



locala

Sustainability Report

2024

www.asklocala.com

01

Message from the CEO

Message from the CEO

2024 was a year of growth, learning and success for Locala. We reached new heights, exceeded several global targets and continued to advance our ambition:

Offer a global leading advertising technology in a socially and ethically responsible environment

Climate change remains the defining challenge of our time. The digital technology sector already accounts for an estimated 4% of global greenhouse gas emissions,¹ and this footprint is expected to grow.

As regulation accelerates, expectations for transparency, data ethics, and responsible energy use are increasing across digital supply chains, particularly in adtech, where value is created through immaterial assets rather than physical production.

In this context, we chose to take a proactive step by publishing Locala's first publicly accessible extra-financial report. Using the VSME framework, this document provides a clear view of where we stand today, the progress we have made, and the work we still need to do across our Environment, Social, and Governance commitments.

We are proud of the progress achieved so far, but we also acknowledge the challenges ahead. A significant share of our emissions lies in Scope 3, which requires a close collaboration with partners and suppliers to address them.

¹ IAB Europe (2024) *State of Readiness - Sustainability in Digital Advertising Report 2024*. https://iab europe.eu/wp-content/uploads/State-of-Readiness-Sustainability-In-Digital-Advertising-Report-2024_Final.pdf.

This is why we will continue to invest in data quality, engage our value chain, and continue to integrate measurable ESG objectives into our operations, to ensure that our progress remains credible, transparent and durable.

This report is the result of a collective effort. It reflects the dedication of our teams across all regions and the trust of our clients, partners and investors who expect us to act responsibly. I want to express my gratitude to our Procurement & CSR function for leading this work, and to every colleague whose involvement made it possible.

Moving forward, we will keep innovating, educating, and acting to play our part in shaping a more responsible and resilient digital advertising ecosystem.



Christophe Collet

Chief Executive Officer at Locala



02

2024 at a glance

2024 at a glance

2024 marked a year of consolidation for Locala's sustainability strategy. The company received valuable feedback from external partners on its ESG performance, which guided the refinement of several practices and policies. These insights enabled Locala to strengthen its initiatives, and position the organisation on a more sustainable trajectory for the years ahead.

3

Independent
sustainability
audits

68

/100

EcoVadis
evaluation
86th % vs. peers

69

/100

EthiFinance
scorecard
+28 vs. peers



Greenscope
solution
ESG Synthesis

Product and technology

Locala continued to innovate and empower users with advanced tools for audience targeting, actionable insights and campaign optimization.

Teams performance

2 900

Campaigns
performed

6

Awards
across Europe

Locala Planning updates

3

New Locala
Planning modules

4

Creative format
releases

Ethical governance



Appointment of
Board of Directors
members



Stakeholder
committee
creation



Vendor
Code of Conduct
release



New
sustainability
strategy

Climate action

1 577
tons

CO₂e emissions
released

12

Projects and
initiatives supported

2 910

Trees owned
with **EcoTree**

53 116

Trees planted
with **NooS**

Social engagements

50%

Gender ratio
Female-to-male

46%

Management roles
held by women

4

Annual milestones
celebrated

2

Engagement
surveys conducted

03

About Locala

The activity

- Industrial classification
- Operating markets

Product and services

- Product governance
- Sustainability integrations

- **Plan**
 - Audience insights
 - Business insights
- **Activate**
 - The Fusio platform
 - Fusio updates
 - Creative experiences

- **Learn**
 - Locala Insights reporting module
 - Multi-channel attribution solution

Industry recognition

About Locala

(B1, B2, C1)

Locala was founded in 2011, in France, where it carries out its primary operations within the entity **Ask Locala SAS**. Through its in-house omnichannel advertising platform, the company helps media agencies and brands efficiently plan, activate and measure campaigns personalized to the local customers across digital and out-of-home environments.

Since its inception, the company has evolved into a medium-sized global technology organisation that brings together seven subsidiaries distributed around Europe, America and Asia. It now works with leading brands across 40 countries. Locala's culture is shaped by its vision, mission, and three core values that guide every made decision and created experience: **Care, Invent** and **Succeed**.

Locala subsidiaries	Location	Created on
1 Ask Locala Inc.	United States, New York	03.01.2013
2 Ask Locala Ltd.	United-Kingdom, London	26.06.2013
3 Ask Locala Pte. Ltd.	Singapore, Singapore	29.01.2014
4 Ask Locala France SASU	France, Paris	04.02.2014
5 Ask Locala Italia SRL	Italy, Milano	08.02.2018
6 Local Publicité Et Analytique Inc.	Canada, Québec	13.07.2018
7 Ask Locala SRL	Belgium, Bruxelles	21.01.2019

Vision

Offer a leading advertising technology in a socially and ethically responsible environment.

Mission

Help brands efficiently plan, activate and measure omnichannel campaigns, by delivering high-quality and privacy-safe outcomes.



We care

Fostering a culture of respect, fairness, and integrity, by supporting one another, acting responsibly, and building sustainable relationships with clients, partners and its environment.



We invent

Encouraging curiosity, and new ideas, whether in technology, processes, or ways of working. By continuous learning, Locala aims to reinvent itself and drive progress for its clients and the industry.



We succeed

Teams collaborate closely, aim high, and stay focused on delivering quality and measurable results. When people succeed, the company succeeds, creating value creation for all stakeholders.

The activity

Locala connects advertisers with their audiences through a combination of the company's proprietary technology, local market expertise, and access to premium media inventory.

Its teams design, plan and deliver measurable omnichannel campaigns across digital and out-of-home environments.

Locala's internal platform is used to manage advertising campaigns and ensure they are executed efficiently and accurately to its clients: **media agencies** and **brand advertisers**, including major global groups.

Through this approach, Locala helps clients reach the right audiences, in the right places, which results in a measurable impact.



Industrial classification

Under the International Standard Industrial Classification of All Economic Activities (ISIC), Locala operates in **Advertising, market research and public relations**.

As a media representative, Locala provides end-to-end campaign services that include:

- **Market and audience research:** conducting studies on awareness, evaluation, and use of goods and services; media usage; and the recall and impact of advertising.
- **Campaign creation and realisation:** developing concepts and media plans; producing and trafficking assets; setting objectives and KPIs.
- **Campaign placement and activation:** buying and activating inventory over the Internet, television, and other digital media, as well as digital out-of-home (DOOH) formats (e.g., public billboards and panels).
- **Media representation:** selling and securing time and space across media to solicit advertising on behalf of clients.
- **Distribution and delivery:** distributing or delivering advertising materials as required by the campaign.

Operating markets

The company operates globally across the following four main regions, and has delivered advertising campaigns in more than **40 countries**.²

- **Asia-Pacific (APAC)**
- **Europe, the Middle East and Africa (EMEA)**
- **Latin America (LATAM)**
- **North America (NA)**

To meet clients needs and adapt to different market dynamics, Locala delivers campaigns at four operational levels, allowing the coverage of international, national and specific locations:

Global — National — Multilocal — Local

This structure allows the company to coordinate strategies across regions while offering the flexibility to address specific objectives within each market. Campaigns can be tailored to specific cities, commercial areas or points of interest. By adjusting media activation to local habits, cultural nuances, and regulatory requirements, Locala ensures that each campaign remains relevant, effective, and aligned with its clients' goals.

² Locala does not operate any activities in Russia or China.

Product and services

Faced with unpredictable consumer behaviour, fragmented data silos, and the growing pressure to deliver results, today's marketers need detailed and actionable insights to effectively connect with audiences. Therefore, Location-based insights play a crucial role in marketing strategies.

To address these challenges and support brand growth, the company has developed **Locala Planning**, its proprietary advertising technology. This omnichannel platform uses consumer data, geospatial intelligence and machine learning AI to deliver insights, strategic media planning and effective campaign activation on a global scale.

Locala proposes two offers designed to help brands strengthen their visibility and drive business outcomes:

- **Location-based branding**, which focuses on increasing awareness; and
- **Drive to Store**, aims to influence decisions and generate store visits.

Both solutions are built around a newly introduced methodology that is structured around three complementary pillars: **Plan**, **Activate** and **Learn**.



Plan

Identifies the most valuable audiences, locations, and the optimal media **mix** to maximise consumer touchpoints.



Activate

Deploys omnichannel campaigns that reach audiences seamlessly throughout their customer journey.



Learn

Measures, analyses and optimises campaign performance in real time, providing clear insights to improve outcomes.

These pillars guide how Locala designs its tools, builds capabilities and delivers value to clients. They also support the evolution of the platform and the adoption of new features for audience targeting, insight generation, and performance optimization.

Product governance

A key milestone in 2024 was the creation of a **Stakeholder Committee**, bringing together internal teams and external stakeholders to align on product priorities. The committee serves as a forum to escalate local needs, validate roadmaps, and coordinate cross-market developments. Additional meetings are scheduled for 2025 to maintain a collaborative dynamic.

Locala also works closely with advanced technology partners that support its data warehouse, monitoring systems, analytics infrastructure and cloud environment. These partnerships help ensure the reliability, scalability, security, and efficient use of resources across the organisation.

Sustainability integrations

The company's audience driven approach contributes to more responsible advertising practices. Rather than maximising impression volume, Locala focuses on audiences and areas with the highest relevance and commercial potential. This "**precision over pressure**" strategy reduces unnecessary ad delivery, lowers energy consumption and limits the carbon footprint associated with digital media exposure.

By concentrating impressions where they matter most, Locala helps clients reduce media waste, optimise campaign costs, and support environmental responsibility. Also, sustainability considerations are by default integrated into the product design, from technical choices that limit server energy and data storage, to the internal monitoring of the infrastructure impact.

Plan

The Plan pillar is designed to help teams identify the right people in the right places, ensuring that campaigns waste less and perform better.

Locala achieves this by combining its own technology *Locala Planning*, a decision-making platform that merges Audience Insights with Business Insights.



Audience insights

Who to reach



Business insights

Where potential is concentrated

During the same year, key features of *Locala planning* were delivered with the aim to guide decisions on channel mix, and geo-allocation, which strengthened the Plan pillar, making audience discovery faster, clearer, and more actionable.

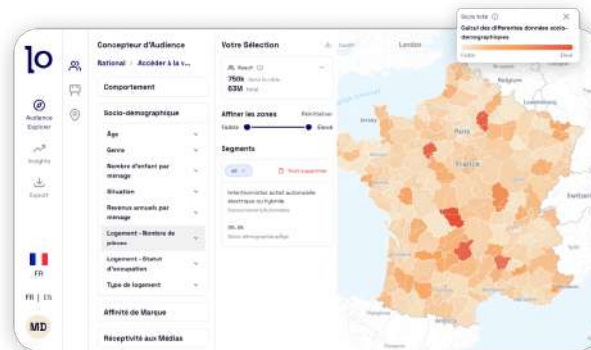
Audience insights

To help customers identify and understand their audiences with precision, *Locala Planning* combines **mobility data** with **consumer insights** from multiple sources, which enables teams to create customizable, audience segments that can be reached to meet specific objectives.

Mobility data	Consumer insights
To reach consumers based on real behaviours	To reach audiences with specific preferences

Audience constriction integrates multiple layers of information (p. 23). By combining this diverse data, Locala enables advertisers to identify their most valuable targets and to adjust advertising pressure.

Audience builder



Identifying audiences and business areas

Audience Explorer module

The Audience Explorer module, integrated within Locala Planning, enables operational teams to identify the geographic areas most aligned with a client's target audience. By combining sociodemographic data with consumer and behavioural insights, the tool highlights the territories where audiences are most present and most receptive, helping optimize campaign performance at both national and local levels.

With more than **800 created audiences**, this module allows users to work with a unified taxonomy that brings together thousands of criteria under sociodemographic, brand affinities, mobility patterns and behavioural signals, to build precise audience segments.

The Audience Explorer has quickly become a core tool for Locala's teams. Its successful rollout is the result of a close collaboration between Product, Sales, Pre-Sales, and the Enablement teams, which provided training, best practices, and supporting materials to ensure smooth adoption across markets, transitioning from the previous solution, and rebuilding audiences within the updated environment.

Additional enhancements and new data layers will continue to be introduced in 2025.

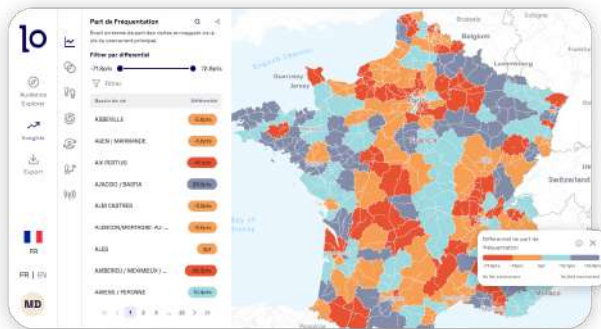
Business insights

Once priority audiences have been identified, the next step is to determine **where** they can be reached most effectively and responsibly. Locala supports this process through a data-driven planning methodology that segments territories with high precision. This approach enables brands to concentrate their efforts on the areas with the highest relevance and business potential, reducing inefficient targeting.

By combining behavioural, geographic, and performance indicators, Locala identifies locations where target audiences show strong affinity and where commercial opportunities are strongest.

This territorial analysis ensures that each campaign reflects real market conditions and can be adapted to regional specificities or individual store catchment areas.

Visitation insights



To understand how consumers move across territories and engage with brands, Locala analyses mobility patterns and cross-visitation behaviours, which reveal: which POI audiences visit most frequently, how populations move between locations, where engagement is most likely to occur, and how media pressure should be adjusted across zones.

This intelligence forms the basis of Locala's **Dynamic Commerce Areas (DCA)**, a planning framework built on observed mobility and visitation flows.

Rather than relying on static radius-based approaches, Locala's methodology identifies three types of zones:

- **Exclusive areas**, where the brand is strongly established;
- **Mixed areas**, where consumers engage with several competitors; and
- **Competitor-dominant areas**, where the brand has a smaller presence.

By combining DCA segmentation with cross-visitation insights, advertisers gain a clearer understanding of local market dynamics, such as competitor influence, audience overlap, and store attractiveness.

This enables them to tailor activation strategies to the reality of each zone and allocate media pressure more effectively.

► Panel Optimizer module: DOOH scoring

As the advertising industry continues to raise the bar on metrics such as viewability, attention, and brand safety, Locala believes that the same level of accountability should apply to DOOH. To support this ambition, the company has developed DOOH Scoring, a proprietary benchmark designed to help advertisers understand which panels offer the best opportunity to reach their target audiences.

This scoring system is powered by Locala's Panel Optimizer, which combines mobility patterns, day-parting intelligence, and advanced audience insights to evaluate the opportunity to see for a defined audience segment.

Instead of assessing exposure in real time, the methodology uses observed movement patterns and time-of-day analysis to identify the most relevant broadcast windows and maximise campaign impact.

All underlying market research and model development were completed in 2023, enabling the release of this solution, providing advertisers with a clearer understanding of the true value of each panel.

This innovation represents a strong differentiator for Locala in the DOOH market. Further enhancements to the feature are planned for 2025 as the company continues to refine and expand its capabilities.

Activate

Locala's activation capabilities enable brands to reach their most valuable audiences across all major digital channels.



Desktop



DOOH



Mobile



CTV



Audio

Once segments and high-potential geographic areas have been defined, Locala builds and deploys omnichannel activation strategies that guide consumers through their customer journey, and support client's upper, mid and lower funnel objectives.

The Fusio platform

Fusio is Locala's proprietary activation and measurement platform used to run privacy-safe and efficient campaigns across mobile environments.

Created internally in 2011, the platform has evolved from a mobile ad server into a drive-to-store and mobile attribution solution, capable of linking digital media investments to real-world outcomes such as in-store visits.

Fusio enables teams to activate custom audience clusters created within Locala Planning, and track campaign performance in real time, allowing advertisers to optimise their investments and understand their impact.

► A unified platform

Over the years, Fusio has been progressively unified into a single platform that integrates multiple modules under the same interface and a single sign-on (SSO) system, with an architecture that includes:

- Ad Server;
- Demand-Side Platform (DSP);
- Ad Builder.

Fusio is designed as a B2B product that meets the needs of daily platform users, providing intuitive workflows, operational speed and practical tools that address industry challenges, ensuring strategic value and operational efficiency.

To provide a more intuitive and support a faster and more reliable execution, extensive research has been conducted through contextual interviews with programmatic media traders.

These sessions helped the product team identify common workflows, pain points and expectations, insights that were used to shape Fusio's conceptual model and guide its continuous improvement.

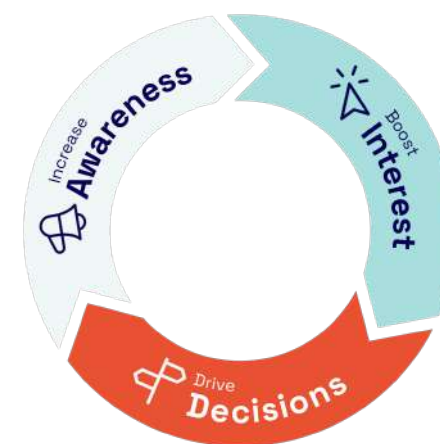
Engaging customers with tailored creative experiences

► Distribution channels

Campaigns activated through Fusio are delivered via **programmatic partners** and **publisher networks**. Programmatic media traders use the platform to buy digital advertising inventory (amount of advertising space a publisher puts up for sale) through real-time auctions.

To enable precise targeting and reliable measurement, Fusio relies on a combination of **data qualified by Locala**, including mobility, audience and geo-behavioural signals, and data from **selected third-party sources**.

Locala operates therefore through an **indirect distribution model**, allowing the company to reach a wide range of advertisers while ensuring high standards of media quality transparency, and campaign effectiveness.



Fusio updates



► Double verify integration

In 2024, the company completed the technical integration of Double verify pre-bid, now embedded within Fusio. This enhancement allows users to access higher-quality inventory safely, ultimately improving overall campaign performance.

► Bulk creation of multi-local campaigns

During the same period, Locala introduced a new module to activate multi-local campaigns, designed to streamline the setup of campaigns that require store-level targeting. This module allows to significantly reduce the time needed to deploy large-scope local strategies, enabling teams to configure hundreds of locations within hours instead of days.



+500 locations per hour

Set up of the 2024 Fusio latest version.

Originally developed through a collaboration with a French retail client, the tool has been expanded for broader use and will continue to evolve in 2025 to support increasing scale and complexity.

A global rollout for this capability is planned for early 2025, and will be supported by the enablement team, by leading all the dedicated communication and training.

Creative experiences

The success of an advertising campaign depends on the quality of the creative experience delivered to consumers.

To ensure alignment between campaign objectives and audience expectations, the company's in-house designers team supports clients by adapting creative assets across all channels.

► New releases

Locala's creative capabilities were further enriched during 2024, with the introduction of several new ad formats. These formats were designed to improve consumer engagement and offer markets with more flexible creative options adapted to evolving digital behaviours. Newly released formats include interactive display units, immersive mobile experiences and enriched visual templates such as:



Landing coupon



Pop-out



Home screen takeover



MPU scroll

These additions strengthen Locala's capacity to deliver dynamic, high-quality creative experiences across environments and help advertisers stand out in increasingly competitive media landscapes.

► Ad preview tool

To reinforce operational autonomy and improve workflow efficiency, Locala progressed on the development of its **Ad Preview Tool**, which has been scheduled for full deployment by mid-2025.

This tool enables teams to preview multiple creative formats, including interstitials, MPUs, Insta360, and banner creatives, to **test mobile experiences**, through QR codes and to generate downloadable previews for client validation.

Through these advancements, Locala continues to strengthen its ability to execute quality campaigns across different environments. Fusio supports Locala's ambition to create relevant and engaging experiences for consumers.



Learn

The “Learn” phase is the third component of Locala’s methodology, during which campaign performance is evaluated and translated into actionable insights. Through its **Insights module**, the company can assess results across channels, deliver strategic recommendations, and support clients in maximising their performance and overall return on investment.

Locala applies omnichannel attribution and post-campaign reporting that covers brand and business metrics. Its proprietary methodology provides a transparent view of how each channel, format and exposure contributes to campaign outcomes, allowing advertisers to understand the effectiveness of their media investments.

This methodology helps advertisers to make more informed, efficient, and sustainable marketing decisions by grounding their strategy in precise, insights based on the selected service.

Branding insights

Did we reach the right people?

Locala’s post-campaign analysis provides brands with the information needed to understand whether their message reached the **right audience** and generated the **expected impact** with 3rd party partners.

- Verifies the quality of the delivered campaign.
- Monitors branding indicators via.



Brand safety



Visibility, Exposition,
Engagement



Attention



Measure performance to maximise KPIs



**Granular
attribution**

Connecting outcomes to the channels that influenced them.



**Consumer
learnings**

Identifying who and where are the most engaged consumers.



**Continuous
optimization**

Leveraging real-time results to improve campaign performance.

For both services, Locala’s campaign assessments are available in **direct**, managed internally, or in **programmatic**, via curated deals.

Drive-to-Store insights

Did they visit the store?

Locala’s Drive-to-Store analysis is designed to measure the **impact of advertising on in-store visits** through omnichannel attribution and real-time optimization. It combines performance evaluation with actionable recommendations to support brands in enhancing the efficiency of their media investments.



Performance analysis
of each channel



Identification of key
traffic generation
factors



Optimization
insights at the
store level



Locala Insights reporting module

Fusio Insights is the company's central reporting module. It enables teams to produce and deliver data-driven campaign analyses and is continuously updated by the product team to improve performance, usability and data quality.

During the year, several technical optimizations were implemented to strengthen the module's reliability. Additional improvements are planned such as the assessment of a new technological solution expected to significantly increase processing speed and overall performance in 2025.

Throughout the year, the team delivered multiple new workbooks and expanded the range of available data sources. Locala Planning now integrates inputs that offer more accountable capabilities.

The platform is also gradually transitioning toward extrapolated metrics, a shift that will reinforce accuracy and align Locala with future industry standards.

► Insights AI functionality

In 2024, Locala introduced Insights AI, an integrated feature within Locala Insights designed to improve the speed, depth and consistency of post-campaign analytics. This innovation responds to growing client expectations, particularly in North America, for richer and more reliable insights delivery.

Insights AI automatically generates key analytical indicators for eligible campaigns, allowing teams to deliver clearer and more actionable results at scale. The system produces metrics such as distance to store, dwell time, visitor profiles and home-location trends, helping advertisers better understand consumer behaviour and campaign performance.

Built after months of research, Insights AI is a model that Locala has specifically trained to develop strong marketing expertise. It relies on billions of proprietary data points and is enriched with the knowledge of internal specialists. By simplifying the interpretation of complex datasets and turning them into strategic guidance, it reduces the time spent on manual processing and enables teams to focus on higher-value tasks.

This fully independent solution strengthens the company's reporting capabilities, enhances transparency for clients, and supports smarter decision-making by identifying opportunities to reach audiences *"in the places that matter."*

Multi-channel attribution solution

In 2024, Locala introduced a new attribution capability within its reporting platform, initially deployed in the United States, it's planned to expand to additional markets in the coming phases. This advancement enables more precise multichannel measurement, strengthening Locala's ability to analyse consumer interactions across digital touchpoints.

This new capability allows for the seamless setup and management of tracking elements, supports more robust attribution workflows, and powers dashboards that will progressively be made available to clients.

In line with market standards, it delivers post-campaign insights such as age and gender distribution, audience behaviours and visit frequency, and will continue to evolve as teams and clients share feedback across markets.

The release marks an important milestone in Locala's roadmap, laying the foundation for its upcoming client-facing reporting platform. This platform will play a key role in reinforcing transparency, improving decision-making and supporting operational teams in 2025.

Throughout 2024, teams also gained valuable learnings from the use of **Locala solutions**, particularly in France and the United States. These insights will guide future developments, with the objective of turning emerging opportunities into measurable outcomes in 2025.

Industry recognition

Locala significantly increased its visibility across multiple regions by participating in industry panels, conferences and external speaking engagements, contributing to reinforce its expertise and strengthen its positioning within the digital advertising ecosystem.

Locala has been an active member of **IAB Europe** and joined the IAB Tech Lab in 2018 to be engaged in driving mobile-first initiatives from the independent consortium.



The company renewed its **Right Place - Drive-to-Trust certification**, a label awarded through IAB's certification programme for mobile drive-to-store solutions. This certification verifies the quality and compliance of solutions designed to deliver local or geolocated advertising campaigns.

In 2024, the company received **six awards at leading industry events** across Europe, recognising both internal innovations and collaborative campaigns' best performances. These achievements reflect the commitment to innovation, creativity, and impact in digital and omnichannel advertising.

Cas d'Or du Digital

These are a series of ceremonies held across France that showcase the best practices in digital marketing, online advertising and online commerce. The events bring together the industry professionals to celebrate success stories and raise visibility of innovative companies within the digital ecosystem.

In 2024, the company won four awards in the following categories:



Advertising Innovation
DOOH & Mobile



Digilocales
Digitalisation of store offers



Data Marketing
In-store traffic optimisation

The **best solution for data marketing** award, recognised the pioneering solution of an artificial intelligence tool developed by Locala.



Best solution for data marketing
Winner

Nuit des Rois

The Nuit des Rois is a major annual celebration of digital marketing in France, rewarding campaigns that excel in innovation, creativity, performance and effectiveness.

At the 2024 edition, Locala was distinguished in partnership with Dell, EssenceMediaCom and Similarweb earning a **Bronze Award** in the E-Commerce category.



E-Commerce
Bronze

The Wires Awards 2024

These awards are a flagship event dedicated to recognising ad-tech excellence.

One year after entering the UK market, Locala was awarded Gold in the **Best use of DOOH technology** category, alongside Displace, Dell and VIOOH.

Using Locala's Location Intelligence platform, the campaign generated more than **2.5 million impressions** in high-tech affinity zones.



Best use of DOOH technology
Gold

04

Ethical governance

Business ethics

- Company structure
- Organizational chart
- Code of Conduct

Responsibility to clients and end-users

- Data privacy and protection
Main regulatory frameworks

- Data sourcing
Mobility data
Points of interest data

Security and accountability

Extending values across the supply chain

- Supplier standards

Sustainability strategy

- Formal engagements
- Strategy monitoring
- External partnerships
- Third-party assessments
- Looking ahead

Business ethics

(B2, C2, C6, C9)

Locala always seeks to conduct its activities in an ethical and responsible manner, consistent with its values, principles and rules of conduct, and using management tools that guarantee and supervise this commitment across all the group entities. This commitment forms the ethical and moral foundation of the organisation and all its relations with internal and external stakeholders.

Company structure

Locala's organisational structure is designed to support both operational efficiency and sustained global growth. It is divided around three main areas: **Corporate**, **Product**, and **Operations**, each contributing to the company's performance and client success..

Corporate

The Corporate division oversees the internal administration and ensures strong governance across all subsidiaries. It includes core functions such as Finance and People, which manage compliance, financial stewardship, and workforce development, enabling the organisation to operate effectively.

Product

The Product division is responsible for the development and continuous improvement of Locala's technology platform. Its work is transversal, supporting all teams by designing solutions, enhancing features and driving innovation. By delivering the tools and technical expertise, this division plays a central role in enabling high-quality service for clients.

Operations

The Operations division is structured by geographic markets and local teams in each country, bringing together Sales, Programmatic Trading, and Account Management functions. This proximity to clients allows Locala to respond to regional needs while maintaining consistent service quality worldwide.

Governance body

As of December 31, 2024, Locala's **Board of directors** is composed of 83% independent members, supporting an effective oversight of the company strategy and risks. **Gender diversity** remains an area of progress with a ratio of 17% of women in the Board of Directors and 20% in the Executive Team.

Board of Directors

Locala members

- **Christophe Collet**
President, Locala

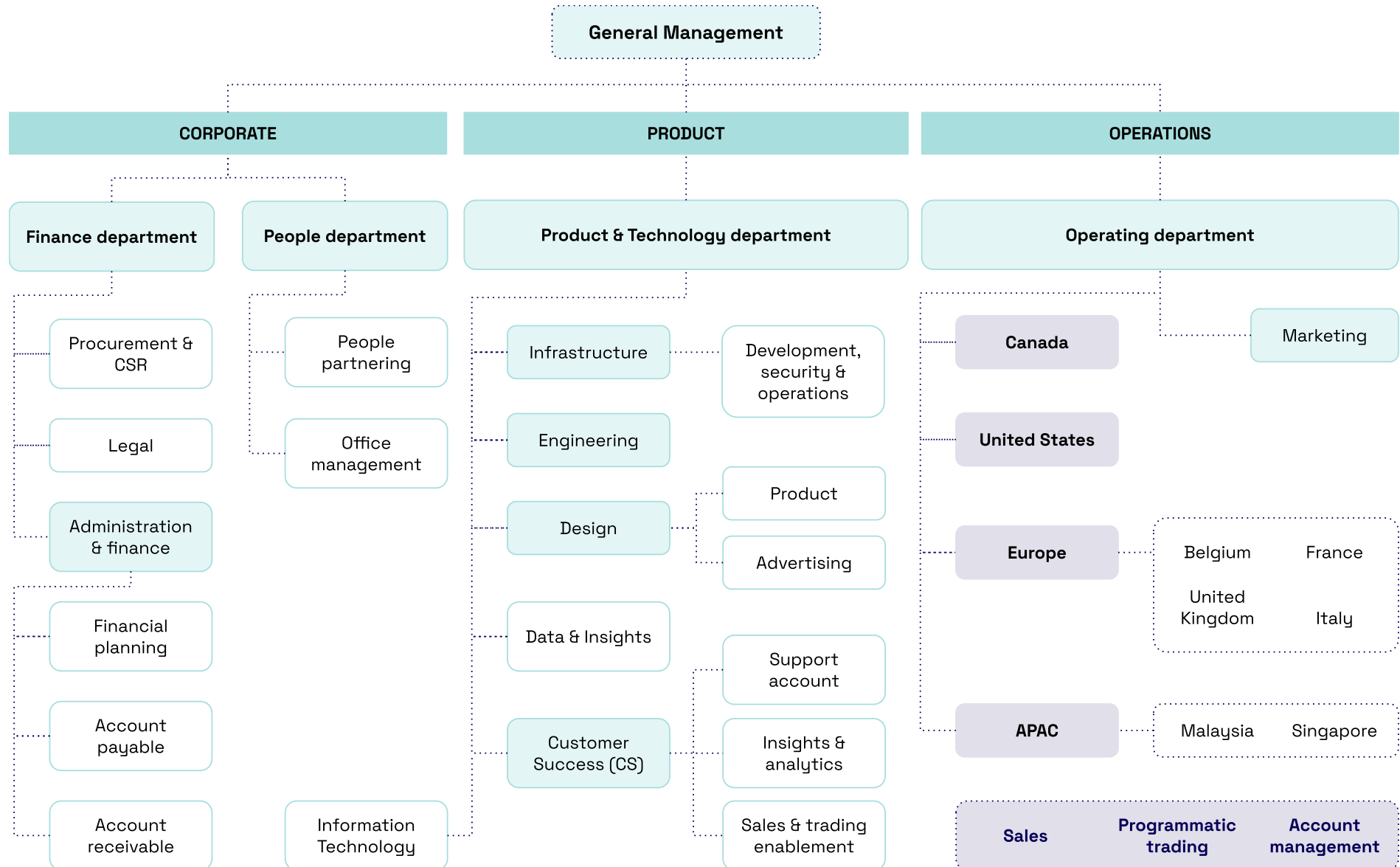
Independent members

- **Bertrand Folliet**
Entrepreneur Invest
- **Claire Meyeux**
Pulse and impact advisory
- **Eryck Rebbouh**
Individual entrepreneur
- **Guillaume Marcihac**
PepperMill
- **Patrice Huttin / Florian Denys**
SofiOuest

Executive team

- **Armelle Quenard-Larrière**
Chief People Officer
- **Christophe Collet**
Chief Executive Officer
- **Mathieu Sommier**
Chief Finance Officer
- **Michael Colson**
Chief Product & Technology Officer
- **Pierre-Emmanuel Padiou**
Chief Operating Officer

Organizational chart



Code of Conduct

Locala's Code of Conduct defines the ethical standards that guide every interaction with customers, colleagues, suppliers, and the wider community. It is rooted in the **Ten Principles of the UN Global Compact**, reflecting the company's commitment to human rights, fair labour practices, environmental protection, and anti-corruption.

The Code applies to all employees across every subsidiary, regardless of role or location, and extends to contractors, vendors, and temporary staff working with the company. Each individual is expected to act as an ambassador of Locala, safeguarding its reputation by exercising integrity, common sense, and sound judgment in all business activities.

Locala has an ethical code that establishes the conduct managers who guide the management of the organization. This code is applied entirely in the daily activities of the entity, ensuring compliance with current legislation and the corresponding contractual conditions.



The framework sets clear expectations in several areas of business conduct:



Business integrity and compliance

Adherence to laws and regulations, respect for fair competition, and strict prohibition of corruption, bribery, or fraud.



Protection of assets and information

Safeguarding intellectual property, company assets, and confidential data, while ensuring responsible use of technology and respect for third-party rights.



Human rights and workplace culture

Rejection of discrimination, forced or child labour, and harassment; commitment to health, safety, and dignity at work.



Data ethics and privacy

Careful collection and management of personal data to build trust with clients, partners, and users, in full compliance with GDPR and other applicable regulations.



Accurate reporting and accountability

Maintaining transparent and reliable financial and non-financial records, ensuring that all disclosures reflect the reality of operations.



Conflict of interests management

Avoiding personal or professional situations that could compromise independent judgment or business integrity.

Through this Code of Conduct, Locala ensures that its core values, **Care**, **Invent**, and **Succeed** are translated into daily practice, fostering a culture of responsibility and trust both within the company and throughout its value chain.

Responsibility to clients and end users

(B2, B11)

Locala's responsibility extends to everyone who engages directly or indirectly with its digital product and services. Whether with customers, end users or part of its digital audience the company is committed to protecting data, respecting privacy and ensuring that the platforms and services are inclusive, secure and guided by ethical principles.

Data privacy and protection

Locala places data ethics and **Privacy-by-Design** at the core of its digital operations. The company develops its products in strict alignment with evolving privacy regulations to ensure that advertising campaigns remain both effective and responsible. All solutions are built to respect personal data and maintain full compliance with applicable laws.

To reinforce clients and audiences trust in its platform, the company Locala operates exclusively with **non-personal data** for targeting, attribution, and analytics. No consumer information is used for purposes outside the delivery of the service unless explicit permission is obtained. This approach supports long-term durability in a privacy-first landscape.

As one of its missions is to continuously improve the clarity of how the company collects, uses and manages data, Locala prioritizes clear and informed consent, ensuring that users understand how their non-personal data is collected and used.

The company enforces **independent quality controls** across all campaigns, including fraud prevention, viewability checks, brand suitability safeguards, and in-geo protection, to ensure the integrity of its data practices.



Privacy-by-Design



100%
Cookieless data



Independent
quality controls

Main regulatory frameworks

EU	General Data Protection Regulation (GDPR)
CA	Personal Information Protection and Electronic Documents Act (PIPEDA)
US	California Consumer Privacy Act (CCPA)
SG	Personal Data Protection Act (PDPA)

Locala maintains full compliance with a comprehensive array of global and local regulations where it operates. Its platform is built around established principles such as those of the GDPR, enabling the company to reach consumers while protecting their privacy and safeguarding clients' reputations.

The company's data practices are audited to maintain the highest ethical and legal standards, and its teams receive continuous training to stay ahead of evolving legal requirements.

Throughout the reporting period, Locala has not incurred any convictions or fines related to data ethics, corruption, or bribery, illustrating a rigorous approach to compliance.

Data sourcing

To ensure that the quality and reliability of the company's location data is met, Locala conducts a full data audit every 6 months. Through this process, the company can trustingly feed its technologies with the location data that reflects the actual mobility behaviour.

Locala applies rigorous controls to ensure the quality, reliability, and compliance of all data used across its solutions. As part of this process, the company verifies that partners can provide the full **opt-in consent chain** and daily **opt-out requests** for each device ID, in accordance with privacy regulations. Locala also performs **ID deduplication** to determine accurate monthly and daily active users, as well as the average number of signals generated per device.

Additional checks include assessing the **hourly distribution of data** to confirm that it aligns with internal quality standards, removing suspicious signals such as **centroids**, and reviewing the geographical representativity and general activity level of the dataset. Locala also analyses the share of **exclusive IDs** provided by each partner and enriches its internal data flows with complementary identifiers when necessary.

As previously seen in the “plan” phase, the custom audiences that Locala builds rely on the following main categories :

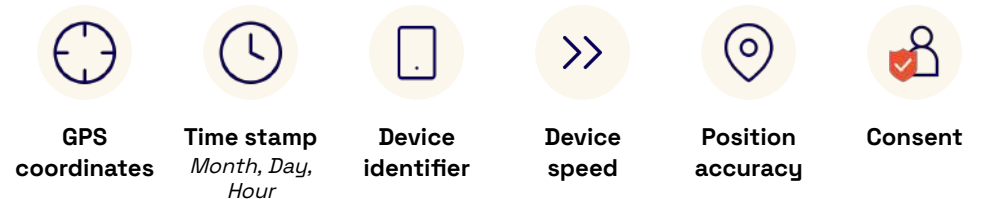
- **Local data** *Postal codes, Living areas*
- **Geo-behaviour** *Devices identifiers, Points of interest*
- **Socio demographic** *Age & gender*
- **Online navigation** *Cross-device*
- **Purchase behaviour** *Observed & declarative*

To deliver its services effectively, Locala collected and processed millions of IDs and POIs in all the operated markets. Because this geo-behavioural data is not kept, the exact number of devices and points of interest per country can not be estimated for the 2024 reporting period.

Mobility data

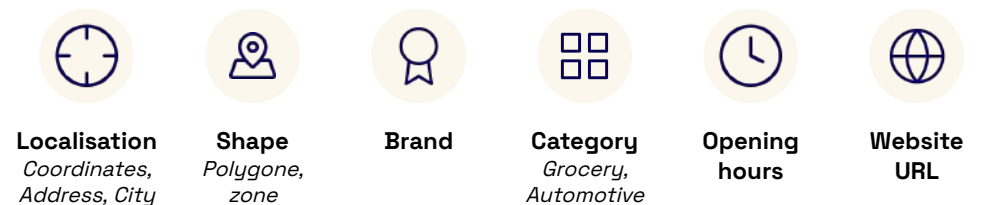
Locala's mobility database is built from multiple SDK integrations and records the **dynamic geolocation of millions of mobile devices**. This dataset serves as a key input for the company's visit-determination algorithms and fuels several components of its technology platform.

The number of **consented monthly active users** reflects the volume of unique mobile devices visible within Locala's database during a given month.



Points of interest data

A Point of Interest is a specific, mapped location such as a retail store, tourist site, transportation hub, or public park. Locala's POI database is sourced from multiple specialized providers and enriched with ad-hoc requests submitted by internal teams. POIs are qualified by multiple criteria to ensure accuracy and relevance:



Each POI is qualified through several attributes to ensure accuracy and relevance. These enriched POIs form the backbone of Locala's location analytics and are essential to determining footfall, competitive overlaps, and audience profiles.

► Points of interest events

Locala maintains a proprietary **POI Events Database**, processed daily to determine when and how mobile devices interact with a POI. A POI event occurs when a device enters the proximity of a designated POI, triggering the recording of the time and location of the visit.

This dataset enables multiple applications across Locala's solutions, such as:

- **Visit attribution**, whether exposure to a campaign led to a store visit
- **Cross-visitation analysis**, identifying patterns between locations
- **Audience creation**, based on real-world behaviour and visitation trends

By analysing POI events, businesses can gain insights into customer behavior and preferences, such as how often they visit a particular store or attraction, how long they stay, and what time of day they are most likely to be there.



**POIs
references**



Timestamp
*Month, Day,
Hour*



**Device
identifier**



Dwell time



**Pings inside a
POI**



**Confidence
score**

► Sensitive places disclaimer

Locala applies rigorous sector exclusion policies to maintain a strong ethical posture. In compliance with the National Advertising Initiative (NAI) Code of Conduct and precise location data ethical best practices, the following types of places are excluded within the Point of Interest (POI) database:

- Religious organizations and places of worship;
- Correctional facilities;
- Labor union offices;
- Places that identify or suggest an LGBTQ+ sexual orientation;
- Places that identify or suggest a sexual interest;
- Voting booths;
- Temporary places of assembly (e.g., political rallies, marches, or protests);
- Government offices;
- Legal services;
- Places that children predominantly occupy under 16;
- Domestic abuse shelters, such as rape crisis centers and shelters for abused or battered men, women, or children;
- Education or child care services for minors;
- Social service and welfare centers (e.g., homeless shelters, halfway houses);
- Dependency treatment centers (e.g., gambling, or drug treatment centers);
- Medical facilities that cater predominantly to sensitive conditions such as cancer centers, HIV or AIDS, planned parenthood, mental health treatment facilities, or emergency room trauma centers, therapists, psychiatric institutes, medical services-clinics, family general practice physicians, healthcare and healthcare support services, hospital or health care facilities;
- Places associated with services for marginalized or vulnerable social groups including refugee centers and immigrant services);
- Credit repair, debt services, bankruptcy services, or payday lending offices;
- Legal services offices that cater predominantly to clients in vulnerable situations (e.g., divorce or criminal lawyer); and
- Military installations, offices, or buildings.

Learn more about our data practices in Locala's website [Data Privacy](#).

Security and accountability

(B2)

As a digital company, Locala recognizes that data protection, system resilience and ethical digital governance are essential to maintain business integrity and stakeholder trust. Its strategy aims to safeguard operations, employees, clients and partners while supporting sustainable and responsible digital practices.

Cybersecurity

Cybersecurity governance is overseen by the Chief Product and Technology Officer and the Vice President DevSecOps, in collaboration with the IT Manager, who jointly coordinate strategy, implementation and continuous improvement initiatives.

Locala's cybersecurity is built on a set of internal frameworks that guide all activities related to information protection and risk management. Its teams defined and deployed in 2024 core internal security policies, which cover areas such as access control, incident response, awareness, and business continuity.

Information System Security Policy

Access Control Policy

IT Charter

Data classification and Handling Policy

Incident Response Plan

Risk Management Procedure

These policies apply to employees, suppliers, and partners, to ensure a consistent and secure digital environment across all entities.

The IT department's strategy combines information security, operational resilience, and sustainability. Its main objectives include:



Aligning with the ISO 27001 standard

Building a fully operational ISMS aligned with the ISO 27001 standards.



Strengthening risk management

Strengthening risk management and business continuity through Business Impact Analysis (BIA) and treatment plans.



Promoting an awareness culture

Cultivating a company-wide culture of cybersecurity awareness and accountability



Managing resources responsibly

Promoting eco-responsible IT via equipment recycling, refurbished hardware purchases, and energy-efficient cloud usage.

Towards ISO 27001 certification

Locala's IT teams began to structure a comprehensive Information Security Management System (ISMS) as a foundational step toward aligning with the ISO 27001 certification.

This work marks an important progress in strengthening the company's digital resilience and ensuring that information security is managed in a consistent and strategic way across all operations.

With the aim to adopt the highest recognised standards for data protection and safeguarding the information entrusted by its stakeholders, Locala intends to formally begin the process to achieve this certification in 2026.

The company's progress is monitored through the gradual achievement of **ISMS maturity milestones**, which allows the company to assess and reinforce its security posture as it moves toward the certification.

Prevention and risk management

Risk prevention is a central component of Locala's digital governance. Robust encryption and industry-standard security protocols are used to prevent unauthorized access and data breaches.

As cyber threats continue to evolve, the company monitors potential risks and applies a range of preventive and corrective measures to safeguard its systems and data. Clear incident-response procedures are defined in the company policies to ensure that, in the event of a breach, the organisation responds swiftly, responsibly and transparently.

In 2024, Locala reinforced its approach to operational resilience by launching a **Business Impact Analysis** (BIA) process to identify critical business functions and assess their dependency on digital tools and infrastructures.

The company also completed a risk assessment, which led to the development of a **Risk Treatment Plan** that establishes proactive mitigation measures and tracking by the designated owners.

Several improvements were introduced throughout the year, they include the enhancement of access controls with company **Multi-Factor Authentication** (MFA) and **SSO**, as well as the deployment of **centralised and secure endpoint management** via Mobile Device Management (MDM) and **Endpoint Detection and Response** (EDR).

By using tools to improve visibility, monitoring and accelerate incident response capabilities, Locala reinforces its ability to anticipate, manage and reduce vulnerabilities across its digital ecosystem.

The company also maintains a continuous improvement approach to cybersecurity through regular internal audits, risk reviews and management evaluations. Security practices are updated to address emerging threats, and employees receive training to remain prepared and informed on the best security practices.

Internal awareness culture

Employees are equipped with the knowledge and tools needed to recognize risks and adopt secure behaviours in their daily work. Awareness initiatives form an essential part of the company's broader information security efforts and support the development of a proactive, security-minded workforce.

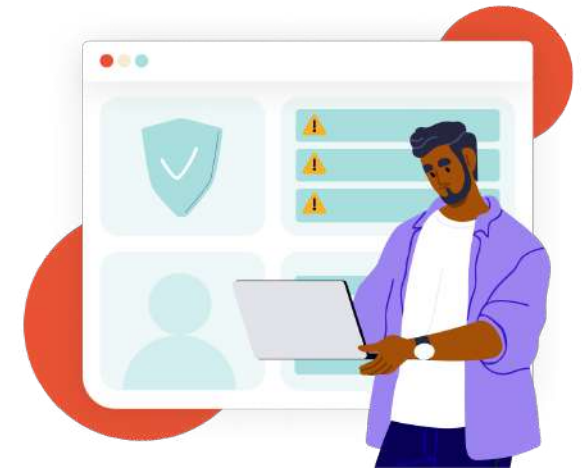
Through the year, Locala deployed a range of educational activities such as phishing simulations, quizzes and dedicated workshops to reinforce best practices and build a security culture across all teams. Training completion rates serve as a key indicator of progress, allowing the company to measure the participation and monitor the effectiveness of its awareness actions, which support Locala's long-term objectives in risk prevention.

Responsible and efficient resource use

The company is progressively integrating more sustainable digital and IT practices across its operations, aiming to limit electronic waste, extend equipment lifespan, and reduce the environmental impact of its infrastructure.

A key part of this approach is the adoption of **refurbished IT equipment**, as well as the systematic recycling of decommissioned computers and peripherals through certified partners (p. 38). Whenever possible, Locala partners with **energy-efficient cloud services and digital tools**, and encourages teams to adopt responsible digital habits.

By improving equipment lifecycle management and integrating greener digital solutions, Locala aims to align with its broader environmental commitments to reduce its footprint.



Extending values across the supply chain

(B2, C2, C7)

Through the Sustainable Procurement General Policies and Procedures, Locala is committed to extending its values throughout its value chain. The company recognises that sustainable and ethical practices depend on collaborating with suppliers who share the same values.

Supplier standards

Locala's **Procurement General Policy and Procedures** are designed to minimize the company's environmental footprint, promote responsible sourcing, and uphold high ethical standards and respect for human rights.

Vendor Code of Conduct

All of our partners including suppliers and service providers are expected to adhere to the same standards.

In 2024, the company released its Vendor Code of Conduct, which all vendors, suppliers and service providers must comply, it outlines expectations regarding the following topics:

- Human Rights and labour standards;
- Environmental protection and efficiency;
- Anti-corruption and fair business conduct;
- Information security; and
- Compliance and monitoring.

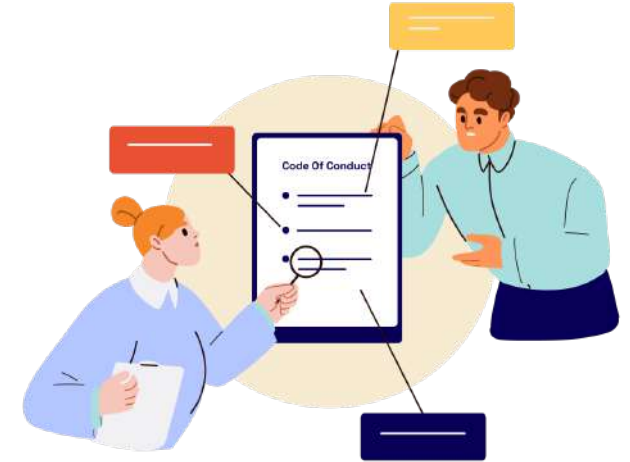
Suppliers are required to provide safe and dignified working conditions, comply with International Labour Organization (ILO)

conventions, and demonstrate environmentally responsible practices and transparency in their operations. These standards are formally embedded in supplier contracts. During the period, the company has not been reported of any confirmed incidents involving workers in its value chain.

Next year, Locala will launch a more rigorous supplier onboarding process, which will include automated vetting and rating of all suppliers. This process will ensure that each partner complies with Locala's ethical, environmental, and social standards and contributes positively to the company's sustainable value chain.

Procurement procedures

All supplier selections follow an evaluation process, with the final approval granted by the head of procurement and the legal department. The company's procurement approach aims to engage with responsible partners who demonstrate high standards, considering the diverse markets of operation.



To promote sustainable procurement, Locala:



Prioritizes local or minority owned suppliers

Give preference to local, charity or minority -owned suppliers



Partners with protected workshops

To create employment opportunities for people with disabilities.



Prioritizes refurbished items

Give preference to refurbished electronic devices and office furniture, reducing waste and extending product lifecycles.



Eliminates or reuses plastic items

Ensure that merchandise minimize or eliminate plastic use, are ethically produced and serve a lasting purpose.

Sustainability strategy

(B1, B2, C1)

In 2018, the company started its sustainability journey by taking responsibility for the impacts of its operations. Since then, Locala has progressively strengthened its corporate strategy going beyond the environmental dimension, and aims to continue doing so. That's why the company has established sustainability goals focusing on two pillars: Planet and People. To ensure the deployment of Locala's sustainability strategy, the company has reinforced its governmental framework by assigning responsibilities and management tools to track the implementation of sustainable projects.

Planet

Reducing the environmental impact

Locala's environmental strategy focuses on reducing its greenhouse gas emissions to tackle Climate Change, aligning with the 2015 Paris Agreement.

Achieve net-zero GHG emissions across scopes 1 to 3 by 2028, following an SBTi-aligned reduction pathway and using high-quality offsets only for residual emissions.



Tracking carbon footprint emissions

Continue the annual measurements of scopes 1, 2 and 3 emissions, and report its evolution over time and improved accuracy.



Decarbonization pathway

Reduce the environmental impact by engaging suppliers, reducing business travel, and strengthening internal sustainable policies and practices.



Raise awareness and support offset projects

Offset residual emissions via long-term partnerships and supported environmental projects and initiatives around the world.

People

Committing to diversity, equity and inclusion

Locala's goal in 2024 is to work towards inclusion, strengthening diversity, equity, inclusion and well-being across all offices.

Create a fair, inclusive, healthy and engaging workplace across all offices, with transparent metrics and continuous improvement on equality, well-being, skills and participation.



Value and encourage a diverse workforce

Maintain a structured program of awareness, training, and events on gender equality, LGBTQ+ inclusion, unconscious bias, and mental health.



Champion career and growth

Expand structured career paths and ensure transparent, skills-based progression opportunities across regions.



Support communities

Encourage employee-driven initiatives and volunteering, aligning with Locala's values of care and collective responsibility

Formal engagements

Locala's sustainability journey has been shaped not only by its adherence to global initiatives but also by its engagement with external partners and assessment platforms. These collaborations require public commitments, third-party evaluations, and regular disclosure, which facilitate the company to align its practices with globally recognized ESG standards and identify concrete areas for improvement.

UN Global Compact



Locala joined in 2022 the United Nations Global Compact and remains an active participant. The company is therefore committed to uphold its **Ten Principles** on human rights, labour, the environment, and anti-corruption, contributing to the achievement of the **17 Sustainable Development Goals**. To track a correct follow-up, the company discloses every year the UN Communication on Progress (CoP).

The Climate Pledge



By signing The Climate Pledge, the company has committed to reaching net-zero emissions by 2028, thereby positioning itself ahead of the Paris Agreement timeline. Locala's engagement includes:

- Regular annual reporting on scopes 1, 2, and 3
- Carbon elimination and reduction
- Credible carbon offset

Strategy monitoring

Locala's sustainability strategy is monitored by the Procurement & CSR function and is delivered with a cross-functional approach that requires the involvement and participation of different departments. Two internal committees, the Planet Team and the People Team support sustainability deployment by raising awareness and coordinating projects across the organization.

Environmental, social and governmental ratings are used to evaluate Locala's progress, identify gaps and guide corrective actions where needed. By providing measurable indicators it allows the company to strengthen accountability to stakeholders, clients, suppliers, and the communities where it operates.

To operationalise these formal commitments, the company undergoes independent ESG assessments and partners with technical experts who help evaluate and reinforce the maturity of the organisation's sustainability performance. The resulting scorecards and corrective action plans, serve both as external validation and internal management tools for continuous improvement.



External partnerships

EcoVadis evaluation



Since 2021, Locala has been evaluated annually by EcoVadis, which assesses the robustness of Locala policies, actions and reporting across the Environment, Labour & Human Rights, Ethics, and Sustainable Procurement thematic.

Based on the overall scores and peer positioning of the last assessment Locala was awarded the **Silver medal**.

In the near term, the priority is to strengthen Locala's management systems to progress toward the Gold medal in the next rating cycles.

Carbometrix



Locala collaborates with Carbometrix to monitor its Planet goals. Carbometrix calculates the company's carbon footprint across scopes 1 to 3 under the **GHG Protocol**.

This partnership allows Locala to benchmark its performance against peers and monitor trends over time, with a 2021 baseline.

Beyond measurements, it also provides a science-based decarbonization trajectory, aligned with the SBTi framework.

Third party assessments

To complement Locala's internal monitoring and partner assessments, the company undergoes complementary evaluations from investors that use independent analysts, such as **EthiFinance** and **Greenscope**.

These tools assess environmental, social, and governance practices through the lens of financial markets and responsible investment standards, using structured questionnaires, benchmarks, and evidence-based scoring to provide comparable and useful insights for investors. By engaging with EthiFinance and Greenscope, Locala reinforces transparency, aligns its practices with external stakeholder expectations, and translates high-level ESG commitments into clear signals and actionable areas for continuous improvement.

Taken together, these external investor assessments, alongside international frameworks and partner platforms such as EcoVadis and Carbometrix, allow measuring Locala's sustainability strategy, providing legitimacy through recognised benchmarks and practical guidance by turning external expectations into operational roadmaps to progress.

Beyond the financial aspect, Sofiouest is a committed partner that has supported us since our first steps in CSR. Thanks to their teams, we have benefited from expert advice and participated in workshops that have inspired us and enabled us to make progress in our initiatives (annual carbon footprint assessment, EcoVadis label, carbon reduction trajectory, etc.) to contribute to a sustainable future.

Jean-François Coutanceau
SVP Procurement & CSR, Locala

Looking ahead

Locala will continue strengthening its sustainability efforts both within the organization and across the communities where it operates. In the coming year, the company plans to publish its main CSR initiatives and commitments on its website to ensure greater transparency and engagement with stakeholders.

As part of its long-term vision, Locala is developing a **Sustainability Action Plan** that will guide progress across environmental, social, and governance priorities. This roadmap will establish clear and measurable goals, allowing the company to focus on the areas where it can create the most meaningful and lasting impact.

The company will remain committed to using resources efficiently and reducing the environmental impact of its activities, projects, and locations. Addressing climate change and contributing to global decarbonization efforts are considered essential responsibilities for the company, especially within the digital industry.

In parallel, Locala will continue supporting local communities and promoting initiatives that contribute to social inclusion, education, and well-being. The company recognizes that its impact extends beyond the services it provides and includes the way it respects the rights, dignity, and aspirations of the people and communities it interacts with.

Looking ahead, Locala's focus remains on **constant improvement**, guided by its ambition to drive positive change, strengthen responsible business practices, and participate actively in the transition toward a more sustainable future.



05

Climate action

Planet

Tracking carbon footprint emissions

- Measurement methodology
- Greenhouse gas emissions breakdown
- Emissions indicators

Decarbonization pathway

Workspace management & procedures

- Working spaces
 - Office locations
 - Coworking spaces
- Resource use management
 - Electricity and water consumption
 - Circular economy

Corporate mobility

Supporting projects & raising awareness

- Supported projects with NooS
- Internal awareness initiatives

Biodiversity & ecosystems protection

Tracking carbon footprint emissions

(B2, B3, C2)

In 2018, the company started to calculate its carbon footprint internally within the Procurement and CSR function.

To facilitate this operation, Locala externalized this process partnering with Carbometrix, an external platform that measures all generated GHG emissions covered by the Kyoto Protocol and proposes a decarbonization trajectory.



Measurement methodology

Since 2021 Carbometrix has been calculating Locala's carbon footprint across scopes 1 to 3 in compliance with the GHG protocol (market-based). All emission gases are expressed in CO₂ equivalents (CO₂e), making it easier to aggregate them.



Scope 1

Direct emissions

Generated directly by the company and its activities: plants, facilities, warehouses, offices, company vehicle fleets.



Scope 2

Indirect emissions

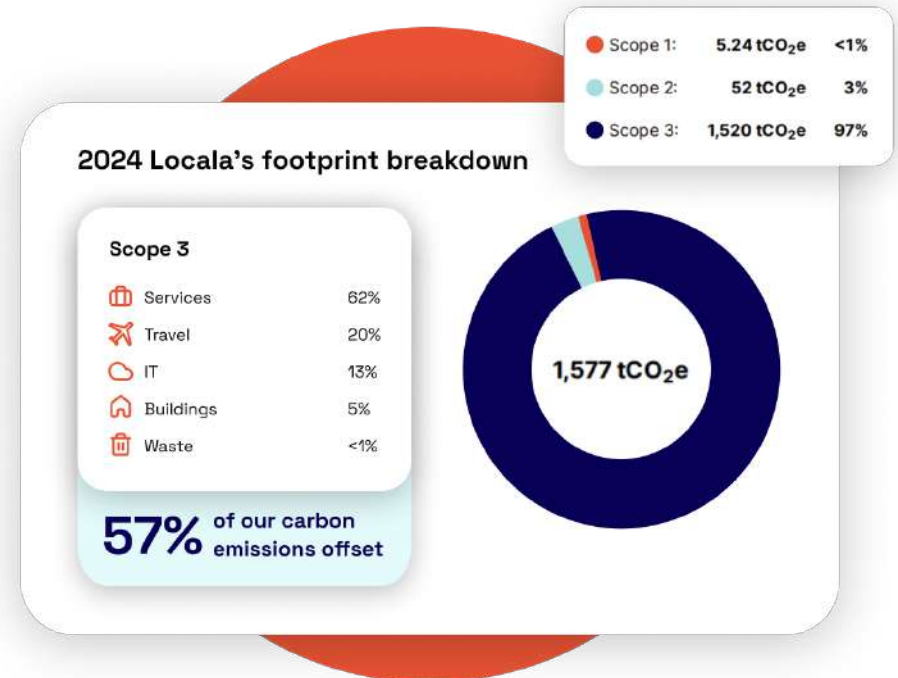
Associated with the consumption of electricity, heat, or steam by the company's facilities or vehicle fleets.



Scope 3

Other indirect emissions

All other indirect emissions occurring upstream or downstream in the company's value chain.



The carbon footprint of Locala and its subsidiaries is presented in a single report. They are calculated in relation to the company's turnover and full-time equivalent (FTE) in order to provide the most relevant comparison with the company's growth. The results are then compared with previous reporting periods and companies to establish a benchmark.

In order to ensure that Carbometrix is as close as possible to the real generated emissions, Locala provides the necessary sources of information, which has become more accurate over the years. The data that could not be collected is taken into account on the basis of a market estimate. This process allows Locala to disclose specific information on scope 3 emissions.

Greenhouse gas emissions breakdown

In 2024 Locala reported 1 577 tCO₂e across scopes 1, 2, and 3, representing a 24% increase in absolute emissions compared to the previous reporting period. This rise is largely explained by the strong growth in the business activities, higher service-related expenditures, and the integration of additional emission factors, which have improved the accuracy of the carbon footprint calculation.

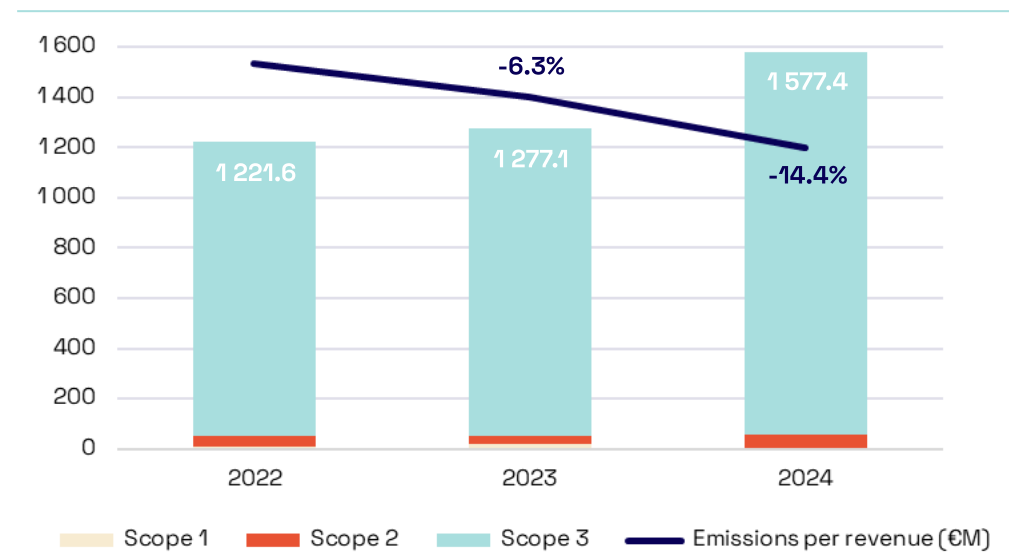
GHG emissions by category (tCO ₂ e)	2022 ³	2023	2024 ⁴	Variation
Scope 1	11.46	17.36	5.24	-69.8%
1. Company facilities	-	6.16	-	-
2. Company vehicles	7.48	6.75	5.24	-22.4%
4. Fugitive emissions	3.98	4.44	-	-
Scope 2	39.49	36.22	51.98	+43.5%
1. Purchased indirect energy	39.49	34.60	26.03	-24.8%
2. Steam, heat or cooling emissions	-	1.61	25.95	+1 511.8%
Scope 3	1 170.67	1 223.48	1 520.19	+23.5%
1. Purchased goods and services	746.48	874.38	1 180.98	+35.1%
2. Capital goods	11.76	29.06	16.50	-43.2%
3. Fuel and energy-related activities	11.70	11.97	11.13	-7.0%
4. Upstream transportation and distribution	-	-	-	-
5. Waste generated in operations	-	1.70	2.04	+20.0%
6. Business travel	392.06	257.28	272.47	+5.9%
7. Employee commuting	8.64	49.09	37.07	-24.5%
Total emissions	1 221.62	1 277.05	1 577.41	+23.5%

³ Those GHG emissions were calculated based on monetary data and are thus not as precise and reliable as physical data-based results.

⁴ The GHG categories have been corrected to improve the accuracy of the results.

Emissions indicators

Locala GHG emissions per scope and revenue (tons of CO₂e)

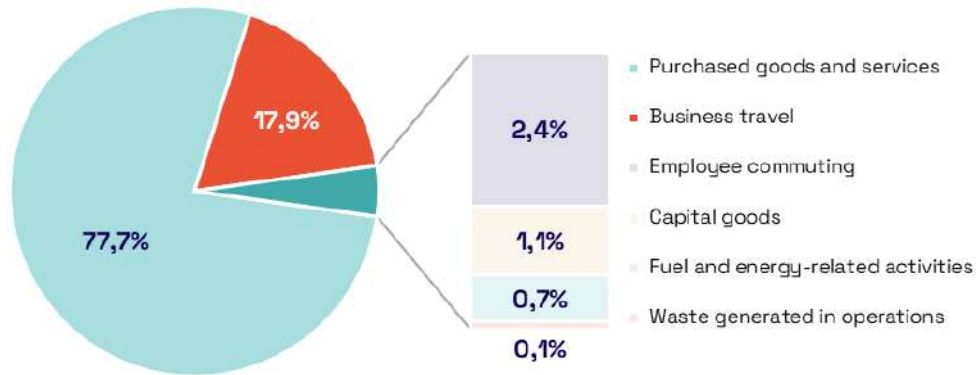


Despite the increase in absolute emissions, carbon intensity improved: emissions per million euros of revenue decreased by **14.37% in 2024**. This reflects clear progress in decoupling growth from emissions, as 2024 turnover increased at a faster rate than total emissions, resulting in a lower emissions intensity than in prior years while the business continued to expand.

Locala's emissions profile confirms that **Scope 3** is the dominant source of its carbon footprint and therefore the principal challenge on the path to carbon neutrality. In 2024, value chain activities accounted for **over 96%** of total emissions, mainly due to **purchased goods and services** and **business travel**.

Purchased services accounted for approximately 76% of total emissions, while travel contributed to approximately 17%, with air travel remaining the largest contributor in this category.

Locala Scope 3 GHG emissions per category (%)



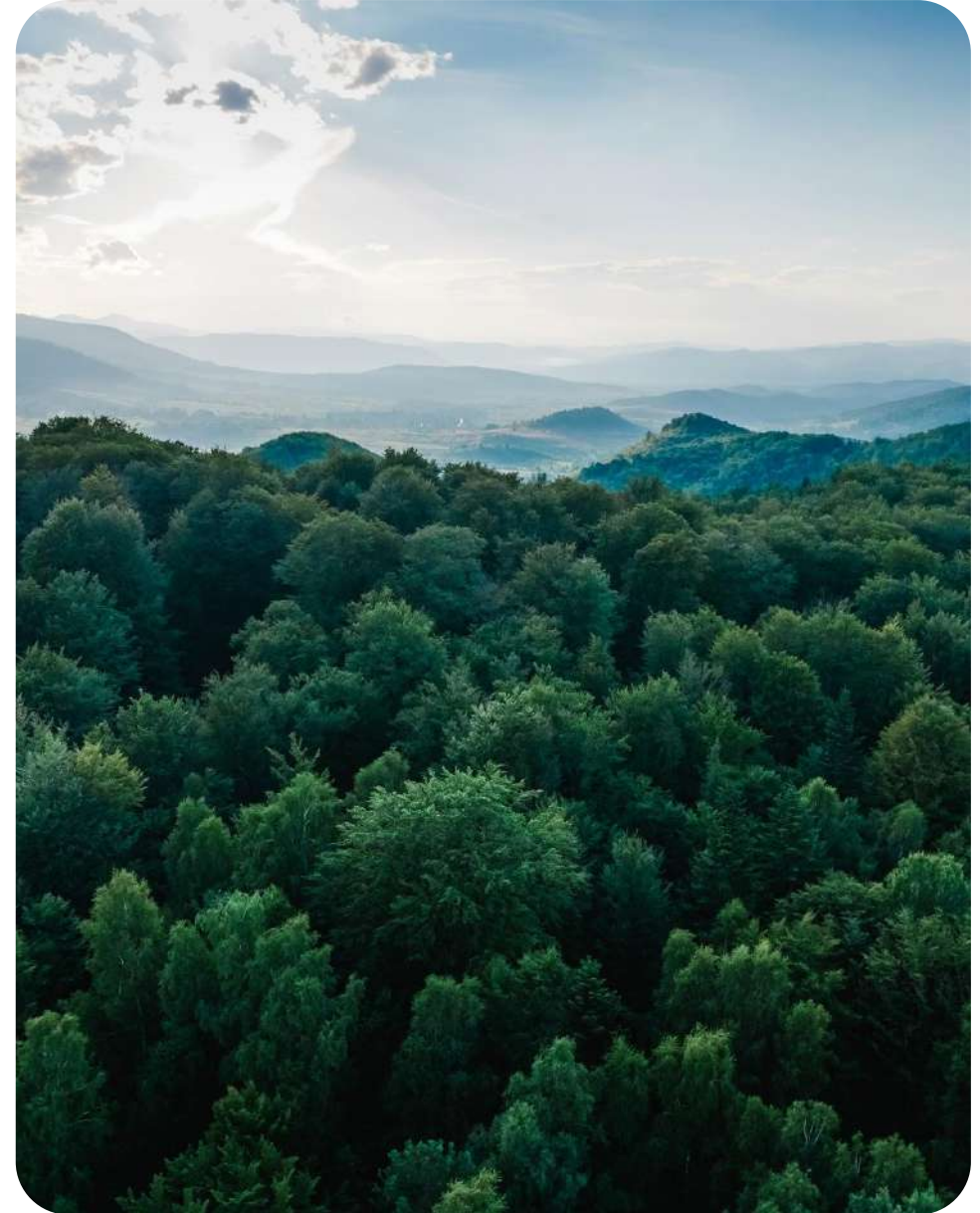
Specifically, the Scope 3 categories measured under the GHG Protocol included: purchased goods and services (e.g., cost of managed goods, advertising and intellectual services, general services, business meals), business travel (flights, hotels, taxis, trains), employee commuting, IT and cloud services, capital goods, and remote working. Other Scope 3 categories that were not taken into account, such as upstream transport and distribution, were not applicable to the company's activities in 2024.

This concentration of emissions in value chain activities highlights the need to engage suppliers and reduce travel as priority levers in Locala's decarbonization plan.

"Given that carbon footprint calculation is complex and data quality has a significant impact on its accuracy, Locala reviews and improves its data collection methodology every year and, with the contribution of Carbometrix, expands the scope of reporting. The 2024 inventory reflects refined emission factors and a broader coverage of activities in order to provide a more detailed footprint."

Neus Muñoz

Procurement and CSR Project Manager, Locala



Decarbonization pathway

(B1, B2, B3, B5, B6, B7, C2, C3)

To align with its 2028 carbon neutrality goal, Locala has implemented a decarbonization trajectory, developed in partnership with Carbometrix. This trajectory details specific initiatives that align with the SBTi, which requires an average annual emissions' reduction of **4.2% in scopes 1 and 2**, and at least a **2.5% reduction in scope 3**. This decarbonization roadmap is based on eight core actions that combine operational measures and comprehensive supplier engagement.

The majority of the reduction efforts are strategically focused on addressing scope 3 emissions, which represent the most significant part of Locala's footprint. In this case, supplier engagement, particularly across services, IT, and advertising, and optimized travel policies will serve as central levers for emissions reduction.

Therefore, to complement the Carbometrix reduction pathway, the company focuses on the following 4 key areas to address these emissions:



Product



Offices



Travel



Procurement

Since the start of the partnership with NooS in 2021, Locala has offset 47,58 tonnes of CO2 emissions through certified carbon projects.

Looking ahead, the company will continue and increase the compensation for unavoidable emissions by supporting regulated and high-quality projects that can deliver verifiable benefits such as measurable biodiversity or community outcomes. Offsetting will complement emissions reductions and projects will be selected against recognised standards.

Key actions established with Carbometrix



Electrification of the vehicle fleet

Scope 1

Replace petrol and diesel company vehicles with electric alternatives, supported by charging infrastructure by 2030.



Conduct an energy audit

Scope 2

Perform a detailed energy assessment of office buildings to identify opportunities for reducing energy consumption and improving efficiency by 2026.



Reduce business travel by air

Scope 3

Implement stricter travel policies prioritising rail and virtual meetings, aiming for a progressive reduction of air travel emissions, up to -50% by 2033.



Reduce the use of petrol cabs

Scope 3

Shift mobility policies toward low-emission alternatives (e.g., electric taxis, public transport, and shared mobility).



Track freelance expenses and their carbon footprint

Scope 3

Monitor freelance and contractor activity in hours and integrate them into carbon accounting, involving them in surveys to build accountability by 2033.



Engage intellectual service providers to realize their carbon footprint

Scope 3

Require the main intellectual service providers to calculate and disclose their carbon footprint, and encourage them to set targets aligned with SBTi by 2033.



Engage key subcontractors to realize their carbon footprint

Scope 3

Partner with key strategic subcontractors to ensure they measure and report their own footprints, and progressively integrate it into vendor onboarding by 2033.



Engage advertising service providers to realize their footprint

Scope 3

Require major advertising and marketing service providers to disclose emissions and commit to reduction pathways, ensuring alignment across Locala's value chain.

Workspace management and procedures

The company has established **Sustainability Workplace Standard Operating Procedures** to guide day-to-day practices across its offices and coworking spaces whenever possible. This policy sets minimum expectations for environmental performance, staff well-being, and responsible procurement, covering the following areas:



Working spaces' selection

- Preference for low-energy buildings with recognized certifications
- Priority to coworking spaces that follow sustainable management practices



Resources use management

- Promotion of an efficient use of energy, water, and materials
- Collaborations with landlords to monitor and reduce consumptions.
- Installation of LED lighting and energy-efficient equipment in offices



Waste management & circular economy

- Multiple recycling streams available in all offices
- Ban on single-use plastics (cups, bottles, cutlery, etc)
- Installation of bean-to-cup coffee machines to reduce waste.
- Refurbishing or recycling old IT equipment through certified partners.



Responsible digital practices

- Implementation of Green IT actions to reduce digital waste.
- Hosting company websites through **Infomaniak**, a sustainable provider.
- Encouraging responsible digital behaviour across teams.



Cleaning and maintenance

- Use of eco-certified cleaning products only.

Through these initiatives, Locala aims to create sustainable, efficient, and healthy work environments in the long term, in alignment with its broader ESG strategy.

Working spaces

As part of its decarbonization process, the company prioritizes the selection of **certified or low-energy buildings** when establishing or renewing its workspaces, thereby contributing to reducing operational emissions and improving the occupant well-being.

Locala maintains offices across its subsidiaries' countries, and operates through a mix of leased offices and coworking spaces which are managed by independent providers. The tables below discloses the existing environmental or quality certifications for each of Locala's workspace.

Office locations

#	City	Building and workspace certifications or labels
1	Coral Gables	Derm (for the generation diesel tank)
2	Milano	Class C energetic performance
3	New York	Energy star label
4	Paris	BREEAM, HQE, LEED Platinum, Effinergie, BiodiverCity, and WELL

Coworking spaces

#	City	Coworking company	Certifications or labels
5	Bruxelles	Workin.space	N/A
6	London	Workspace Group	N/A
7	Marseille	Now coworking	BREEAM
8	Montreal	WeWork	LEED Silver
9	Singapore	JustCo	Great Place to Work
10	Toronto	Expected relocation by January 1st, 2025	

Locala plans to **open a new location in Rome** and **relocate its Toronto coworking space** in the beginning of the next year, on January 1st, 2025.

Based on the current portfolio of addresses, **no sites have been identified as being located in or adjacent to biodiversity-sensitive areas.**

Resource use management

In line with the actions defined in collaboration with Carbometrix, every year, Locala engages discussions with landlords and coworking operators to collect data on energy, water and waste consumption as well as additional indicators. This ongoing effort supports the company's objective to complete a comprehensive energy audit by 2026 and strengthen the monitoring of its operational environmental footprint.

► Electricity and water consumption

At the time of reporting, Locala has not yet obtained sufficient information and consistent utility data across all office sites to deliver a detailed electricity, water and waste consumption breakdown. Consequently, improving access to utility and performance through a strengthened collaboration with landlords and coworking operators continues to be a priority for the near term.

► Circular economy

Locala applies whenever possible circular economy principles to the management of its office and IT resources. All obsolete or end-of-life computers are **either recycled or donated** through certified partners. The company also promotes the **refurbishment and reuse of IT equipment** to extend its lifespan and reduce electronic waste.

As of 2024, **67.06% of Locala's computers are refurbished and leased** through **RCost**, reinforcing its commitment to responsible resource use and waste reduction.

Refurbished computers per subsidiary	Country	2024
Ask Locala Pte. Ltd.	Singapore	100.00%
Ask Locala France SAS	France	78.57%
Ask Locala SAS	France	76.47%
Ask Locala Inc.	United States	74.07%
Local Publicité et Analytique Inc.	Canada	58.82%
Ask Locala Italia SRL	Italy	14.29%
Ask Locala SRL	Belgium	0.00%
Ask Locala Ltd.	United Kingdom	-
Total refurbished computers		67.06%



Corporate mobility

To mitigate emissions associated with business-related mobility, the company implements a **Travel & Entertainment Expense (T&E) Policy**, that establishes the corporate guidelines and spending limits for travel and corporate events. This policy is designed not only to encourage cost efficiency but also to support the company's broader environmental and decarbonization goals.

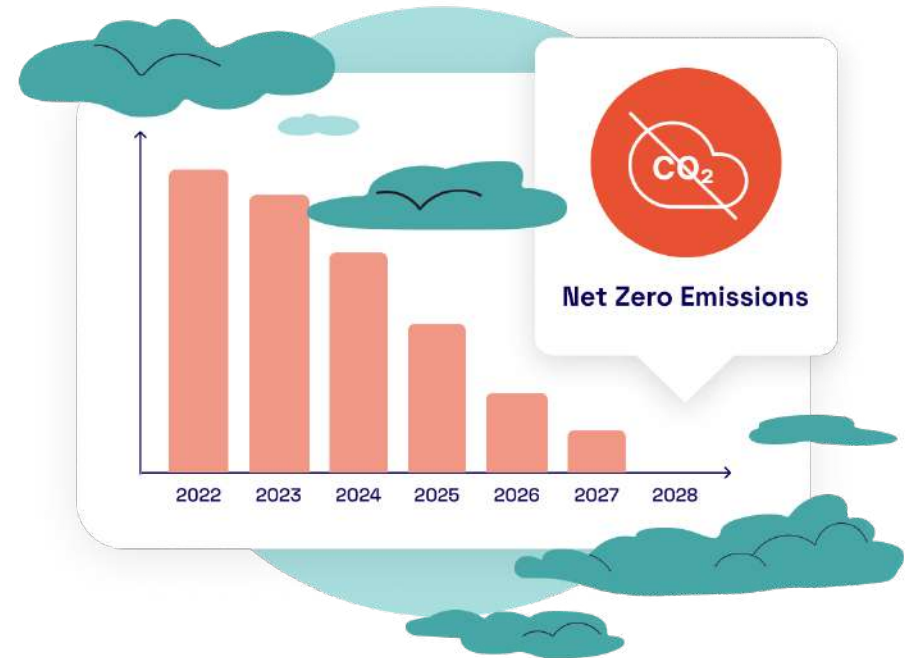
To better manage business travel planning and ensure expenses compliance with financial policies and sustainability, Locala uses an external, centralized travel and expense management platform. This system enables employees to book travel arrangements in line with the established guidelines and allows administrators to automatically apply expense limits. In addition to supporting compliance with the T&E Policy, the platform also offers features that allow employees to plan their personal trips more efficiently and at a lower cost, as they can take advantage of reductions.

A revision of the T&E Policy is planned in 2025 to continue improving. This upcoming update aims to reinforce the company's long-term sustainability objectives, particularly those related to carbon footprint reduction.

► Corporate fleet

Locala manages its corporate fleet through a leasing model to ensure flexibility and alignment with its sustainability objectives. In 2024, the company terminated four contracts as part of its ongoing effort to optimize mobility needs and reduce its environmental impact.

Going forward, Locala aims to further decrease the size and emissions of its fleet by promoting shared mobility, electrification, and the use of low-emission vehicles wherever possible, in line with the decarbonization actions established with Carbometrix.



7

Corporate vehicles



57.14%

Electric and hybrid vehicles

Supporting projects and raising awareness

(B2, C2)

In 2024 Locala continued to go beyond carbon offsetting by actively supporting global environmental and social initiatives. Partnering with impact-driven organizations such as [NooS](#) and [EcoTree](#), the company contributed to fund 12 environmental and renewable energy projects worldwide, and reached €22 000 donations to different NGOs over the year.

Supported projects with NooS

NooS is a digital engagement platform that empowers employees to take meaningful action for the planet and society. Through this partnership Locala enables employees to choose and support causes they care about, with financial contributions provided by the company on their behalf.

The platform also includes a transparent impact-tracking system, allowing employees to follow the outcomes of their collective effort over time.

Locala and its employees have contributed to a wide range of projects, supporting initiatives in reforestation, biodiversity, zero waste, education, health, inclusion and carbon compensation.



53.116

Trees planted or saved



3 324 kg

Waste diverted from natural environment



47

Hectares restored or preserved



293 hours

Quality education or training given to vulnerable people



211

Individuals getting additional access to healthcare



29

Individuals participating or benefiting from actions that promote socioeconomic inclusiveness



In addition, NooS allows Locala to contribute to **certified carbon offset projects**. Since the partnership began in 2021, the company has compensated a total of 47.58 tonnes of certified CO₂e, through a portfolio of initiatives dedicated to climate mitigation and ecosystem preservation.

Supported project name	Carbon offset	Certification
Plant bamboo to fight climate change	20.88 tCO ₂ e	 Verified Carbon Standard
Impede plastic waste from entering the oceans	19.56 tCO ₂ e	 Gold Standard
Protect forests of the Brazilian Amazon estuary	5.58 tCO ₂ e	 Verified Carbon Standard
Access to clean water at the heart of climate action	1.34 tCO ₂ e	 Gold Standard
Provide Nigerian families with clean and safe cook stove	0.22 tCO ₂ e	 Gold Standard

Through this ongoing collaboration, Locala ensures that its sustainability commitments extend beyond its operations and mobilizes its employees and resources to drive collective, traceable and lasting impact.

Internal awareness initiatives

Team challenges with NooS

In addition to funding external social and environmental projects, Locala collaborates with NooS, a digital engagement platform, to organize internal challenges that raise awareness and encourage collective action.

In 2024, the company launched two events through the platform: the Olympics Team Challenge and the Digital Clean-Up Challenge. Each initiative lasted one month and offered employees daily learning modules and weekly practical actions designed to promote sustainable habits in the workplace and beyond.

► Olympics Team Challenge

This challenge, inspired by the Olympic Games, combined physical activity with social purpose and encouraged teams to take part in sports-related actions.

Following the challenge, Locala made a donation to a NooS project with the aim to support underprivileged youth enrolled in an employability program that combines sports workshops with professional development interventions.

► Digital Clean Up Challenge

The second initiative focused on reducing the company's digital footprint by motivating employees to delete unnecessary data from their devices.

**184.46 GB**

Deleted data on devices

**4 038**

Deleted corporate emails

The Digital Clean Up concluded with a corporate donation to the **Plastic Odyssey Foundation**, a Californian non-profit organization established to combat plastic pollution.

The EcoRide, a soft mobility event

Promoting and raising awareness on sustainable mobility is part of the company's broader commitment to reducing its environmental footprint and fostering employee engagement.

In 2023, Locala launched its first EcoRide event, an annual initiative that brings together teams and partners to celebrate World Bicycle Day, recognized by the United Nations. The event combined environmental action with collective participation across the company's French and Italian offices.

Employees were encouraged to cycle for a cause, with **1 tree planted** for every **10 kilometres ridden**, in partnership with EcoTree. This effort directly supported reforestation and biodiversity projects across Europe.

Together, the French and Italian teams cycled **over 1,000 kilometres**, resulting in the **planting of more than 100 trees**.

Following the event's success, this EcoRide will be expanded to additional company locations, engaging more teams and local clients in future editions to broaden its scope and reinforce community ties.



Biodiversity and ecosystems protection

Forests are the second-largest carbon sink on the planet, after oceans, and absorb an estimated 7.6 billion tonnes of CO₂ every year.

Recognizing their essential role in climate regulation and biodiversity preservation, Locala partnered in 2020 with **EcoTree**, a B Corp-certified company that develops projects dedicated to the protection, sustainable management, and restoration of natural ecosystems.

Through this partnership, Locala engages in the EcoTree's Tree Ownership project, contributing to a sustainable forestry program across responsibly managed forests in France.

The initiative aims to preserve European biodiversity and French forests by supporting ecosystem resilience and creating long-term carbon sinks.

EcoTree's forest management approach is structured around 3 principles:

1. Mixed forestry with continuous cover
2. Use of natural products with no negative effects on living organisms
3. Consideration of biodiversity at every stage of management and, where necessary, undertaking specific measures to protect or enrich it.



Thanks to this collaboration, Locala is able to translate its biodiversity commitments into concrete and measurable actions. Since the start of the partnership, Locala now owns **2,910 trees**.

2020	↓	1,933 trees planted
2021		570 trees planted
2022		25 trees financed every month



06

Social engagement

People

The people behind Locala

- **Workforce**
- **Diversity, equity & inclusion**
 - Recruitment
 - Wage gap
 - Internal events
 - Zero tolerance policy
 - Prevention and training
 - Complaint-handling mechanism

- **Learning growth and career development**

- Learning and growth
 - Onboarding and career paths
 - Performance reviews
 - Retention plans

- **Prevention, safety and health**

- Global health and safety procedures

- Quality health mutual insurance
 - Work-life balance
 - Encouraging dialogue and collaboration

Commitment to society

- **Employee engagement**
- **Sponsorships and contributions**
- **Empowering next generations**

The people behind Locala

(B1, B2, B8, B9, B10, C2, C5, C6, C7)

Social responsibility begins at the office. Locala manages its relationship with people based on its **Code of Conduct** and **Labour Standards and Human Rights Policies**, to ensure an environment where people feel safe, supported, and empowered to grow.

Workforce

Locala's workforce is composed of 167.32⁵ employees, of which 151.32 are part of the internal workforce and 16 are contractors. Aligned with the growth of the company's activity, the team has increased compared to last year.

Locala workforce	2024
Own workforce	151.32
External workforce	16
Total	167.32

The company has its parent entity in France, which employs the vast majority of its staff and from which most corporate services are provided to its seven entities.

This organisation allows the company to optimise its resources and work in a transversal and efficient way.

⁵ Data calculated in FTE at the end of the reporting period.

Own workforce per employment country	2024
France	59.59
United States	40.05
Italy	17.68
Canada	16.00
United Kingdom	6.00
Belgium	5.00
Singapore	5.00
Malaysia	2.00
Total employees	151.32

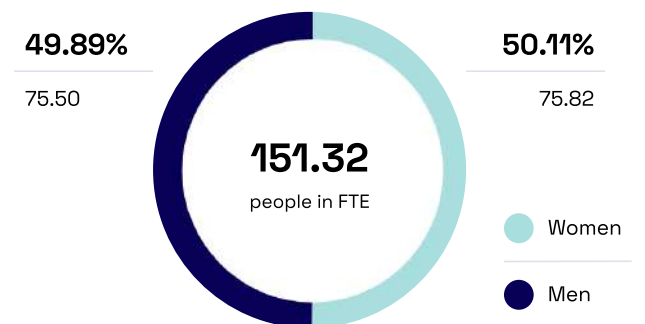
Its internal workforce is composed of 144.32 permanent employees and 7 of them have a temporary contract from which 6 are apprenticeships.

The temporary contracts of the internal teams represent 4.63% of the workforce, which indicates that the company maintains a strong commitment to job security and continuity.

Own workforce per type of contract	2024
Permanent contract	144.32
Temporary contract	7.00
Apprenticeships	6.00
Other temporary contracts	1.00
Total employees	151.32

Locala is proud to maintain a balanced gender representation across its internal workforce with a team equally represented by women and men.

Own workforce per gender in 2024



Diversity, equity & inclusion

Because of its international presence, Locala's workforce is characterised by its unique and diverse backgrounds. To protect this cultural diversity the company committed to foster and defend a diverse, equitable, and inclusive workplace establishing its DE&I Purpose.

Recruitment

To support the company's growth and remain competitive in sourcing and recruiting talent, Locala has standardized the **Global Recruitment Procedure**.

In applying this policy, managers ensure that the company promotes equality of opportunity and develops and maintains a diverse workforce throughout its processes and beyond. The company's job offers are open to everyone, regardless of any personal characteristic.

To automate and structure the hiring process, all applications are tracked with an **Applicant Tracking System** (ATS). This system streamlines collaboration, reduces timings, scales hiring pipelines, and supports compliance with labour laws and regulations.

A company's recruitment process must be designed to be fair and impartial, focusing strictly on questions relevant to the job role and ensuring equal opportunity for all candidates.

Wage gap

All employees are paid at or above the applicable minimum wage determined directly by the national law or through a collective bargaining agreement.

Because several subsidiaries do not have a sufficient workforce to enable a proper analysis by level and gender, the 2024 gender gap has been calculated regarding the French entity:

Ask Locala France SAS



-5.43%

wage gap

The company reported a negative wage gap of -5.43%, meaning that on average, female employees' gross hourly pay is higher in France.

This result does not include the different levels of expertise within the company and therefore does not represent the company as a whole.

Locala commits to **extending a pay-equity analysis and monitoring** all entities as data and sample sizes allow and will publish a consolidated figure representing the group.

Internal events

In line with the company goals, and complementing the internal efforts of the People Business Partners, the **DE&I Committee** gathers every quarter to run initiatives with the aim of celebrating key cultural and societal milestones.

The following initiatives aim to create a space to raise awareness and foster discussions about diverse topics, including gender equality, unconscious biases, and mental health.

Q1

International Women's Day

Photo contest with a donation to three women-focused charities.

Q2

Word Heritage Day

Cookbook creation featuring the cultural diversity of recipes shared by employees.

Q3

Pride Month

Newsletters distribution and job offerings posted on dedicated LGBTQ+ career sites.

Q4

International Day of Persons with Disabilities

Challenge launched in partnership with NooS, unlocking a donation to support an employability program.

Following the same schedule, the DE&I Team has launched its roadmap for the initiatives planned regarding the first half of 2025.

Zero tolerance policy

Locala is firmly committed to preventing any instances of discrimination and harassment in the workplace. To achieve this commitment, several rules and procedures have been implemented.

The company applies a strict zero-tolerance approach in alignment with its **Global procedures on Harassment and Non Discrimination at the Workplace**, which applies universally to all permanent, temporary, and apprentice employees.

Discrimination or harassment based on age, sex, disability, ethnicity, pregnancy and maternity, marital status, economic background, social status, gender identity and expression, sexual orientation, trade union membership, and any other personal characteristic protected by law is prohibited.



Prevention and training

This commitment is maintained and reinforced by specific training and a mandatory program named: **Ground Rules**.

Every new employee must complete this program within their first two months, which includes training on harassment prevention. Employees are also required to renew the Ground Rules training every two years.

Different targeted training modules are also created within the academy platform and offered to employees and managers. These provide the tools to cultivate and lead internal teams in a more inclusive manner.

Complaint-handling mechanism

To uphold its zero-tolerance standard, Locala has a complaint-handling mechanism for its workforce, ensuring that all concerns regarding potential discrimination or harassment are addressed promptly, fairly, and confidentially.

As stated in the **Code of Conduct**, any employee who suspects harassment or discrimination is required to promptly provide a written or oral complaint to the People team.

Harassment and discrimination reports	2022	2023	2024
Number of harassment reports	0	0	0
Number of sexual harassment reports	0	0	0
Number of discrimination reports	0	0	0

For ease of access and to ensure confidentiality, employees also have the option to contact the People team directly at people@asklocala.com. A representative will contact the individual confidentially, depending on the circumstances, to guide them through the process.

Learning, growth and career development

Employee learning and development is a key driver of individual fulfilment and business performance. Supporting personal and professional growth ensures that employees remain skilled, efficient and confident in their work to succeed in a rapidly evolving industry.

The company's approach to learning is guided by its **Career and learning and development policies**, which define the principles, formats and resources available to all employees.

Learning and growth

To support skill acquisition and knowledge sharing, Locala provides access to two internal learning platforms: **EdFlex** and **360 learning**.

These platforms offer thousands of learning modules and customized pathways across technical, managerial and soft-skill topics.

Combining in-person workshops, e-learning modules and personalized courses, this year, employees completed over **600 hours of training**.

Permanent workforce annual training hours	2022	2023	2024
Female	897.00	420.00	383.91
Male			215.51
Total	897.00	420.00	599.42

As part of this framework, the **Training Needs Assessment** enables People Business Partners (PBI) to identify individual and team development priorities and to implement tailored learning plans.

The company is continuously working to develop a structured and inclusive approach to professional development that ensures that every employee has the opportunity to learn, grow, and advance within the organization.

Onboarding and career paths

To help new employees integrate smoothly, Locala has implemented a 3-month onboarding program designed to familiarize newcomers with the company's culture, policies, and operational processes.

- 1 Learning phase
- 2 Continued education
- 3 Knowledge consolidation

This approach enables direct managers and PBP to monitor the progress of each new hire and provide tailored support plans in case of difficulties.

Locala has also developed a job-mapping framework to define clear and transparent career paths. The matrix maps internal job positions around 10 levels across all departments, specifying the skills, experience, and performance expectations required at each stage. This system ensures that every employee has a clear view of their potential progression opportunities, whether through vertical advancement or horizontal mobility.

Percentage of promotions	2022	2023	2024
Women promoted (%)	N/A	7%	12%
Men promoted (%)	N/A	7%	13%

In line with its DE&I objectives, Locala aims to achieve gender parity in management roles by 2025, targeting 50% of women in leadership positions, up from 46% in 2024.

To assess employee development satisfaction, Locala conducts an annual survey in partnership with **Windoo**. In 2024, the company recorded an improvement in global satisfaction scores, exceeding 4 out of 5, and intends to maintain this positive trend through continuous feedback and career development initiatives.

Development satisfaction	2022	2023	2024
Global development perspective satisfaction	3.63	3.74	4.01

Performance reviews

Locala promotes a culture of continuous feedback to support employee development and alignment with the company objectives. Employees receive structured performance evaluations at key stages of their journey.

During the onboarding process, performance reviews are conducted at the first and third months to assess the progress and adaptation of new hires to the role. These early evaluations help identify any support or training needs and allow managers and PBP to provide timely guidance.

► Annual Performance Review (APR)

Each year, managers and employees work together to define individual performance objectives that contribute to broader business goals. These objectives are monitored by the People Business Partners to ensure they align with the SMART framework. The APR also provides an opportunity to discuss career aspirations, training needs, and long-term development plans.

► Performance Improvement Plan (PIP)

When performance gaps are identified, Locala implements a structured Performance Improvement Plan to help employees enhance their skills and meet expectations. If global performance does not improve after a reasonable assistance, the PIP also specifies the circumstances in which the employee may be reassigned to a more suitable position or, in some cases, dismissed on the ground of capability. Retention plans

At the end of the reporting period, Locala's **turnover rate** stood at **19.90%**.

To strengthen retention and reduce attrition, the company has implemented retention plans focused on employee development and engagement. These include training opportunities and promotion programs designed to recognize performance and foster long-term growth within the organization.

These measures aim to build loyalty, increase job satisfaction, and ensure that employees see a clear future for themselves at Locala.



Prevention, safety and health

The quality and effectiveness of an organization is not only measured by its ability to perform specific tasks, but also by its ability to plan, coordinate, and maintain a safe and healthy work environment. Locala pays special attention to these aspects, with the management and promotion of a preventive culture as a key element of its operations.

The promotion of healthy habits and conditions allows not only to comply with legal obligations, but also encourages a safe and healthy environment for workers and all individuals who might be impacted by Locala's activities.

Global health and safety procedures

Health and safety procedures have been established based on the company's **Employees' Health and Safety Policies** to comply with local regulations and safety requirements in every country where we operate.

Locala provides employees with information, instruction, training, and supervision to enable them to work safely and effectively.

► Ergonomic equipment and office standards

Locala ensures that all employees, whether working on-site or remotely, are equipped with the appropriate tools and materials to perform their tasks effectively. Standard office setups include ergonomic furniture and equipment, and

employees with disabilities can receive customized solutions to guarantee their comfort and accessibility.

Once a year, Locala evaluates the effectiveness of its IT equipment. Employees on their side are asked to share their level of satisfaction with their equipment through the internal satisfaction survey conducted in May.

► Preventive culture & emergency procedures

To ensure a safe working environment, all Locala offices are equipped with first-aid kits, ergonomic furniture, and emergency evacuation procedures. Regular emergency drills aim to prepare all staff to respond effectively in case of an incident. As part of its preventive culture and well-being initiatives, Locala also communicates internally about healthy working and personal habits.

Occupational health	2022	2023	2024
Work-related accidents	0	0	0

► US Employee Assistance Program (EAP)

To support its employees in managing personal challenges that may affect their job performance, health, and well-being, Locala offers within its teams in the United States an EAP. A program that provides confidential counselling, referrals, and follow-up services for employees and their families. It covers a range of concerns, including

mental health, stress, substance abuse, financial difficulties, and family matters.



Quality health mutual insurance

The company prioritizes the health and well-being of its employees by providing competitive healthcare coverage for them and their families. Health coverage is tailored to local markets, taking into account regional healthcare systems and employee needs.

To promote healthcare equity across all regions, Locala conducted a global audit of its health plans to verify their compatibility and fairness between countries. Detailed information on the available plans, coverage options, and policy guarantees is accessible internally to all employees.

Work-life balance

Encouraging a healthy work-life balance is an essential component of employee well-being and long-term performance. The company recognizes that flexibility in working arrangements supports both individual needs and business efficiency.

► Hybrid and remote work

To make hybrid and remote work effective for everyone, Locala has established clear country-specific guidelines governed by its Work from Home Policy. This framework defines eligibility, expectations, and best practices for collaboration, ensuring consistency across all offices.

By offering flexible working options, the company adapts to the evolving expectations of its global workforce and encourages employees and managers to maintain open communication and mutual confidence.

In support of remote work, the company offers an allowance to help employees cover additional expenses related to setting up and maintaining a productive home office environment.

► Paid time off and special leave

Beyond flexible work arrangements, Locala supports employee well-being by offering paid time off (PTO) and a variety of special leave options designed to accommodate life's personal and family needs.

Regulated by the company's **Financial Scheme for Employees**, the company provides paid holiday entitlements that exceed statutory minimums in most countries where it operates.

In addition, employees have access, but are not limited to maternity and paternity leave, sick leave, family care leave, bereavement leave, and relocation leave.

Each of them has specific terms adapted to the country's legal framework and local practices. Details of these benefits are clearly outlined in Locala's internal HR policies.

Through these measures, Locala aims to foster a workplace culture grounded in respect, empathy, and balance, recognizing that its true impact extends beyond its business performance. Supporting employees through key life moments is an integral part of the company's social responsibility.



Encouraging dialogue and collaboration

Dialogue and feedback are essential drivers of engagement and mutual trust, which contribute to building constructive workplace relations. Locala's approach to social dialogue is aligned with the International Labour Organization's definition, and includes all forms of negotiation, consultation, and exchange of information between representatives of employers and workers.

Employees can raise questions or concerns confidentially through specific internal email addresses and country-specific reporting channels. In addition, engagement surveys are conducted twice a year to assess employee satisfaction, identify areas for improvement, and respond with targeted action plans.

As of 2024, 54.37% of employees are covered by **collective bargaining agreements**.

Commitment to society

(B2, C2)

As a global company, Locala's responsibility to make a positive impact extends beyond its teams. Incarnated by one of its core values #CARE, the company is committed to foster an inclusive workspace and support the well-being of the surrounding communities, shaping every aspect of its operations.

Employee engagement

Volunteer Time Off

To encourage employees to contribute to their communities and create a positive social impact, the company has established a global Volunteer Time Off (VTO) policy, in which the company offers one paid day per year. All permanent and full-time employees can be eligible for volunteering with non-profit organizations that align with Locala's values and social responsibility principles.

The VTO initiative forms part of Locala's broader employee benefits package and reinforces its belief that meaningful social engagement strengthens both individual purpose and collective impact

Employees are invited to share their volunteer experiences internally and on social media. Each year, organizations featured in these stories are entered into a raffle for a year-end corporation donation.

NooS platform

In addition to the previous benefit package, Locala's partnership with NooS allows employees to have access to their digital platform where they can discover, select, and support verified non-profit projects that align with Locala's values and sustainability priorities. This collaboration strengthens employee engagement by making social contribution simple, transparent, and measurable, enabling employees to take an active role in selecting and supporting the causes they champion.



Sponsorships and contributions

In 2024, Locala continued to strengthen its commitment to social engagement through corporate donations, employee-led initiatives and local sponsorships. Altogether, more than \$22,000 was donated to non-profit organizations working across health, education, inclusion and social protection.

Through team fundraising and company contributions, Locala supported several organizations, including UNICEF, the Salvation Army, Los Angeles Fire Department Foundation, Sports dans la ville and the Plastic Odyssey Foundation.

Beyond its regular quarterly internal initiatives, Locala dedicated part of its 2024 social engagement to **cancer awareness and prevention**, commemorating Pink October across all countries and supporting a fundraising campaign in the United Kingdom.

Pink October

Health and prevention remain central to Locala's social initiatives. During Pink October, employees across offices took part in awareness activities on breast cancer prevention. Locala distributed pink ribbons to all teams as a symbol of solidarity and made two donations to the [Institut Curie](#), and the [Breast Cancer Research Foundation](#).

MudRace fundraising

In the United Kingdom, Locala sponsored a tough mudder charity race, joining employees and clients in a high-energy fundraising event that supported [Macmillan Cancer Support](#). This initiative combined teamwork, physical challenges, and social purpose to raise awareness and funds for people affected by cancer.



These events reflect Locala's commitment to support and promote causes that align with its values of care, inclusion and shared responsibility. By combining employee engagement and corporate action, Locala aims to advance its mission of generating a positive impact beyond its business activities.



Empowering next generations

To support future talent and create pathways for young people to develop their skills, confidence, and professional potential, Locala has different partnerships and proposes hands-on learning opportunities, which contribute to helping students and early-career professionals gain experience and prepare for the future of work.


3.97%

Apprentices and interns


30h

Annual university lectures delivered

Internal training programs

In line with its School Relationships Policy, Locala engages with students through internships and apprenticeship programs. These initiatives provide practical exposure to the digital advertising industry and allow young professionals to develop technical and interpersonal skills.

In 2024, **4% of Locala's teams are composed of apprentices and interns.**

Educational partnerships

Locala collaborates with schools and universities around the world to support educational programs and foster career readiness among students. Through these partnerships, the company participates in workshops, roundtable discussions and office visits, offering students first-hand exposure to Locala's operations, technology, and its business practices.

One of the company's longest-standing collaborations is with Centrale Méditerranée in Marseille, a partnership established in 2018. As part of this program, Locala's product engineering team delivers **30 hours of teaching** per year on Géomarketing, one of Econometrics' modules. The team also supervises final-year projects, offering students real-world challenges across various thematic areas related to data, mobility and marketing performance.

In addition, Locala welcomed international student groups from the United States to its offices for immersive learning visits.

By investing in young people, Locala contributes to building a more inclusive, innovative, and skilled workforce. The company takes pride in helping shape tomorrow's professionals by promoting curiosity, creativity, and a culture of continuous learning.



"The study projects offered by Locala allow our students to work on current, practical topics and to apply the most recent techniques in a real business environment. The mentoring provided by the company's staff is highly valuable and enables students to develop essential skills and knowledge. This experience contributes meaningfully to their professional development, particularly in areas such as data-driven decision-making and digital strategy."

Renaud Bourlès

Professor of Economics, Centrale Méditerranée



07 Appendix

Information on the report

(B1)

Global information

Locala has committed to elaborate its Sustainability Report on an annual basis. Starting in 2025, the report will be published externally every year. The previous edition, developed internally in 2023 was not publicly disclosed.

This 2024 Sustainability Report covers the reporting period from **January 1 to December 31, 2024**. It has been prepared in alignment with the EFRAG Voluntary Sustainability Report Standard for non-listed SMEs (**VSME, December 2024 version**).

The report covers the activity of the reporting entity **Ask Locala SAS** (DUNS 263394596) on a **consolidated basis**, and includes information from its following subsidiaries:

- Ask Locala France SAS
- Ask Locala Ltd.
- Ask Locala Italia SRL
- Ask Locala SRL
- Ask Locala Pte. Ltd.
- Ask Locala Inc.
- Local Publicité Et Analytique Inc.

It provides an overview of the company's **economic, environmental, and social** performance for the year. While the report has not been externally verified, all data was reviewed and validated internally by the relevant departments to ensure accuracy and completeness.

For questions regarding this report or sustainability matters, stakeholders may contact Locala's CSR representative at csr@asklocala.com.

VSME Reporting disclosures

This report has been prepared based on the selected VSME Standard Option B, which includes both: the **Basic and Comprehensive Modules**.

Certain disclosures that would require the publication of **classified or sensitive information** have been intentionally omitted, in line with the flexibility allowed under the VSME framework. A content index is presented below (p. 56).

This report does not contain disclosures from previous reporting periods that remain unchanged.

▶ Reporting methodology

Employee data is reported using:

- The **headcount** method (number of employees at the end of reporting period); and
- The **full-time equivalent** method.

Monetary values are expressed in euros (EUR).

VSME Disclosure index				Report page or direct response					Omission	
Basic module										
B1	24.	(a)	Basis for preparation	Page 55.					No	
		(b)	List of omitted disclosures	Page 56.					No	
		(c)	Basis for reporting	Page 55.					No	
		(d)	Subsidiaries information	i.						No
		(e)								No
							No			

		initiatives		Do you have existing sustainability practices, policies or future initiatives that address any of the following issues?	Are they publicly available?	Do the policies have any targets?	
			Climate change	Yes	Yes	Yes	
			Pollution	No	No	No	
			Water and marine resources	No	No	No	
			Biodiversity and ecosystems	Yes	Yes	No	
			Circular economy	Yes	Yes	No	
			Own workforce	Yes	Yes	No	
			Workers in the value chain	Yes	Yes	No	
			Affected communities	Yes	Yes	No	
			Consumers and end-users	Yes	Yes	No	
			Business conduct	Yes	Yes	No	
B3	29.	Energy consumption	Page 38.				Yes
	30.	(a) Scope 1 GHG emissions	Page 34.				No
		(b) Scope 2 GHG emissions	Page 34.				No
	31	GHG intensity emissions	This disclosure has been considered as classified or sensitive information.				Yes
B4	32.	Emissions of pollutants	Because of its activity, Locala is not required by law or other national regulations to report to competent authorities its emissions of pollutants.				Yes
B5	33.	Number of sites	Pages 37-38.				No
	34.	Land-use	This disclosure has been considered as non-applicable.				Yes
B6	35.	Water withdrawal	Page 38.				Yes
	36.	Water consumption	Locala does not have production processes in place which significantly consume water.				Yes
B7	37.	Circular economy	Page 38.				No
	38.	Waste generation	Locala has not yet obtained sufficient information and consistent utility data across all office sites to deliver a detailed waste generation breakdown				Yes

B8	39.	(a)	Employees per type	Page. 44.	No																		
		(b)	Employees per gender	Page 44.	No																		
		(c)	Employees per country	Page 44.	No																		
	40.		Employees turnover rate	Page 48.	No																		
B9	41.	(a)	Work-related accidents	Page 49.	No																		
		(b)	Fatalities	Page 49.	No																		
B10	42.	(a)	Pay ≥ minimum wage	Page 45.	No																		
		(b)	Pay gap	Page 45. Locala has decided to omit this disclosure for six of its seven subsidiaries as its headcount is below 150 employees	Yes																		
		(c)	Collective bargaining	Page 50.	No																		
		(d)	Training hours	Page 47.	No																		
B11	43.		Convictions and fines	Page 22.	No																		
Comprehensive Module																							
C1	47.	(a)	Products and services	Pages 10-16.	No																		
		(b)	Markets	Page 9.	No																		
		(c)	Business relationships	Page 9.	No																		
		(d)	Sustainability strategy	Pages 10, 28.	No																		
C2	48.		Sustainability descriptions	<table><tr><th></th><th>Describe existing sustainability practices, policies or future initiatives that address any of the following issues</th><th>Indicate the highest senior level in them (if any)</th></tr><tr><td>Climate change</td><td>Pages 33, 36-41.</td><td>Procurement direction</td></tr><tr><td>Pollution</td><td>N/A</td><td>Procurement direction</td></tr><tr><td>Water and marine resources</td><td>N/A</td><td>Procurement direction</td></tr><tr><td>Biodiversity and ecosystems</td><td>Page 42.</td><td>Procurement direction</td></tr><tr><td>Circular economy</td><td>Page 38.</td><td>Procurement direction</td></tr></table>		Describe existing sustainability practices, policies or future initiatives that address any of the following issues	Indicate the highest senior level in them (if any)	Climate change	Pages 33, 36-41.	Procurement direction	Pollution	N/A	Procurement direction	Water and marine resources	N/A	Procurement direction	Biodiversity and ecosystems	Page 42.	Procurement direction	Circular economy	Page 38.	Procurement direction	No
		Describe existing sustainability practices, policies or future initiatives that address any of the following issues	Indicate the highest senior level in them (if any)																				
	Climate change	Pages 33, 36-41.	Procurement direction																				
	Pollution	N/A	Procurement direction																				
	Water and marine resources	N/A	Procurement direction																				
	Biodiversity and ecosystems	Page 42.	Procurement direction																				
	Circular economy	Page 38.	Procurement direction																				
49.		Highest accountability level	No																				

			Own workforce	Pages 45-50.	People direction	
			Workers in the value chain	Page 27.	Procurement direction	
			Affected communities	Pages 51-53.	Operations direction	
			Consumers and end-users	Page 22-24.	Operation direction	
			Business conduct	Page 21.	People direction	
	53.		Scope 3 GHG emissions	Page 34.		No
C3	54.		GHG reduction target	Page 36.		No
	55.		Transition plan	Locala does not operate in high climate impact sectors, but has decided to adopt a transition plan for climate change mitigation in the future.		No
C4	57.	(a)	Climate-related hazards	Locala has not yet identified climate-related hazards and climate-related transition events, creating gross climate-related risks for the company.		Yes
	58.		Adverse effects of risks	Locala has not yet obtained sufficient information to disclose the potential adverse effects of climate risks that may affect its financial performance or business operations in the short, medium or long-term		Yes
C5	59.		Female-to-male ratio	Page 47.		No
	60.		Exclusive self-employees	Page 44.		No
C6	61.	(a)	Internal Code of Conduct	Page 21.		No
		(b)	Code of Conduct coverage	Page 21.		No
		(c)	Complaint handling	Page 46.		No
C7	62.	(a)	Human Rights incidents	Locala has not confirmed any incidents in its own workforce related to child labour, forced labour, human trafficking, discrimination, or other.		No
		(c)	Workers in the value chain incidents	Page 27. Locala is not aware of any confirmed incidents involving workers in the value chain, affected communities, consumers and end-users.		No
C8	63.		Revenue from certain sectors	Locala is not deriving revenues from controversial weapons, cultivation and production of tobacco, coal, oil or gas sectors.		No
	64.		EU reference benchmarks	Locala is not excluded from any EU reference benchmarks that are aligned with the Paris Agreement as described in paragraph 241 of the guidance.		No
C9	65.		Governance diversity ratio	Page 19.		No

Acronyms and abbreviations

AI	Artificial Intelligence	ISMS	Information Security Management System
AIDS	Acquired immunodeficiency syndrome	ISO	International Organization for Standardization
APR	Annual Performance Review	IT	Information technology
ATS	Applicant Tracking System	KPI	Key performance indicators
B2B	Business-to-Business	LGBTQ+	Lesbian, gay, bisexual, transgender, queer, intersex, asexual, and more
BIA	Business Impact Analysis	MDM	Mobile device management
CA	Canada	MFA	Multi-factor authentication
CEO	Chief Executive Officer	MPU	Mid-page unit
CO ₂ e	Carbon dioxide equivalent	NAI	National Advertising Initiative
CoP	Communication on Progress	NGO	Non-governmental organization
CSR	Corporate social responsibility	PBP	People Business Partner
CTV	Connected television	PIP	Performance Improvement Plan
DCA	Dynamic commerce areas	POI	Points of Interest
DE&I	Diversity, Equity, and Inclusion	PTO	Paid time off
DOOH	Digital out-of-home	ROI	Return on investment
DSP	Demand-side platform	SBTi	Science Based Targets initiative
EAP	Employee Assistant Program	SBTi	Science Based Targets initiative
EDR	Endpoint detection and response	SDK	Software development kit
EFRAG	European Financial Reporting Advisory Group	SG	Republic of Singapore
ESG	Environmental, social and governmental	SMART	Specific, Measurable, Achievable, Relevant, and Time-bound
EU	European Union	SME	Small and medium enterprises
FTE	Full-time equivalent	SSO	Single sign-on
GHG	Greenhouse gas	T&E	Travel and entertainment
GPDR	General Data Protection Regulation	UK	United Kingdom of Great Britain and Northern Ireland
HIV	Human immunodeficiency virus	UN	United Nations
IAB	Interactive Advertising Bureau	URL	Uniform resource locator
ID	Identifier	USA	United States of America
ILO	International Labour Organization	VSME	Voluntary Sustainability Reporting Standard for non-listed SME
ISIC	International Standard Industrial Classification	VTO	Volunteer time off