the 'Inter-company charter' drafted by the public credit ombudsman ('Médiation du Crédit') and the French association for leaders and buyers ('CDAF'). The purpose of this charter is to encourage large instructing parties to implement an improvement process with regards to their suppliers, particularly small and medium-sized businesses. Altavia thereby fosters a partnership-based relationship with its suppliers.

The Altavia Group pays particular attention to the sharing and emergence of new ideas.

The business units are keen to work for the local area in which they are situated.

A few examples:

Kamikaze is a partner of TedX and for the second time the business unit was entrusted in 2017 with producing the visual identity of TedX Piotrkowska Street.

Located in the city of Lodz, Kamikaze is keen to be part of local life. It subsequently formed a partnership with the Light Move Festival, which is dedicated to creativity and new technology. In 2017, the business unit launched a media campaign to attract foreign visitors to the event and also created a website specially for the festival.

HRG (UK) fulfils its commitment to its local area by using local suppliers, promoting the local economy, supporting the parish council and helping students by offering them internships.

Altavia Italia organised the communication campaign of the consortium, Passepartout, which provides assistance to refugees in Milan.

CORPORATE SOCIAL RESPONSIBILITY (CSR) GOVERNANCE AND LEADERSHIP

1. Commitment of the management team

Criterion 19: The COP describes the commitment of the Chairman and of the management team

Criterion 20: The COP describes the adoption and monitoring of the ten principles by the Board of Directors

The declaration made by Raphaël Palti, Founder Chairman of Altavia, highlights the Group's commitment to the Global Compact's ten founding principles as well as to the United Nations Sustainable Development Goals.

The Group Executive Committee is asked by the Founder Chairman and the CSR department to contribute to various projects connected to the

Group's CSR policy.

Chaired by Raphaël Palti, the Board of Directors handles the company's strategic business decisions by drawing on the rich diversity of opinions offered by the varied backgrounds of its members.

In order to improve the sustainability of communication solutions, Altavia is working with Citeo to develop Paper Metrics®, a tool that measures the environmental impact of communication solutions and promotes ecodesign methods.

2. Involvement of stakeholders

Criterion 21: The COP describes the involvement of stakeholders

In February 2017, a questionnaire was sent to a number of employees to measure their knowledge of CSR, to gather their ideas for projects and to reveal their level of interest in these subjects. The results of this survey were displayed during CSR Week in June. In September, employees also had the opportunity to take part in a workshop on business travel.

In 2017, the CSR department announced that it wished to involve employees through the organisation of collaborative workshops. Furthermore, the Group has adopted a collective intelligence approach and benefits from the expertise of the business unit, Altavia Act*, particularly through managerial training courses based on the co-development method. In 2018, the CSR department also intends to boost the participation of employees by making use of a network of CSR ambassadors, in particular. A materiality matrix will be produced to assess the priority actions to be undertaken in 2020 in light of the opinions of all stakeholders: employees, management, clients, suppliers, etc.

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