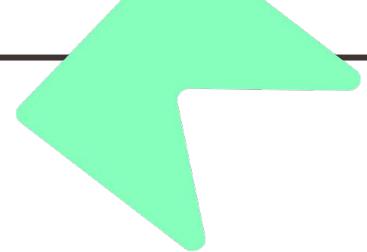


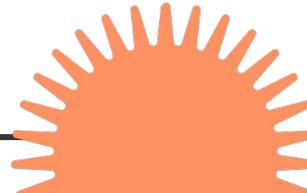
Mission Report

Full Year 2024

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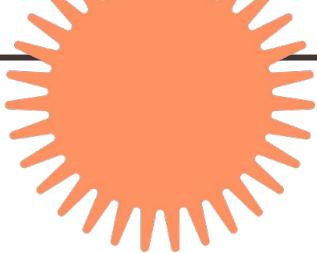
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01

Introduction

Status as a benefit company, about us, our mission, engagements, mission committee members



Quentin Bordage
Founder & CEO
Kolsquare

2024. What a year. Kolsquare's exponential growth was matched by major achievements in our journey as a Benefit company.

From achieving B-Corp certification in March, to the extension of responsible product features in the platform, financial support of existing and new NGOs working to combat cyberbullying, and staff taking work days to volunteer for charitable causes, Kolsquare punched above its weight in many areas.

But having topped 800+ clients in 2024, we are now faced with a greater challenge of mitigating our environmental impact.

More clients means more content to collect and store; in 2024, Kolsquare's average carbon footprint per client remained stable, compared to a significant decrease in 2023.

And more online content generally, increases the risk for online harm to children.

Kolsquare's acquisition by TeamBlue in September, and our subsequent acquisition of Woomio in December will support continuous growth and allow us to have a greater positive impact on the European influencer marketing ecosystem.

But the pressing business imperatives that drove growth in 2024 also meant we failed to adequately drive our mission throughout the year. We booked significant delays in donating 1% of revenues to our NGOs and failed to document progress on our mission in a timely manner.

As we continue to grow in 2025 and beyond, balancing the speed of our growth with delivering on our commitment to have a positive impact will still be a key challenge.

But one that we are determined to meet.

Our mission

Empower all ideas, people and organizations with KOL Marketing in order to positively impact the world. We use all the resources we have - our tech, our voice, and our tribe - to inspire and implement solutions to social and environmental issues.

FR : Permettre à toutes les idées, aux individus et aux organisations d'accéder aux pouvoirs du KOL Marketing pour impacter positivement le monde. Utiliser toutes les ressources à notre disposition - notre technologie, notre voix mais aussi notre tribu - pour inspirer et mettre en place des solutions aux problèmes sociaux, sociétaux et environnementaux.

Kolsquare mission & commitments

Kolsquare is Europe's leading Influencer Marketing platform, a data-driven solution that allows brands to scale their Influencer Marketing strategies and implement authentic partnerships with content creators. Using our technology, professionals can identify the best KOL profiles (Key Opinion Leaders), fully manage their KOL Marketing campaigns, measure their results and benchmark their performance against best practices. Kolsquare offers hundreds of customers (Coca-Cola, Netflix, Sony Music, Publicis, Sézane, Sephora, El Corte Ingles, Kiko Milano, etc.) the latest Big Data, AI and Machine Learning technologies to activate inspiring and genuine partnerships with 3 million KOLs (Key Opinion Leaders) with more than 5,000 followers in 180 countries on Instagram, TikTok, Twitter, Facebook, YouTube and Snapchat..

At Kolsquare, we firmly believe influencer marketing offers concrete opportunities for ideas, people and organisations to grow and reach their greatest potential, and deliver positive impacts for a better world.

Our mission is therefore to empower all ideas, people and organizations with KOL Marketing in order to positively impact the world. We decided to use all the resources we have – our tech, our voice, and our tribe – to inspire and implement solutions to social and environmental issues.

To incarnate our mission, Kolsquare became Benefit Company in September 2020 ("Entreprise à Mission" under French law), and took 4 ambitious commitments.

Kolsquare's 4 Mission Commitments:

- 1. To make our technology accessible to ideas, individuals and organisations that positively impact the world.** To help associations, foundations, public utility companies, companies with a mission as well as training organisations and schools to master our platform. We also want to highlight KOLs (Key Opinion Leaders) and content creators who want to support ideas, individuals and organisations fighting social and environmental problems for free ([#influencerforgood](#)).
- 2. Train, inspire and empower future «change makers» to find a sounding board for their ideas in social networks.** Offer them a community to exchange their good practices. And to promote the responsible practice of influence.
- 3. Donate 1% of our annual revenues to social and environmental initiatives.** And encourage industry players to contribute.
- 4. To have a positive social and environmental impact** (carbon neutrality, gender equality, eco-responsible IT, ...), by creating an Influencer Marketing Charter, and by highlighting the good social and environmental practices of brands and KOLs within our own platform.

Obligations of a Benefit Company

- ❑ Formulate a mission statement and make commitments, included in company's bylaws
- ❑ Create a mission committee
- ❑ Define commitments in measurable objectives
- ❑ Biannual independent audit by a third party



A few key dates

Kolsquare becomes
"Entreprise à Mission"
(Benefit Company)

Creation of the internal
Mission Committee

2024 Kolsquare
achieves B-Corp
certification.
Drives creation of
EIMA.

2018

2020

2021

2022

2023

2024

Kolsquare is founded

First donation of 1% &
carbon neutral

Responsible product
feature launches
- 1st certification filter
- Compliance score on
the platform

Our 4 Commitments (1/2)

1

Empower all ideas, people and organizations that positively impact the world with our KOL Marketing technology and know-how

- Empower all associations, foundations, governments and public utilities companies with our KOL Marketing technology, according to their financial means
- **Empower all benefit companies** as well as all companies having a mission statement that positively impact the world with our KOL Marketing technology with attractive conditions
- Actively support people and organizations to better use **KOL Marketing** in their initiatives to positively impact the world (including managing campaigns by Kolsquarians on voluntary level)
- **Promote all KOLs** willing to freely support ideas, people and organizations to fight against social and environmental issues (#influenceforgood)

2

Train, empower and inspire future « change makers »

- Create a **KOL Marketing academy** to train the greatest number of people to KOL Marketing (Kolsquarians, Marketers, KOL, Students, Entrepreneurs,...)
- **Teach the KOL Marketing Community**, through essays, videos and other contents, influence best practices, but also the concept of influence for good.
- **Create a digital media** to inform people about Social Networks and Influencer Marketing
- **Promote inspiring people**, K.O.L, projects but also brands that are fighting social and environmental issues, including our own initiatives at Kolsquare: communicate on Kolsquare's communication tools, but also on our Tribe communication tools (eg. clients website or social networks), create contents (not only digital), publish books, creating awards...

Our 4 Commitments (2/2)

3

Provide financial support to concrete social and environmental issues solutions implementations

- Donate 1% of sales, or 10% or pretax profits (whichever is greater) to initiatives fighting against social or environmental issues
- **Implement solutions to encourage our Kolsquare Tribe** (employees, customer brands, KOL, suppliers, shareholders, alumni) donate to selected initiatives fighting against social or environmental issues
- **Dedicate pro-bono FTE** to initiatives fighting against social or environmental issues
- **Encourage industry players**, ie Social Networks and IM players (platforms, agencies, brands) to donate to initiatives fighting against social or environmental issues

4

Conduct a responsible business to start positively impacting the world at our own level

- Build a socially and environmentally **responsible business**: green IT (servers), green HR (WFH), promote equality, ...
- Prompts brands and KOL to abide by responsible business rules by creating an **IM Charter** (inform fans about partnerships #sponsored #ad, assume partnerships, ...), and a responsible digital business charter (promote local business, ...) ...
- **Launch initiatives** to make the industry evolve towards more social and environmental responsibility
- Build a product **promoting social and environmental responsibility**: “green” tag on brands or product to help KOL choose, Yuka integration, “responsible” tag on KOL, ...

Mission Team & ambition

Kolsquare is driving influencer marketing towards a more ethical, transparent, and impactful future. We empower brands and creators to build authentic, responsible influence.

The mission committee plays an important role in ensuring that the company remains aligned with its social and environmental objectives. They are helpers in integrating purpose-driven actions into Kolsquare operations, going beyond profit to serve a greater societal good.

The mission committee is responsible for defining the roadmap of objectives and actions, implementing the actions within teams with helpers outside of the committee, and monitoring and evaluating how well the company fulfills its stated mission. In 2025, we plan to invite an external member to join the Mission Team, to provide us with objective, third-party oversight of our actions.

By providing oversight and guidance, the mission committee helps the company stay true to its commitments, reinforcing trust and transparency with stakeholders while driving long-term positive impact in line with its mission statement.

Quentin Bordage,
Head of mission
CEO, Kolsquare



Alexis Klahr,
CFO, Kolsquare



Sophie Douez
Journalist, Kolsquare



Janet Serreau,
BDR, Kolsquare



02

Achievements

Certified



Corporation

Overall B Impact Score



- 88.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Kolsquare becomes a B-Corp

In March 2024, Kolsquare officially achieved **B Corp certification**, a recognition that reflects our unwavering commitment to delivering measurable positive impact on society and the environment, while also achieving our business goals. With an **overall B Impact Score of 88.3**, we demonstrated outstanding performance across the areas of governance, workers, community, environment, and customers.

Achieving B Corp status places Kolsquare among a select group of companies devoted to rigorous standards of **social and environmental performance, accountability, and transparency**, a distinction that marks a significant step forward in our broader mission. Certification isn't the finish line: every three years, we will **re-certify as a B Corp**, with the ambition to improve our score and deepen our commitments to the B Corp pillars, and further strengthening our position as a Benefit Company.

KPIs for 2024

	2020	2021	2022	2023	2024	2020-24 Total
Total Donation	0	€18,0000	€33,000	€50,000	€63,000	€164,000
Cash Donation - total budget	0	€18,000	€33,000	€50,000	€63,000	€164,000
Cash Donation - achieved	0	€18,000	€6,140	€59,140	€38,210	€121,490
Cash Donation - still to achieve	0	€0	€26,860	€17,720	€42,510	€42,510
Carbon impact (net)	Unknown	0	-2 tCO2	-41 tCO2	0	-43 tCO2
Carbon impact (gross)	Unknown	307 tCO2	339 tCO2	502 tCO2	597 tCO2	1,745 tCO2
Carbon compensation	Unknown	307 tCO2	341 tCO2	543 tCO2	597 tCO2	1,788 tCO2
# of children trained through donation		0	2,700 (Approx)	2,700 (Approx)	3,250 (Approx.)	8,650 (Approx)
# children received therapeutic support	-	-	-	16	16	32
# organizations ⁽⁴⁾ using Kolsquare for "good" (% of total clients)	27 (13%)	43 (14%)	63 (13%)	93 (15%)	134 (16%)	163 (15%)

(1) NGOs pay a special fare to access Kolsquare technology (10% of catalog price) (2) Governments entities (3) Purpose Driven companies, including Entreprise à Mission in France and other companies that proved CSR at the very heart of their business (excl. B-Corps certified companies) (4) For good companies include all B-Corp certified, NGO, Purpose driven, Strong CSR & Actions and public sectors classified Kolsquare clients

15 NGO clients ⁽¹⁾

4 Governments clients ⁽²⁾

115 purpose driven clients ⁽³⁾

23,965 trees planted (total 2022-24)

32 children provided with therapeutic support

8,650+ children trained in internet safety



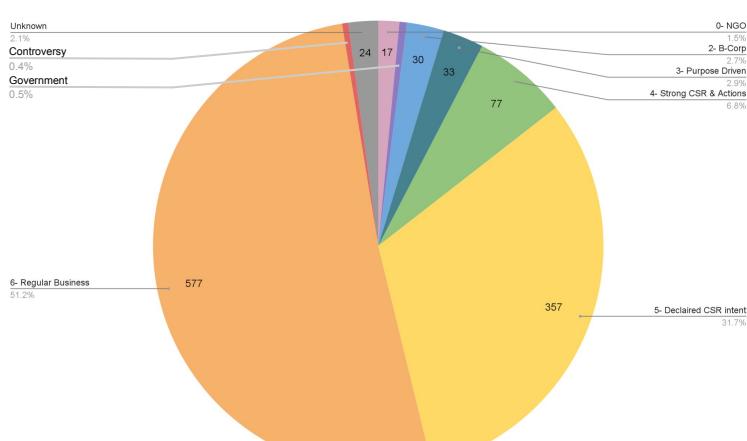
03

Empower all ideas, people and organizations

that positively impact the world with our
KOL Marketing technology and know-how

Kolsquare is used by 134 organizations for “good”⁽¹⁾ in 2024

Volume of Kolsquare clients per category - All time

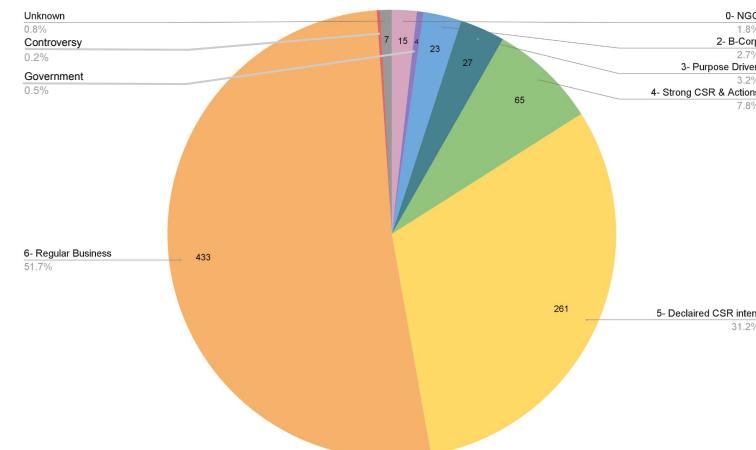


17 NGOs
clients ⁽²⁾

6 Government
clients ⁽³⁾

140 Purpose Driven
clients ⁽⁴⁾

Volume of Kolsquare clients per category - 2024



15 NGOs
clients ⁽²⁾

4 Governments
clients ⁽³⁾

115 Purpose Driven
clients ⁽⁴⁾

(1) For good companies include all B-Corp certified, NGO, Purpose driven, Strong CSR & Actions and public sectors classified Kolsquare clients (2) NGOs pay a special fare to access Kolsquare technology (10% of catalog price) (3) Governments entities (4) Purpose Driven companies, including Entreprise à Mission in France and other companies that proved CSR at the very heart of their business (excl. B-Corp certified companies)

Overall, 163 “for good” companies have already used Kolsquare to fulfill their mission

- **30 B-corp certified companies** have been using Kolsquare since our creation
- **133** other companies have a mission statement that positively impact the world (but not officially Benefit Corporations) started using Kolsquare

Purpose driven companies using Kolsquare

In volume, per year

	2020	2021	2022	2023	2024	Total unique
B-Corp	5	8	16	20	23	30
Purpose driven	5	13	15	19	27	33
Other “for good” companies ⁽¹⁾	17	22	32	54	84	100
Total	27	43	63	93	134	163

(1) Other for good companies include all NGO, strong CSR & Actions and public sectors classified Kolsquare clients

Examples of purpose driven companies having used Kolsquare since its creation





04

Train, empower and inspire

future « change makers »

Kolsquare Academy: creating a content library

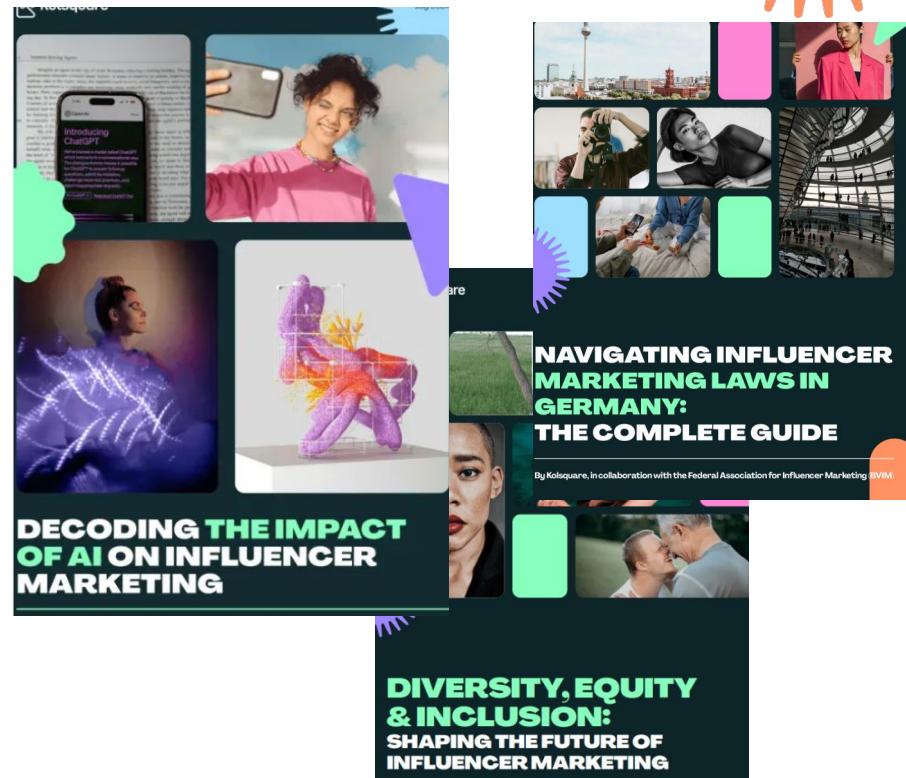
Kolsquare continued to add to its series of educational contents to inspire influencer marketers to have a positive impact.

Major contents delivered in 2024 include:

- [Diversity, Equity & Inclusion: Shaping the future of influencer marketing](#) explores inequalities in influencer marketing and provides actionable insights for brands and creators to foster inclusivity.
- [Influencer Marketing Laws in Germany: The complete guide](#)
- [Decoding the Impact of AI on Influencer Marketing](#)

[Influenceforgood content, 2024](#)

- Website Sessions: 15,754
- Active Users: 12,014
- Engaged sessions: 9,621
- Events (CTA actions): 48,846



IMK Influencer Marketing Klub goes from strength to strength

IMK Influencer Marketing Klub is a dedicated community that brings together influencer marketing professionals, fostering collaboration, industry insights, and innovation. It serves as a space where experts can connect, share knowledge, and stay ahead of evolving market, regulatory and responsible trends.

2024 saw a significant expansion of the IMK into Spain, where we hosted 2 events, and Germany and the UK, where we hosted one event each. The IMK also confirmed its relevance to the influencer marketing community in France, where we hosted three successful events.



IMK 2024

7 events
4 countries
400+ attendees

IMK 2023

5 events
1 country
200+ attendees



Driving Responsible Influence at a European Level

- As Vice President of the UMICC (Union des Métiers d'influence et des Créateurs de Contenu) Ethical Committee, Kolsquare CEO Quentin Bordage contributed to the **creation of the first ethical charter for agencies, agents, and KOLs, setting new benchmarks for integrity in France's Influencer Marketing Industry**. His advocacy extended to regulatory discussions with participation in key meetings with the Directorate-General for Competition, Consumer Affairs, and Fraud Control (DLF) to address tax implications of new legislation for content creators, as well as with key parliamentarians to ensure proper follow-up on the law's implementation.
- Additionally, he spearheaded the creation of UMICC's **Ethical Charter for IM Technologies**, a groundbreaking initiative designed to establish ethical guidelines for influencer marketing platforms, set to be finalized in 2025.
- Beyond his work at the French level, Quentin **co-founded the European Influencer Marketing Alliance (EIMA)** alongside UK and German organisations the IMTB and BVIM, fostering cross-border collaboration to elevate industry standards. Representing EIMA, he spoke at Amazon's Nudes TV show event in Brussels, shedding light on online harassment and the critical role KOLs play in combating digital abuse.



Driving Responsible Influence at a European Level

"Kolsquare is establishing itself as a key player in responsible influencer marketing, notably through its commitment to the UMICC. Under the impetus of Quentin Bordage, CEO of Kolsquare, the UMICC has launched the first ethical charter dedicated to influencer marketing technology solutions, signed by the main platforms in the sector. The charter guarantees greater transparency in data management, guidance for users on the legal framework and a commitment to combating deceptive practices. In addition, Kolsquare (which has developed an open-source tool for measuring the carbon footprint of influencer marketing campaigns) is actively contributing to the structuring of the European market with the creation of EIMA." Bénédicte de Kersauson Déléguée Générale de l'UMICC

"The European Union Council is actively encouraging and supporting organisations such as the European Influencer Marketing Alliance (EIMA) which promotes responsible, ethical influencer marketing in the region. Kolsquare's Quentin Bordage has played - and continues to play - an important role through his work within the Union des Métiers de l'Influence et des Créateurs de Contenus (UMICC) in developing EIMA alongside EIMA's founding partners, the United Kingdom's Influencer Marketing Trade Body (IMTB) and Germany's Bundesverband Influencer Marketing e.V. (BVIM)."

Scott Guthrie, IMTB, Director General



"Quentin has been instrumental in navigating complex regulatory landscapes within influencer marketing in the past year.

His leadership at Kolsquare drove significant progress in standardizing industry practices across multiple markets, mainly through his pivotal role in establishing the European Influencer Marketing Association (EIMA) with the German Bundesverband Influencer Marketing e.V. and its sister associations UMICC in France and the IMTB in the UK.

Quentin's collaborative approach with regulatory bodies fostered greater transparency and compliance, while our common agenda to evolving legal frameworks, ultimately elevating industry standards across the European market, is beginning to be noticed throughout other markets."

Jeanette Okwu, BVIM





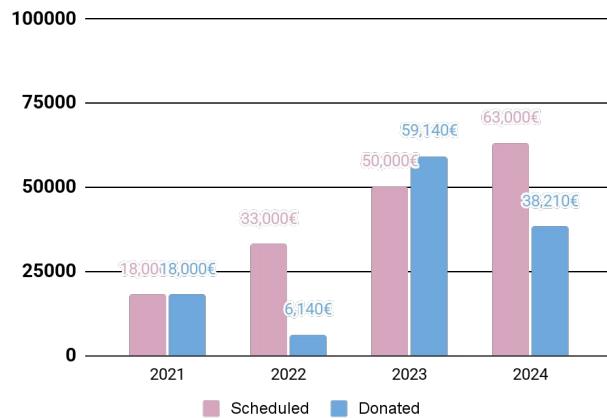
05

Provide financial support

to solve social and environmental issues

Kolsquare donates 1% of annual revenues to fight social & environmental issues

1% donation budget and investment achieved
2021-2024



Total donation budget since 2021: **€164,000**
 Total donation invested since 2020: **€121,490**

Donations achieved **2024**



€8,000

Marion la Main Tendue



€18,000

to Génération Numérique to fight against social media impact on children



€4,210

to Tree Nation to fight against climate change (plant trees), and be carbon neutral

The selection of associations for new donations took more time than expected. In S2 2025, the donations are achieved, for the total 2021-2024 budget

Kolsquare donations focused on driving internet safety awareness amongst children

In 2024, Kolsquare continued its support of Génération Numérique, a French NGO that provides free information to children at school. Each year, Génération Numérique provides essential training sessions on internet safety, social media, and digital literacy to some 400,000 children, teenagers, and their parents across France. In 2024, Génération Numérique channelled Kolsquare's support into:

- The fight against the spread of misinformation, with sessions dedicated to media literacy to develop students' critical thinking when navigating digital content.
- The fight against cyberbullying, through raising awareness of online risks, promoting positive digital practices, and understanding the limits of online anonymity and freedom of speech.

"Kolsquare's contribution has increased our resources (public subsidies, sponsorship, donations, etc.) to intervene in front of a greater number of children."

Cyril di Palma, President of Génération Numérique

€18,000

Kolsquare donation
2024

**30 days of
trainings**

in secondary and high
schools all over France

3,250

children & teenagers trained
thanks to Kolsquare in 2024
(90 sessions)



Kolsquare supporting Marion la Main Tendue in its fight against cyberbullying

As part of our 1% revenue donation initiative, Kolsquare is supporting Marion la Main Tendue, a French nonprofit dedicated to combating school bullying and cyberbullying.

Approved by the Ministry of Education, the association raises awareness, educates, and provides support to thousands of students, parents, and teachers each year to prevent violence among young people.

Through this contribution, we are proud to help create a safer and more inclusive environment for future generations.

"The €8,000 grant allocated in 2024 enabled us to provide individual therapeutic support for 8 people, with 8 sessions per person, totaling 64 hours of therapy, excluding additional costs." Nora Tirane Fraisse, Founder Marion le Main Tendue

€8,000

Kolsquare donation
in 2024





A.E.P.A.E.

Asociación Española para la
Prevención del Acoso Escolar

Kolsquare continued its support of A.E.P.A.E (Spanish Association for the Prevention of Bullying), which works to prevent and address bullying through education, training, and intervention programs.

By empowering children, parents, and educators with the right tools, A.E.P.A.E works to create safer environments and protect victims of bullying.

Each year, Kolsquare's donation funds places in the AEPAE's summer camps for the victims of bullying. At the summer camp, the children are trained in phsyco-assertiveness and verbal defense against threats, self-defense and communication skills. Activities are designed to help victims overcome the impact of bullying by teaching them confidence, self-control, concentration, autonomy, teamwork, and the ability to express feelings and emotions.

€8,000

Kolsquare donation in
2024

"The donation of 8,000 euros was used to cover 8 scholarships for the summer camp for severe victims, which took place at the rural house "El nido de las mariposas", in Fresnedilla de la Oliva (Madrid)."

Enrique Pérez-Carrillo de la Cueva, President, AEPAE



Kolsquare financially supported German NGO: Bündnis Gegen Cybermobbing

Kolsquare is supporting Bündnis Gegen Cybermobbing, a German nonprofit dedicated to preventing and combating cyberbullying.

Through research, education, and awareness campaigns, the organization empowers students, parents, and teachers to recognize and address online harassment effectively.

We are proud to contribute to their mission and help create a safer digital space for all.

"A total of 4 projects were supported by your donation. A total of 50 teachers, 300 students and 100 parents were sensitized and trained in our prevention program "We are all against cyberbullying" Uwe Leest, founder, Bündnis Gegen Cybermobbing

€8,000

Kolsquare donation in
2024



Kolsquare launches 1% for Social Dilemma



1% for Social Dilemma is a foundation, led by Kolsquare, that aims to encourage more companies to join Kolsquare in raising awareness of the impact of social media, and to fight its negative forces (cyberbullying, misinformation, mental health issues). The aim is to recruit new members to give 1% of revenues to approved NGOs in the field, create fundraising and awareness-raising events, and share best practices and useful resources to promote positive change. In 2024, we created the legal & organisational structure, [website](#) and defined how to implement it. However, further progress was halted due to the team.blue acquisition.



Alexis Klahr
CFO Kolsquare

"Digital influence has become a major social issue. Taking concrete action today will positively shape the use of social networks in the future."



06

Conduct a responsible business

to start positively impacting the world at
our own level.

Kolsquare is building a socially and environmentally responsible business around 3 axes

Social Responsibility

Diversity & Equality

Favor local & responsible suppliers

Refurbished equipments

Employee balance

On demand “Work from Home”

2nd parent birth leave

Carbon Impact Reduction

Measure Kolsquare carbon impact

Reduce servers carbon impact

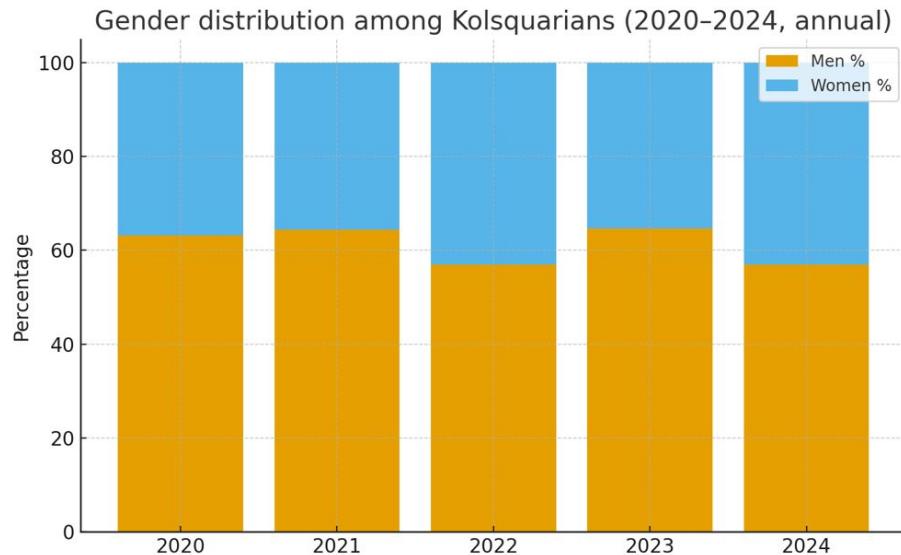
Kolsquare is committed to diversity and equality

In 2021, Kolsquare signed the Galion Project Equality Charter that proposes 45 simple and concrete solutions to promote gender equality in companies.

Of 56 Kolsquarians in Q4 2024, 32 are men and 24 are women. 25% of the SteerCo is female.

This represents an improvement in gender parity. In 2023 men represented 65% of the company compared to 57% in 2024.

Kolsquarians represent 15 different nationalities.

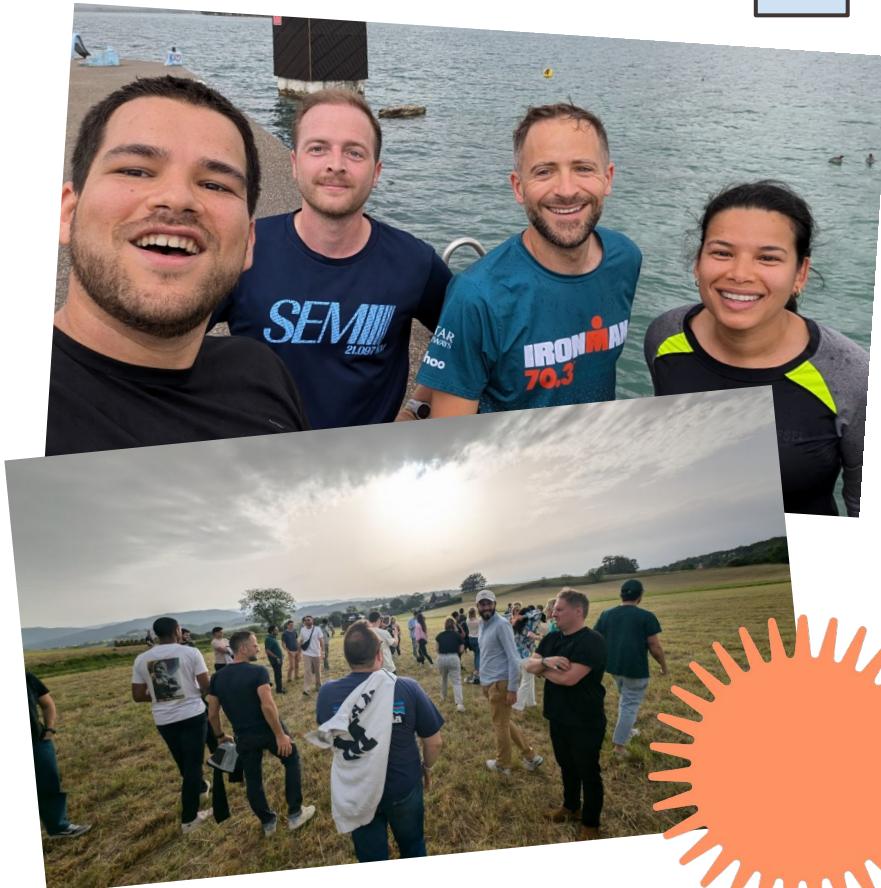


RSE Policy

In 2024, Kolsquare defined and enacted two key policies governing environmental and social issues internally, and externally via a Code of Conduct for suppliers.

Among the many commitments taken in these policies are:

- Locally sourced and 75% vegetarian meals during Monthly KOLs
- Ready-to-use lists of preferred local suppliers and vendors in all regions
- Prioritise train travel where possible
- Use refurbished/recycled IT equipment whenever possible, and safe disposal of e-waste.
- Best Environmental Practices for WFH Policy



Social and Environmental Policy

In 2024, Kolsquare introduced a full Social & Environmental Policy to embed sustainability and responsibility into every part of the company. It goes beyond compliance, including:

- Annual carbon footprint measurement via Sami to define reduction and mitigation goals
- Sourcing refurbished hardware from green IT partner Rzilient
- Ensuring 75% of monthly team lunches are vegetarian
- Prioritising train travel for annual seminars
- Choosing eco-conscious hotels.

Sustainability now guides procurement, catering, office management, and supplier choices:

- Kolsquare favours local and eco-responsible partners for gifts, catering, IT equipment, and office supplies
- Kolsquare encourages buying second-hand or recycled items
- Travel guidelines promote low-emission options
- Office partners such as IWG's Spaces offer carbon-neutral operations with waste sorting, LED lighting, and efficient heating
- Employees receive reusable mugs
- All e-waste goes to certified recyclers



Code of conduct for suppliers

Kolsquare created a Supplier **Code of Conduct** to encourage:

- Strict expectations on ethics, human rights, environmental protection, and workplace safety
- Ban on corruption, bribery, and improper benefits
- Transparency
- IP protection
- Fair competition
- Positive community engagement

Human rights and labour standards include voluntary employment, a ban on child labour, non-discrimination, humane treatment, fair pay, reasonable working hours, and freedom of association.

Suppliers must also comply with regulations on restricted substances, manage hazardous materials responsibly, cut waste and emissions, and reduce resource consumption. Health and safety requirements cover machine safeguards, industrial hygiene, hazard prevention, emergency preparedness, and incident reporting.

In 2024, our largest tech and data supplier signed the Code. Our goal is to have 100% of our major suppliers sign the code of conduct.



Refurbished computers

Through its partnership with **IT service provider Rzilient**, Kolsquare provided:

8 refurbished laptops

to Kolsquarians in 2024, saving

216 kg CO2 : the equivalent of driving 656km by car.



Source : Ademe, 27 kgeqCO2 per year for a laptop computer (= 82km by car) . More [here](#)

Green tech training initiative

In 2024, 8 developers at Kolsquare completed training on Green IT and eco-design as part of our Responsible Digital approach. The sessions focused on:

- Sustainable software design
- Reducing environmental impact through better coding practices
- Smarter resource use
- Awareness of the digital carbon footprint

Kolsquare also set up an ongoing training plan to ensure these skills are continued, expanded, and embedded into everyday workflows and product development.

"The Green IT training really opened my eyes to the environmental side of software development. It got me thinking about how I code every day and how I can do it in a more sustainable way."

David Fabreguette, Senior Backend Developer



Kolsquarians step in to support their communities



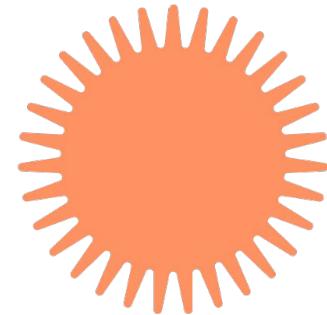
In 2024, two Kolsquarians initiated Kolsquare's [policy allowing staff](#) to take a day of paid leave to support local charities.

Kolsquarian 1 (Ludivine): "Through my association Orry en Transition and thanks to Kolsquare, which allows its employees to dedicate time to causes, I had the opportunity to raise awareness among a CE2 (students ages 8) class in Marly-la-Ville (95) about biodiversity preservation, focusing on birds."

Why it matters? Children are the adults of tomorrow, understanding and knowledge lead to protection rather than destruction. The hands-on activity fostered teamwork, creativity, and motor skills. We were 4 adults leading the workshop—without us, the teacher wouldn't have been able to manage it alone"

Kolsquarian 2 (Gjejlan):

In late October 2024, devastating floods hit Valencia (Spain), leaving thousands in distress. Among those who stepped up to help was Gjejlan, who traveled to the region to support relief efforts. On the ground, she assisted affected families, provided essential aid, and contributed to cleanup operations. Her commitment to solidarity and action in the face of such devastation is a powerful reminder of the impact individuals can have in times of crisis.



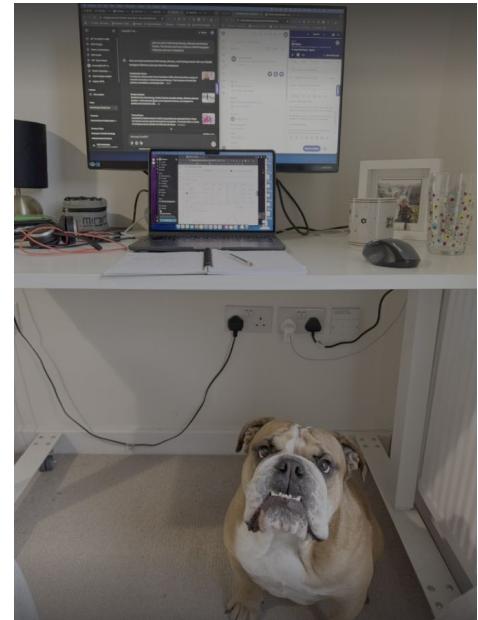
Kolsquare Work From Home Policy

Our priority is to improve team members' quality of life and happiness by addressing work-life balance. It is the best way to hire and collaborate with remote talents, and scale team growth. We think it is the most responsible way of working, preserving the planet and ressources. We think it promotes flexibility and a results-driven culture. And it empowers team members with autonomy and trust they need to reach their goals.

We don't believe in a 100% WFH model without any physical events. We want to replace the shortcomings of physical working (travel time, lack of focus, stress...) with WFH advantages, without losing the benefits of working in the same office.

Digital: Hiring process, offboarding, daily standup, weekly 1to1, semestrial performance review

Physical: Onboarding, Monthly Seminar in Paris (1 day), on demand presence on any Spaces office in the world (400 cities)



Measuring Kolsquare carbon footprint informs our actions to reduce our impact Year on Year

Kolsquare partnered again with SAMI to measure its 2024 carbon footprint, which reached 597 tCO2e – an 18.9% increase year over year, compared with 39.1% business growth.

This means Kolsquare reduced its carbon intensity vs. 2023 across three key indicators: CO2 per client, per euro of revenue, and per employee. Its carbon intensity is now well below Sami's benchmark for similar companies.

The largest sources of emissions are digital services (51%) and other external services (30%), showing that Kolsquare's footprint mainly comes from its digital infrastructure and partners rather than from direct operations or travel.

 **713**
kg CO2/client
-9.9%

 **68.07**
kgCO2 /€k of
revenue
-14.5%

 **2.1**
tCO2 /
employee
-17.5%

Kolsquare carbon footprint 2024

Total emissions

597

tCO2e

Economic intensity

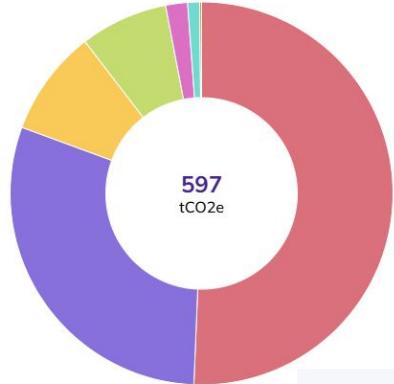
68

kgCO2e / k€ of revenue

Employee intensity

2.1

tCO2e / employee



Numérique	302.5 tCO2e
Achats de services	179 tCO2e
Déplacements	53.6 tCO2e
Restauration et hébergement	44.3 tCO2e
Achats de petites fournitures	11 tCO2e
Télétravail	6 tCO2e
Locaux	0.9 tCO2e

This is equivalent to...



60 French persons
at an average of 10 tCO2e /
year per French person



10,900 m²
of French mature forest



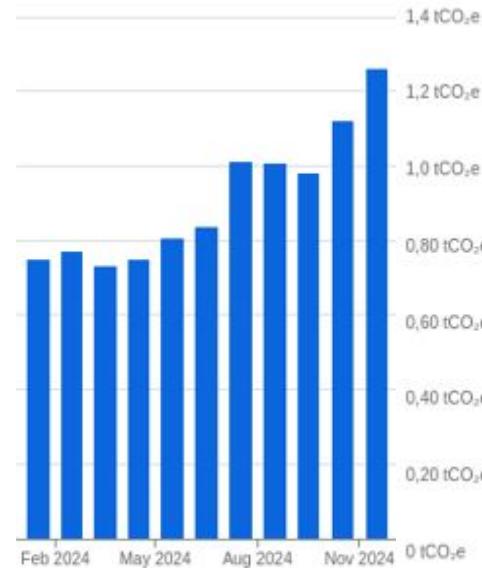
332
round trips Paris / New York
by plane



79
world tours with diesel car

Limiting CO2 impact of our servers

Market-based monthly carbon footprint estimate



13.1 kg CO2
/ client

1.25 kg CO2
/ €1K
revenue

2022 11,9 tCO2

2023 10,5 tCO2

2024 11 tCO2

Carbon consumption by Kolsquare servers increased minimally by 0,5 tCO2 YoY in 2024, compared to 2023, despite a 32% increase in the client base using Kolsquare to run influencer marketing campaigns.

The result represents 0.1 kg CO2 increase per client, and a **25% decline in the CO2 footprint per €1K revenue.**

Kolsquare relies entirely on Google Cloud's St-Ghislain (Belgium) data centre, which uses a high share of refurbished servers and a sustainable energy mix – largely nuclear and renewable – maintained since the previous year. This cloud-based approach enables scalability while avoiding the footprint of on-premises hardware.

Source : Google Cloud Platform, Genesis Server, Feb 2025

Kolsquare: a responsible product

Kolsquare accelerated its work in 2024 to introduce features to help its clients create responsible influence campaigns. These included:

- New filters enabling clients to search for influencers who have completed 'responsible influence' training courses were added for Germany and the Netherlands. These filters enable our clients to confidently select and work with influencers educated in market and advertising ethics and laws.
- Compliance Score. Launched for France in 2023, was extended to Germany, UK and Spain in 2024. The tool streamlines Influencer compliance checks for transparency of sponsor posts for our clients.
- Work advanced significantly on the creation of a Carbon Footprint Calculator for influencer marketing campaigns, in collaboration with Sami. The tool is set for launch in early 2025.

Only see

ARPP certified

DW certified

DDMA certified

With an email

InfluenceForGood



**Certificat de
l'Influence
Responsable**
par l'**ARPP**

Compliance score

Only available for French, German, Spanish, Italian, and UK Instagram accounts (stories not included). Calculated over the last 3 months. [More details here.](#)

56%

Represents the percentage of content identified as sponsored by Kolsquare, throughout all content.

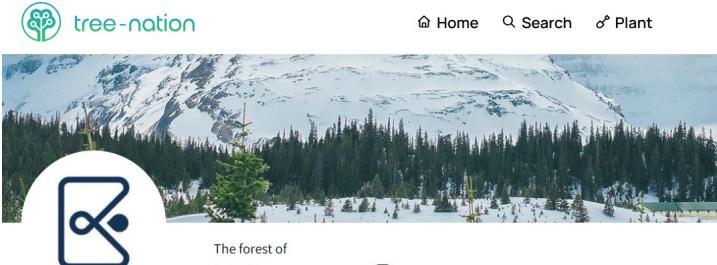
VERY GOOD

Compliance with ASA (UK) recommendations for sponsored content.

1.1

Average mentioned brands per content (organic or sponsored).

Kolsquare: offsetting our carbon footprint



Each year, Kolsquare partners with global reforestation tech solution Tree-Nation to offset the company's CO2 emissions by contributing to reforestation efforts around the world.

In 2024, our donation paid for 4,010 trees to be planted through Tree-Nation, offsetting our 339 tCO2 footprint for 2023.

Kolsquare also began exploring opportunities to incorporate actions to fight climate change into daily activities (mainly product features and marketing actions that trigger planting trees). More to come.

€4,210

Kolsquare donation in 2024 for tree planting





17061 trees
Total planted

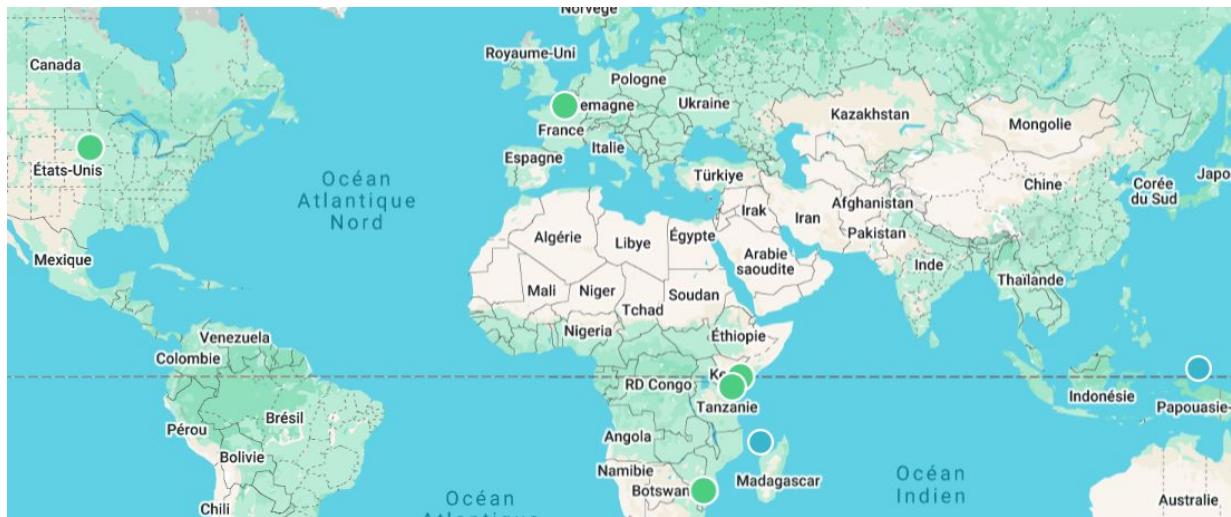


18.97 hectares
Total reforested



1150.95 tonnes
Total CO2 captured

Since 2022, Kolsquare has helped to plant more than 17,000 trees across seven projects in countries including France, the US, Mozambique, Indonesia, Tanzania, Kenya and Madagascar. This amounts to 18.97 ha reforested and 1150.95 tCO2 captured.



Source : Kolsquare Forest page on Tree Nation >> <https://tree-nation.com/fr/profil/impact/kolsquare> (April 2024)

Kolsquare: Responsible Influence Pioneer

2018

Kolsquare joined ARPP and took part to the launch of the Observatory of Responsible Influence at ARPP France (Advertising Regulation authority in France).

2019

Kolsquare initiated and lead the first IAB (Interactive Advertising Bureau) task force on Influencer Marketing created in Europe, aiming at improving market practices (harmonize definitions, metrics, responsible practices).

2020-22

Kolsquare actively took part to UDM/SCRP/Alliance Digitale task force on Influencer Marketing for better regulation (this task force is the new format of the IAB task force initiated by Kolsquare in 2019)

2022

Kolsquare participated in the Roundtables for Responsible Influence organized by the French Ministry of Finance (numerous workshops and bilateral discussions). This led to a dedicated law for Influencer Marketing in order to better prevent consumers for IM excesses, but also to give a sustainable framework for our young & growing industry.

2023

The roundtables at the French Ministry of Finance continued, fostering discussions on key industry topics. The UMICC (Union des Métiers de l'Influence et des Créateurs de Contenu) was officially launched, with Quentin Bordage, CEO of Kolsquare, elected as a member of its Executive Committee. As part of its commitment to ethical influence, Kolsquare participated in the 2023 Observatory of Responsible Influence (ARPP) both as a data provider and as a key contributor to the task force.

2024

Kolsquare is proud to be certified as a Benefit Corporation with an impact score of 88.3/100.

Kolsquare started to work on a policy for "controversial sectors".

Kolsquare is investing in developing responsible features for its platform to encourage clients in responsible influence.

07

Action plan

Kolsquare Action Plan for 2025 & 2026

Our commitments

1

Empower all ideas, people and organizations that positively impact the world with our KOL Marketing technology and know-how

2025

- Comply with French Law about the accessibility of our website
- Train 25% of Kolsquarians to responsible practices

2026

- Develop an approach where all new features are responsible ones (for the client and/or eco design and/or accessibility)
- Train add. 25% of Kolsquarians to responsible practices

2

Train, empower and inspire future « change makers »

- Insert 1 responsible focus in each communication toward clients
- Sign up 8 new NGO across all markets (2 in the nordics)
- Help 15 clients to implement responsible approaches (use of responsible feature, measure their campaign carbon footprint...)

- Sign up 5 new government bodies globally and partner with 1 on a localised responsible campaign
- Conduct a responsible survey on responsible influence and the impact on their practices
- Help 30 clients to implement responsible approaches (use of responsible feature, measure their campaign carbon footprint...)

Kolsquare Action Plan for 2025 & 2026

Our commitments

3

Provide financial support to concrete social and environmental issues solutions implementations

4

Conduct a responsible business to start positively impacting the world at our own level

2025

- Invest our 1% in NGOs in Q1, support them in use of our platform, contribute to amplifying their messages & campaigns of at least 1. Extend support to at least 3 new NGOs.
- Grow the foundation : Secure 5 founding members, 10 initial NGOs, host 1 official event, and execute PR communications.
- Encourage employees to take paid work day to volunteer for charity (5 Kolsquarians)

2026

- Invest our 1% in NGOs in Q1 and help 3 leverage Kolsquare platform
- Grow the foundation : Secure 5 founding members, 10 initial NGOs, host 1 official event, and execute PR communications.
- Encourage employees to take paid work day to volunteer for charity (8 Kolsquarians)

- Decrease the employee carbon footprint by 20% back to 2023 level
- Achieve gender parity in Kolsquare employees
- Introduce 3 responsible influence features on the platform
- Continue to encourage greater investment in the Mission by Kolsquarians

Thanks to...

For 2023 Report

...

For 2023 Report

...

For 2023 Report

...

ANNEX

...

ANNEX

...

Our Engagements - Status

What we have done so far (1/2)

Our engagements

1

Empower all ideas, people and organizations that positively impact the world with our KOL Marketing technology and know-how

2

Train, empower and inspire future « change makers »

What we have done so far

- During Covid19 Lockdown : free access to governments, associations, foundations, ...
- Pricing list adapted associations, benefit companies, ... (it's online on our website)
- #influenceforgood filter on Kolsquare platform to allow organizations to immediately identify KOLs willing to freely support ideas, people and organizations to fight against social and environmental issues
- 1 Kolsquarian helping association using Kolsquare technology for free (Princesse Margot)

- Open training for all collaborators + Free books (avoid Amazon) + Mini trainings from Kolsquarians (Boost your skills)
- Initiated a KOL Marketing academy to train KOLs + Kolsquarians
- Took part to educations initiatives : trained 200 students Crealise, free access to Kolsquare for HEC Students during a case study, supported a Master creation at La Sorbonne, ...
- Edited our Culture Book with testimonials

Our Engagements - Status

What we have done so far (2/2)

Our engagements

3

**Provide financial support to concrete
social and environmental issues
solutions implementations**

4

**Conduct a responsible business to
start positively impacting the world at
our own level**

What we have done so far

- Budgeted 1% of 2020 sales (18k€) to donate to initiatives fighting against social or environmental issues (project under construction with the team)
(Kolsquare donated for the war in Ukraine. Each person which has made a donation was doubled by Kolsquare) TBC - the exact amount perhaps ?

- Implemented WFH
- Signed 2 Gillion Project charters (equality, 2nd parent birth holiday)
- Systematic local purchase (goodies, food/beverage, ...)
- Initiated and lead IAB task force on Influencer Marketing for better market practices (harmonize definitions, metrics, responsible practices)
- Actively take part to ARPP and UDM task force on Influencer Marketing for better regulation
- Created a ARPP filter on Kolsquare (2023) to filter KOLs with the Responsible Influence certificate for your campaigns

Our Engagements - Roadmap (draft)

Our engagements

1

Empower all ideas, people and organizations that positively impact the world with our KOL Marketing technology and know-how

2

Train, empower and inspire future « change makers »

3

Provide financial support to concrete social and environmental issues solutions implementations

4

Conduct a responsible business to start positively impacting the world at our own level

2021

- Online Pricing List with focus on Startups & NGOs
- 6 Kolsquarians (1/month) help Associations with KOL Marketing

2022

- Add filters on Kolsquare Search to promote KOL willing to support initiatives

- Initiate internal KOL Academy
- Monthly external KOL Academy
- Create a digital media
- Create awards + publish books/videos

- Create a foundation
- Implement a solution to encourage KOL, suppliers, shareholders, alumni to donate

- 50% women vs 50% men
- Create responsible digital business charter (promote local business, ...) for our Tribe
- Add filters on Kolsquare Search to promote responsible brands