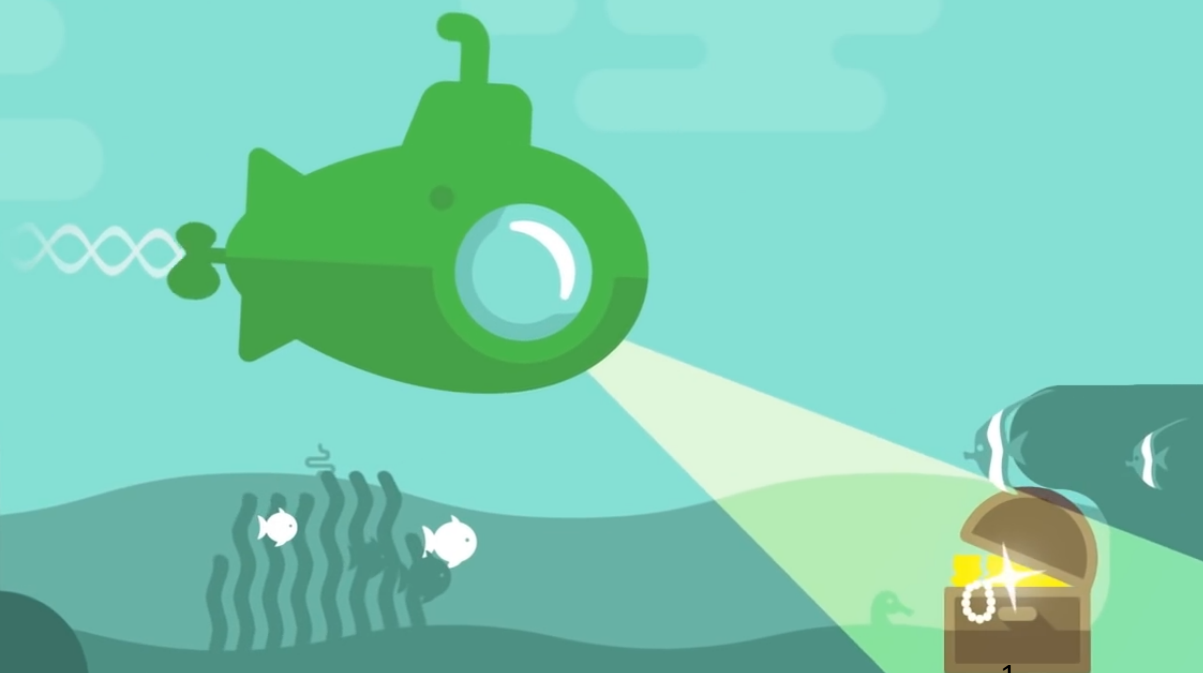


Communication on Progress

December 2021



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1 A WORD FROM THE PRESIDENT

It is now eight years since Efficy committed itself to the 10 principles of the UN Global Compact. Each of these values is integrated into the company's culture, which we strive to communicate to our entire ecosystem: employees, partners and customers.

In 2012, we published our first Communication on Progress on the Global Compact under the E-Deal banner, a company that joined the Efficy Group in 2018. For eight years now, Efficy has been committed to.

Since then, many steps have been taken and new ones are under consideration. As a responsible corporate citizen, Efficy wants to be an actor in the improvement of its social, economic and ecological environments.

For all these reasons, it is with great conviction that we respect the ten principles of the United Nations Global Compact.

Cédric Pierrard

CEO of the Efficy Group

2 EFFICY IN A FEW WORDS

Efficacy is a CRM (Customer Relationship Management) software publisher that offers large companies - from large SMEs to large accounts - a CRM software platform that is complete, modular and unified.

Complete because it covers all areas of Customer Relationship Management: from sales, marketing and customer service to contact centers, communication, business intelligence, mobility or digital marketing.

Modular and unified because it has been designed as a set of independent and complementary application components (that can be implemented as and when needed) that share the same data and user experience.



3 REMINDER OF THE 10 PRINCIPLES OF THE GLOBAL COMPACT

Kofi Annan, the Secretary General of the United Nations presented the idea of a Global Compact to the World Economic Forum on January 31, 1999.

The Global Compact was launched one year later at the Organization's Headquarters in New York on July 26, 2000. The Secretary invited business leaders to join this international initiative which would bring together businesses and United Nations agencies, the world of work and civil society around nine universal principles relating to human rights, labour standards and the environment.

3.1 Human Rights

- Businesses should promote and respect the protection of international human rights law.
- Businesses should ensure that they are not complicit in human rights abuses.

3.2 Working conditions

- Businesses should respect freedom of association and recognize the right to collective bargaining.
- Businesses are encouraged to contribute to the elimination of forced or compulsory labor.
- Businesses are invited to contribute to the effective abolition of child labor.
- Companies are invited to contribute to the elimination of discrimination in employment and occupation.

3.3 Environment

- Businesses are encouraged to apply the precautionary approach to environmental issues.
- Businesses are encouraged to take initiatives to promote greater environmental responsibility.
- Companies are encouraged to promote the development and diffusion of environmentally friendly technologies.

3.4 Fight against corruption

- Businesses are encouraged to act against corruption in all its forms, including extortion and bribery.

4 OUR ACTIONS

For several years now, it has been customary to list our actions in line with the principles of the Global Compact and to establish the following guidelines for the coming year:

4.1 Company Policy

4.1.1 PROMOTE AND RESPECT THE PROTECTION OF INTERNATIONAL HUMAN RIGHTS LAW WITHIN OUR SPHERE OF INFLUENCE.

4.1.2 ENSURE THAT EFFICY IS NOT COMPLICIT IN HUMAN RIGHTS ABUSES.

4.1.3 RESPECT FREEDOM OF ASSOCIATION AND RECOGNIZE THE RIGHT TO COLLECTIVE BARGAINING.

Efficy has a Single Extended Staff Delegation, composed of 4 permanent staff members and 2 substitutes. They meet regularly with management, at least once a quarter. The members of this DUPE have time in their schedule to carry out their duties properly.

Organization of a quarterly meeting on each of the Efficy sites where each department takes the floor to present the actions carried out during the past period and those to come. The management also addresses employees to give an update on the company's news.

Organization of an annual meeting with all the company's employees in the same place, when health conditions allow, to share the company's results and the strategy implemented for the coming year, thereby acting as a transparency of our actions.

4.1.4 FIGHT AGAINST ALL FORMS OF FORCED OR COMPULSORY LABOR

Upon the arrival of each employee, the company provides each employee with a formal employment contract with a job description. It undertakes to provide employees with the best possible working environment (personal workstation, IT tools, etc.).

Note that in 2020, in the midst of the pandemic crisis, Efficy offered all employees who wished to do so to lend / buy equipment to facilitate teleworking. We are very sensitive to this crisis and are doing everything possible to limit our employees' travel to the strictest minimum.

The management provides each employee with the means to develop by offering training courses. These must enable employees who wish to do so to improve their skills and reach positions of greater responsibility.

4.1.5 ABOLISH CHILD LABOR

Efficy only employs people of working age and ensures that its suppliers do the same.

4.1.6 ELIMINATE DISCRIMINATION IN EMPLOYMENT AND OCCUPATION

Efficy ensures that there is no discrimination in hiring or in the course of one's working life. The company's core value is respect for differences based on origin, nationality, colour, gender, culture, religion, age or family status.

Efficy does not tolerate any kind of physical or moral harassment or any kind of oral or physical bullying.

We undertake to study all applications received, whether they are unsolicited or in response to an advertisement, whether they are for a permanent contract, a fixed-term contract or an internship.

Any employee with a disability will have his or her workstation and/or working hours adapted to offer him or her optimal working conditions.

Gender equity, a point of attention for Efficy

Like any software publisher, Efficy is confronted with a concern in the balance of its workforce, as female talents in the IT field are sorely lacking. Efficy has launched its Women in IT strategy, which promotes the mix of IT and digital careers. With this program, Efficy is mobilizing its network and deploys initiatives with female students in engineering schools and universities, in order to attract and recruit more women in the digital sector. Efficy is committed to a continuous progress approach based on the principle of professional equality between women and men.

Lead by example...The Management Committee is composed of three women and four men. If a new member joins the Management Committee, it is likely to be a woman.

Values carried loud and clear

Efficy's values are naturally a driving force for the company's social responsibility. These values are translated both internally and externally. Employees are the first ambassadors of these values. It is therefore essential that they make them their own. To encourage this adoption of the values, they are explained in the welcome booklet given to each new employee upon arrival. Here is an excerpt.

Efficiency

Efficy's customers want solutions that allow them to gain efficiency. Good news is what Efficy offers them: a tailor-made and reliable application in no time at all.

Do's

- *When customizing the solution, prefer to use standard techniques and technologies.*
- *Simplify the customer's approach and needs: the simpler the approach, the faster the user adoption.*
- *Code something that your colleagues could reuse.*
- *Try to sell features that the Projects team has already developed.*
- *Manage your emails with the 4D technique*
- *Simplify internal processes*
- *Maximize your impact!*

Don'ts:

- *Don't code for 3 days to save 1 minute / year for a user*
- *Don't write spaghetti-style code just because "the customer's needs are complex". Try to simplify. If you can't find a solution, keep looking.*
- *Do not sell the Sistine Chapel for 1 000€ if you know it will cost more.*
- *Don't overdo it if the impact is low.*

Openness

Our goal is to create open solutions and make our company an open company.

The product is open because :

- *It can be integrated with any other solution*
- *It can be integrated with any other software*

The company is open because :

- *Our employees come from many different nationalities and are present in many countries.*
- *We are proud to display several cultures*
- *We love to innovate! On the product of course, but also in our processes, methods, tools, etc. So, do not hesitate to send us your suggestions. It will help us to improve.*

We care... for our customers, partners and employees

Our only raison d'être is our customers (and our partners, whom we consider to be individual customers). They bring us:

- *The revenues that we use to pay the team,*
- *The inspiration that allows us to evolve our software.*
- *They trust us both at the product and company level. This gives us a great responsibility and we must treat them with the utmost care:*
- *A client should never be left with a critical problem, even if it happens during a period when the office is closed (evenings, weekends, etc.).*
- *Team members should always be friendly to a customer/partner and remember that they pay their salary at the end of the month.*
- *Our customers must be satisfied with Efficy and the service we provide for at least 5 – 10 years. We should have virtually no churn.*

Every employee should be happy and proud to work with us in the long term. For us, long-term collaborations with our employees are the guarantee for business growth. We base the relationship on openness and transparency! At your disposal :

- *The DEX (Deeper Efficy Experience) policy*
- *Everyone has the opportunity to make a difference: feel free to propose new ideas, improve processes... and implement them!*

According to Cédric Pierrard and all the Efficy group's employees, being open ("Openness") also means accepting others as they are. Efficy has people who wear the veil in its workforce and even if it may make sense, it has never been the slightest problem. The staff is recognized for their skills and the appearance of each person does not have to be a factor.

4.1.7 ACT AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY

In accordance with French law and company ethics, Efficy refuses any act of corruption.

4.1.8 PROMOTE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES

As a software publisher, we are committed to respecting the environment. Indeed, the web applications that we sell to our customers allow them to reduce considerably (and without any means of encrypting them) the movements of their final customers.

At Efficy, for our own consumption and that of our customers in SaaS mode, we host our servers with a managed service provider. All the servers located at this provider are virtualized.

4.2 Actions implemented from 2012 to 2021

4.2.1 HUMAN RIGHTS & WORKING CONDITIONS

Respect freedom of association and recognize the right to collective bargaining.

Because we pay special attention to employee representative bodies. Thus, on this theme

- The rhythm of meetings with the Single Delegation of the Enlarged Staff has been maintained.
- A Works Council has been set up. This committee, concerned about the well-being of its employees, carried out one of its first actions in December 2017 by offering gift vouchers to each employee.



It should be noted that since 2013, we have set up a two-day seminar for our annual results and strategy presentation meeting, despite a growing workforce. The exchanges made during this seminar have become much less formal between management and employees. Now, this internal event also includes cultural and sports activities that allow employees to get together in

a more friendly, relaxing setting.

These events, called **Corporate Events**, are a particularly favourable moment for the adoption of the Efficy Group's culture by the historical staff or the companies that join the group as acquisitions are made. A few months after the integration of E-Deal, for example, employees met in Ibiza for a team building event. They all shared a special moment when 130 colleagues met on a catamaran. The image was beautiful with the message passed on: get on board the Efficy adventure! This moment is a common memory anchored in the minds of the Efficyers now.

Since July 2020, the offices initially in Montrouge have moved to Paris, in the 14th district. The workspaces have been redesigned to improve the comfort of employees. There is a space that has been thought for the relaxation of the employees with a ping-pong table, a billiard table and a table soccer. All this will be possible when they can return to the office without putting anyone in danger. We have called upon an association for the maintenance of our interior terrace. This association encourages the employment of handicapped people.

Decent work is very important to us, and there is a great deal of flexibility in the workplace, even before VIDOC, with the possibility for each employee to work from home on a regular basis and to adapt his or her hours to suit his or her needs.



Our DEX policy

The extra-curricular activities proposed within the framework of the DEX (Deeper Efficcy Experience) policy are organized on the basis of suggestions from the employees themselves. A budget between 300 and 400k€ per year is dedicated to the various actions undertaken to promote team spirit.

In 2020, for example, some Efficcy Group employees were able to support an association called TechFugees, which promotes the reintegration of refugee women into the professional world. For example, Sebah and Amneh were able to join the company during a discovery internship.

Fight against all forms of forced or compulsory labor

- Each year, several training sessions are held to enable employees to acquire new skills and give them more responsibility. Some modules are set up to help them live better together. In view of the upcoming internationalization of our activities, English courses have been set up for 50% of employees. On the agenda for 2021, the challenges of the manager, fire safety, the Agile Scrum method, JavaScript, changes in the European legal framework and new obligations for data companies, ..., i.e., the ¾ of our trained staff.

Eliminate discrimination in employment and occupation

- Today, our employees represent 27 nationalities (Congolese, Spanish, French, Moroccan, Peruvian, Russian, Senegalese, Tunisian, Ecuadorian, Chinese, etc.).
- 87% of the workforce is on permanent contracts.



- We also work with an adapted workshop that contributes to the professional integration of people with disabilities by ordering a set of goodies or services every year. This year, we asked them to carry out the enveloping for the end of year gifts. To give a little sweetness to our customers, this year we decided to give them a wink by offering them chocolate... Belgian, of course.
- Efficcy encourages parity within its workforce with 36% of women, knowing that the IT environment is originally a particularly masculine sector of activity. It should be noted that managers are aware of the need to respect the balance between men and women in their own department.
- A study is also underway on equal pay for men and women within the company. The objective? To set up gender equality and intergenerational agreements in order to guarantee equality of training, salary and position for similar profiles.
- The average age in 2021 increases from 32.9 years to 35 years, with the age pyramid remaining approximately the same as the previous year.
- Finally, our recruitment procedure is to communicate a response to each application received.

4.2.2 ENVIRONMENT

Undertake initiatives to promote greater environmental responsibility.

Efficacy makes all its interlocutors (employees, partners, clients, prospects, etc.) aware of its environmental approach.

Applying the precautionary approach to environmental problems

Efficacy makes its employees aware of the notions of sustainable development and does not hesitate to set up actions in which everyone is invited to participate.

- We have deployed waste sorting at all our sites.
- For paper, we have taken the initiative of approaching the La Poste group, which offers a RecyGo Liberté paper recycling solution. The latter provides us with cardboard boxes for our waste paper. After being collected by the Post Office, these boxes are sent to partner centers in the social and solidarity economy (which encourages the integration of people who are far from work or disabled), then crushed and recycled. We are then issued a certificate of destruction. To find out more...
- When we are obliged to print, we use by default black and white as well as double-sided. The print drivers of all workstations are configured in this way. As for the printing of the institutional paper supports (business cards, letterheads, product sheets, advertising posters...), it is carried out by a printer labeled Imprim-Vert.

We also strive to recycle our consumables (cartridges and other printer parts).

- Recycling of consumables from our XEROX devices via an ecobox: Xerox Green World Alliance program. After a sorting operation, used consumables are reused in Xerox plants or integrated into a recycling and recovery program at our reprocessing partners. Xerox ensures that 100% of used consumables recovered in France are reused, recycled into secondary raw materials and/or incinerated for energy recovery.

Efficacy is also a training organization. By 2020, we have trained nearly 1000 people.

Previously, we printed the training materials. Now, as the number of trainees is growing, we have decided not to print the materials anymore.

And because Efficacy now represents more than 200 employees, we are sensitive to our employees' movements. In terms of the mode of transportation used by employees, 57% use public transportation and 11% come on foot or by bicycle. The situation varies greatly depending on the country. We prefer electric vehicles in the company vehicle fleet.

- We make them aware of the use of public transportation for those whose function allows it. Employees using their cars are encouraged to carpool.

For the well-being of our employees, we provide tea, coffee and fruit baskets.

- Since 2014 we have replaced a coffee machine that used to work with disposable coffee capsules with a percolator. Although we recycle these capsules, it seemed more ecological to us to buy coffee beans in bulk and grind them on demand. And since employees have a great deal of freedom to take responsible initiatives, this is how the coffee grounds from the Brussels offices, to take just one example, are collected to go into a neighbourhood compost bin.
- Another change in our facilities has been the move from water bottles (plastic jugs) to fountains directly connected to the building's water system. This will further reduce our plastic consumption.

Undertake initiatives to promote greater environmental responsibility



During the pandemic crisis, we delivered an ecocup to each of our employees, engraved with their initials. This allowed us to mix our "We care" value with our ecological sensitivity. Each employee received a package with his ecocup, some chocolates, a mask hand-made by the mother of an employee. Some of these parcels were delivered by the group's HR department and its team... by bicycle.

Promote the development and diffusion of environmentally friendly technologies

- All our applications are hosted on virtualized servers, which considerably reduces our power consumption. HiSi, our hosting provider, is working on the implementation of cold corridor technology within its datacenters. This technology allows the hot and cold air circuits to be channeled, which in the end makes it possible to lower the air conditioning temperature by a few degrees. And lowering the air conditioning by one degree reduces electricity consumption by 5%.
- Used or non-functioning computer equipment is recycled and reconfigured in order to remain environmentally friendly and avoid over-consumption.
- Travel between the company's two sites or to clients' homes is limited, thanks to the installation of a videoconferencing system.

4.3 Other actions undertaken in this pandemic period

Social and societal responsibility is an integral part of company policy. Support to Handicap International through donations, participation in the 20km of Brussels under the colors of Handicap International and other charity events, sponsorship of the Corporate Hockey tournament, collaboration with the Red Cross in France... Efficacy has a strong attachment to certain social and societal values and is strongly anchored in the social fabric.

During this COVID-19 period, the company has seconded one of its employees to the Red Cross in France. This employee, a volunteer throughout the year, expressed her wish to strengthen her commitment during this complicated period. Management agreed. She worked for a few weeks at 100% for the Red Cross and her salary was maintained by Efficacy (More info in [this article](#)).

In 2020, the management team was able to put into practice its "We care" value and thus set up various actions for employees and customers.

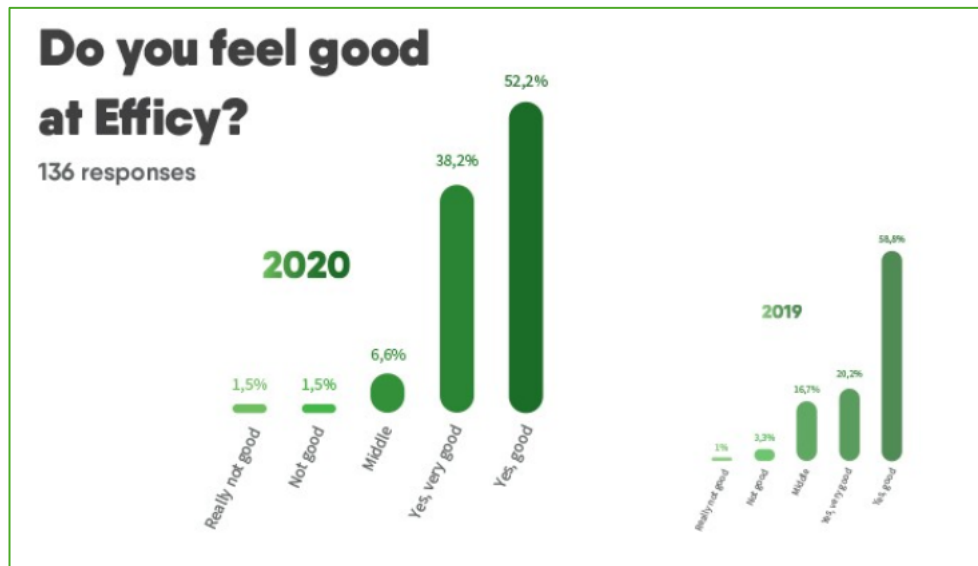
- As mentioned above, we delivered a gift box to each of our employees.
- We also organized online yoga and cross-fit classes to which our clients were also invited. They always have classes.
- More surprising for a software publisher, we organized an online cooking class in partnership with a restaurant to support it during this period, broadcast live on our YouTube channel (Video to watch [in replay](#)).
- Finally, we recently launched a €1M fund to support companies, impacted by the health crisis, in their digital transformation ([more info here](#)).

We also supported a TechFugees association.

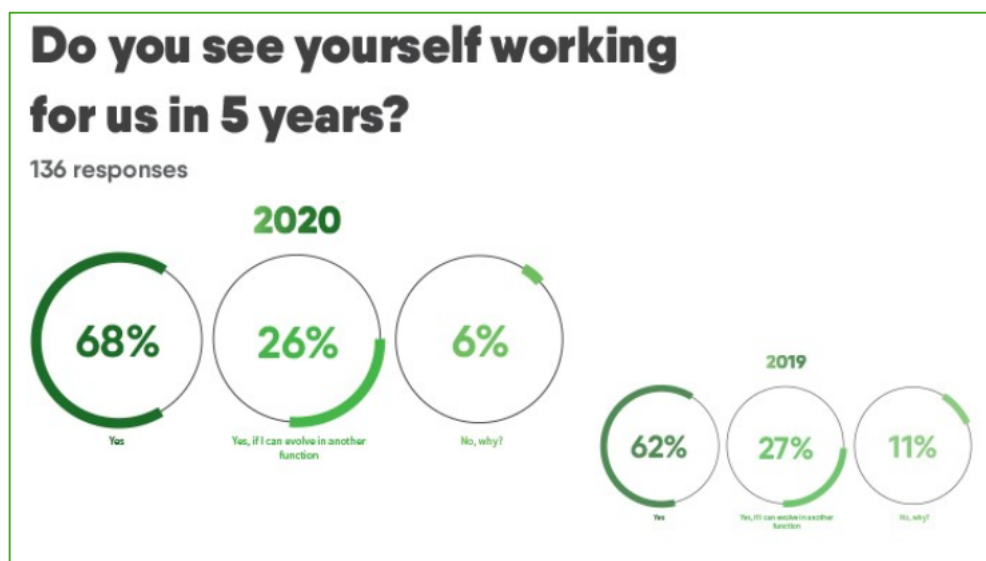
4.4 Employee satisfaction survey

Every year, we organize a satisfaction survey among our employees. This anonymous survey was carried out at the end of the year on all employees. Here are the results of this survey:

- More than 90% of respondents feel good, even very good at Efficacy.



- 94% of employees still see themselves working for Efficacy in 5 years.



4.5 Actions to come and in reflection

We are aware of everyone's responsibility in spreading the ten principles of the Global Compact. We are seriously considering renewing our membership. In the meantime, we continue to undertake actions in harmony with its 10 principles.

We are considering certain actions to be implemented in the future, among which are :

- Designate a CSR Manager and require us to publish an annual report on the subject.
- Further promote our CSR-related actions on our website
- Establish partnerships with schools in order to integrate students into our workforce, first in work-study programs and then on permanent contracts, and participate in solidarity recruitment forums.
- To support projects related to art and culture in Belgium. To do so, we are in contact with Prométhéa, whose mission is the development of corporate patronage in the field of Culture and Heritage and which is the main reference in Belgium in terms of patronage.
- Define an integration path for each new employee
- To encourage a healthy and environmentally friendly mode of transportation, the reimbursement of bicycle mileage costs is under consideration by management.

To be continued...