

Pyramid 2021 CSR report

May 2022



Our conviction on positive impact

For us, a positive impact is an impact that targets the common good, as well as the good of the planet.”

Philippe Chazalon,
Pyramid 2019 Seminar

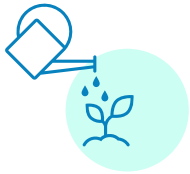


Increasing our **positive impact** has been a strategic objective since 2018.

The goal of this report is to share and clarify our CSR strategy, initiatives, and results.



Pyramid 2021 in a few numbers



€15M

Turnover signed by UpSlide,
F31 and the Institute*

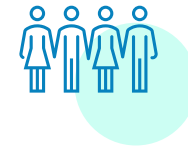
[Details here](#)



92%

Average customer
renewal and upsell

[Details here](#)



121

Employees at end of
year, across 5 offices

[Details here](#)



9.14/10

Employee Satisfaction

[Details here](#)



2tCO2e

Carbon footprint per
employee

[Details here](#)

**the Institute = Institut des Potentiels Humains = Iph*

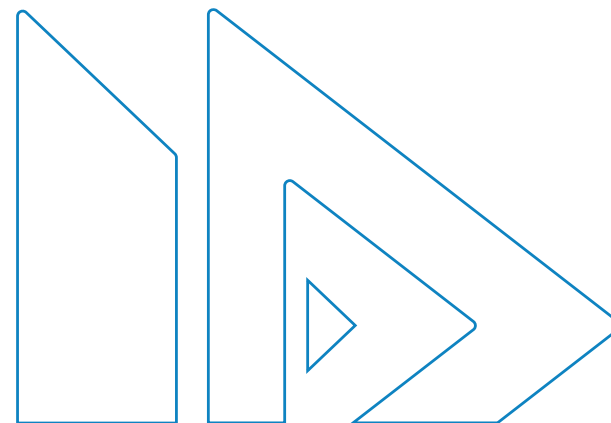


Agenda

01. People	6
02. Governance	10
03. Clients	13
04. Community	18
05. Environment	21
06. Appendix	25



People



01.

Our people: key figures



121 employees

31st December 2021

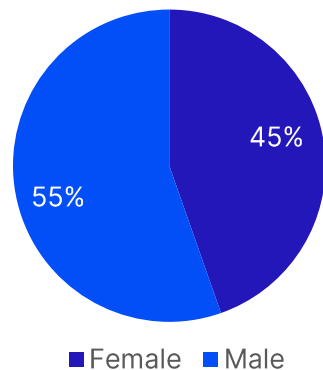
Hiring and international expansion

In 2021 Pyramid grew from **93** employees to **120**. There were 41* new joiners and 13* people leaving.

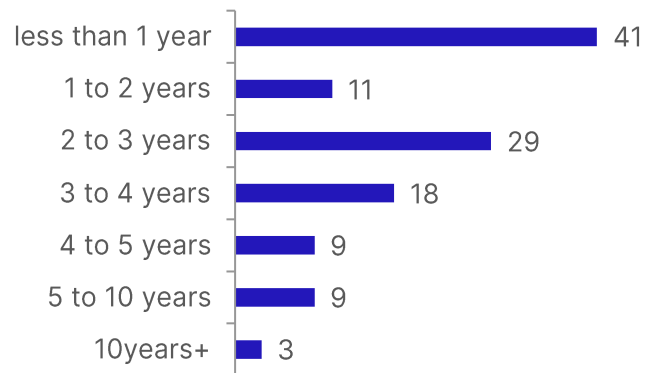
At the end of 2021, the average length of service at Pyramid was 2.7 years vs. 2.4 years at the end of 2020.

We have welcomed 10 students (apprentices or interns) over the year.

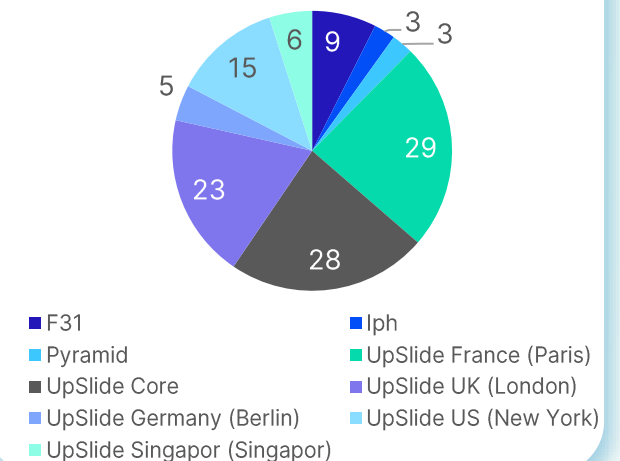
Staff distribution per gender



Staff distribution per length of service



Staff distribution per BU



* Excluding trainees and new joiners who stayed less than 6 months.

Employee satisfaction



Overall satisfaction

9.14/10

If you had a friend looking for a job, would you recommend your team to them?

Inclusion

100%

of employees feel included and respected within Pyramid (positive or neutral).

Diversity

86%

of employees think people of all cultures and backgrounds are respected and valued at Pyramid.

Inclusion and safety

0

Number of complaints of harassment and discrimination. (submitted in our anonymous internal tool or shared spontaneously).

Initiatives

Diversity Guidelines

Since we are growing rapidly, we have developed several policies, guidelines and declarations on what it means to be part of the Pyramid group. This is to ensure a respectful collaboration process. To anchor and challenge the practices we wrote our *Diversity Charter*.

Against harassment

We created an anonymous and non-managerial process to provide a method to report harassment and discrimination. It was presented during our Weekly Pyramid meeting.

Pyramid also made available to its employees a platform with the following forms:

- ▶ Anti-harassment form
- ▶ Whistleblowing form
- ▶ General Feedback form

Figures come from the *Annual satisfaction survey* in June 2021 and *Diversity and inclusion survey* in September 2020

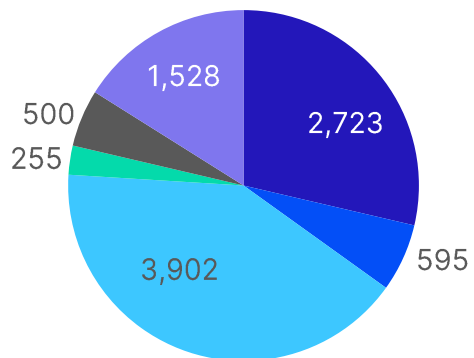
Personal growth

Average hours of training per Pyramidian

78.5h/year

In comparison, the average number of hours per employee in companies in France with more than 10 employees is 13.3h.

Hours of training by type



- Friday Knowledge or Speaker Series
- External training (mainly hard skills)
- Peer-learning
- Manager
- Basics (feedback, DISC)
- Others from iph (mainly soft skills)

Initiatives

Peer-learning

Sharing knowledge internally is a practice that we appreciate because it promotes team cohesion, enhances the value of employees and is adapted to the business.

We value it because it increases the skills of trainers and trainees. On average, teams have 45 mins of peer-learning every week. E.g. UpSlide and F31 consultants share their knowledge among the team, the Product team trains Sales monthly on competitors and our offer etc.

Internal focus

This year, the focus was on 3 main topics for internal training.

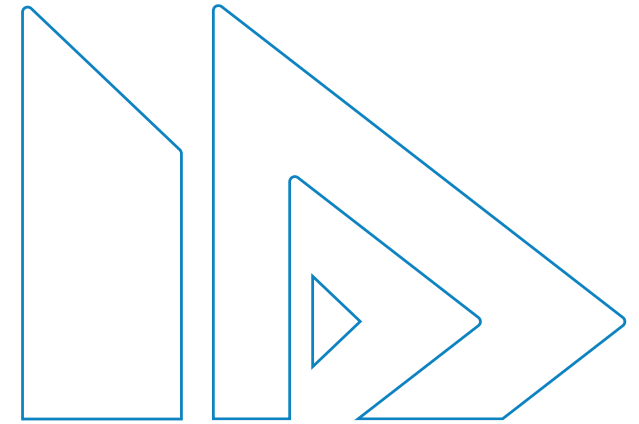
Personal development: in the context of what was sometimes a difficult and heavy time, due to Covid, we wanted to support Pyramidians.

Premium: following the 2021 introduction of "premium" as a key concept, employees were provided with workshops and testimonials to rethink and inspire their daily work.

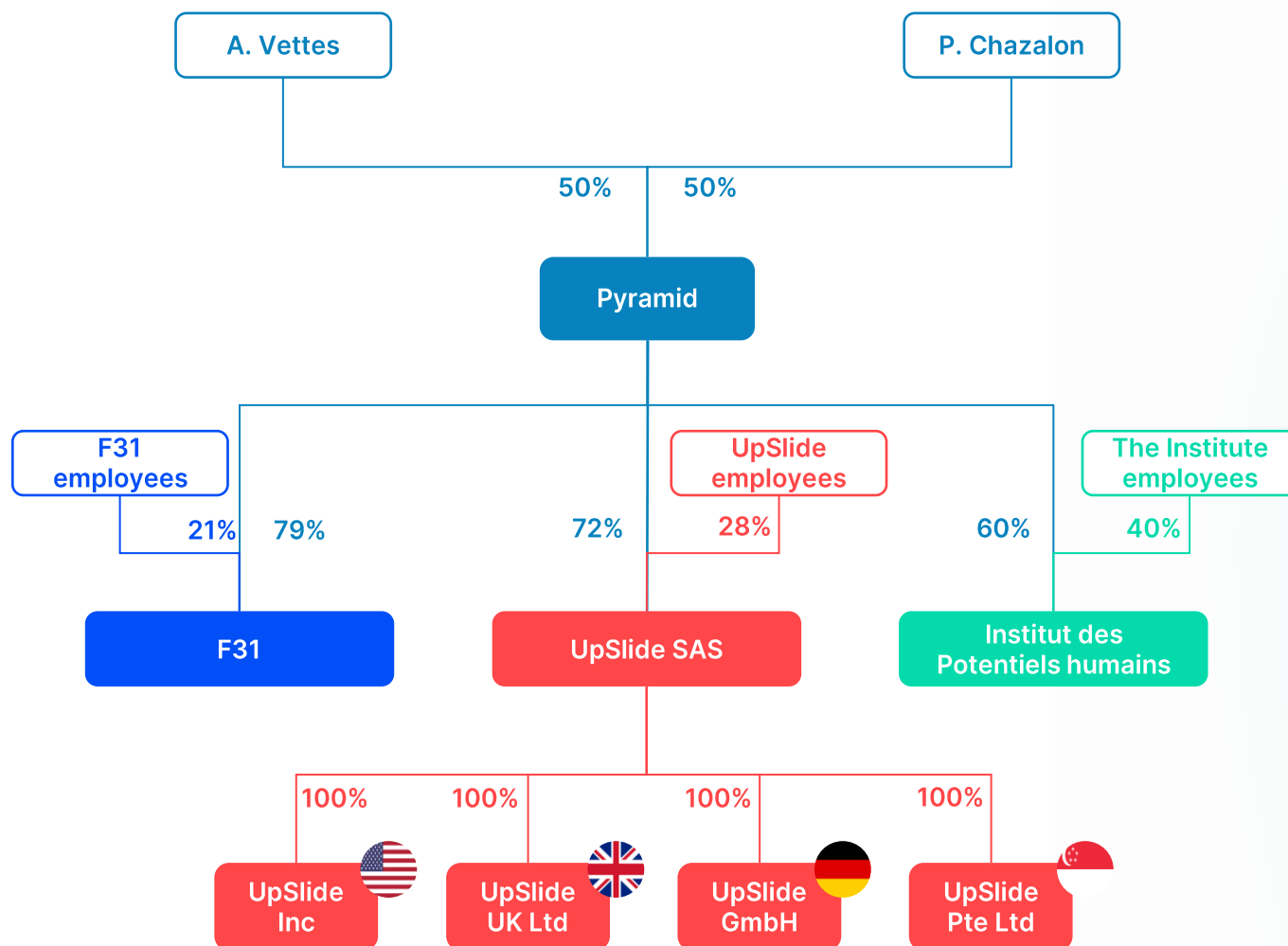
Feedback: to maintain a homogeneous and healthy culture in a scale-up, we have created a "feedback 2" session to help Pyramidians who have been present for more than a year. This has been in addition to the "feedback 1" training which is part of the onboarding.



Governance



Shareholder structure of Pyramid on 31 December 2021



Independence

Pyramid is fully owned by its founders and employees.

Employees own shares in the operating company they work in.

Pyramid is independent thanks to its profitability and positive cash position.

Employee share plans

At end of 2021, employees owned between 21% and 40% of Pyramid operating entities.

In 2022, more employees will be able to become owners of the company they work for.



Pyramid top management in 2021

Pyramid (represented by Antoine Vettes and Philippe Chazalon) is legally responsible and accountable for UpSlide, F31 and the Institute.

Philippe is the CEO of UpSlide; Maria Makarova and Charlotte Leboucher are the Managing Directors of F31 and the Institute respectively.

Each entity has an Executive Committee (ExCo), chaired by Pyramid to validate strategy and budgets.

Each UpSlide BU has a Leadership Committee that focuses on local strategy and operations.

Key decision-making principles

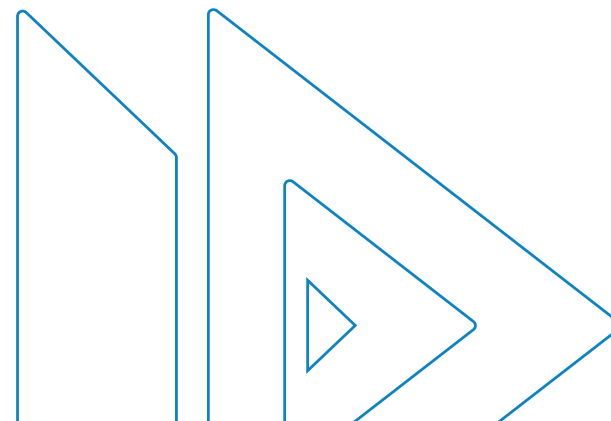
- ▶ Subsidiarity: decisions are taken at the most appropriate level
- ▶ Consensus: we look for consensus rather than consent
- ▶ Consultation: broad consultation of stakeholders

Parity in management

- ▶ 50% of Exco members are women
- ▶ 50% of managers are women



Clients



03.

Our impact on clients



One mission

Help People Work Better



UpSlide is useful for eliminating low value-added tasks, allowing users to concentrate on their core business.

Firas Abou Merhi,
Head of Financial Advisory Services France,
Mazars



This is **the best presentation tool on the market** for increasing productivity in bankers. It empowers our bankers to produce higher quality presentations in less time.

Claus Hansen-Damm,
COO at BDA, **Partners**



F31's consultants bring us real expertise on PowerBI. They are a **source of ideas for optimizing the value of our real estate KPIs**. Our internal clients appreciate their ability to understand their needs and their efficiency in implementing them, as well as the **dynamism and friendliness** of this partner team.

Baëlle Bonvillain
IS Manager, **Gecina**



We are extremely satisfied with the way the mission was carried out and the deliverables provided by F31. They **demonstrated a very professional attitude, a very rigorous methodology and a very appreciable agility** in responding to our complex request for integrated modeling in our acquisition, asset management and fund management activities.

Elise Erbs,
Director of Operations, **Weinberg Capital Partners**



Christine (CEO and co-founder) told me that **she really liked your approach, the dynamism and of course the content**. The "big-up" slack channel is already filling up with praise from many different people:)

Mathilde Lugger,
Head of People, **Sunday**



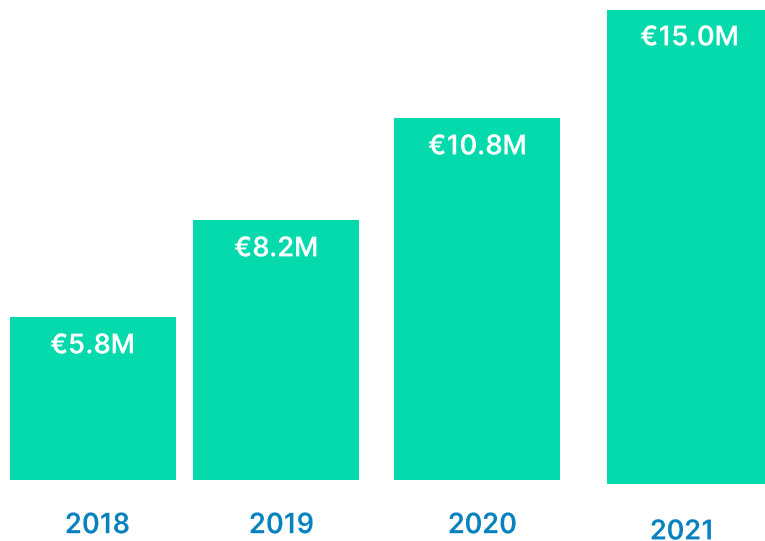
I found the support to be **effective because the proposals were very concrete, close to the problems in the field**.

The fact that the approach was global and detailed allowed me to be confident and consistent for each of the interviews [...]. I was able to keep my commitments to the teams and I think that this helped me establish my credibility.

Lin Corte,
General Manager, **Biolandes**

Pyramid signed revenue

€15M total



Sustainable growth

37%

CAGR (compound annual growth rate)

- ▶ By achieving €15M in 2021, we hit the sustainable growth target we defined in 2018.
- ▶ In 2021, UpSlide accounted for €12.8M (85% of signed sales), F31 for €2.1M (14%) and the Institute for €145k (1%).

92%

of Pyramid sales come from existing clients

- ▶ In 2021, UpSlide upsells to existing clients were almost two times bigger than churn (and downsells), leading to an increase of 5% of 2020 client revenue.
- ▶ At F31, 89% of contracts were signed with existing clients.
- ▶ At the Institute, 75% of clients signed for a second mission.

CSR Disco Project Discount Levels for Clients with Positive Impact

October 2020



An inclusive model

We reserve the right to choose our clients and adjust our rates according to our clients. We've laid the foundation for a system of discounts.

The “CSR Disco project”

created discounts for organisations that generate a positive impact in society: transnational non-profit organizations, public administrations, B-corporations and equivalent certified companies.

- ▶ For UpSlide, we created a typology of discounts for our clients allowing us to reduce the price of our services by 15% to 30%.
- ▶ For F31, the philanthropic statement includes a discount up to 30% for companies with positive impact.
- ▶ The Institute adapts its daily rate to the type of client.

Quality of service



Client satisfaction

4.5/5

Is the overall satisfaction of our UpSlide clients, helping people work better

Cybersecurity

Validated

Our software and system infrastructure is tested by external auditors every year

Impact of our mission

100%

of the Institute's clients think the project lead by the Institute has "improved the effectiveness of collaboration in their organisation" and "positively impacted team growth"

Initiatives

User feedback

User satisfaction is a priority.

That's why we track it with an NPS at UpSlide, and mission tracking questionnaire at F31 and the Institute.

The feedback process at UpSlide was reviewed in 2021 to make it more efficient.

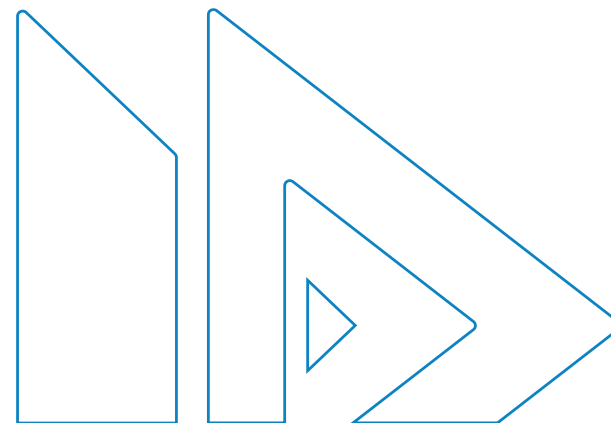
The support team has been strengthened to respond more quickly and with excellence to customer requests.

Security

100% of communications with our server are encrypted. Our source code is scanned before each release.



Community



Donations



Material donation

42 tablets

Donated from UpSlide to "Action numérique solidaire"

Financial donation

€3,000

Donated from UpSlide to "Réseau Entreprendre Paris"

Pro-bono projects

75 hours

30h to the "Réseau Entreprendre Paris"

35h mission by F31 to "Stop Hunger" (foundation of the Sodexo group)

40h mission by the Institute for a pro-bono event for the city of Grasse

Initiatives

"Réseau Entreprendre Paris"

A French association recognised as being of public utility, bringing together some 14,000 business leaders who provide voluntary support to 1,400 new business creators each year.

"Stop Hunger"

Founded by Sodexo in 1996, Stop Hunger is a non-profit organisation working to achieve a world without hunger. Stop Hunger is based on one priority - empowering women - by facilitating access to training, education and employment and developing food self-sufficiency.

"Action numérique solidaire"

French non-profit association collecting computer equipment to distribute it free of charge to children who cannot afford it.



Corporation and indirect income tax paid by country

in €k	EBIT	Corporation tax	Income tax
France	2 667	(514)	(372)
United Kingdom	519	(97)	(223)
United States of America	(370)	7	(183)
Germany	(66)	na	na
Singapore	(59)	na	na
Total	2 691	(604)	(778)

na : not available when this report was finalised

Pyramid contributed during the pandemic

In 2021, during the second year of the coronavirus pandemic, Pyramid did not receive significant help from the governments where it operates.

On the contrary, Pyramid contributed with €1.4M of direct and indirect tax (in addition to social contributions).

€600k of corporation tax

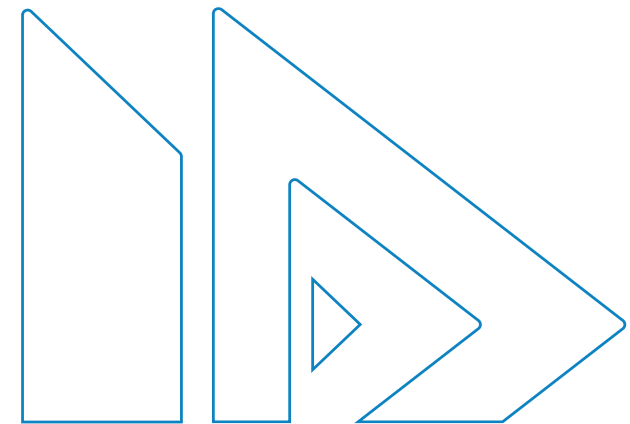
In 2021 Pyramid had an effective tax rate around 19% (on EBIT) in France and UK where it was profitable.

€800k of income tax

Pyramid also contributed to the financing of all countries where it has offices with the income tax on salaries and dividends paid in 2021.



Environment



Environmental key figures



Ideas of actions suggested by Pyramidians

100%

of Pyramidians were asked their ideas. E.g. Moderating the use of emails and recording of meetings, better monitoring of heat and air con, open new offices with train accessibility, limiting interoffice travelling by plane, choose sustainable suppliers.

Carbon footprint report

2tCO₂/Pyramidian

are generated each year, according to the report made by the external auditing company Magelan.

Understanding environmental topics

6

internal sessions (Friday or Speaker Series) on our carbon footprint, B Corp Certification, ecological issues and global warming, waste recycling, digital frugality.

Initiatives

To improve waste management

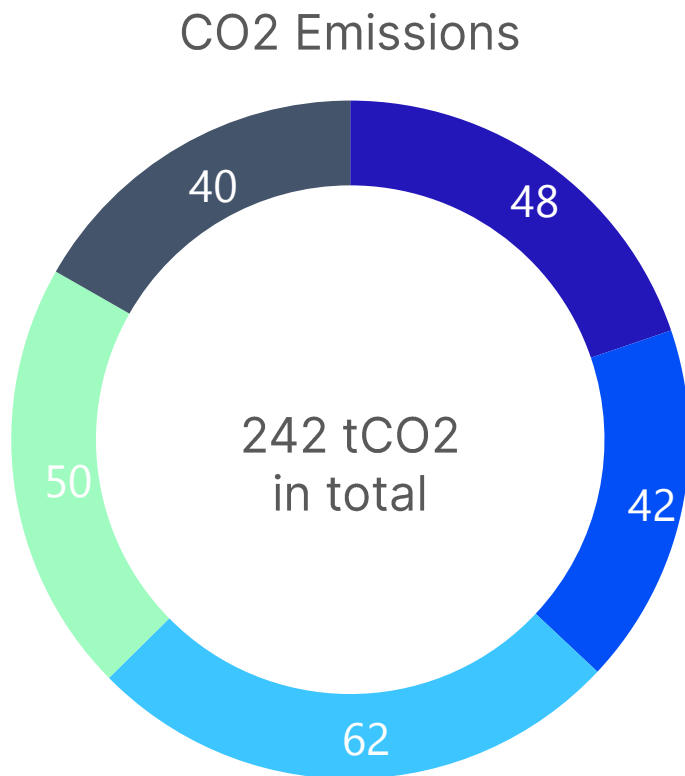
- ▶ The purchase of bowls in Paris for take-out restaurants
- ▶ More intuitive marking on bins to facilitate waste sorting
- ▶ Reusable bags for goûter and extra recycling bins
- ▶ Reuse of existing materials for the work (e.g. old bar in 9 Opera that became shelves)
- ▶ No use of plastic bottles/ glasses or coffee pods in the offices, no plastic bags/utensils with lunch and use recycling in bins provided by WeWork

To improve our business trips

The 2021 seminar was accessible by train from Paris.

We also reviewed our expense reimbursement policy to promote car-sharing and collective means of transport.

Pyramid's carbon footprint



Purchase of goods and services (20%)

Software (21 tCO2e) and social moments (10 tCO2e) such as teambuilding and receptions represent 59% of this category

Food (20%)

Covers all meals taken at the office, including 25t from meat consumption

Travel (26%)

Including 53t using planes for trips over 3500 km (seminars + visits to other offices)

Workplace (21%)

66% comes from gas and electricity

Digital (17%)

50% comes from digital equipment (screens, computers, helmet etc.)

Pyramid detailed carbon footprint is available upon request.

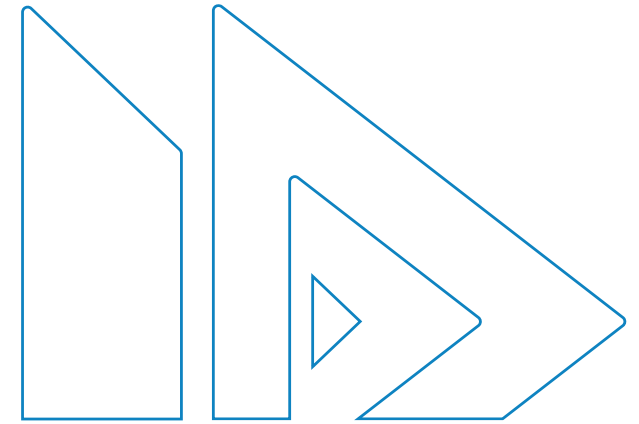
Thank you!

Thank you for leading initiatives and bringing new ideas.

Together, let's increase our positive impact everyday!



Appendix



Code of Ethics at Pyramid



Introduction

Pyramid vision - Help People Work Better

At Pyramid, we want to give time back to reflection, creativity and the human being thanks to beautiful and intelligent tools (F31), software for automating low value-added tasks on Microsoft Office (UpSlide), and fulfilling and efficient work methods (Institute of Human Potentials). For us, helping people to work better means working more efficiently, with excellent results and with pleasure. We want to simplify processes and tasks and bring them back to basics.

The company wants to fully embody this mission on a daily basis and with all its teams.

Ethics is a key element in this search for sustainable performance: it allows us to verbalize our commitments in terms of integrity and collaboration.

This charter formalizes the commitments made by Pyramid and the rules of behavior which result from it for all Pyramid employees in the exercise of their functions. It includes the relations with our stakeholders: suppliers and customers in particular.

1. Corruption, Bribery and Money laundering

Corrupt practices and money laundering are notoriously prohibited. Pyramid requires all employees to categorically refuse to pay, offer, promise, solicit or receive bribes, and to give undue advantages in person or through an intermediary in order to obtain preferential treatment or influence the outcome of a negotiation. This includes both monetary and non-monetary benefits.

The company relies on the discernment of each Pyramidian. In the respect of our value of trust, any Pyramidian confronted with this type of situation must immediately refer to his manager and the CEO of his Business Unit.

Pyramid CFO is the key point of contact for all bribery topics.

1. What does your policy cover?

This anti-bribery policy exists to set out the responsibilities of Pyramid and those who work for us regarding observing and upholding our zero-tolerance position on bribery, corruption and money laundering.

It also exists to act as a source of information and guidance for those working for Pyramid. It helps them recognize and deal with bribery and corruption issues, as well as understand their responsibilities.

2. Who is covered by the policy?

This anti-bribery policy applies to all employees (whether temporary, fixed-term, or permanent), consultants, contractors, trainees, seconded staff, home workers, casual workers, agency staff, volunteers, interns, agents, sponsors, or any other person or persons associated with us (including third parties), or any of our subsidiaries or their employees, no matter where they are located.

In the context of this policy, third-party refers to any individual or organization our company meets and works with. It refers to actual and potential clients, customers, suppliers, distributors, business contacts, agents, advisers, and government and public bodies – this includes their advisors, representatives and officials, politicians, and public parties. Any arrangements our company makes with a third party is subject to clear contractual terms, including specific provisions that require the third party to comply with minimum standards and procedures relating to anti-bribery and corruption.

3. Definition of bribery

Bribery refers to the act of offering, giving, promising, asking, agreeing, receiving, accepting, or soliciting something of value or of an advantage so to induce or influence an action or decision.

A bribe refers to any inducement, reward, or object/item of value offered to another individual in order to gain commercial, contractual, regulatory, or personal advantage.

Bribery is not limited to the act of offering a bribe. If an individual is on the receiving end of a bribe and they accept it, they are also breaking the law.

Bribery is illegal. Employees must not engage in any form of bribery, whether it be directly, passively (as described above), or through a third party (such as an agent or distributor). They must not bribe a foreign public official anywhere in the world. They must not accept bribes in any degree and if they are uncertain about whether something is a bribe or a gift or act of hospitality, they must seek further advice from the company's compliance manager.

4. What is and what is not acceptable?

This section of the policy refers to 4 areas:

- Gifts and hospitality.
- Facilitation payments.
- Political contributions.
- Charitable contributions.

1. Gifts and hospitality

Pyramid accepts normal and appropriate gestures of hospitality and goodwill (whether given to/received from third parties) so long as the giving or receiving of gifts meets the following requirements:

- It is not made with the intention to influence the party to whom it is being given, to obtain or reward the retention of a business or a business advantage, or as an explicit or implicit exchange for favors or benefits.
- It is not made with the suggestion that a return favor is expected.
- It complies with local law.
- It is given in the name of the company, not in an individual's name.
- It does not include cash or a cash equivalent (e.g., a voucher or gift certificate).
- It is appropriate for the circumstances (e.g., giving small gifts around Christmas or as a small thank you to a company for helping with a large project upon completion).
- It is of an appropriate type and value and given at an appropriate time, considering the reason for the gift.
- It is given/received openly, not secretly.

- It is not selectively given to a key, influential person, clearly with the intention of directly influencing them.
- It is not above a certain excessive value, as pre-determined by the company's compliance manager.
- It is not offer to, or accepted from, a government official or representative or politician or political party, without the prior approval of the company's compliance manager.

Where it is inappropriate to decline the offer of a gift (i.e., when meeting with an individual of a certain religion/culture who may take offense), the gift may be accepted so long as it is declared to the compliance manager, who will assess the circumstances.

Pyramid recognizes that the practice of giving and receiving business gifts varies between countries, regions, cultures, and religions, so definitions of what is acceptable and not acceptable will inevitably differ for each.

As good practice, gifts given and received should always be disclosed to the compliance manager. Gifts from suppliers should always be disclosed.

The intention behind a gift being given/received should always be considered. If there is any uncertainty, the advice of the compliance manager should be sought.

2. Facilitation Payments and Kickbacks

Pyramid does not accept and will not make any form of facilitation payments of any nature. We recognize that facilitation payments are a form of bribery that involves expediting or facilitating the performance of a public official for a routine governmental action. We recognize that they tend to be made by low level officials with the intention of securing or speeding up the performance of a certain duty or action.

Pyramid does not allow kickbacks to be made or accepted. We recognize that kickbacks are typically made in exchange for a business favor or advantage.

Pyramid recognizes that, despite our strict policy on facilitation payments and kickbacks, employees may face a situation where avoiding a facilitation payment or kickback may put their/their family's personal security at risk. Under these circumstances, the following steps must be taken:

- Keep any amount to the minimum.
- Ask for a receipt, detailing the amount and reason for the payment.
- Create a record concerning the payment.
- Report this incident to your line manager.

3. Political Contributions

Pyramid will not make donations, whether in cash, kind, or by any other means, to support any political parties or candidates. We recognize this may be perceived as an attempt to gain an improper business advantage.

4. Charitable Contributions

Pyramid accepts (and indeed encourages) the act of donating to charities – whether through services, knowledge, time, or direct financial contributions (cash or otherwise) – and agrees to disclose all charitable contributions it makes. Employees must be careful to ensure that charitable contributions are not used to facilitate and conceal acts of bribery. We will ensure that all charitable donations made are legal and ethical under local laws and practices, and that donations are not offered/made without the approval of the compliance manager.

5. Employee Responsibilities

As an employee of Pyramid, you must ensure that you read, understand, and comply with the information contained within this policy, and with any training or other anti-bribery and corruption information you are given.

All employees and those under our control are equally responsible for the prevention, detection, and reporting of bribery and other forms of corruption. They are required to avoid any activities that could lead to, or imply, a breach of this anti-bribery policy.

If you have reason to believe or suspect that an instance of bribery or corruption has occurred or will occur in the future that breaches this policy, you must notify the compliance manager.

If any employee breaches this policy, they will face disciplinary action and could face dismissal for gross misconduct. Pyramid has the right to terminate a contractual relationship with an employee if they breach this anti-bribery policy.

6. What happens if I need to raise a concern?

1. How to raise a concern.

If you suspect that there is an instance of bribery or corrupt activities occurring in relation to Pyramid, you are encouraged to raise your concerns at as early a stage as possible. If you are uncertain about whether a certain action or behavior can be considered bribery or corruption, you should speak to your line manager, the compliance manager, the director, or the Head of Governance and Legal.

Pyramid will familiarize all employees with its whistleblowing procedures so employees can vocalize their concerns swiftly and confidentially. An anonymous form is available for this.

2. What to do if you are a victim of bribery or corruption?

You must tell your compliance or direct manager as soon as possible if you are offered a bribe by anyone, if you are asked to make one, if you suspect that you may be bribed or asked to make a bribe in the near future, or if you have reason to believe that you are a victim of another corrupt activity.

3. Protection

If you refuse to accept or offer a bribe or if you report a concern relating to potential act(s) of bribery or corruption, Pyramid understands that you may feel worried about potential repercussions. Pyramid will support anyone who raises concerns in good faith under this policy, even if investigation finds that they were mistaken.

Pyramid will ensure that no one suffers any detrimental treatment as a result of refusing to accept or offer a bribe or other corrupt activities or because they reported a concern relating to potential act(s) of bribery or corruption.

Detrimental treatment refers to dismissal, disciplinary action, treats, or unfavorable treatment in relation to the concern the individual raised.

If you have reason to believe you have been subjected to unjust treatment as a result of a concern or refusal to accept a bribe, you should inform your line manager or the compliance manager immediately.

7. Training and communication

Pyramid will provide training on this policy as part of the induction process for all new employees. Employees will also receive regular, relevant training on how to adhere to this policy, and will be asked annually to formally accept that they will comply with this policy.

Pyramid's anti-bribery and corruption policy and zero-tolerance attitude will be clearly communicated to all suppliers, contractors, business partners, and any third parties at the outset of business relations, and as appropriate thereafter.

Pyramid will provide relevant anti-bribery and corruption training to employees etc. where we feel their knowledge of how to comply with the Bribery Act needs to be enhanced. As good practice, all businesses should provide their employees with anti-bribery training where there is a potential risk of facing bribery or corruption during work activities.

8. Records keeping

Pyramid will keep detailed and accurate financial records and will have appropriate internal controls in place to act as evidence for all payments made. We will declare and keep a written record of the amount and reason for hospitality or gifts accepted and given and understand that gifts and acts of hospitality are subject to managerial review.

9. Monitoring and reviewing

Pyramid's compliance manager is responsible for monitoring the effectiveness of this policy and will review the implementation of it on a regular basis. They will assess its suitability, adequacy, and effectiveness.

Internal control systems and procedures designed to prevent bribery and corruption are subject to regular audits to ensure that they are effective in practice.

Pyramid's legal department will be in charge of reviewing all invoices to ensure their compliance with this policy. The local CEOs will be in charge of reviewing all contracts and invoices to ensure their compliance with this policy.

Any need for improvements will be applied as soon as possible. Employees are encouraged to offer their feedback on this policy if they have any suggestions for how it may be improved. Feedback of this nature should be addressed to the compliance manager.

This policy does not form part of an employee's contract of employment and Pyramid may amend it at any time so to improve its effectiveness at combatting bribery and corruption.

3.Compliance with fundamental legal principles

In addition to being illegal in France, the United Kingdom and the United States, as well as in many other jurisdictions, Pyramid considers certain practices to be unacceptable and inconsistent with its core values and principles.

Non-discrimination and diversity policy

Pyramid complies with the anti-discrimination laws of all countries where it works. These laws reflect the company's core beliefs and apply to all subsidiaries, including those under foreign jurisdiction. Some of these anti-discrimination laws are worth noting.

We refer, among others, to the 23 criteria prohibited by law in the French Penal Code and Labor Code.

Article 225-1§1 du Code Pénal

Any distinction made between natural persons on the basis of their origin, sex, family situation, pregnancy, physical appearance, particular vulnerability resulting from their economic situation, apparent or known to the perpetrator, surname, place of residence, state of health, loss of autonomy, disability, genetic characteristics, morals, sexual orientation, gender identity, age, political opinions, trade union activities, ability to express themselves in a language other than English or French, etc., constitutes discrimination, their disability, their genetic characteristics, their morals, their sexual orientation, their gender identity, their age, their political opinions, their trade union activities, their ability to express themselves in a language other than French, their membership or non-membership, real or supposed, of an ethnic group, a nation, an alleged race or a specific religion.

Any distinction made between legal persons on the basis of origin, sex, family status, pregnancy, physical appearance, particular vulnerability resulting from the economic situation, apparent or known to its author, patronymic, place of residence, state of health, loss of autonomy, handicap, etc., also constitutes discrimination, genetic characteristics, morals, sexual orientation, gender identity, age, political opinions, trade union activities, ability to express oneself in a language other than French, membership or non-membership, real or assumed, of an ethnic group, nation, alleged race or specific religion of the members or certain members of these legal entities.

Article L1132-1 du Code du Travail

No person may be excluded from a recruitment or appointment procedure or from access to an internship or training period in a company, and no employee may be punished, dismissed or subjected to a direct or indirect discriminatory measure, as defined in Article 1 of Law No. 2008-496 of May 27, 2008, containing various provisions adapting to Community law in the field of the fight against discrimination, in particular with regard to remuneration, within the meaning of Article L. 3221-3, profit-sharing measures or the distribution of shares, training, reclassification, assignment, qualification, classification, professional promotion, transfer or renewal of contract, by reason of the following 3221-3, profit-sharing measures or the distribution of shares, training, reclassification, assignment, qualification, classification, professional promotion, transfer or renewal of contract on the grounds of origin, sex, morals, sexual orientation, gender identity, age, family status or pregnancy, genetic characteristics, particular vulnerability resulting from the economic situation, apparent or known to the perpetrator his or her membership or non-membership, real or assumed, of an ethnic group, nation or alleged race, his or her political opinions, trade union or mutualist activities, his or her exercise of an elective mandate, his or her religious beliefs, his or her physical appearance, his or her family name, his or her place of residence or bank account, or by reason of his or her state of health, loss of autonomy or disability, or his or her ability to express him or herself in a language other than French.

These provisions are conveniently included in our Recruitment and Termination Policy and in the Diversity and Inclusion Policy.

We particularly defend the equal treatment of men and women with regard to access to employment, training, professional promotion, working conditions, access to goods and services and remuneration. Parity is an assumed stake of Pyramid to guarantee the full and effective participation of women, an equality of opportunities with regard to them on the workplace.

Harassment prevention

To prevent the appearance of bullying or harassing behavior, the Pyramidians are trained in conflict management.

Victims of harassment can turn to their direct manager or directly to one of the two founders of the group. If the victim prefers to speak to a non-hierarchical third party, he or she can contact a worker representative (CSR captain) or the IPH team, which acts as a trusted third party.

All reports must be raised during the corresponding exco.

Undesirable conduct in this respect will first result in an informal sanction (written or oral feedback) and then a formal sanction. These formal sanctions are applied in accordance with the employment legislation, such as reassignment, written warning or dismissal.

Confidentiality and data protection

The Pyramid Group and all of its subsidiaries have an official privacy and data protection policy, which is accessible to all, directly on our website.

Since our business is mainly digital, we have a specific and complete policy regarding the respect of the digital personal data of the third parties with which Pyramid interacts. In addition, there are ethical commitments. Here are some highlights:

- The company informs all users of what information is collected, how long it is kept, how it is used and whether it is shared with other entities (public or private).
- All customers have the ability to decide how their data may be used. For UpSlide's subsidiaries, this includes the processing of usage statistics. UpSlide undertakes to collect only the information useful for the customer and for the improvement of the software. Customers have the possibility to refuse them, and if they share them, they benefit from a transparency on the use made of them and from a sharing of information personalized according to their stakes.
- All of the company's email marketing and mailing list building strategies are GDPR compliant. Pyramid's sales and marketing teams receive annual legal training to understand the issues. In general, Pyramid defends a personalized and respectful sales approach of its interlocutors, in opposition to massive, generalized and intrusive methods.

Individual freedom and conscience clause

In coherence with our value "trust", we consider that Pyramidians are free to be themselves and to move forward in an autonomous way. Also, Pyramid confirms its particular will to promote the article L120-2 of the French Labor Code: "No one can bring to the rights of the persons and to the individual and collective liberties restrictions which would not be justified by the nature of the task to be accomplished nor proportionate to the goal sought. "

This desire is extended by other provisions of French legislation relating to individual sovereignty:

- Prohibition of child labor
- Prohibition of forced or compulsory labor
- Workers are free to bargain collectively or individually
- Workers enjoy freedom of association and trade union membership

Beyond these legal provisions, the Pyramidians have the possibility to refuse a collaboration with a stakeholder by asserting a "conscience clause". This is valid for:

- Clients, external contributors or candidates.
- Partners who are notoriously harmful for the society
- Partners who disagree with their deepest convictions if they are able to motivate them

Procedure :

- The Pyramidian wishing to exercise his conscience clause refers in writing (in an email) to his manager and the CEO of his subsidiary.
- A Pyramidian will not have to justify a refusal of partnership related to questions depending on ethics, the absence of taking into account environmental values or sustainable development, or non-respect of fundamental human rights.
- In case of doubt or disagreement, the decision is the responsibility of the subsidiary's Board of Directors. It must systematically refer to the group's board of directors.
- The Pyramidian having exercised his conscience clause has the possibility to share this position during the weekly internal communication points (Weeklies) to promote our attachment to ethics and individual sovereignty.

5.Sharing of our beliefs

Our goal is to spread our belief that business has a positive mission to play in society. To do this, we embody our values with our clients, regularly include stakeholders in our ethical reflections and make our services available at preferential prices to companies close to our beliefs.

Embodying our values to our stakeholders

In particular, we share our beliefs in:

- Our prospects in UpSlide, F31 and IPH pitch materials
- Our clients during UpSlide project follow-up meetings (business review)
- Our clients at the end of each IPH assignment via a questionnaire to ensure the positive impact of our assignments
- Our suppliers by giving them frequent feedback on the positive impact motivations that drive us to work with them. An open audience through our blog, which presents our ideas and working methods

Accessibility of our services to the greatest number

Our software, our financial modeling service and our organizational consulting all respond to the same mission of "working better. We also want to make them accessible to a majority of positive impact companies, non-profits and public administrations because these structures work for the common good.

To allow organizations that share our concern for positive impact to benefit from our positive impact, we have included these considerations in our Statement of Philanthropy.

This statement of philanthropy includes a type of discount for our clients that can reduce the price of our services by up to 30%.

IDPH adapts its daily rate (from 2000euros HT to free during pro-bono missions) to the structure of the company in front of it (from large groups to independent workers or unemployed).

6. Implementation of this Code of Ethics

We are committed to ensuring the dissemination of and compliance with this code of ethics in a multi-subsidiary, international company. To do so, we use various means including:

- The Executive Committees of all the Business Units are trained at least once a year in its application, particularly with regard to its modifications. Each CEO has a checklist of concrete actions to be taken and points of attention to be observed
- All new employees have access to the Code and receive a presentation of the Code during their integration period
- All Pyramid employees are trained on a continuous basis to respect this code: young managers during their training, executives and non-executives during weekly training sessions (Speakers Series and Friday's Knowledge)
- The Pyramidians are informed of the modifications of this Code during the Weeklies



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