



médiaperformances
SHOPPER FIRST

2024/2025 Report

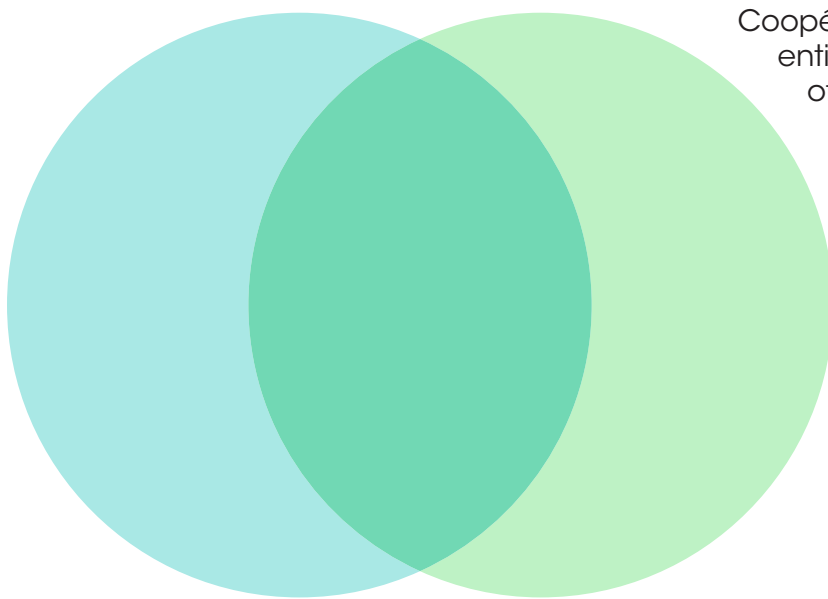
CORPORATE SOCIAL RESPONSIBILITY

Encourage, notably through our media, more responsible consumption that is accessible to everyone

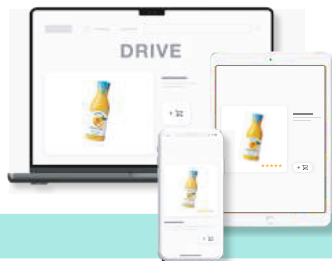
Founded in 1985, Mediaperformances is the French leader in omnichannel shopper activation media. We target brands and media agencies alike with a range of omnichannel advertising solutions, both online and offline, that influence consumer buying behaviour. We partner with Carrefour, Auchan, E.Leclerc, Intermarché, Coopérative U, among others. We cover the entire customer journey, both online and offline.

Our customers include more than a hundred FMCG and non-food advertisers such as Danone, Nestlé, Unilever, Mondelez, Coca-Cola and Nintendo.

The company is independent and is still majority-owned by its founder.



Targeted and geolocated digital advertising



Food e-commerce

Food communities



In-store shopper activation

OUR ACHIEVEMENTS

in a few key dates



● **2007**
Start of partnership with Food Banks

● **2012**
1st Great Place To Work barometer: 26th among companies with < 500 employees

● **2016**
Creation of a CSR Manager position



● **2018**
June: membership of the Global Compact

September: Ecovadis Gold



● **2017**
Completion of the 1st Carbon Footprint Assessment (Scopes 1, 2, 3)
1st CSR report

● **2019**
Definition of our purpose
Carbon Footprint Update

● **2020**
First media company committed to carbon neutrality
Launch of the For Good programme
LSA Innovation Award for the For Good programme



● **2022**
Arrival of a Social Responsibility Manager
Launch of the 1% for Labels programme
Great Place to Work certification for the third year running and second year in the top 30

● **2021**
Carbon footprint assessment of all our solutions
Commitment to ANDES
Médiaperformances certified B Corp!



• 2025

Creation of the Médiaperformances Endowment Fund

Médiaperformances recertified as a B Corp!

Best Workplaces for Women certification



• 2024

Launch of first call for projects

Creation of the 1% for Care programme



• 2023

Continuation of our partnerships: ANDES / Malin Programme / BA

We are continuing on our path towards becoming an ever more responsible company, convinced that the future belongs to those who have a positive impact.



Editorial

Rémy Gérin

Chairman of MediaPerformances

2025 is a symbolic year for Média-performances. Our company is celebrating its 40th anniversary. Four decades during which we have grown, evolved and asserted our role with manufacturers, retailers and consumers. But when we look back on the journey we have taken, one common thread emerges: responsibility.

CSR has always been part of our DNA. It has guided our strategic choices, shaped our priorities and inspired our innovations. In 2021, this conviction resulted in our first B Corp certification, which recognised our commitments. In 2025, on the occasion of our 40th anniversary, this certification was renewed at a very high level. This is tremendous recognition, but above all, it is a collective reward for all those who make Média-performances what it is every day.

This recognition does not make us complacent. On the contrary, it commits us and reminds us of our responsibility and duty

to continue, to move forward time and again, to explore new avenues, and to constantly improve. It is in this spirit that we have taken a new step forward by creating our philanthropic fund in 2025. This will enable us to extend and amplify our societal impact beyond our direct activities by supporting meaningful projects that strengthen our mission.

Our CSR programmes, our commitments and this new philanthropic fund are concrete examples of our desire to go further. More than just a media company, Média-performances aspires to be a media company with an impact, playing its part in transforming consumption towards a more responsible and sustainable model.

At 40 years old, our story is just beginning. Together, let's continue to write the next chapter with ambition, responsibility and impact.

A word from the Managing Director

Claire Koralewski



At Médiaperformances, CSR is not a secondary issue: it is what sets us apart and makes us unique. Being a responsible adtech agency defines our approach to the market and sets us apart from other players. In concrete terms, this translates into conscious business choices. Our innovations are guided by CSR: each new solution we develop aims to combine effectiveness for brands with responsibility towards consumers and society. Our phygital innovations, in particular, embody this approach: they offer more responsible alternatives that reconcile the point-of-sale experience with a positive impact.

With our For Good programme, we support committed brands and help them promote their responsible initiatives to consumers. This approach, which combines performance and impact, meets a strong market demand and creates

value for all. In 2025, with the creation of our philanthropic fund, we are taking a new step forward. In doing so, we are affirming that our business ambition goes hand in hand with our social mission: to transform consumption towards a more responsible model.



CONTENTS

I. Activating our impact on a daily basis

a. A different approach to governance

A team dedicated to our commitments
Promoting collective commitment

b. Our approach

Measuring impact, strengthening commitment

EcoVadis assessment

Global Compact commitment

Gender equality index

B Corp™ certification, a demanding commitment
at the heart of our strategy

c. Awareness-raising, training

Raising awareness and training our teams

d. Engaging our employees

Sponsorship of solidarity days and solidarity months

II. Leveraging our strengths

a. Our impact programmes

Promoting more responsible eating habits

For Good

Taking action for socially responsible consumption (1% for Care)

b. Innovations and eco-design

c. Carbon footprint and environmental objectives

III. Reinventing our business

IV. In figures

I. Activating our impact on a daily basis

How we engage our employees and structure our transformation

a. A different approach to governance

A team dedicated to our commitments

At Médiaperformances, the CSR Department brings together complementary areas of expertise that work hand in hand to integrate social responsibility into all our activities. Each plays a key role, from defining strategy to implementing concrete projects, including product innovation and social mobilisation.



Marion Caillard-Duc

CSR Director

As a member of the Executive Committee, Marion defines Médiaperformances' overall CSR strategy and oversees its implementation across all of the company's activities. She manages environmental, social and governance roadmaps and ensures that they are integrated into strategic and operational decision-making. Marion also coordinates external commitments, such as B Corp certification, EcoVadis assessments and membership of the Global Compact.

Sarah Daniel-Porta

Head of Social Commitment



Sarah designs and implements programmes and projects aimed at strengthening Médiaperformances' positive impact on society. She oversees the '1% for Care' programme, which brings together all of the company's social commitments, including team sponsorship. As general delegate of the Philanthropic Fund, she is responsible for its operational management and develops partnerships with associations. Her role is also to mobilise employees around solidarity initiatives and to ensure the consistency and sustainability of our social actions.



Carole Perrin

Product Development Manager

In charge of R&D and solution transformation, Carole identifies and implements opportunities for continuous improvement or innovation, in conjunction with the Marketing team. She focuses on three main areas: operational excellence, eco-design and reducing our environmental footprint. In particular, she oversees the carbon footprint assessment, coordinates projects on end-of-life and recyclability of materials, and works closely with suppliers and design offices to promote more sustainable and responsible choices. Carole also supports the sales and operational teams, develops new technical innovations and contributes to the evolution of solutions towards a lower environmental impact.

Promoting collective commitment

At Médiaperformances, CSR officers play a key role in disseminating and promoting responsible practices within teams. Their mission is to embody and relay CSR actions, facilitating exchanges between departments and fostering a committed collective dynamic.

To strengthen this system, we have redesigned the CSR officer programme to make it more participatory, concrete and adapted to the operational realities of each individual. CSR officers are now CSR/Disability officers. Each year, a common cross-functional objective is defined for all CSR officers, supplemented by an objective specific to each department, which the department collectively supports.

The representative does not act alone; they are the CSR officer/disability representative for their department and liaise with the teams to ensure consistency and mobilisation around the actions.



I decided to become a CSR officer/Disability officer because Médiaperformances is a highly committed company that offers its employees the opportunity to be actively involved in this process. This role allows me to make a concrete contribution to achieving the company's CSR objectives by relaying initiatives, raising awareness among my colleagues and participating in the implementation of concrete actions.

Juliette Descamps, Marketing Group Manager



I wanted to become a CSR/Disability officer at Médiaperformances to contribute to an even more inclusive and caring corporate culture. Being an ambassador is also a way for me to take action at my level, by promoting a message of listening, openness and solidarity, so that every employee can flourish without barriers.

Julie Roumillac, HR



Jade



Julie



Rima



Rosy



Serap



Valérie



Juliette



Nicolas



Benoit

Our CSR officers

b. Our approach

Measuring impact, strengthening commitment

EcoVadis assessment

EcoVadis is a global benchmark for assessing companies' CSR performance, based on a rigorous framework and standardised methodology. We have been certified every year since 2017 in order to reliably measure our environmental, social and ethical impact and to guide our efforts towards continuous improvement.

The logo for EcoVadis, featuring the word "ecovadis" in a lowercase, sans-serif font. The letter "v" is stylized with a green leaf-like shape integrated into its right side.

In 2025, we obtained the Silver medal during our recertification, with a score of 72 points, up from 68 points in 2024. This performance places us in the top 15% of companies assessed by EcoVadis and confirms the relevance of our approach to making progress every year.

Global Compact commitment

The United Nations Global Compact is the largest international initiative on corporate social responsibility, bringing together organisations around ten universal principles related to human rights, labour standards, the environment and the fight against corruption.

Médiaperformances has been a signatory since 2018 and renews its commitment each year to integrate these principles into its activities and strategy. This membership is accompanied by regular monitoring, demonstrating our desire to align our practices with the most demanding international standards.

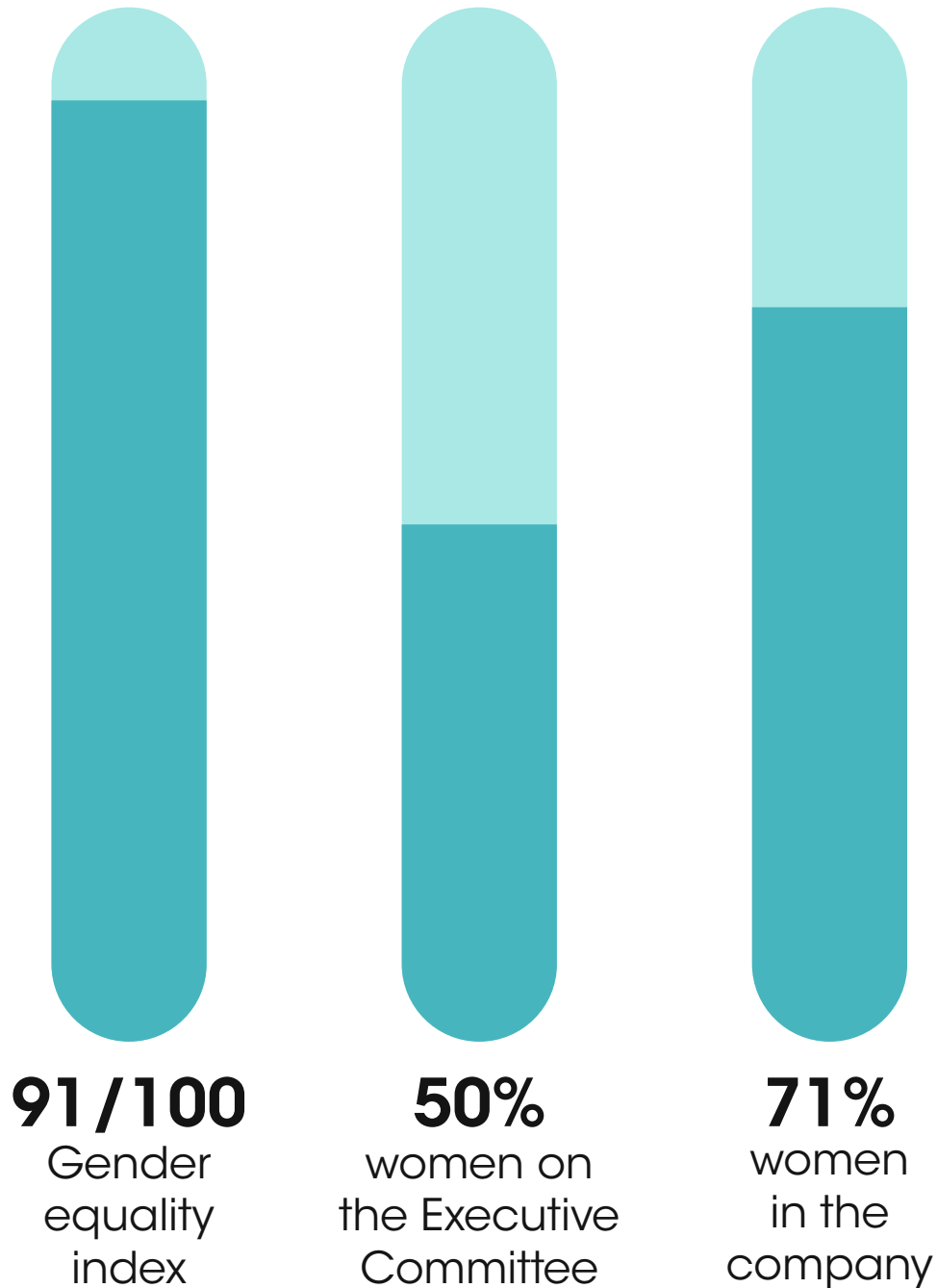
WE SUPPORT



Gender equality index

The Professional Gender Equality Index assesses companies each year based on several indicators: pay gap, gap in individual pay rises, distribution of promotions, pay rises on return from maternity leave and gender parity among the highest paid employees.

In 2025, Médiaperformances scored 91/100, confirming the good representation of women and men at all levels of the company and the control of pay gaps.



B Corp™ certification, a demanding commitment at the heart of our strategy

Since our first certification in 2021, Médiaperformances has been committed to a demanding and rigorous process of continuous improvement driven by B Corp™ certification, recognised as the world's most stringent certification for assessing the social, environmental and economic impact of businesses. Out of more than 200 criteria evaluated, fewer than 10,000 organisations worldwide have obtained this label, attesting to a high level of standards and commitment.

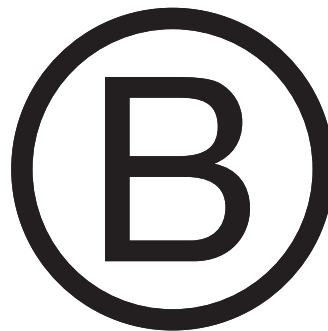
In 2025, we renewed this certification with an exceptional score of 105.7 points, an increase of 23 points compared to our first certification.

This result places us among the very top media adtech agencies worldwide and makes Médiaperformances the only B Corp-certified adtech agency in France.

This distinction **reflects our constant desire to combine economic performance with positive impact** through transparent governance, a responsible social policy, an ambitious environmental approach and strong regional roots.

Beyond the label itself, B Corp™ certification provides us with a strategic framework that structures our commitments, allows us to measure our progress and firmly anchors our continuous improvement approach. This milestone confirms **our ambition: to make media a responsible lever for a fairer, more sustainable and useful business model.**

Certified



Corporation



B Corp certification is not an end in itself, but rather a compass. For Médiaperformances, this means driving the business through impact, strengthening customer confidence, and inspiring a new generation of adtech agencies. Working with Médiaperformances means leveraging retail media in two ways: performance and impact.

Marion Caillard-Duc, CSR Director



c. Awareness-raising and training

The success of our CSR approach depends above all on the involvement and understanding of all our employees. **That is why we have developed training and awareness-raising initiatives to strengthen the CSR culture within the company.** Workshops, information campaigns, expert presentations and dedicated training modules enable everyone to better understand environmental, social and societal issues. **The aim is to give everyone the means to take action on a daily basis, both in their professional and personal lives, and to create a sustainable collective dynamic.**

In 2025, a 'Diversity & Inclusion' training course was offered to managers, elected representatives, HR and CSR staff to reinforce knowledge and disseminate best practices in terms of equality. It will be extended to all employees in 2026. Two talks complemented this initiative: in 2025, Agefiph on 'Deconstructing perceptions of disability', and in 2024, Dorine Bourneton on resilience.

We are taking concrete action by integrating responsible practices: every Tuesday, a receptionist from an ESAT (centre providing support through employment for people with disabilities) joins our teams, and we give priority to purchasing from ESAT partners (Papyrus, Arlequin, Les Cigales).

Since 2024, we have been participating in DuoDay, which enables people with disabilities to discover a profession alongside a volunteer employee. Two interns were welcomed in 2024 and four in 2025 in various departments.



These training and awareness-raising sessions are above all opportunities for discussion. We see our employees embracing CSR and finding their own ways to contribute.

Géraldine Cardheilac, Human Resources Manager



d. Engaging our employees in practical ways in the field

Our skills-based sponsorship programmes

We offer our employees two ways to get involved with charities:

Solidarity Days

Each employee can devote one day per year to a charity related to our commitment theme. This is an opportunity to discover the world of volunteering and contribute to a variety of tasks, such as distributing or preparing meals, maintaining urban vegetable gardens, and supporting beneficiaries. These experiences allow everyone to get involved in a practical way while sharing in a significant act of solidarity.

Canine des Arbustes



Eugénie Granveau Account Manager
Marie Testaud de Marchain Account Executive

Food banks



Charlotte Matelin Area Manager
Nicolas Mezi National Sales manager

Salvation Army



Rosy Couffin Customer Project Manager
Benoit Lasne Procurement and Supply Manager

“

I spent half a day at Refugee Food, which I knew nothing about, helping the kitchen team prepare over 200 meals! It was a very rewarding and enriching day, spent with a dynamic team, motivated colleagues and very grateful visitors.

Arnaud Quirin, Lead Data Scientist



Solidarity Month

Open to employees with more than five years' seniority, **this programme offers the opportunity to spend a month working with a partner organisation.**

In 2025, two employees were able to put their skills to work in solidarity initiatives. The goal is to go beyond financial sponsorship by providing real operational support to organisations, while showcasing employees' expertise and strengthening their sense of recognition and commitment.



We welcomed Sandrine last June. Highly committed, she provided support across many services, including breakfast distribution, showers, meal services, the laundry, the cloakroom, as well as during our spring open day.

Her regular presence was a real help to the teams. A long-term commitment allows volunteers to better understand our missions, adapt to the people we support, and take appropriate action.

When working with people in extremely vulnerable situations, the stability of the team, both salaried and volunteer, is essential to ensuring a safe and caring environment. The presence of dedicated volunteers like Sandrine is therefore a real asset to our organisation.

We warmly thank her for her presence and commitment, which have been invaluable to us all.



It gave me a break from my daily routine and my work. A time-out during which I realised that people are what matter most.

*Sandrine Bruel, Sales Development Manager
Solidarity month at the Maison de l'Amitié*



It was a very powerful human experience that reconnected me with fundamental values such as mutual support and solidarity. Professionally, it gave me a new perspective on the impact our work can have.

*Laurie Charvillat, Marketing Group Manager
Solidarity month at Programme Malin*



II. Leveraging our strengths

Médiaperformances supports its customers and partners in their efforts to develop responsible and sustainable communication strategies. Far from simply disseminating messages, our approach aims to transform retail media into a lever for societal and environmental impact.

a. Our impact programmes

Promoting more responsible eating habits

Designed to highlight brand commitments, the **For Good** programme offers eligible advertisers a campaign dedicated to promoting their products and responsible initiatives.

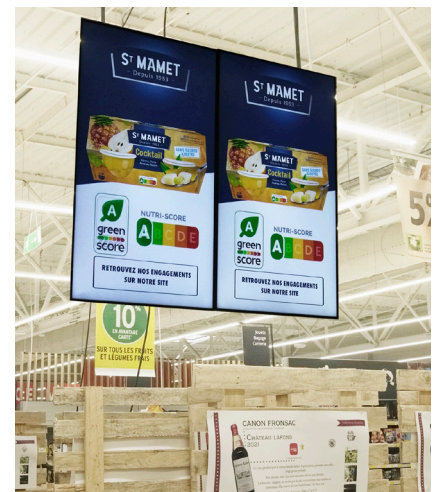
Since its creation in 2022, it has aimed to **increase the visibility of CSR initiatives at the point of sale on our DOOH solution**, at the very moment when purchasing decisions are made. In 2024, the programme was completely redesigned to better respond to current challenges and broaden its impact. This new version introduces a two-tier eligibility system, designed to more effectively support shoppers in their transition to more responsible consumption.

For Good Labels

The first component concerns campaigns that are certified under at least two of the ten selected labels: PME+, Agriculture Biologique, Pacte Plastique, Neutre en Carbone, Cosmebio, Nutri-Score combined with NOVA, Eco-Score, 1% for the Planet, Planet-Score and Fairtrade – Max Havelaar. These labels were rigorously selected for the quality of their specifications and the sustainability areas they cover. Eligible campaigns benefit from structured enhanced visibility, highlighting the product, the brand and the two associated labels.

For Good B Corp

The second component is specifically aimed at B Corp-certified customer brands, recognised for their high CSR standards. It offers targeted visibility that promotes the brand, the label and a CSR commitment chosen by the advertiser. The aim is to create a strong bond with consumers by conveying an impactful and relevant message about the brand and B Corp.



Taking action for socially responsible consumption with 1% FOR CARE

In line with its raison d'être, Médiaperformances is taking concrete action to **support societal transition towards more responsible consumption.**

As an adtech agency specialising in mass distribution, it is therefore essential to act as closely as possible to food-related issues. It was in this spirit that the 1% for Care programme was launched in 2024, designed to address food insecurity issues and promote access to decent, quality food for vulnerable populations. This programme supports projects that combat food insecurity and promote decent, quality food for the most disadvantaged sections of society. It is part of a grassroots approach in collaboration with associations and specialist organisations.



Supporting social impact as close as possible to where it is needed

For Médiaperformances, **social commitment means providing concrete support to associations working to combat food insecurity and promote decent, quality food for vulnerable populations.** This support takes the form of dedicated resources and tools that enable long-term support for projects with a strong social impact, ranging from immediate action to profound transformation.

1% of our revenue allocated to 1% for Care

As part of the 1% for Care programme, **Médiaperformances** launched its first call for community projects in 2024. The initiative generated considerable enthusiasm, with 72 applications received and 8 winning associations selected. **In light of this success and our ambitions in the area of redistribution, Médiaperformances decided to set up a dedicated financial vehicle: the Médiaperformances Endowment Fund.**

Driven by a public interest mission, it supports, through associations, projects with an immediate and lasting impact aimed at improving the quality of life of people affected by food insecurity. In 2025, the second edition of the call for projects, this time supported by the philanthropic fund, confirmed this momentum with 151 applications received and 12 winning associations, including 6 from the previous edition.



Renewal of our 2024 partnerships in 2025



New partner associations for 2025



With 1% for Care, we are putting Médiaperformances' commitment to fairer and more accessible consumption into practice. Supporting associations that fight food insecurity means taking action as close as possible to where the needs are, making a real and lasting impact on the ground.

Sarah Daniel Porta



In 2025, Auchan, Valiuz and Médiaperformances joined forces for the second year running to support the Programme Malin association's product sharing initiative through a free digital campaign. The alliance of retail media players proves that together we can have a real social impact on the society around us. This alliance received the bronze trophy at the 2025 Retail Media Strategy Awards.

Taking action to inform consumers with 1% For Labels

At a time when consumers are increasingly seeking to make their purchases meaningful, labels are valuable guides to help them make informed choices.

However, their visibility remains uneven: while nearly 90% of French people are familiar with the AB label, only 8% have heard of B Corp*.

In response to this observation, Médiaperformances launched the **1% for Labels programme in 2022, designed to raise awareness and understanding of labels through DOOH media** and increase consumers' consideration of purchasing labelled products.

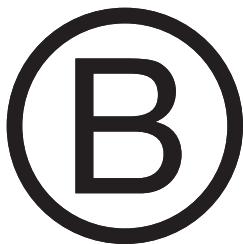
Each year, **Médiaperformances devotes the equivalent of 1% of its DOOH revenue to promoting partner labels**

through three-week campaigns broadcast on our screens in 229 points of sale.

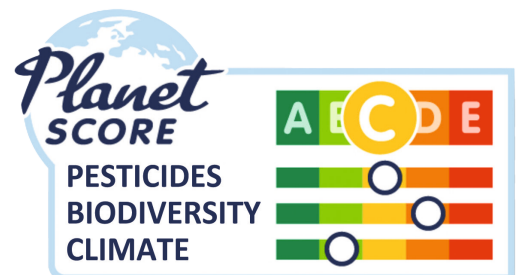
In 2025, three labels – B Corp, Planet-Score and PME+ – are being showcased with the same ambition: to help consumers make informed choices.



Certified



Corporation



b. Innovation and eco-design

At Médiaperformances, innovation is not limited to creating new solutions: it is accompanied by in-depth reflection on their environmental impact.

Our ambition is to design and improve our media in order to reduce their carbon footprint, optimise the use of resources and promote the circularity of materials. This approach is based on constant monitoring, real-world testing and close collaboration with our suppliers and technical partners.



I reduce the company's carbon footprint by favouring eco-design and recycled/recyclable materials, as well as by collaborating with responsible partners.

*Carole Perrin,
Product Development Manager*

Our actions across our solutions

- For the Brand Impact solution, we have moved to a plastic material incorporating up to 50% recycled content.
- The rollout in 2025 of a biodegradable, industrially compostable coupon holder, developed through an R&D partnership.
- The integration of an e-paper solution (e-reader-type illuminated display), a low-energy display technology.



c. Carbon footprint and environmental objectives (ongoing and future)

The following are included in the Carbon Footprint calculation:

- **Scope 1 emissions:** Direct emissions from fixed or mobile sources owned or controlled by the organisation.
- **Scope 2 emissions:** Indirect emissions from the generation of purchased electricity, heat or steam used by the organisation.
- **Scope 3 emissions:** Emissions arising from the purchase of raw materials, services and other goods, employee travel, upstream and downstream freight transport, waste generated by the organisation's activities, the use and end-of-life of sold products and services, and capital goods and production equipment.

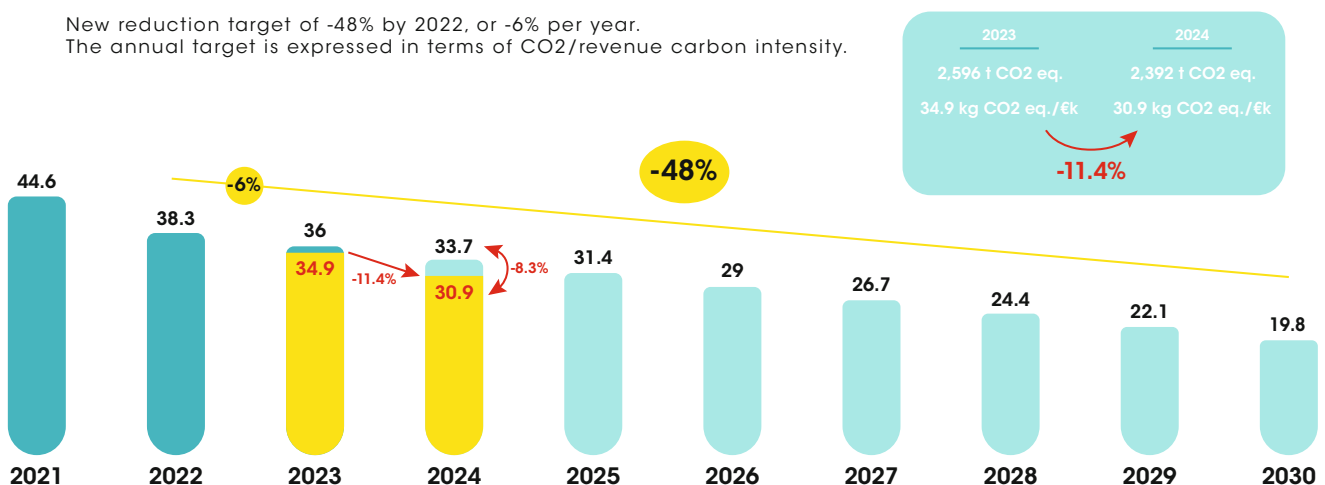
Carbon Footprint

We have been measuring our carbon footprint every year since 2015, taking into account all three scopes, in order to establish a comprehensive and transparent overview of our impact. Reducing these emissions is at the heart of our CSR approach. **Thanks to constant work on our solutions and collective commitment, we achieved the reduction target initially planned for 2025 in 2023.**

Since 2019, we have also been offsetting all our emissions in partnership with INUK and Climateseed. This approach ensures that **every media campaign run by Médiaperformances is fully offset**, at no financial cost to our customers. This major step forward confirms the effectiveness of our actions, but we are not stopping there. Aware of the climate emergency, we have chosen to take on a new challenge: an even more ambitious target to continue reducing our footprint and accelerate our transition to a more sustainable model.

Médiaperformances carbon targets according to the SBTi trajectory

New reduction target of -48% by 2022, or -6% per year. The annual target is expressed in terms of CO₂/revenue carbon intensity.



III. Reinventing our business

What role do we want to play in the future of communication?

Médiaperformances, a media organisation making an impact for tomorrow.

The future of Médiaperformances is guided by a clear ambition: to be a media organisation that makes an impact, supports changes in consumption habits and contributes to the transition towards better eating for all.

Our role goes beyond simple point-of-sale communication: we want to support changes in consumption and actively participate in the transition towards healthier, more sustainable food that is accessible to all.

As a private company, we fully embrace our role in societal change, convinced that communication can be a powerful lever for positive impact.

Our media must become tools for information and awareness, enabling everyone to make informed choices about their diet and health. We believe that a company can be both successful and beneficial to the common good.

We want to be agents of change, not spectators.

We want to inspire, not just inform.

Together with our partners, we want to build a future where every message at the point of sale contributes to more responsible, inclusive and sustainable consumption.

Because helping everyone to consume better is already transforming society.

OUR RESULTS



médiaperformances

ACTIONS

TARGETS & INDICATORS

2025 DATA

PROGRESS

IMPLEMENT A RELEVANT CSR STRATEGY

Establish a structured approach that addresses all of our challenges in order to promote collaboration and raise awareness among all our stakeholders about Médiaperformances' CSR actions.

Improve our Ecovadis rating
Indicator: Ecovadis rating

72



Increase our B Corp rating
Indicator: B Corp rating
Re-certification in 2025: from 82.8 to 105.7

105.7



ACTIONS

TARGETS & INDICATORS

2024 DATA

PROGRESS

REDUCE THE CARBON FOOTPRINT OF THE COMPANY AND ITS SOLUTIONS

Reduce our footprint and offset our direct and indirect emissions

Target: - 11.4% in 2024

In progress



Offset 100% of the campaigns we operate

100%



Expand the use of eco-friendly materials

100%



FOLLOW-UP ON RESULTS →

ACTIONS

TARGETS & INDICATORS

2024 DATA

PROGRESS

DEVELOP AN AMBITIOUS SOCIAL POLICY

Improve our practices and performance in recruitment, integration and mobility

Measure our turnover rate
Indicators: turnover

20.7%



Support our managers in implementing managerial and employee practices

Career progression for 10% of employees each year
(promotion, change of title and/or status)
Indicator: Percentage of employees who have changed roles and/or been promoted

10%



Develop employee skills through an ambitious training plan

Train 80% of employees each year
Indicator: % employees trained/year

78%



Strengthen the corporate culture around inclusivity and disability

Implement actions to promote inclusion and diversity
Indicator: Number of actions implemented/year

2



STRENGTHEN OUR COMMITMENT TO SOLIDARITY

Strengthen our partnership with associations

Increase the percentage of our revenue allocated to donations
Indicator: % of annual revenue allocated to sponsorship actions

1% of revenue



Enable employees to get involved with associations

Indicators:
% of employees who make use of their solidarity day

60%



2 solidarity months/year

2



Use our media solutions to promote more responsible consumption

Inform consumers: Monitoring of the For Good Programme
Indicator: number of campaigns offered

8 campaigns carried out in 2024



Inform consumers: 1% For Labels programme
Indicator: amount allocated equivalent to 1% of revenue

100%

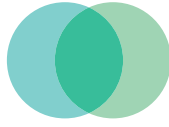


Set up initiatives with our stakeholders on our media to encourage responsible consumption

Engage our ecosystem
Indicators: number of operations per year.

2





médiaperformances
SHOPPER FIRST

2024/2025 Report

CORPORATE SOCIAL RESPONSIBILITY

Encourage, notably through our media, more responsible consumption that is accessible to everyone