

DIDOMI

# ESG REPORT & IMPACT 2024



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# Introduction

**Building a responsible future by seeing beyond, acting with purpose.**

## Message from the Leadership Team

**Embracing Responsibility, Building Trust, Shaping Tomorrow.**

At Didomi, we believe that trust is not just a principle but the foundation of everything we do. As our company grows and matures, we recognize that our role extends beyond providing innovative solutions; it carries a responsibility to shape a future where technology serves people and respects the world we share.

Embracing our responsibility means acknowledging the impact of our activities, both direct and indirect. As a key player in our industry, we must accept the reality and consequences of our work, ensuring that our growth aligns with ethical, social, and environmental considerations. This commitment is about more than compliance, we aim to set a higher standard, foster a culture of integrity, and inspire positive change.

We also recognize that the choices we make today will define the world of tomorrow. Beyond our immediate operations, we are committed to embedding sustainability, ethics, and inclusion into our decisions, for present and future generations, and the well-being of our planet. This is not an obligation; it is a mindset, a way to ensure that our progress benefits society as a whole.

This first ESG & Impact report marks a milestone in our journey. It reflects our first steps, the lessons we have learned, and the vision we are building for the future. We are proud of our progress and even more determined to go further. Our commitment is clear: to build a responsible future, see beyond the present, and act with purpose.

## Our ESG mission

**Driving Trust, Elevating Standards, Building a Sustainable Future.**

Our corporate purpose is to **build a world where people regain control over the technologies they use**. Achieving this vision requires more than developing innovative solutions, it demands that we operate with integrity, responsibility, and a commitment to doing things right. By embedding ethical and sustainable practices into our operations, we ensure that trust remains at the heart of everything we do, not only in how we serve our clients but also in how we contribute to a more responsible digital ecosystem.

Our ESG approach is deeply rooted in our core values: **Trust, Collaboration, and Innovation**. Trust is the foundation of our business, guiding every decision we make. To be a truly responsible company, we must continuously improve, challenge ourselves, and set ambitious ethical standards that go beyond compliance. By embedding sustainability and integrity into our operations, we are enhancing our identity and strengthening the long-term resilience of our business.

As we grow, we recognize the importance of accountability to our employees and partners and the broader ecosystem in which we operate. Being a trustworthy partner for our clients means acting transparently, prioritizing data protection, and ensuring that our social and environmental impact aligns with the expectations of a changing world.

Our commitment to ESG is a long-term responsibility to shape an industry where trust, ethics, and innovation drive meaningful progress. Together, we are building a future where technology and responsibility go hand in hand.

## **Our commitments aligned with the United Nations Sustainable Development Goals (SDGs)**

At Didomi, we believe that true sustainability comes from collective responsibility and meaningful action. In a world where environmental and social challenges are more complex than ever, we have chosen to align our initiatives with the **United Nations Sustainable Development Goals (SDGs)**. This globally recognized framework provides a clear path for businesses to contribute to a more equitable, sustainable, and resilient future.

### **Understanding the SDGs and Corporate Engagement**

Established in 2015, the 17 SDGs provide a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. Each goal encompasses specific targets and indicators, guiding nations and organizations in their sustainability efforts. The SDGs offer businesses a framework to align strategies and operations with global priorities, fostering sustainable growth and shared value.

Companies are encouraged to identify SDGs that align with their core activities, set measurable commitments, and report on progress. This alignment enhances corporate responsibility and meets the growing expectations of stakeholders, including investors, customers, and employees.



# Sustainable Development *Goals*



## **SDG 1 No Poverty**

End poverty in all its forms everywhere by ensuring equal access to economic resources, essential services, and social protection systems.



## **SDG 2 Zero Hunger**

End hunger, achieve food security, improve nutrition, and promote sustainable agriculture to ensure access to safe and nutritious food for all.



## **SDG 3 Good Health & Well-being**

Ensure healthy lives and promote well-being for all at all ages by improving healthcare access, reducing disease spread, and promoting mental health.



## **SDG 4 Quality Education**

Achieve gender equality and empower all women and girls by eliminating discrimination, violence, and barriers to equal opportunities.



## **SDG 5 Gender Equality**

Achieve gender equality and empower all women and girls by eliminating discrimination, violence, and barriers to equal opportunities.



## **SDG 6 Clean Water & Sanitation**

Ensure availability and sustainable management of clean water and sanitation for all, preventing water scarcity and pollution.



## **SDG 7 Affordable & Clean Energy**

Ensure access to affordable, reliable, sustainable, and modern energy for all, increasing the use of renewable energy sources.



## **SDG 8 Decent Work & Economic Growth**

Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.



**SDG 9**  
**Industry, Innovation & Infrastructure**

Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation to support economic development.



**SDG 10**  
**Reduced Inequalities**

Reduce inequality within and among countries by addressing income disparities, social exclusion, and discrimination.



**SDG 11**  
**Sustainable Cities & Communities**

Make cities and human settlements inclusive, safe, resilient, and sustainable by improving housing, transport, and urban planning.



**SDG 12**  
**Responsible Consumption & Production**

Ensure sustainable consumption and production patterns by reducing waste, promoting recycling, and encouraging sustainable resource use.



**SDG 13**  
**Climate Action**

Take urgent action to combat climate change and its impacts by reducing carbon emissions, promoting sustainability, and adapting to environmental changes.



**SDG 14**  
**Life Below Water**

Conserve and sustainably use the oceans, seas, and marine resources to protect biodiversity and prevent pollution.



**SDG 15**  
**Life on Land**

Protect, restore, and promote sustainable use of terrestrial ecosystems, manage forests responsibly, and combat desertification and biodiversity loss.



**SDG 16**  
**Peace, Justice & Strong Institutions**

Promote peaceful and inclusive societies, ensure access to justice for all, and build effective, accountable institutions.



**SDG 17**  
**Partnerships for the Goals**

Strengthen global partnerships to support and achieve the SDGs, encouraging collaboration between governments, businesses, and civil society.

## Corporate adoption of the SDGs: a global perspective

The integration of SDGs into corporate strategies has seen significant uptake globally:

- **Global Reporting Trends:** As of 2022, 71% of the N100 companies (the top 100 companies in each of 58 countries) and 75% of the G250 companies (the world's 250 largest companies) reference the SDGs in their corporate reporting. ([source](#))
- **Technology Sector Engagement:** Within the technology sector, 66% of companies have connected their business activities to the SDGs in their corporate reporting, reflecting a strong commitment to sustainable development. ([source](#))

## Our materiality analysis approach

To ensure that our ESG actions reflect both global priorities and our business realities, Didomi conducted a materiality analysis based on the United Nations Sustainable Development Goals (SDGs). This process involved:

- Identifying relevant ESG challenges by referencing the SDG framework
- Consulting internal department managers to collect existing initiatives, known risks, and opportunities from each business function
- Mapping all actions across three dimensions: Environmental, Social, Governance & Ethical impact

This collaborative approach helps us prioritize what matters most, strengthen internal alignment, and engage all teams in contributing to our ESG commitments.

## Didomi's 2024 SDG Achievements

In 2024, Didomi made **meaningful contributions to 13 of the 17 United Nations Sustainable Development Goals (SDGs)**, reinforcing our commitment to responsible business practices and positive societal impact. We focused our efforts on areas where we can drive real change, aligning our actions with key global sustainability priorities.

- |  |  |
|--|--|
| • <b>SDG 2</b> – Zero Hunger                           | • <b>SDG 10</b> – Reduced Inequalities                 |
| • <b>SDG 3</b> – Good Health & Well-being              | • <b>SDG 12</b> – Responsible Consumption & Production |
| • <b>SDG 4</b> – Quality Education                     | • <b>SDG 13</b> – Climate Action                       |
| • <b>SDG 5</b> – Gender Equality                       | • <b>SDG 15</b> – Life on Land                         |
| • <b>SDG 7</b> – Affordable & Clean Energy             | • <b>SDG 16</b> – Peace, Justice & Strong Institutions |
| • <b>SDG 8</b> – Decent Work & Economic Growth         | • <b>SDG 17</b> – Partnerships for the Goals           |
| • <b>SDG 9</b> – Industry, Innovation & Infrastructure |  |

Didomi is contributing to a global movement for a more sustainable and equitable future by strategically aligning our initiatives with these SDGs. This is just the beginning, and we are committed to pushing further in 2025.

Turning these commitments into tangible actions is where our impact truly takes shape. To structure our ESG approach effectively, we have categorized our initiatives into three key pillars:

#### **Environmental Impact**

Actions that reduce our carbon footprint, promote sustainability and drive responsible resource management.

#### **Social Impact**

Initiatives that support our employees, communities, and broader society through education, well-being, and inclusivity.

#### **Governance Impact**

Efforts to strengthen transparency, ethics, and accountability in our business operations.

Each pillar reflects our commitment to integrating sustainability into our core operations, ensuring that our growth is responsible, our actions are meaningful, and our impact is lasting. The following sections detail how Didomi has translated these principles into measurable progress in 2024.

# ENVIRONMENTAL

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# Environmental Impact

Empowering Responsible Technology, Protecting Our Planet.

We recognize that technology and sustainability must go hand in hand. As part of our commitment to responsible business practices, we have taken concrete steps to measure, reduce, and offset our environmental footprint while promoting a culture of eco-consciousness among our employees.

## Carbon Footprint Assessment

In 2024, we conducted our first-ever carbon footprint assessment, measuring our 2023 environmental performance on Scope 1, 2, and 3 emissions.

Scope 1 Emissions (tCO2e) Direct emissions of GHG	2.9 tCO2e
Scope 2 Emissions (tCO2e) Indirect emissions related to energy	1.7 tCO2e
Scope 3 Emissions (tCO2e) Other indirect emissions of GHG	579.3 tCO2e
Footprint total	584 tCO2e
Total energy consumption (kWh)	20,005 kWh
Renewable energy consumption (kWh)	6,805 kWh

Aligned with SDGs: SDG 7 – Affordable & Clean Energy | SDG 12 – Responsible Consumption & Production | SDG 13 – Climate Action

## Waste management & Recycling

We improved waste management by installing collection bins for batteries, ink cartridges, and electronic waste in our headquarters.

Aligned with SDGs: SDG 12 – Responsible Consumption & Production

## Paperless policy

We have implemented a company-wide paperless policy, reflecting our commitment to reducing our environmental footprint and promoting more efficient, sustainable ways of working. All core workflows, from HR processes and finance operations to legal documentation, client onboarding, and internal communication, have been fully digitized across every department.

This approach supports our resource conservation efforts by significantly reducing paper consumption and enables greater traceability, security, and agility in our operations. Embracing digital tools aligns with our mission to create technology that respects both people and the planet. It reinforces our ambition to lead by example in building a low-impact, digital-first organization.

*Aligned with SDGs: SDG 12 – Responsible Consumption & Production*

## Employee Engagement in Reforestation

Through an app that transforms employee steps into environmental and social impact, we engaged our team in tree-planting initiatives and charitable donations.

Accumulated steps per day in 2024	32 700 664
Planted trees	102
Total CO2 contribution	76.5 tCO2

The Ocean Cleanup Donations	539€
Croix-Rouge	396€
WWF	153€
UNICEF	257€
Greenpeace	171€
TOTAL	1,516€

*Aligned with SDGs: SDG 13 – Climate Action | SDG 15 – Life on Land*

## Greener Business Travel choices

Reducing the carbon footprint of business travel is a key part of our climate responsibility. To support this, Didomi has implemented sustainable Travel & Expense guidelines that promote lower-carbon travel choices, such as prioritizing train over air travel whenever possible, and limiting travel frequency for employees working fully remotely.

We also apply this principle to international events, ensuring we select the most suitable local team member whenever possible to avoid unnecessary long-haul travel. In 2024, we limited international business trips to 10 key in-person events, keeping our mobility intentional and impact-conscious.

These measures help minimize unnecessary emissions while encouraging smarter, more sustainable mobility practices across the organization.

To complement our sustainable travel approach, we also invest in digital formats to reduce the need for physical presence. In 2024, we organized 14 online webinars for our clients and partners, gathering over 3,200 registrations. By offering high-value virtual experiences, we limit travel-related emissions and increase accessibility and engagement across geographies, proving that meaningful connections don't always require a plane ticket.

*Aligned with SDGs: SDG 12 – Responsible Consumption & Production | SDG 13 – Climate Action*

## Sustainable Content Strategy

Every piece of content we create carries a footprint, so we choose to create responsibly. By compressing 100% of our images and videos and optimizing formats, we reduce the CO<sub>2</sub> emissions of our digital assets without compromising on quality. Less weight means faster load times, better accessibility, and a reduced impact on the planet.

*Aligned with SDGs: SDG 12 – Responsible Consumption & Production | SDG 13 – Climate Action*

## Green Hosting & Cloud Efficiency

As part of our ongoing commitment to reducing our environmental impact, we have successfully migrated three of our services to Amazon Graviton-based instances. These processors, built on the Arm (Advanced RISC Machine) architecture, are significantly more energy-efficient than traditional x86-based alternatives, helping us lower our carbon footprint without compromising performance.

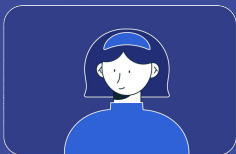
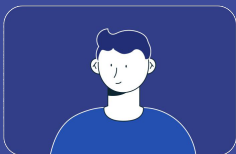
But we are not stopping there. By the end of the year, our goal is to migrate two additional services, continuing our shift toward a more sustainable and responsible cloud infrastructure.

*Aligned with SDGs: SDG 7 – Affordable and Clean Energy | SDG 9 – Industry, Innovation and Infrastructure | SDG 12 – Responsible Consumption and Production | SDG 13 – Climate Action*



# SOCIAL

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# Social Impact

**Building Trust, Empowering People, Creating Positive Change.**

We believe that our impact should extend beyond technology and recognize that businesses have a responsibility to contribute positively to society, whether by supporting communities, promoting well-being, or fostering inclusive and ethical work environments. Our social impact efforts in 2024 reflect our commitment to trust, solidarity, and sustainable growth.

## **Solidarity & Health Initiatives**

As part of our commitment to fighting food insecurity, we partnered with the French Red Cross (Paris 2nd district) to organize a food drive aimed at supporting vulnerable communities. This initiative provided essential food supplies to those in need, reinforcing our dedication to humanitarian causes and social responsibility.

*Aligned with SDGs: SDG 2 – Zero Hunger*

In the area of health and well-being, Didomi joined forces with Odyssea, a race supporting breast cancer research. This year, 31 Didomi employees accepted the challenge, demonstrating solidarity and commitment to the cause. Their participation helped raise 935€, which was donated to the Gustave Roussy Foundation, Europe's leading cancer research center. By mobilizing our employees in this initiative, we raised awareness about breast cancer and contributed to funding critical medical research.

Additionally, Didomi took proactive steps to strengthen workplace safety and social responsibility by training and certifying eight employees as first-aid and rescue workers. This initiative ensures that we have trained personnel capable of responding to medical emergencies, providing immediate assistance in the workplace, and potentially saving lives. Beyond the professional setting, this training also equips employees with essential lifesaving skills they can use in their daily lives, empowering them to act responsibly and confidently in emergency situations whether at work, at home, or in their communities. This effort contributes to enhancing workplace safety and fostering a culture of preparedness, accountability, and solidarity.

*Aligned with SDGs: SDG 3 – Good Health & Well-being*



## Investing with Purpose

Every euro we spend is an opportunity to create positive change. We turn our values into action by allocating part of our budget to social impact projects and forming partnerships with mission-driven organizations.

This impact-oriented approach to budgeting allows us to support causes that align with our ESG commitments and amplify the reach of those building a more just, inclusive, and sustainable world.

*Aligned with SDGs: SDG 17 – Partnerships for the Goals*



## Education & Learning Support

The transformative power of education and the importance of providing opportunities for individuals to develop their skills and thrive are critical to Didomi. As part of our commitment to supporting learning and professional development, we allocated our apprenticeship tax contributions to institutions that align with our values and mission. In 2024, the following organizations were selected through an internal employee vote, showcasing our collective dedication to inclusive education and social impact:

Beneficiary Institution	Amount Allocated (€)
Association Agir et Vivre l'Autisme Paris	3,303.72
Ecole de la Deuxième Chance de Paris	1,020.26
Konexio	534.42
<b>TOTAL</b>	<b>4,858.40</b>

By supporting these organizations, Didomi contributes to initiatives that foster educational inclusion, professional reintegration, and digital literacy, ensuring that learning remains accessible to those who need it most.

*Aligned with SDGs: SDG 4 – Quality Education*

## **Employee Well-being & Work-Life Balance**

Work today is no longer bound by walls but shaped by purpose, autonomy, and balance. With 67% of the team working remotely in 2024, Didomi embraces a flexible model that reflects modern expectations and supports how people truly thrive. This approach enables greater work-life balance, mental well-being, and access to diverse talent, while reinforcing our commitments to diversity, equity, and inclusion (DEI).

Employee experience is at the heart of our social impact strategy. To stay connected to our team's expectations, we measure engagement through the employee Net Promoter Score (eNPS) every semester. In 2024, Didomi recorded an average eNPS of +33, showing strong satisfaction and engagement across teams, especially in response to our remote-first culture, flexible policies, and human-centered management style.

This continuous feedback loop helps us adapt our culture, anticipate challenges, and ensure our people feel heard, respected, and empowered to grow, wherever they work from.

*Aligned with SDGs: SDG 3 – Good Health & Well-being | SDG 5 – Gender Equality | SDG 8 – Decent Work & Economic Growth | SDG 10 – Reduced Inequalities*

## **Inclusive & Accessible Content and Design**

True creativity leaves no one behind. By following the WCAG accessibility standards, we ensure that our websites, brand assets, and campaigns are inclusive by design so that people of all abilities can access, navigate, and connect with our content.

Accessibility is a mindset. In 2024, we continued advancing our WCAG compliance roadmap, driven by the belief that inclusive experiences are simply better for everyone. This includes ensuring that 100% of our content meets WCAG guidelines, with all digital assets designed to meet AA or AAA compliance levels and a consistent focus on inclusive language and clarity across all touchpoints.

*Aligned with SDGs: SDG 10 – Reduced Inequalities | SDG 9 – Industry, Innovation & Infrastructure*

## **Diversity in Visual Representation**

Representation matters, and every image tells a story. We choose to tell stories that reflect the diversity of the world we live in. In all our creative work, we are committed to showcasing inclusive and balanced representation, ensuring that no one is left out or left behind.

In 2024, we remained vigilant in challenging visual biases, especially when communication promotes men without equally promoting women. Diversity isn't just a value, it's a visual responsibility.

*Aligned with SDGs: SDG 5 – Gender Equality | SDG 10 – Reduced Inequalities*



## Educating Clients on Ethical Tech

Spreading a culture of ethical technology and responsible data use is core to our mission. Beyond offering privacy tools, we see it as our role to educate, guide, and inspire our clients to adopt the highest standards in compliance and data ethics.

In 2024, we hosted webinars and training sessions focused on the ethical use of data, privacy-by-design principles, and regulatory best practices, turning compliance into an opportunity for trust and transparency.

Because helping our clients do things right is the best way to have a lasting impact.

Webinars organized	Registrations
14	3,200

*Aligned with SDGs: SDG 16 – Peace, Justice & Strong Institutions | SDG 17 – Partnerships for the Goals*



## Inclusive Customer Support

Providing accessible and inclusive support is essential to building strong, lasting relationships with our clients, wherever they are and whatever their needs may be. We ensure language accessibility through a multilingual support service available in French, English, and Spanish, covering the vast majority of our markets. Our product documentation, including user guides, FAQs, and help resources, is also translated into the main languages of our customer base.

To ensure accessibility for people with disabilities, our products are designed to follow WCAG 2.1 standards (Web Content Accessibility Guidelines) wherever possible. We conduct regular UX/UI audits and accessibility testing to continuously improve navigation for users with visual, motor, or cognitive impairments.

Our commitment to accessibility contributes to strong client satisfaction and loyalty: with a client retention rate of 95%, Didomi maintains trust across a wide and diverse user base. Every account except Tier 4 has access to a dedicated Customer Success Manager (CSM), available by phone. In addition, meetings are recorded, and recap materials are always shared, ensuring clarity and continuity for every client.

*Aligned with SDGs: SDG 10 – Reduced Inequalities | SDG 9 – Industry, Innovation & Infrastructure | SDG 16 – Peace, Justice & Strong Institutions.*

## **Ethical AI & Data Privacy**

In line with our commitment to responsible innovation and the protection of individual rights, we are proud to share that Didomi has adopted its first internal policy on ethical artificial intelligence (AI) and data privacy.

This policy provides clear guidelines for the responsible use of generative AI tools across our organization. It defines boundaries for data usage, requires rigorous human oversight, and reinforces our ethical responsibility to prevent harm, misinformation, or privacy violations in any AI-driven activity.

Key commitments include:

- No use of internal data for AI training
- Mandatory fact-checking and human validation before sharing AI-generated content
- Strict protection of confidential and sensitive information
- Annual training for all employees on AI risks and ethical practices
- Clear accountability, escalation, and reporting processes

By implementing this policy, we aim to establish a high standard for integrating AI into our work, striking a balance between innovation, ethics, transparency, and human oversight.

# GOVERNANCE & ETHICS

*impact*



# Governance & Ethics Impact

## Acting with Integrity, Building a Trusted Future.

At Didomi, ethics and responsibility are embedded in the way we operate, shaping both our internal culture and our external commitments. We believe that trust is built through transparency, accountability, and a continuous effort to uphold the highest standards of integrity. In 2024, we took significant steps to reinforce our ethical foundation, ensure strong corporate governance, and foster a culture where responsibility is central to everything we do.



## Strengthening Ethics & Compliance



As a first milestone in our ESG journey, Didomi was awarded the EcoVadis Bronze medal, marking the first formal recognition for our sustainability and corporate responsibility efforts.

This distinction acknowledges our progress in ethical business practices, sustainable procurement, and labor policies. It also serves as a foundation for further improvements, as we strive to strengthen our commitments and aim for higher levels of recognition in the coming years.

In parallel, ensuring the security and confidentiality of data remains one of our top priorities. Our continued ISO 27001 certification reaffirms our commitment to upholding the highest international standards for information security management. This certification is essential in maintaining the trust of our clients and partners, as we handle sensitive data in an increasingly complex regulatory environment. By preserving this standard year after year, we demonstrate our ability to implement strong security practices while reinforcing our ethical responsibility in data management.

To enhance accountability within the company, we implemented an internal and external whistleblowing system in 2024. This mechanism ensures that employees, clients, and partners have a confidential and secure way to report ethical concerns, promoting a workplace culture rooted in integrity and openness. Notably, no alerts were reported this year, which reflects the strong ethical standards embedded within our teams. Nevertheless, we remain committed to keeping this system active and accessible, ensuring that every voice can be heard when it matters.

As part of our ongoing efforts to promote transparency, we launched a dedicated Ethics page on our website. This public platform serves as a reference point for our stakeholders, outlining our ethical commitments, ESG strategy, and corporate values. By making this information accessible, we reinforce our credibility and ensure that our corporate responsibility efforts are aligned with the expectations of our clients, partners, and employees.

*Aligned with SDGs: SDG 16 – Peace, Justice & Strong Institutions*





## Fair Supplier Payment Terms & Ethical Procurement

Treating our partners with fairness and respect is central to our approach to responsible business. We are committed to maintaining ethical procurement practices, including fair and timely payment terms, particularly for small suppliers most vulnerable to cash flow pressure.

In 2024, 90% of supplier invoices were paid on time, with the remaining balance paid within less than 10 days of delay. These practices are monitored regularly through our aged supplier balance reports to ensure transparency and accountability.

*Aligned with SDGs: SDG 8 – Decent Work & Economic Growth | SDG 12 – Responsible Consumption & Production | SDG 16 – Peace, Justice & Strong Institutions*



## Training & Awareness

Fostering an ethical culture within the organization also requires continuous learning. In this regard, we trained 89% of our employees in Business Ethics, equipping them with the necessary knowledge and tools to make responsible decisions in their daily work. By integrating ethics training into our corporate development programs, we aim to create a long-lasting culture of integrity that extends across all levels of the company.

*Aligned with SDGs: SDG 8 – Decent Work | SDG 16 – Strong Institutions*



## Internal Engagement & Communication

At Didomi, we believe that corporate social responsibility (CSR) should not be limited to top-down initiatives but must be a collective effort where employees actively contribute, share ideas, and engage in meaningful discussions. To encourage this, we launched the #csr-interest Slack channel, providing a dedicated space where employees can exchange insights, discuss sustainability topics, and stay informed about Didomi's ongoing ESG initiatives.

*Aligned with SDGs: SDG 8 – Decent Work | SDG 16 – Strong Institutions*



## ESG Structuring

Finally, to strengthen the governance of our ESG commitments, we appointed and trained a dedicated HR & ESG Director in 2024. This strategic move ensures that sustainability is embedded in our corporate decision-making processes and that we have a clear roadmap for advancing our ESG objectives. By structuring our approach this way, we reinforce our long-term commitment to ethical governance and sustainable business practices.

*Aligned with SDGs: SDG 8 – Decent Work | SDG 12 – Responsible Consumption | SDG 16 – Strong Institutions*

Through these initiatives, Didomi continues to prioritize ethics, security, and responsible corporate practices. By reinforcing our commitments and fostering a culture of integrity, we aim to build a company that not only complies with ethical standards but actively leads by example in shaping a more responsible business environment.

As we reflect on our achievements in governance, ethics, and corporate responsibility, we recognize that our ESG journey is an ongoing process that requires continuous improvement, measurable progress, and a commitment to raising our standards year after year. To ensure that our efforts remain impactful and aligned with our long-term vision, we rely on clear key performance indicators (KPIs) and strategic goals to guide our actions moving forward.

The following section outlines our key indicators for 2024 and our ambitions for 2025, reinforcing our dedication to transparency, accountability, and long-term ESG progress.

# KEY INDICATORS & 2025 *Outlook*







# Key Indicators & 2025 Outlook

From Progress to Impact: Setting the Course for a Sustainable Future.





## Tracking Progress, Defining Our Future Commitments

As Didomi strengthens its ESG journey, we recognize that measuring progress is essential to driving meaningful impact. Establishing clear key performance indicators (KPIs) allows us to track our advancements, identify areas for improvement, and set ambitious yet achievable goals for the future. These indicators reflect our 2024 achievements and shape our 2025 commitments, ensuring that sustainability, ethics, and corporate responsibility remain at the core of our decision-making.

Below is a structured comparison of our 2024 performance and our targets for 2025, reinforcing our commitment to continuous improvement and long-term impact.

ENVIRONMENTAL IMPACT		
Focus Area	2024 Performance	2025 Target
 Carbon Footprint & Energy	First carbon footprint assessment conducted (584 tCO <sub>2</sub> e)  20,005 kWh of total energy consumption	Define a reduction action plan with concrete targets.  Engage employees in energy-saving initiatives. Reduce total energy consumption by 5%.
 Waste & Recycling	Collection bins for electronic waste, batteries, and ink cartridges installed	Measure waste reduction impact and expand recycling efforts
 Employee Reforestation Engagement	32,700,664 steps tracked in Greeny app  20,005 kWh of total energy consumption	Increase participation by 10%  Plant at least 120 trees via Greeny or equivalent programs
 Green Digital Production	Gradual move to lighter formats (e.g. AVIF), optimized visuals and formats	Increase AVIF format usage for brand and marketing design production  Launch a global campaign to optimize support interactions to minimize unnecessary data exchanges and emails.

## ENVIRONMENTAL IMPACT

Focus Area	2024 Performance	2025 Target
 <b>Green Hosting &amp; Cloud Efficiency</b>	3 services have been migrated to Amazon Graviton (greener instances)	Migrate 2 more workloads to Amazon graviton instances
 <b>Green Coding Practices &amp; Sustainable Development Processes</b>		<p>Reduce Central Processing Unit (CPU) usage by 5% to lower energy consumption and reduce carbon footprint.</p> <p>Reduce and merge redundant Continuous Integration and Continuous Deployment/Delivery (CI/CD) steps.</p>
 <b>Paperless Policy</b>	Paperless policy at Didomi level. Reduced use of printed marketing materials	Test more generic and reusable production for events
 <b>Greener Business Travel Choices</b>	<p>10 international travels for in-person events in 2024.</p> <p>14 webinars organised in 2024 with 3,200 registrations.</p>	<p>20 international travels are expected as we develop in different areas.</p> <p>15 webinars with 3,500 registrations.</p>

SOCIAL IMPACT		
Focus Area	2024 Performance	2025 Target
 <b>Solidarity &amp; Social Responsibility</b>	<p>Food drive organized with the French Red Cross.</p> <p>Employees participation in Odyssey Race.</p>	<p>Maintain the initiative.</p> <p>Maintain the initiative.</p>
 <b>Investing with Purpose</b>	<p>Allocation of our 2024 budget to different impact projects and initiatives.</p>	<p>Renew this budget allocation to continue supporting projects and partnerships and to amplify our positive contribution to society.</p>
 <b>Education &amp; Learning</b>	<p>€4,858 allocated to apprenticeship tax beneficiaries</p>	<p>Maintain employee-led vote for tax contribution selection.</p>
 <b>Inclusive &amp; Accessible Design</b>	<p>Ensure creative outputs (web, branding, campaigns) are accessible to people with disabilities (WCAG compliance).</p>	<p>Succeed WCAG Audit.</p>
 <b>Diversity in Visual Representation</b>	<p>No complaints received about lack of inclusion or diversity in branding.</p>	<p>Continue to represent diversity in visual creations. Be vigilant and sound the alarm when communication promotes men without promoting women.</p>
 <b>Educating Clients on Ethical Tech</b>	<p>14 webinars organised in 2024 with 3,200 registrations.</p>	<p>15 webinars with 3,500 registrations.</p>
 <b>Inclusive Customer Support</b>	<p>Language accessibility in 3 languages covering our market majority.</p>	<p>Maintain language coverage. Improve response times. Deploy an external accessibility audit.</p>
 <b>Ethical AI &amp; Data Privacy</b>	<p>Creation of a AI Security policy</p>	<p>Improve our AI usage policy. Use our Security training to educate personnel on AI bias</p>
 <b>Cybersecurity &amp; Privacy Commitment</b>	<p>100% security incidents have been resolved in 2024</p>	<p>Maintain our ISO270001 compliance. Keep resolving 100% of security incidents.</p>

## GOVERNANCE & ETHICS IMPACT

Focus Area	2024 Performance	2025 Target
 <b>Governance &amp; Ethics</b>	<p>EcoVadis Bronze certification achieved</p> <p>ISO 27001 certification maintained</p> <p>Whistleblowing system implemented, 0 alerts reported (excluding spam)</p> <p>Ethics page launched on website</p>	<p>Target EcoVadis Silver certification</p> <p>Ensure renewal and reinforce security measures</p> <p>Strengthen system awareness and accessibility</p> <p>Enrich content and drive more engagement</p>
 <b>Open Source Contribution</b>		<p>Contribute to at least one open-source project</p>
 <b>Training &amp; Employee Engagement</b>	<p>89% of employees trained in Business Ethics</p>	<p>Achieve 100% training completion.</p> <p>Roll out more content-based training on empowering themes.</p>
 <b>Sustainable Procurement</b>		<p>Create a sustainable procurement policy and integrate environmental, social, and ethical criteria into supplier selection and purchasing decisions to promote responsible sourcing across all departments.</p>
 <b>Fair Supplier Payment Practices</b>	<p>90% of supplier payments honored on time.</p> <p>Remaining paid within 10 days.</p>	<p>Reach 100% on-time payments across all suppliers.</p>
 <b>Transparent Content Creation Guidelines</b>		<p>Create an international policy on ethical design and content.</p>

GOVERNANCE & ETHICS IMPACT		
Focus Area	2024 Performance	2025 Target
 <b>ESG Governance</b>	HR & ESG Director appointed and trained	Release a Code of Ethics. Create a cross-functional ESG Committee to structure and align our operations across all departments. Adoption of an ESG Policy.
 <b>Didomi ESG Report &amp; Impact</b>		Improve our assessment of materiality analysis with a matrix between the importance perceived by stakeholders and the real impact on the company, enabling better prioritization of actions.

Our 2024 achievements mark a significant step forward in Didomi's ESG journey, laying a strong foundation for future progress. Setting clear, measurable 2025 targets ensures that sustainability, ethical business practices, and corporate responsibility remain deeply embedded in our strategy and operations. Our commitment to continuous improvement will drive us to expand our impact, engage more stakeholders, and refine our governance model to meet the evolving challenges of our industry.

As we move forward, our success will be measured by the goals we set and the meaningful change we create for our employees, partners, communities, and the planet.



# Conclusion

## **A Collective Journey Toward a More Responsible Future.**

This first ESG & Impact Report marks the beginning of an ongoing journey. It reflects our first steps, the progress we have made, and our ambition to go further in shaping a responsible and sustainable future.

We are committed to embedding responsible practices into every aspect of our business. Through ethical governance, social engagement, and sustainable innovation, we aim to create a future that is inclusive, conscious, and built to last.

This journey will continue, and with every step, we reaffirm our dedication to building a company that not only thrives today but helps shape a better tomorrow.

The background is a solid dark blue. It is decorated with several abstract geometric shapes. In the top right, there are overlapping circles and triangles in shades of blue and light blue. In the bottom left, there are larger overlapping circles and triangles, some in blue and some in a muted orange. A small circle with a vertical split between blue and orange is located in the upper middle. Another similar split circle is in the lower middle. A large orange rectangle is partially visible in the bottom left, overlapping with a blue circle.

# DIDOMI

Learn more about Didomi on [www.didomi.io](http://www.didomi.io)