

CSR STRATEGY – WHAT'S INVOLVED?

The purpose of our CSR strategy is to build a continuous improvement program with our subsidiaries to strengthen Group-wide performance and spur the development of innovative, sustainable services.



CONTINUOUS IMPROVEMENT

Foster a CSR dynamic

CSR initiatives have long been embedded in our corporate culture of commitment and entrepreneurship. Today, we are going even further with our subsidiaries by actively involving them in stimulating collective intelligence to enhance our CSR commitments. The aim is to reinforce this virtuous dynamic.

Strengthen overall performance

Our CSR program is a performance driver for all subsidiaries across the Group. It sets a shared, consistent and strategic framework to enable all our brands to meet CSR requirements (including GDPR, gender equality, circular economy and more), reduce costs and hone our competitive edge. Furthermore, a proactive CSR strategy will help differentiate our service offerings and thus enhance our chances of winning public procurement contracts and becoming preferred business partners. The Group has everything to gain – becoming a model for others will make us the number one choice for consumers and a compelling brand to attract the best talent.

GROUPE ROUSSELET CSR STRATEGY



Since the outset, Groupe Rousselet has been committed to a strong culture of social and environmental responsibility.

OUR STRATEGIC APPROACH

Committed entrepreneurship

Bringing together 15,000 entrepreneurs who all share the same values of expertise, customer care and innovative thinking, Groupe Rousselet is driven by a strong sense of commitment. To thrive in our increasingly competitive markets, we have reinvented our business model by successfully embracing the digital transformation of our tools and services, while remaining true to our core values.

Sustainable growth and innovation

At Groupe Rousselet, we believe that corporate social responsibility (CSR) is a powerful performance driver. This is reflected in a succession of decisive strategic choices. We introduced the G7 Green fleet of taxis back in 2007, offering customers quieter, cleaner rides across cities. Our ADA vehicle rental franchises have rolled out mobility solutions to boost local, and especially rural, communities. Our Home-Box self-service storage facilities have been revamped to make them more environmentally friendly. Novarchive, our records and archives management specialist, is supporting the digitization of firms through more climate-smart solutions. All these innovations are designed, tested and delivered in close collaboration with our employees, our community of self-employed taxi drivers, and our networks of franchises and affiliates. Today, we are marking another milestone by empowering Groupe Rousselet subsidiaries to become even more committed through the integration of CSR as a key source of innovation and sustainable growth.



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KEY COMMITMENTS

Our CSR strategy is a cornerstone of our business development. It is built around five key commitments for the Group and all our subsidiaries, encompassing ten priority objectives.



No. / 1

Help develop sustainable, citizen-friendly cities

Objective: Deliver high-quality services to build more citizen-friendly cities.

NEW CLIMATE-RESPONSIBLE SERVICES

- ADA's Moov' In offer, a car-sharing service for electric vehicles across France.
- HomeBox's customer waste management service.

INCLUSIVE, SUPPORTIVE SERVICES

- Novarchive and Pragmatik data stored at a green data center.
- ADA car rental solutions at no extra cost for young drivers.
- G7 Access taxis for people with reduced mobility.

No. / 2

Empower subsidiaries to be more responsible

Objective: Develop a shared and consistent vision of CSR

CSR INTEGRATED INTO CORPORATE GOVERNANCE

- All tax paid in France.
- A CSR steering committee that works closely with all subsidiaries.

CSR PROMOTED AT ALL SUBSIDIARIES

- Increased investments by G7 in our "Green" strategy.
- UN Global Compact program membership since 2013 for Novarchive, and CSR Commitment Label awarded by French standards organization Afnor in 2018.

No. / 3

Reduce our agencies' environmental footprint

Objective: Step up the energy transition of the Group's real estate

ENHANCED ENERGY PERFORMANCE AND WASTE MANAGEMENT AT HEADQUARTERS AND SUBSIDIARIES

- A "living wall" created by Foncière Sevenity at the Group's headquarters to help absorb pollution.
- Out-of-date documents collected and recycled by Novarchive.

ECO-DESIGN APPROACH TO REAL ESTATE

- Shared parking for cars and bikes, together with electric vehicle charging stations.
- Green company cars available for headquarters staff.

No. / 4

Contribute to the attractiveness of French regions

Objective: Work hand in hand with local partners to boost regional development

DIRECT AND INDIRECT JOBS CREATED IN FRANCE

- Exclusively local recruitment for Sérénis call centers.
- Priority given to local suppliers for the manufacture of "made in France" taxi lights Gamma Solutions.
- Fostering of an entrepreneurial culture and profitable, long-term business model for self-employed G7, ADA and HomeBox partners.

STRENGTHENED LOCAL PRESENCE

- 800 ADA Point Loc vehicle rental outlets opened in four years in rural areas.
- 1,750 ADA and HomeBox partners operating in networks geared to the needs of regions and rural communities.

No. / 5

Enhance workplace wellbeing

Objective: Develop the skills of all our people by fostering diversity and interaction

DIVERSITY, EQUAL PAY AND OPPORTUNITIES, AND SOCIAL SOLIDARITY

- Gender-balanced G7 Taxi Services executive committee.
- Unsold items from the Taxirama store donated to Restos du Cœur charity.

IMPROVED QUALITY OF LIFE IN THE WORKPLACE AND SKILLS DEVELOPMENT

- Focus on an entrepreneurial mindset at our subsidiaries, the right to take initiative – and acceptance that good people make mistakes.
- Improved design of call center equipment and lighting, along with posture awareness actions for Sérénis staff, and better personal protective equipment at G7 Taxi Services.

