OUR CSR COMMITMENTS

CHARTER 2024-2026 & REPORT 2026



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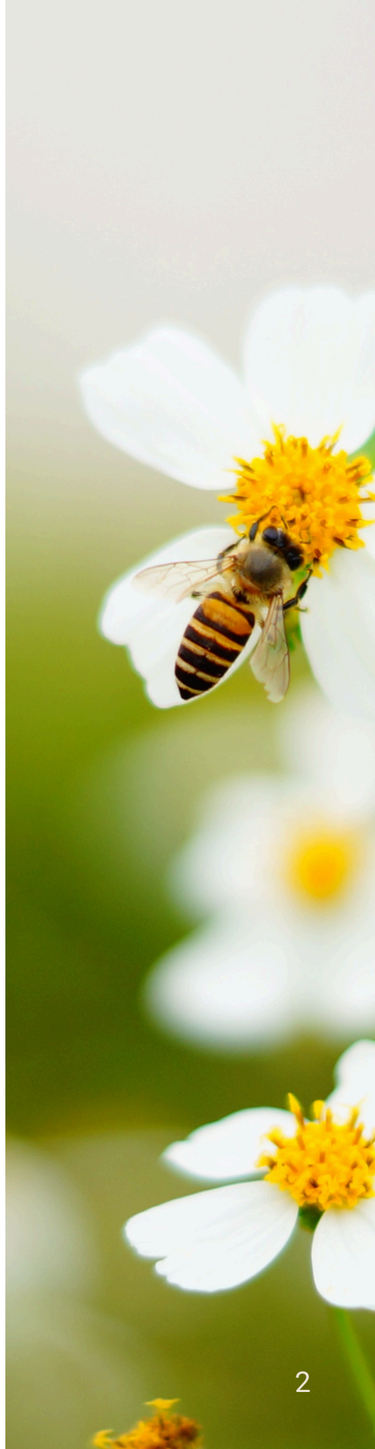
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1 Editorial

As Chairman of AVENIR FOCUS, I am proud to be able to rely on the ongoing commitment of our teams to advance our CSR approach.

Since it was founded in 2007, AVENIR FOCUS has placed people at the heart of its policy, an approach reflected in every dimension of our business. Our employees, just like our panellists, are essential contributors to our mission.

We are convinced that by adopting sustainable and ethical practices, we create value not only for our stakeholders – employees, clients, partners, panellists – but also for society as a whole. It is this conviction that inspires us to work together, every day, to build a more sustainable, inclusive and responsible future.

For several years, AVENIR FOCUS has been firmly committed to this path, structuring its approach around five major pillars:

- **Investing in our employees' well-being** to ensure their fulfilment and motivation
- **Supporting their development** to strengthen their skills and potential
- **Aiming for excellence** through ethical practices, data security and responsiveness to our clients
- **Protecting the environment** by adopting concrete actions to reduce our impact
- **Promoting a local and participative economy** to support communities and strengthen our positive impact

Thanks to these commitments, AVENIR FOCUS continues to progress towards responsible practices, in service of sustainable, shared performance.

Lambert VINCENT – CEO



1 Editorial

The AVENIR FOCUS team





2 AVENIR FOCUS in a nutshell

A trusted partner specialising in the organisation and running of qualitative and quantitative fieldwork studies in France and internationally.

We offer tailored support, from recruiting participants to full project management, for online or in-person studies.

Our scope of action:

- Qualitative **methodologies** : focus groups, online communities, individual interviews, product tests
- **Quantitative** methodologies: CAWI, CATI, CAPI, CLT, HUT
- **- UX/UI tests**

Mystery visits

Our team:

- **30 experienced staff** members from the marketing, communications, digital and market research sectors
- All committed and engaged so that **Excellence, Agility, Innovation and Challenge** are the hallmarks of your projects

Our panel



150,000+ panellists

spread across France

1 500

new sign-ups every month

300

different professions

3 Investing in our team's well-being



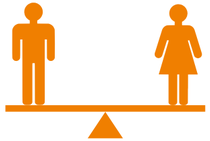
Commitment #1

Guaranteeing optimal working conditions for every employee



Commitment #2

Promoting work-life balance for employees



Commitment #3

Ensuring equality between men and women



Commitment #4

Encouraging sports activity

Commitment #1

Guaranteeing optimal working conditions for every employee

We are committed to offering every employee optimal working conditions, because our employees' well-being is essential to our collective success. This commitment reflects our determination to create an environment where everyone can thrive and give their best.

To honour this commitment :

- **Spaces designed for comfort** : We take care to fit out pleasant, ergonomic spaces, enhanced with natural touches and soft lighting.
- **Special attention to well-being** : By incorporating natural elements, such as plants, and offering organic fruit, tea and coffee
- **Shared moments** : We encourage team cohesion through team-building activities, backed by a collective budget of €20,000 and a dedicated allowance of €500 per team to organise events and well-being moments throughout the year.
- **Attentive, regular listening** : Each week, we measure our employees' well-being using a "weather indicator", to stay attuned to how they feel and adjust our support to their needs. We monitor our employees' well-being and were awarded Great Place to Work certification in November 2024 and November 2025. We also hold monthly check-ins with each employee to stay attentive to them.



Commitment #1

Guaranteeing optimal working conditions for every employee



2025 Objectives:

- An **average weekly weather score above 7/10**.
- Improve the results of the 2024 **"Great Place To Work"** survey.
- Bring in an **ergonomist** for the design of our next premises.

2025 Achievements:

In 2025, we are pleased to report an average **weekly weather score of 8.31/10**, reflecting our employees' overall satisfaction.

Regarding the 2024 "Great Place To Work" survey, **our objectives were partially met**. The overall score stands at 77%, compared with 78% the previous year, a slight decline. **However, most items are improving,** reflecting progress across several key dimensions of the employee experience. Our main strengths remain friendliness and the quality of welcome. **For items that declined, one-on-one interviews were held with employees to identify areas for improvement**, and an action plan was defined for the coming year.

We are also continuing to optimise our workspaces. An **ergonomist worked on fitting out the new Tassin-la-Demi-Lune premises,** and greening projects for the spaces are planned to further boost well-being and quality of life at work.

2026 Objectives

- Greening the offices and fitting out the loggias
- Promote well-being at work through prevention and support initiatives, in particular via sophrology workshops.
- Better understand our employees' expectations by carrying out an internal assessment of their working conditions and quality-of-life-at-work needs.

Commitment #2

Promoting work-life balance for employees

We are committed to preserving the balance between professional and personal life by guaranteeing everyone the right to fully disconnect outside working hours. This commitment reflects our determination to create a flexible working environment that respects individual needs.

To honour this commitment:

- Thanks to a stand-in system, **our projects remain monitored during our employees' leave**. This set-up allows them to take time off with peace of mind, while ensuring business continuity.
- We encourage **flexible working** arrangements, including remote work where appropriate, depending on the requirements of each assignment and organisational conditions.

2025 Objective:

- **A**llow more flexibility in employees' schedules to adapt to their needs.

2025 Achievements:

Our objective for 2025 was to offer our teams greater flexibility. As a result, all of our Marketing Fieldwork Officers now **have the option to adjust their weekly schedule,** with a lunch break of 1 to 1.5 hours and the option to finish their day at 6:00pm or 6:30pm.

To build on this arrangement, **each employee now has one remote-work day per week**, which can be taken on any day except Monday. To support this set-up and allow several employees to work remotely at the same time**, we invested in additional laptops for each team.**



Commitment #3

Ensuring equality between men and women

We are firmly committed to promoting equality between men and women within AVENIR FOCUS. This commitment is essential to creating an inclusive and equitable working environment, where everyone has the same opportunities for success and development. This commitment reflects our determination to eliminate gender disparities and foster a culture of equality and respect.

To honour this commitment:

- **A pay scale accessible to all employees,** based on shared criteria of grade, role and responsibility, ensuring pay equity.
- **The company is 57% women and 43% men,** with exemplary parity in management roles.
- Structured and fair recruitment processes, ensuring an objective and impartial assessment of applications, regardless of gender.

2025 Objective:

- **M**aintain gender parity and pay equity between women and men within the company.

2025 Achievements:

In 2025, **gender parity was almost achieved, with 15 female and 13 male employees.** Perfect parity was also observed among Operations Managers.

Transparency is also ensured, notably through sharing the pay scale with all employees.

2026 Objectives

Strengthen the initiatives put in place in favour of diversity and equity

Commitment #4

Encouraging sports activity

We firmly believe in the benefits of sport for our employees' physical and mental health. This commitment reflects our determination to promote an active, balanced lifestyle within our company. By encouraging sport, we aim to improve our employees' overall well-being, strengthen team cohesion and foster a dynamic working environment.

To honour this commitment :

- We organise sporting events to strengthen team cohesion and promote an active lifestyle.
- Employees' own initiatives are shared and participation from the whole team is encouraged.





2025 Objective :

- **B**ring in a sports coach once a week at our next premises.

2025 Achievements :

Although this 2025 objective was not met, we nonetheless took concrete action on this theme. In this respect, many employees took part in the **“Courir pour Elles”** run, enthusiastically taking on this new collective challenge.

The teams' mobilisation around this event illustrates our determination to get involved, beyond our internal objectives, in actions with a positive impact.

2026 Objectives

Survey the teams to set up new sporting challenges

4 Supporting the development of our employees

Commitment #5

Offering opportunities to young graduates

Commitment #6

Investing in continuous training



Commitment #5

Offering opportunities to young graduates

We are committed to offering opportunities to young graduates, because we believe in their potential and their ability to bring new and innovative ideas to our company. This commitment reflects our determination to support the next generation of professionals by offering them internships, training and positions of responsibility.

To honour this commitment :

- We develop structured internship programmes to enable students and young talent to gain hands-on experience and discover our working environment.
- We create junior positions specifically aimed at young graduates, offering them career opportunities from the very start of their professional journey.

2025 Objective :

- **R**ecruit one-third of employees with no prior professional experience.

2025 Achievements :

In 2025, our commitment to professional integration resulted in the recruitment of **6 permanent employees,** including 3 young graduates with no prior professional experience (excluding internships and work-study placements), exceeding our target of one-third of hires.



Commitment #6

Investing in continuous training

We firmly believe that continuous training is essential for our employees' professional development and our company's competitiveness. This commitment reflects our determination to provide our employees with the tools and knowledge needed to advance in their careers and adapt to market changes.

To honour this commitment :

- Every employee benefits from **onboarding and continuous training programmes.** We draw up individual development plans for each employee, identifying the skills to develop and the training needed to reach their professional goals.
- New arrivals are supported by **a mentor** throughout their onboarding period, to build their skills and settle in easily within the company.
- We develop **internal training programmes** to enable our employees to acquire new skills and refine their expertise in their field.
- We regularly invite external speakers and associations to develop our employees' culture and soft skills.
- Our approach also relies on regular follow-up : **collective reflection sessions and monthly meetings** are held to assess performance and progress together towards our shared objectives.





Commitment #6

Investing in continuous training

2025 Objectives :

- Annual investment of €30,000 in training for all employees.
- Roll-out of the 360Learning tool for continuous team training.

2025 Achievements :

Our annual training investment for 2025 was fully achieved. We rolled out external training on several themes, including business development for Operations Managers, business English for some of them, and strengthening teams' soft skills.

At the same time, we continue our continuous training approach, complemented by external experts to support employee well-being.

In this respect, **we welcomed Valentine DUCROT and Romain MARTIN, two osteopaths, for a session dedicated to preventing burnout.** Over the course of an hour, they helped identify fatigue factors, spot warning signs, and share practical ways to better manage everyday stress.

We were also delighted to welcome **Arthur BRAC DE LA PERRIÈRE** (Dorémi Rénovation), for an **inspiring talk based on his book L'Entrepreneur philosophe,** offering valuable insight into the entrepreneurial mindset.

Finally, the roll-out of the 360Learning tool, dedicated to continuous team training, is currently under way.





2026 Objectives

Roll out an e-learning course dedicated to MFOs to strengthen their skills and harmonise practices within the organisation

Offer all employees, on a voluntary basis, a training course on relational dynamics, fostering quality interactions, cooperation and collective intelligence

5 Aiming for excellence at every level



Commitment #7

Ensuring quality and transparency in our professional relationships



Commitment #8

Ensuring the protection of data entrusted by our panellists and clients



Commitment #9

Ensuring exemplary responsiveness to our partners, clients and panellists

Commitment #7

Ensuring quality and transparency in our professional relationships

At AVENIR FOCUS, we place quality and ethics at the heart of everything we do, taking care to build a climate of trust and respect with all our stakeholders: employees, clients, partners and panellists.

To honour this commitment :

- As an ESOMAR member, we adhere to the highest standards of quality and ethics in data research and analysis, ensuring transparent, reliable practices for our clients and partners.
- We actively seek feedback from our clients and employees to promptly identify the actions needed for continuous improvement. **As part of this, a satisfaction survey is systematically sent to our clients at the end of every project.**
- **We also hold regular meet-ups with our clients,** providing a space for dialogue on their needs, expectations and collaboration processes, in a spirit of transparency and co-construction.



2025 Objective:

- **A**n average client satisfaction score above 9/10.

2025 Achievements:

An objective achieved in 2025, with an average score of 9.29 out of 10, based on 270 reviews.
This result is in line with that obtained in 2024, reflecting stable, satisfactory performance.

2026 Objectives

- Sustain our average client satisfaction score
- Conduct an internal study to better understand our panellists' perspective

Commitment #8

Ensuring the protection of data entrusted by our panellists and clients

We are committed to guaranteeing the protection of personal data entrusted to us by our panellists and clients. This commitment is essential to maintaining trust and confidentiality in our professional relationships.

To honour this commitment :

- We invest in protecting data: antivirus software, password management software, firewalls and two-factor authentication.
- We hold regular training sessions for our employees on best practices in data protection and cybersecurity.
- We carry out regular security audits to identify and fix potential vulnerabilities in our data management systems.
- We implement strict access management controls to ensure that only authorised individuals can access sensitive data.

2025 Objective:

- Have our GDPR compliance audited annually by our external DPO.

2025 Achievements:

The objective was achieved: we carried out a GDPR compliance audit with the support of our external DPO, then began overhauling our business application to address the non-conformities identified during the previous audit.

2026 Objectives

- Train and support teams in the sensible and responsible use of artificial intelligence
- Implement an AI charter governing uses, best practices and the ethical principles associated with the use of artificial intelligence

Commitment #9

Ensuring exemplary responsiveness to our partners, clients and panellists

We are committed to offering exemplary responsiveness to our partners, clients and panellists. By being attentive and responsive to their needs and concerns, we aim to guarantee a high-quality service.

To honour this commitment :

- We ensure the continuous, reliable availability of our services throughout the year, including during the summer holidays. We streamline our processes in the event of a substitution to guarantee the quality of every project, including during unplanned absences.
- We are committed to fast response times, setting response or processing time targets for each type of request.
- We make sure **to pay our suppliers' invoices as soon as they are received.** This practice helps support their cash flow, demonstrating our respect for the sustainability of our partnerships.
- We compensate our panellists promptly to demonstrate the value of their participation.

2025 Objectives:

- Partner and subcontractor invoices are processed within 48 hours.
- Panellist compensation is processed within 15 days of a study ending.
- Guarantee the continuity of our services throughout the year.

2025 Achievements:

We affirm our commitment to ethical, responsible relationships by guaranteeing fast processing times for our partners and participants. As a result, invoices are settled within a maximum of 48 hours and compensation is paid within 15 days, commitments that were fully met in 2025.

In terms of service continuity, we have set up a stand-in system in each team to ensure business continuity. In this respect, four new stand-ins were trained in 2025.

2026 Objectives

Strengthen the actions taken to encourage our agility and responsiveness

6 Contributing to protecting the environment

Commitment #10

Adopting eco-friendly practices in our business activities

Commitment #11

Investing in more environmentally friendly premises



Commitment #10

Adopting eco-friendly practices in our business activities

We are committed to adopting eco-friendly practices in all our activities. This commitment reflects our determination to reduce our environmental impact and contribute to preserving our planet. By incorporating sustainable and responsible practices into our daily operations, we seek to encourage all our stakeholders to adopt the same approach.



To honour this commitment :

- We **implement waste-reduction programmes,** including recycling, reuse and reduction at source, to minimise our environmental impact.
- We **favour suppliers and partners who adopt sustainable, responsible practices**, and we are committed to buying eco-friendly, ethical products, such as our committed coffee supplier, who ships its coffee by cargo sailboat (Grain de Sail).
- We **financially encourage the use of sustainable modes of transport, with full reimbursement of public transport passes** for those who choose this option, or a “soft mobility” bonus for employees who use a low-impact mode of transport such as a bike or scooter.
- We **minimise our paper use** through the systematic digitisation of our documents and the use of electronic signatures, to foster a more digital and sustainable organisation.
- We **organise awareness and training sessions for our employees.** We ran the Climate Fresk in November 2024 with all employees, and we intend to continue raising awareness in 2026 with further complementary workshops.

Commitment #10

Adopting eco-friendly practices in our business activities

2025 Objectives:

- **M**aintain the soft mobility bonus and encourage the use of public transport.
- Promote responsible digital practices, and remind employees of the importance of switching off computers and unplugging power strips every evening, to save energy.

2025 Achievements:

We are strengthening our commitment to sustainable mobility by maintaining a bonus dedicated to soft mobility, and by encouraging the use of bikes, scooters and carpooling. **We cover 100% of public transport passes,** and favour train travel and carpooling for business trips.

Regarding responsible digital practices, the objective was partially met: lights and computers are switched off, but power strips are not systematically unplugged.



LA FRESQUE DU NUMÉRIQUE

2026 Objective

Run the Digital Fresk

Commitment #11

Investing in more environmentally friendly premises

In 2025, we moved into new premises designed to minimise our environmental impact and promote eco-responsible practices. Our ambition is to create a sustainable workspace, incorporating features that reflect our commitment to the planet.

To honour this commitment :

- We want to support urban biodiversity by creating green spaces.

2025 Objectives:

- **Have premises that meet RT2012 standards.**
- Promote **soft mobility :** 21 parking spaces will be fitted with electric vehicle charging points and sockets for charging electric scooters.
- **In partnership with Abeilles Environnement**, install four beehives on our roof, to promote local pollination and actively contribute to protecting bees.





Commitment #11

Investing in more environmentally friendly premises

2025 Achievements:

In 2025, we continued our corporate social responsibility commitments with broadly positive results. **Bringing our premises up to RT2012 standards was fully achieved.**

Regarding sustainable mobility, the objective of equipping 21 parking spaces with electric vehicle charging points and scooter charging sockets was only partially achieved, as installations were carried out solely for bikes and electric scooters.

Finally, our commitment to biodiversity was significantly realised through our partnership with Abeilles & Environnement. **We installed and funded 5 beehives in an apiary near Lyon over an initial 5-year period.** This project has provided a home for around 200,000 bees, true agents of local pollination.

In addition, awareness-raising initiatives were carried out among our teams, with dedicated training sessions and a **Biodiversity Fresk workshop.**

This project is fully in line with our CSR approach, reflecting our determination to preserve local biodiversity and actively contribute to protecting pollinators, which are essential to our ecosystem.





2026 Objectives

Install an aromatic herb planter

7 Promoting a participative economy

Commitment #12

Redistributing the fruits of collective performance and supporting social initiatives

Commitment #13

Promoting local collaboration by building a solid network of local partners



Commitment #12

Redistributing the fruits of collective performance and supporting social initiatives

We believe that a thriving company has a duty to share the fruits of its success with its teams. That is why we have set up a value-sharing bonus scheme, rewarding collective performance and recognising everyone's contribution to the company's success. At the same time, we encourage our employees to become active contributors and support them in their societal commitments.

To honour this commitment :

- **Health cover fully paid at 100%,** ensuring every employee has full access to care.
- **Value-sharing bonuses** that recognise and reward performance, allowing everyone to benefit from the company's growth.
- **Regular salary reviews, adapted to changes in the cost of living,** to preserve everyone's purchasing power and ensure lasting financial stability.
- **Supporting individual initiatives** : We support our employees in their societal projects, whether organising citizen conferences or getting involved to support young people in disadvantaged neighbourhoods in partnership with the Espérance Banlieues association. We have also met with the Musigones association, which we support, and which works in the paediatric wards of Greater Lyon hospitals to bring children moments of sharing and connection through music.
- **Promoting mentoring** : Some of our employees act as mentors for young people, notably through the Caméléon association.
- **Encouraging skills-based volunteering** : We encourage our teams to put their expertise to work on projects with a positive impact. In 2024, some employees volunteered for the Shift Project, taking part in the Grande Consultation des Agriculteurs and sharing their skills for a more sustainable agricultural future.

Commitment #12

Redistributing the fruits of collective performance and supporting social initiatives



THE SHIFT PROJECT

Ecole de Musique Pays de Charlieu Belmont

CAMELEON association Changing colors, Changing lives

Agroforesterie ASSOCIATION FRANÇAISE

CAP HandiCAP

FONDATION DE LA MER

UNE ÉTINCELLE POUR ISAURE ET LA RECHERCHE GÉNÉTIQUE

Espérance Banlieues

MYT1L Les extra vaillants

TRIATHL'ON DES ROSES connecté

Musigones

VAINCRE LES MALADIES LYSOSOMALES RARE MAIS PAS SEUL ! vml-asso.org

SOS VILLAGES D'ENFANTS

Commitment #12

Redistributing the fruits of collective performance and supporting social initiatives

2025 Objectives :

- **Donate 5% of our annual revenue,** around €25,000, to social and environmental initiatives.
- **Distribute a value-sharing bonus** to our employees.

2025 Achievements :

In 2025, we donated the equivalent of €23,000 to associations.

A focus on Musigones: an association we are supporting over 3 years to help improve their communications, partnerships and any challenges they may face, dedicating 100 hours of our time to this with various employees.

We continue our full investment in these associations.

The value-sharing bonus was paid to employees in line with the set objective. At the same time, a catering offer was set up with Le Moulin, including an employer contribution for each meal.



We offer pro bono projects. If you are interested, feel free to contact us at the following email address : contact@avenirfocus.com

2026 Objectives

- Continue our 2025 objectives
- Take part in allocating 2026 donations
- Deliver a pro bono project
- Introduce a seniority bonus from 5 years of service to recognise employees' commitment

Commitment #13

Promoting local collaboration by building a solid network of local partners

We are committed to promoting local collaboration by building a solid network of local partners. By working closely with suppliers and stakeholders in our region, we contribute to a locally rooted economy and to the economic development of our region.

To honour this commitment:
We identify and select local suppliers and partners who share our values and our commitments to sustainability and social responsibility.

2025 Objective :

- Prioritise local partners when selecting our partners.

2025 Achievements :

We developed our business application with AXOPEN, a Lyon-based provider.

In addition, our partnership with Le Moulin, our company canteen based in Lyon, gives all employees access to quality food, favouring local, seasonal produce, with an employer contribution. The lunches offered are healthy, tasty and responsibly sourced, suitable for all diets, and delivered by low-impact transport directly to the company.

We also work with Les Paniers de Nicolas: every week, we order fruit baskets made up of regional, seasonal produce, delivered directly to our premises to promote healthy eating and support local producers.

2026 Objectives

Continue our partnerships with local businesses and raise employee awareness of short supply chains

If you have any further questions, feel free to contact us : contact@avenirfocus.com