



2024

Mission Report

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Foreword

Jonathan Cherki, CEO & Founder, Contentsquare



Looking back on our journey of building this company, I've seen our priorities evolve over time, mirroring the different stages of growth and development. In the beginning, it was all about setting up the basics and establishing ourselves. Every day was a new challenge, and I learned by taking risks and making mistakes. As we grew and expanded, our focus shifted to driving revenue and building Contentsquare into a business that was poised for sustained growth. I started thinking more strategically, focusing on the bigger picture and long-term goals.

As we continued to evolve, I realized that achievement isn't just measured by financial metrics. That has been perhaps the biggest learning curve of them all because it forced me – and us – to think completely differently about what we do and why we do it.

At the end of the day, we are software developers. We build technology that helps other businesses grow and thrive. And while there's no doubt that digital technology has greatly benefited humanity, it's also important to acknowledge that it has brought about a number of

negative consequences. And not just the inaccessibility of the Internet. Compromises around privacy, the high energy consumption needed to sustain the physical infrastructure of the web – all of these are byproducts of rapid digitization. And it's our responsibility to recognize these issues and actively work to address them. It's not just about building technology; it's about building technology that serves people responsibly and sustainably, making a positive contribution to society.

While our core business is delivering insights to improve the customer experience, we're very serious about building a responsible business that contributes to a brighter future, and playing our part when it comes to addressing the significant challenges facing the world today. That's why we've become a purpose-driven company.

This shift means a deep commitment on our part to accountability and dedication. It means introspection and a willingness to fundamentally transform our organizational mindset and practices.

What was immediately obvious was that to

really make a positive impact, we'd need everyone in the company to feel involved in our mission – not only the executives, and not just the impact team. For that reason we've approached impact as a company-wide movement, focusing on awareness, education, and empowering our team to be agents of change. We're all building this company together – especially when it comes to our identity and what kind of company we want to be.

We know we're at the very beginning of the journey and we're humbled by the task ahead. Thank you for joining us on this incredible journey, and most of all, thank you to everyone at Contentsquare who is helping to carry this mission – whether it's learning something new, changing a habit, or starting a project, it all matters. I'm excited to see what we can do together and more importantly, what we'll learn along the way.



Introduction

Jack Azoulay, President, Mission Committee



After a decade of full-speed growth, Contentsquare has decided to widen the scope of its purpose. While its primary objective remains to help businesses create the online experiences their customers love, seek and deserve, it is now officially committed to making this experience accessible, inclusive, trustworthy and sustainable.

By enshrining these social and environmental commitments in its bylaws, as encouraged by the French "Pacte" bill, Contentsquare has evolved into a purpose-driven company. I am impressed by its dedication to broadening its mission and positively contributing to the world - what a remarkable way to build a sustainable future for the company!

That being said, with this new commitment comes new responsibilities.

The first responsibility is to appoint a Mission Committee, which I am honored to chair. This Committee plays a crucial role in guiding Contentsquare's journey towards achieving its social and environmental commitments. By creating a framework for accountability,

we will ensure that the company's actions align with its newly-defined mission, fostering a culture of continuous improvement and responsible growth.

Secondly, to ensure accuracy and integrity of the data provided to the Committee, an independent third party will be appointed to conduct an audit at least every two years. This rigorous process will ensure that the information presented is reliable and credible, affirming the Committee's independent role. The appointment will occur in the coming months, with the first audit launched before the end of 2024.

Thirdly, an annual Mission Report will be published to assess Contentsquare's progress towards its ambitious social and environmental goals. This report will provide a comprehensive overview of the company's efforts and achievements, ensuring transparency and accountability. That is precisely the objective of this first edition of the report. It aims at presenting how things are being organized to ensure the full implementation of Contentsquare's commitments to a more accessible, inclusive, trustworthy and sustainable digital future.

I hope you find it informative and feel the collective energy behind this new chapter in the Contentsquare story. Please feel free to reach out with any comments or suggestions as we embark on this exciting journey together.

1.

Why Contentsquare is becoming a purpose-driven company



1. Why Contentsquare is becoming a purpose-driven company

Contentsquare evolves into a purpose-driven organization to help organizations create accessible, inclusive, trustworthy and sustainable digital experiences.

Contentsquare is a leading Digital Experience Analytics platform that empowers businesses to understand and optimize the user experience across web, mobile, and app platforms. As a fast-growing scale-up, Contentsquare has expanded significantly over the past few years, doubling its staff and customer base several times, and establishing offices worldwide. With this rapid growth comes a heightened sense of responsibility, prompting the company to extend its focus beyond revenue growth to include social and environmental impact.

Contentsquare started its impact journey in 2020 with the acquisition of AdaptMyWeb, a French startup that had developed an assistive technology to help users with visual or cognitive impairments better access the web. One year later, the company launched The Contentsquare Foundation, dedicated to promoting digital accessibility and building a more inclusive web.

In 2021, Contentsquare began to form an impact team inside the company, and by 2022, had implemented ESG reporting processes and established its first sustainability goals.

Contentsquare then officially transitioned into a **purpose-driven company**, or **"Société à Mission"** under French law, cementing a dual commitment to both profitability and fostering positive societal and environmental impacts. This shift is formally enshrined in Contentsquare's bylaws, marking a significant turning point in the company's history.

What does being purpose-driven mean?

A purpose-driven company ("Société à Mission," in French) is one that formally integrates social and environmental commitments into a company's governance structure and into its bylaws (articles of association). This status is designed for for-profit companies and means that the company officially sets itself a purpose ("raison d'être," in French) that serves the public interest, beyond the traditional business objectives of growth and profits. In France, this status was introduced by the Pacte Law ("Loi Pacte," in French), which was enacted in 2019.

To obtain its Société à Mission status, a company must:



Define a purpose as well as social and environmental commitments, and integrate them into the company's bylaws;



Form a dedicated governance structure (Mission Committee) responsible for monitoring progress made towards achieving the set social and environmental commitments;



Appoint an independent third party to verify that the mission is carried out.

2.

One mission, three commitments



2. One mission, three commitments

As a global leader in Digital Experience Analytics, Contentsquare's core business is to empower brands and organizations with the insights they need to deliver better experiences to their customers. Recognizing the importance of aligning the company's purpose with its business activity, Contentsquare carefully considered how and where it could put its technology and expertise to use to make a real difference. Defining the mission and commitments was the culmination of an extensive consultation process with key stakeholders across the organization. In July 2023, Contentsquare adopted the following mission or "raison d'être":

"We empower businesses to create a world where everybody gets the experience they love, seek and deserve – an experience that is accessible, inclusive, trustworthy and sustainable."

As part of its mission, Contentsquare defined the following three social and environmental commitments, also enshrined in the company's bylaws:



Enable a digital world, which is accessible and inclusive to all



Help customers reduce the environmental impact of their digital activities



Build a trusted digital world by enhancing confidentiality, privacy, and protection of data on the internet

One of the starting points for defining these commitments was understanding how the company could use its resources and influence to empower its customers to become agents of change themselves.

Accessibility was the starting point, with the acquisition of AdaptMyWeb in 2020 and a desire to address the glaring gap in online accessibility. As a company whose solutions are built on data insights, Contentsquare also recognized the importance of prioritizing data security and privacy, ensuring the highest standards of confidentiality and protection. Finally, with the digital environmental footprint growing exponentially, Contentsquare is uniquely positioned to improve the eco-design of its products and assist customers in reducing their environmental impact.

These commitments align with the UN Sustainable Development Goals (SDGs), and extend to all company stakeholders as well as Contentsquare's wider ecosystem of partners, customers, and suppliers, in every country where the company operates.

Assigning an executive sponsor to each commitment ensures accountability and oversight, and helps drive collaboration and progress towards fulfilling the company's sustainability goals.



As a Contentsquare board member, my role on the Mission Committee is to bridge our operational strategies with our purpose-driven aspirations. By integrating our values and commitment to accessibility, data privacy, and sustainability into our operations, we are enhancing our competitive edge and paving the way for a more impactful future for Contentsquare."



Eduardo Sanchez

Contentsquare Board Member; former CEO, RichRelevance



3.

The role of the Mission Committee

3. The role of the Mission Committee

Contentsquare's Mission Committee plays a key role in steering the company towards fulfilling its dual commitment to both profitability and fostering positive societal and environmental impacts, and providing guidance on how to best align with the requirements of its mission. Its primary responsibilities include monitoring and advising Contentsquare on its progress toward fulfilling the social and environmental commitments outlined in the company's bylaws.

The Mission Committee ensures transparency and accountability throughout this process. They are legally tasked with producing an annual report that assesses Contentsquare's achievements and progress towards its commitments. To compile this report, the Mission Committee has the authority to request access to all relevant information. Additionally, the data provided to the Committee is audited by an independent third party at least every two years, ensuring the integrity and reliability of the information.

This Mission Committee report complements Contentsquare's annual Sustainability Report, providing a comprehensive view of the company's impact journey. **This current edition is Contentsquare's first formal Mission Report.**

Meet the Mission Committee



Jack Azoulay

Former Chief of Staff, French Ministry of the Ecological Transition; Senior Partner, Argos Wityu; President of the Mission Committee

Jack is a Senior Partner at Argos Wityu, a pan-European investment fund, where he launched "Argos Climate Action," a buyout fund focused on supporting small and mid-sized companies in their decarbonization trajectories. Prior to this, Jack was Chief of Staff to France's Minister for Ecological Transition from 2018 to 2022, actively shaping public policy in energy, housing, transport, and biodiversity. Jack also supported the transformation of French postal services group, La Poste, and has been a board member for several large industrial companies, including Peugeot and Naval Group. He currently advises Electra, a scale-up that is building a vast network of fast-charging stations for electric vehicles across Europe.



The Mission Committee will ensure that the commitments now enshrined in Contentsquare's bylaws are duly adhered to, and will help advise leaders on how to best align their actions with the requirements of the Mission Report."

Meet the Mission Committee (contd.)

The Mission Committee, appointed in February 2024, includes a Contentsquare Board member, an employee representative as well as three external experts. Their expertise encompasses environmental sustainability, green IT, digital accessibility, social innovation, data ethics, and inclusive technology. The Committee will meet as often as required, and at least three times a year.



Eduardo Sanchez

Contentsquare Board Member;
former CEO, RichRelevance

A global technology veteran, Eduardo Sanchez brings more than 25 years of strategic and technical leadership in data, cloud, mobile, social and enterprise technologies. The former CEO of RichRelevance, Eduardo has also served as Executive Vice President at MicroStrategy, COO at Paris-based Cartesis (acquired by Business Objects in 2007) and EVP of Global Sales at Lawson Software (acquired by Infor in 2011). Eduardo currently also serves as Board Member of Contentsquare.



Crosby Cromwell

Chief Growth Officer, Cephable;
Former Chief Partnership Officer, The Valuable 500

Crosby Cromwell is a distinguished social impact strategist who focuses on guiding companies to understand the influence of their culture and people's decisions on innovation and profitability. At the core of Crosby's career is a steadfast commitment to reshaping the world for people with disabilities. She is currently Chief Growth Officer at Cephable, and has held previous roles such as Chief Partnerships Officer at the Valuable 500. She also co-founded a DEI (Diversity, Equity, and Inclusion) employment firm.



Carole Davies Filleur

Managing Director,
Accenture Sustainable Technology

Carole is responsible for the Accenture Sustainable Technology department in France and Benelux, and is part of the global Sustainable Technology innovation team. She represents Accenture in the European Green Digital Coalition, a group of companies committed to supporting the European Union's green and digital transformation. She is a member of various sustainable technology think tanks. A facilitator of climate change awareness sessions and sustainable IT training, she is also involved in human rights, inclusion and diversity programs.



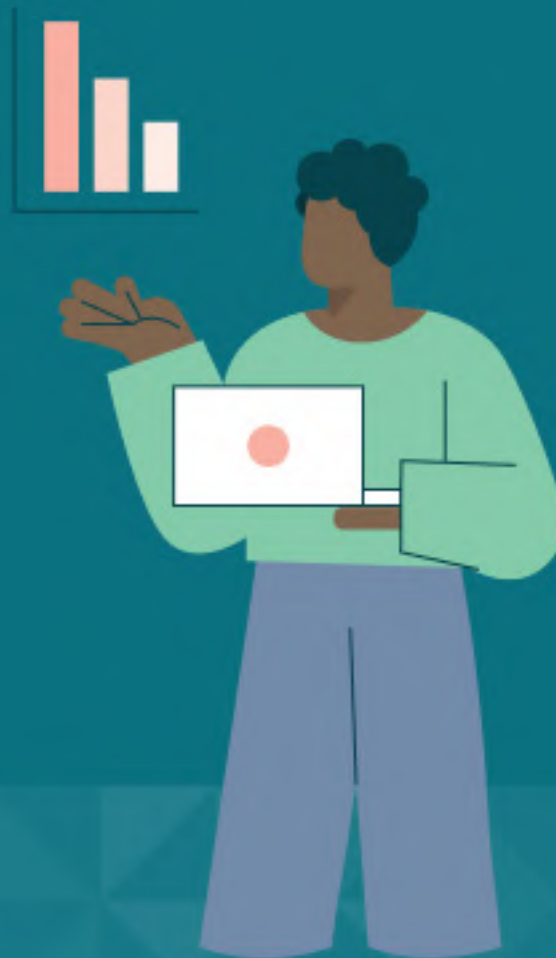
Boris Schapira

Senior Strategic Consultant, Contentsquare

Boris is a web professional specializing in web quality assurance. He helps Contentsquare customers better manage their conversion optimization issues by working on speed, accessibility, user experience, security, digital impact and privacy. In 2023, he joined the company's Social and Economic Committee (CSE), an employee representation body that is required in France for companies of a certain size.

4.

Mid-term objectives & 2024 milestones



4. Mid-term objectives & 2024 milestones

Contentsquare has translated its long-term commitments into mid-term operational objectives and annual milestones. In order to determine those objectives and milestones, Contentsquare held an employee consultation in the fall of 2023. During this period, employees attended information sessions and were encouraged to submit their ideas, which formed the basis for defining targets for 2024. This was brought to the Mission Committee, who reviewed and refined them. This collaborative approach helped foster a sense of ownership and collective responsibility, ensuring that each objective reflects the company's shared aspirations and values.

As presented on the following page, this process has resulted in a list of concrete objectives for Contentsquare to achieve by the end of 2024, serving as a clear roadmap for impact.

For each commitment, Contentsquare has established three key areas of focus, or "layers of impact," ensuring that these areas build on one another to create a cohesive and comprehensive impact strategy:



Empower our Teams focuses on upskilling employees, raising awareness, and creating spaces for engagement such as the Employee Resource Groups (ERGs), the EcoSquad, and Privacy Champions. The aim of these initiatives is to cultivate a knowledgeable and passionate workforce that feels true ownership of the company's sustainability goals.



Lead by Example is about ensuring Contentsquare "walks the talk" and upholds the highest ESG standards and expectations in the way it operates.



Make an Impact is focused on extending efforts beyond the organization, to create a broader societal impact within the ecosystem and communities in which the company operates. This dual focus allows Contentsquare to address challenges comprehensively, from within the organization to society at large, in order to drive meaningful and lasting change.

Accessibility & inclusion



Long-term commitment	Mid-term operational objectives	2024 Milestone
<p>Enable a digital world, which is accessible and inclusive to all</p>	<p>Empower our teams Improve our team’s skills through focused training, and enabling them to create an accessible and inclusive company</p> <p>Lead by Example Ensure we meet and remain compliant with the main accessibility standards</p> <p>Make an Impact Raise awareness within our ecosystem to make digital accessibility & inclusion a priority issue for policymakers, educational institutions, and the private sector</p>	<p>70% of employees have been trained in the fundamentals of accessibility</p> <p>Contentsquare’s new website meets 50% of WCAG 2.2 AA compliance criteria</p> <p>Educate 20,000 students and professionals on the challenges of digital accessibility</p>

Progress to date

Where accessibility and inclusion are concerned, Contentsquare currently operates on two main fronts. First, it applies high levels of compliance with the main digital accessibility standards (WCAG, RGAA) to its own website, and strives to create one of the most accessible product platforms on the market. It also trains employees in the basics of digital accessibility on a rolling basis, and has built a library of accessible components, which are now used as the building blocks for any new product or feature. In addition, The Contentsquare Foundation has developed a free training program to educate students and professionals on digital accessibility, and raise awareness of inclusive design for the next generation of web builders. In 2024, the Contentsquare Foundation published its second annual activity report, highlighting its achievements to date.



There is no question that business is moving into a new consumer age; one that will demand more accessible digital experiences. This is a significant moment for companies to follow Contentsquare’s lead by embracing this transformation and investing in inclusive user interactions. Digital accessibility is a profit and innovation proposition that Contentsquare has deemed as a core value; and it’s an amazing thing to be a part of as they accelerate progress for the company, their employees, and their clients.”



Crosby Cromwell

Chief Growth Officer, Cephable;
Former Chief Partnership Officer, The Valuable 500

Environment



Long-term commitment	Mid-term operational objectives	2024 Milestone
<p>Help customers reduce the environmental impact of their digital activities</p>	<p>Empower our Teams Improve our team's skills through focused training, enabling them to improve the company's energy and carbon efficiency in particular via good practices in digital eco-design</p> <p>Lead by Example Implement the Company's Net-Zero roadmap in line with SBTi trajectory while increasing the carbon efficiency of the business to position Contentsquare as a leader in the SaaS industry</p> <p>Make an Impact Work with our customers to enrich our value proposition by enabling carbon measurement & reduction capabilities</p>	<p>70% of employees have completed basic training on the environmental challenges posed by the digital world</p> <p>Contentsquare has achieved 100% of its annual Science Based Target Initiative near-term reduction target</p> <p>100 customers representing at least 1% of Contentsquare revenue are equipped with the tools and/or insights to address digital sustainability</p>

Progress to date

Contentsquare's first challenge is to offer services that are as eco-designed as possible. They are working to optimize the cloud architecture that hosts their products, limiting the number of virtual machines needed to deliver services, or opting for the most energy-efficient physical servers. In 2024, Contentsquare will launch a new service enabling customers to obtain a precise analysis of the CO₂ emissions linked to their use of Contentsquare services.



Contentsquare is paving the way for a more responsible digital world, both by becoming a purpose-driven software company, but also by acting as a catalyst for the sustainable transformation of our digital experiences. I am honored to support them in this journey as a member of the Mission Committee, where I will be particularly focused on the company's environmental impact."



Carole Davies Filleur

Managing Director, Accenture Sustainable Technology

Long-term commitment	Mid-term operational objectives	2024 Milestone
<p>Build a trusted digital world by enhancing confidentiality, privacy, and protection of data on the Internet</p>	<p>Empower our Teams Maintain a high level of awareness through focused trainings and put data security and privacy at the heart of all our internal processes</p> <p>Lead by Example Ensure we meet and remain compliant with the main digital security and privacy standards on our global scope of operations. Maintain close contact with regulators to stay at the forefront of security & privacy best practices</p> <p>Make an Impact Establish rigorous collaboration with our customers to ensure the highest level of security and privacy for end users</p>	<p>90% of employees have received ISO compliance training</p> <p>Internal data audit completed to support group level ISO 27701 certification in 2025</p> <p>90% of data subject requests (DSRs) are addressed within a 30 day period</p>

Progress to date

Contentsquare’s goal for the industry is to create a high-performance solution that collects the absolute minimum amount of personal data. They strive for digital sobriety and offer a solution that enables data minimization as presented in several Privacy regulations, in particular the General Data Protection Regulation (“GDPR”). They also take great measures to safeguard data against potential theft. Contentsquare adheres to the highest standards on the market, holding ISO 27001, ISO 27701 and SOC2 certifications, which are regularly audited by independent third parties. In 2023, Contentsquare was one of three companies selected by the CNIL, France’s national data protection authority, to take part in a newly created program to help accompany innovative data companies in their privacy journey. As part of this program, Contentsquare received legal and technical guidance to help accelerate its strategy and leadership around privacy.

5.

Conclusion



5. Conclusion

Achieving these commitments requires the participation of all stakeholders. The Impact team, along with the entire employee base including leadership, play a crucial role in driving these efforts forward. This involves close collaboration with departments such as Procurement, Finance, Legal, Product Development, Marketing, Research and Development, Learning and Development, and Human Resources, among others. This cross-departmental collaboration works to ensure that the purpose-driven objectives are not siloed but are instead integrated throughout Contentsquare's operations, promoting a culture where responsibility is shared across teams.

Contentsquare allocates 1.6% of its forecasted 2024 revenue to fund efforts to build up sustainable business practices as well as its purpose-driven programs.¹

The objectives and KPIs presented in this document are the initial targets set by Contentsquare to support its commitments and track progress efficiently. The Mission Committee is committed to assessing this progress and providing guidance to the company as it embarks on this new chapter. Actions and objectives may evolve and be further developed in the coming years, following recommendations from independent third parties and as these policies mature.

¹This figure is based on labor costs and OPEX, and excludes budget allocated for learning & development and softwares.







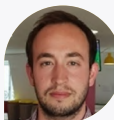











"Pursuing sustainability goals is not just a moral imperative but also strengthens our competitive edge in a market where companies prioritize partnerships with vendors making a positive impact. Our commitments today, which will be closely monitored and evaluated by the Mission Committee, are crucial for our long-term success. These goals empower our teams with a deeper sense of purpose, and I, for one, take great pride in being part of this journey – both as an individual and as a Contentsquare employee."






Boris Schapira

Senior Strategic Consultant,
Contentsquare

Mission driven teams & champions

Impact Team	Trust Team	Partners
 <p>Nico Fritz Chief People Officer / Chief Operations Officer</p>	 <p>Arnaud Gouachon Chief Legal Officer</p>	<p>Workplace</p>
 <p>Guilhem Isaac Georges VP Impact</p>	 <p>Nicole Mazanitis VP & Associate Legal Counsel</p>  <p>Alexandre Menguy VP & CISO</p>	<p>Procurement</p> <p>Finance</p>
 <p>Elizabeth Pavageau CSR Senior Director</p>  <p>Marion Ranvier Web Accessi- bility Director / CS Foundation GM</p>	 <p>Clarisse Knaebel-Kunii Senior Privacy Counsel</p>  <p>Ula Krokay Director, Senior Privacy Counsel</p>  <p>Gemini Sharma VP Security Governance</p>  <p>Kim Thuat Nguyen Director Cyber security operations</p>	<p>Legal & Compliance</p> <p>Privacy</p> <p>Security</p>
 <p>Dylan Brancon Sustainability Analyst</p>  <p>Loulwa Murtada Impact Expert</p>  <p>Natacha Madeuf Accessibility Expert</p>	 <p>Allan Bigarreau Privacy Counsel</p>  <p>Dylan Loughran Privacy Counsel</p>	<p>People Operations</p> <p>Learning & Development</p> <p>Product</p> <p>Research & Development</p>

2024 mission-driven objectives

	 Accessibility	 Environment	 Digital Trust
	<i>We enable a digital world which is accessible and inclusive to all</i>	<i>Help customers reduce the environmental impact of their digital activities</i>	<i>We build a trusted digital world by enhancing confidentiality, privacy, and protection of data on the internet</i>
Empower our Teams	70% of employees receive foundational trainings	70% of employees receive foundational trainings	90% of employees receive ISO compliance trainings
Lead by Example	Achieve 50% WCAG 2.2 AA compliance for CS website	Achieve 100% of annual SBTi carbon reduction target	Internal data audit completed to support group level ISO 27701 certification in 2025
Make an Impact	Educate 20.000 students and professionals on challenges of digital accessibility	Equip 100 customers with tools and/or insights to address digital sustainability	90% of data subject requests responded to within a 30-day period

