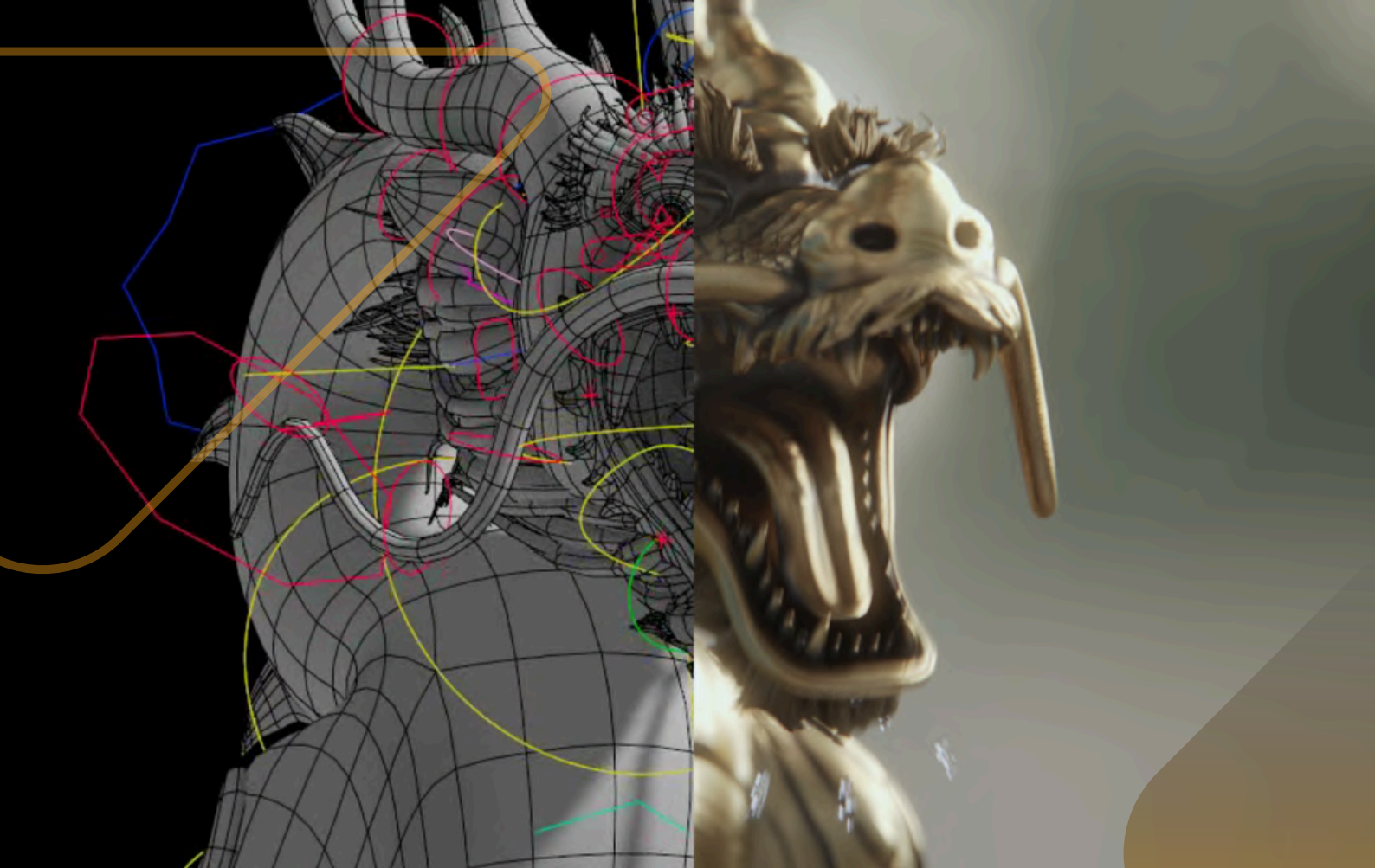




CSR CHART 2024

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Founded in 2007 by Fabrice Rabhi, Fabien Corrente, and David Delarue, le truc has always been driven by a shared passion for creative innovation and the development of unique projects. Building on its experience, the studio has decided to shape its future within a framework of social and environmental responsibility.

In 2023, le truc took a significant step by embarking on a long-term CSR (Corporate Social Responsibility) initiative. Aware of the impact of its activities on society and the environment, the studio now seeks to contribute positively to its ecosystem by fostering growth that respects ethical and sustainable values.

Drawing on its journey, the studio has set itself the mission of offering personalized support to each of its clients, ensuring that every creation is unique and aligned with the values and constraints of the brand it represents.

We are convinced that it is possible to produce high-quality work without excess, while remaining mindful of our environmental impact.

Every member of the studio shares and upholds these values: a culture of service, transparency, partnership, empathy, creativity, responsiveness, and commitment.

This CSR charter, the result of in-depth reflection and shared commitment, embodies le truc's determination to work toward a sustainable future. Through concrete actions and responsible practices, the studio is committed to taking social, economic, and environmental impacts into account in all decisions, actions, and recommendations made to its clients. These commitments are brought together here in the CSR charter.

The agency's Social and Environmental Responsibility Charter is therefore structured around the following pillars:

- Limiting Climate Change through Sustainable Production
- Valuing Human Capital
- Governance
- Relationships with External Stakeholders



ENVIRONMENT AND SUSTAINABLE PRODUCTION

We seek to raise awareness among employees and clients about environmental issues and the behavioral changes they entail.

RECYCLING OF ELECTRONIC WASTE

We are constantly looking for ways to recycle our electronic waste and obsolete equipment. A large part of unused material is returned to our supplier.

RESPONSIBLE PURCHASING POLICY

We prioritize local partners and suppliers with whom we have built a relationship of trust. To guarantee the quality and durability of our collaborations, we have decided to carry out a supplier audit every two years, in addition to the systematic evaluation of all new suppliers.

Regarding equipment, upgrades or repairs to our IT systems are managed component by component to limit waste. Optimal usage conditions and regular maintenance also extend the lifespan of our equipment.

TECHNOLOGY WATCH AND PRODUCTION PROCESSES

We conduct regular technology monitoring to remain at the forefront of innovations in 3D and 2D content creation.

We are developing our 3D pipeline through the open-source Blender ecosystem. This significantly reduces the number of software links and allows us to control software costs. Blender evolves regularly and significantly, and its open-source development makes it highly adaptable. By integrating open-source software and USD format standards, we contribute to a responsible and sustainable development of our activities, while delivering high-quality visual creations to our clients.

AI & 3D PRODUCTION

AI is considered a complementary tool, placed at the service of our teams. We aim to integrate it prudently and thoughtfully into our 3D production pipeline. Our goal is to optimize rendering processes while reducing our environmental impact. Aware of the challenges linked to resource consumption (energy, water) as well as legal issues (copyright, transparency, and data security), we favor a supervised, ethical, and progressive approach.

For us, AI is a tool in support of creation: it assists teams without ever replacing their expertise. Preserving people at the center of our know-how is a priority.

RATIONALIZING THE USE OF THE RENDER FARM

The studio is equipped with an in-house rendering infrastructure (“render farm”) for producing 3D films and images. This render farm is located on-site; no files, calculations, or renders leave our premises, ensuring maximum data security.

Rationalizing render farm usage is essential to optimize resources, reduce costs, and increase efficiency.

Concretely, the studio has implemented several measures:

- .1. Priority management
- .2. Resource sharing
- .3. Render parameter optimization
- .4. Automatic standby mode
- .5. Staff training

VIDEOCONFERENCING AND REMOTE WORK

Aware of the costs and constraints of commuting, the studio allows all employees—including junior staff with six months of seniority—to request one day of telework per week. For greater flexibility, part of the team is fully remote.

At the same time, videoconferencing offers an efficient alternative to business travel. The implementation of tools adapted to our field, such as SyncSketch, encourages virtual meetings and saves considerable time both internally and for client approvals.

ENERGY CONSUMPTION MANAGEMENT

Energy consumption from IT systems is a major factor in a studio and one we monitor closely.

- .1. Upgrading components: Newer technologies are often more efficient and less energy-intensive.
- .2. Power management: Automated software manages the switching on and off of machines across the entire IT fleet.
- .3. Responsible use policies: Employees are made aware of energy management and encouraged to adopt responsible behavior, including mindful internet usage at work.

COMBATING THE RISE IN IMAGE RESOLUTION

According to a 2018 Shift Project study, video streaming accounts for 80% of emissions linked to global digital usage. The move from HD to 4K (UHD) and potentially 8K has an exponential ecological impact—on media production, monitors, energy consumption, storage, etc.

At le truc, we believe it's time to slow down this race for higher resolutions, as tests show improvements are no longer perceptible to viewers. Concretely, the studio is committed to guiding and advising clients toward productions adapted to their real needs. To encourage format sobriety, requests for high resolutions are flagged directly in quotes.

IMPLEMENTING STRUCTURED VALIDATION PROCESSES

A well-organized, progressive validation process without constant backtracking can greatly reduce the number of assets produced and significantly lower emissions.

We therefore ask clients to validate productions at different stages: layout, animation, lighting & materials, and finalization. Validated elements should not, in principle, be called into question at later stages.

To reduce costly back-and-forth in terms of time, human resources, and energy, we aim to implement a more structured validation system. The number of client revisions accepted per project will be defined upfront, depending on the desired level of customization. Specific pricing will apply. This approach is intended to foster smoother collaboration, anticipate production needs, and preserve team balance.

CLEANINGDAY

Cleaning Day, inspired by the Cyber World CleanUp Day launched in France in 2020, is a day dedicated to raising awareness of the digital environmental footprint. Through concrete actions in a friendly, collective atmosphere, every team member is encouraged to reflect on digital sustainability.

Actions include:

- Cleaning data stored on servers (RD folders, backups, etc.)
- Cleaning email inboxes (all emails older than four years must be deleted)

- Unsubscribing from intrusive newsletters
- Cleaning cloud spaces (SyncSketch, Figma, etc.)
- Tidying up personal and shared spaces.

OFFICE LIFE

Best practices are displayed throughout the office and regularly communicated to staff, such as:

- Waste sorting (paper, plastic bottles, etc.).
- Rethinking takeaway meals and using reusable containers
- Monitoring lighting
- Switching off peripheral devices (fans, desk lamps, monitors, etc.)
- Providing water points and durable dishware



VALUING HUMAN CAPITAL

Empowering each employee to take an active role in their own development, health, safety, and that of others.

ENSURING GOOD WORKING CONDITIONS

We firmly believe that a pleasant and caring work environment is the key to both well-being and performance within our teams.

To this end, we ensure that every employee has access to an ergonomic, safe, and suitable workspace. We continually strive to improve the balance between professional and personal life by offering flexible working hours, teleworking opportunities, and by encouraging

workplace well-being initiatives such as sports activities.

Free access to a gym is available on our premises.

VALUING COLLECTIVE INTELLIGENCE

Valuing collective intelligence is a major challenge for companies wishing to stand out in a constantly evolving world.

To achieve this, we already encourage exchanges and collaboration among employees, notably through collaborative workspaces and digital communication and collaboration tools.

ENHANCING EMPLOYEE SKILLS

We recognize that our greatest strength lies in the skills and potential of our employees. This is why we make it a priority to provide continuous development opportunities to our entire team.

We are committed to offering a variety of innovative training programs tailored to the specific needs of each employee, ranging from technical training to behavioral skills.

We aim to promote mentoring and internal mobility in order to foster a culture of knowledge sharing and collective growth.

Through these actions, we ensure not only the strengthening of individual capabilities but also the creation of a more resilient and competitive organization, ready to face tomorrow's challenges.

INDIVIDUAL MEETINGS AND FOLLOW-UPS

We place particular importance on individual interviews and follow-ups with our employees. These special moments are essential to understanding each person's career aspirations, identifying hidden or developing skills, and setting clear objectives.

We regularly conduct performance reviews and skills assessments, creating opportunities for constructive dialogue between employees and managers. Each employee is entitled to at least one review per year. Thanks to these personalized exchanges, we can adapt training plans, provide specific development opportunities, and support every employee in their professional journey.

ENCOURAGING DIALOGUE

We strongly believe that transparent communication and collaboration among all stakeholders are essential to creating a harmonious and productive work environment.

To this end, we aim to establish regular discussion spaces such as team meetings, consultation committees, or exchange forums where employees can share their ideas, concerns, and suggestions.

Furthermore, we encourage the active participation of all employees through annual satisfaction surveys and a suggestion box.

By fostering a climate of trust and mutual respect, we want to ensure that every voice is heard, thereby strengthening internal cohesion and contributing to the continuous improvement of our company.

MEASURING AND EVALUATING CSR INITIATIVES ANNUALLY

We are aware that a happy employee is a more effective employee—more engaged, more productive, and above all, more loyal! To give them a voice, we conduct an annual, fully anonymous satisfaction survey covering various aspects such as:

- work environment,
- well-being and health,
- management,
- salary and other financial benefits,
- corporate culture, etc.

DIVERSITY & EQUAL OPPORTUNITIES

We believe that diversity in all its forms—whether cultural, gender, age, disability, or social background—is a source of wealth and innovation. This is why we are committed to creating an inclusive work environment where every employee is respected and valued for their unique skills.

We strive to implement fair recruitment, training, and promotion policies, ensuring equal opportunities for everyone to succeed and advance.

In addition, we regularly raise our teams' awareness of diversity issues and actively combat all forms of discrimination. Through these actions, we aim to build a fairer company where everyone's talents contribute to collective success.

HARASSMENT AND DISCRIMINATION

Harassment is expressed through repeated and hostile behavior, words, or actions that undermine the dignity or integrity of an employee. Any behavior or action that goes against the right to respect and human dignity is unacceptable.

Discrimination consists in excluding any person who meets the requirements of a role or position based on gender, sexual orientation, religion, origin, etc.

We are firmly committed to fighting harassment and discrimination in all their forms. We believe in a work environment where every employee feels safe, respected, and valued.

Training sessions and awareness workshops are offered to inform and educate our employees on these crucial issues.

Every employee may, under any circumstances, raise concerns, doubts, or questions with their manager, their HR contact, or the CSR representative. We strictly prohibit any form of retaliation against an employee who uses the internal whistleblowing system in good faith to express concerns, and we guarantee the protection of whistleblowers.

UNILATERAL RIGHT TO DISCONNECT

We recognize the crucial importance of the right to disconnect in ensuring respect for rest and vacation time, as well as maintaining a healthy balance between employees' personal, family, and professional lives.

We are committed to establishing practices that respect this right, enabling every employee to disconnect from professional digital tools outside of working hours. This approach aims to prevent burnout and promote a clear separation between work and personal life.

Our policy on this matter is clear and transparent: unless a specific request has been agreed in advance, emails or messages received after working hours should never include an expectation of immediate response. Replies are to be made during contractual working hours.

We raise awareness among our teams and managers about the importance of respecting these rules, while also providing digital tools that facilitate time management.

In this spirit, each employee is also responsible for activating the necessary settings (out-of-office status, disabling notifications, etc.) to clearly indicate availability. Respecting this right relies on both collective and individual commitment to preserving effective rest periods, thereby fostering a healthier, more balanced, and more productive work environment.

COMPENSATION AND EMPLOYEE BENEFITS

We recognize that value-sharing begins with salaries (and the contributions they generate), and that fair pay and social benefits are essential to attract, motivate, and retain our talents.

Our compensation policy is based on objective and transparent criteria, taking into account skills, responsibilities, individual and collective performance, as well as market conditions.

We ensure that every employee is fairly compensated, without any discrimination, and we regularly review our salary scales to ensure alignment with evolving local and industry standards.

In addition to base pay, we offer an attractive package of social benefits, including in 2024:

- Regular team lunches covered by the company
- Coffee and hot drinks available on site
- Access to a gym
- 5 weeks of paid vacation (compared to 4 required in Switzerland)
- Coverage of travel and accommodation costs for French employees commuting to Geneva
- Supplemental accident insurance (at least 50/50 employer/employee contribution)
- Daily sickness allowance insurance (at least 50/50 employer/employee contribution)
- A tax advisor available to staff

FINANCIAL PERFORMANCE AND PROFIT SHARING

We ensure responsible and caring financial management of the company. When results are positive, they are partly redistributed to employees in various forms: profit-sharing, bonuses, investments in training, modernization of equipment, and continuous improvement of quality of work life (QWL).

EQUAL EMPLOYER COSTS FOR FRENCH AND SWISS EMPLOYEES

As part of our CSR commitments, we strive to ensure equal employer costs between our French and Swiss employees.

With two offices working closely together, we have put in place measures to guarantee that economic and salary conditions are fair, regardless of the workplace. This cost-equality policy reflects our desire to promote harmonious and efficient collaboration between our cross-border teams, while respecting the legal and fiscal specificities of each country. We value the skills and contributions of all employees equally.



GOVERNANCE

TRANSPARENCY

Salary transparency means openly communicating information related to employee compensation, criteria for raises, and bonus policies during individual meetings.

We believe this strengthens trust between employees and management, reduces feelings of unfairness, and fosters a calmer social climate.

Convinced that transparency is a fundamental pillar of economic integrity, we are committed to conducting our activities in a clear, honest, and responsible

manner by publishing a detailed annual report that presents the company's financial situation, future outlook, and social responsibility commitments.

GOVERNANCE

The company aims to develop responsible and cross-functional governance where communication plays a central role.

Concretely, a monthly update on strategy, finances, CSR, HR, and current and upcoming projects is shared with all

during the Monthly Meeting, held on the first Monday of each month. This regular event promotes transparency, collective alignment, and the circulation of information within the team.

In the same spirit of reinforcing shared governance, the studio will establish in 2025 a Steering Committee (COPIL) bringing together several employees involved in the company's key strategic areas: strategy, marketing & sales, finance, HR, technical, and CSR. This committee's mission is to provide a cross-functional perspective, contribute to key decisions, and support management in its choices.

Finally, the company fully assumes responsibility for its decisions, actions, and their impact on society and the environment. It strives to minimize negative effects and maximize positive ones, relying on concrete policies, responsible practices, and monitoring mechanisms designed to continuously evaluate and improve CSR performance.

RAISING AWARENESS AND INFORMING EMPLOYEES ABOUT CLIMATE/ENERGY/RESOURCE ISSUES

Since digital technology is our core business, we are aware that its environmental impact is increasingly significant. We want to raise awareness and inform our employees about the environmental footprint of digital tools, as well as other issues directly or indirectly linked to our field.

Displays, meetings, documentation, and training sessions—whether online or in workshops—will be our tools.

COMPLIANCE WITH TAX LAW

A company's first responsibility is to comply with the law, including tax law. We also interpret this as respecting the spirit of the law. Exploiting mechanisms (whether legal or not) to reduce tax obligations is, of course, a way of avoiding fiscal responsibilities in line with the spirit of tax law and responsible conduct.

We are committed to paying what we owe to the community and to being transparent in this area.



RELATIONSHIPS WITH EXTERNAL STAKEHOLDERS

STABILITY OF SUPPLIER RELATIONSHIPS

Convinced that stable relationships with our suppliers are essential for sustainable performance, we are committed to establishing strategic partnerships based on trust, transparency, and mutual respect.

We strive to select suppliers located close to us, who provide strong quality value and generate a positive local impact.

CONFIDENTIALITY AND SECURITY OF CLIENT INFORMATION

- Our commitment to client confidentiality and information security is at the heart of our Corporate Social Responsibility (CSR) policy. Our infrastructures are specifically designed to ensure maximum data protection.
- Our secured building is accessible only via an anonymous badge system, a measure that is also applied to our offices.

- An alarm system with on-call intervention and nightly security rounds ensure constant surveillance.
- We enforce a strict password policy and rigorous user monitoring to prevent unauthorized access and to trace all activity if necessary.
- All client data is stored internally, thereby avoiding the risks associated with third-party cloud services.
- We maintain external backups while retaining ownership of these solutions, and all our drives are fully encrypted. These measures demonstrate our commitment to protecting sensitive client information and maintaining the trust placed in us.

Our tailored approach and ability to innovate ensure results that fully meet our clients' expectations, while striving to produce responsible content where form is aligned with function. Whenever possible, we propose content created from reusing assets and favor 2D solutions over 3D or mixed formats.

PERSONALIZED AND HIGH-VALUE SERVICES

We take pride in delivering personalized, high-quality services to our clients. Specializing in advertising and content creation, we systematically adapt to the specific needs of each client—whether for events, websites, or social media campaigns.

We work closely with clients to understand their objectives and budgetary constraints in order to propose creative and effective solutions that maximize return on investment.