

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

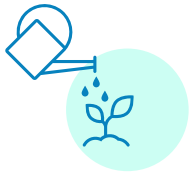


Increasing our **positive impact** has been a strategic objective since 2018.

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*

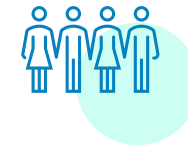
[Details here](#)



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



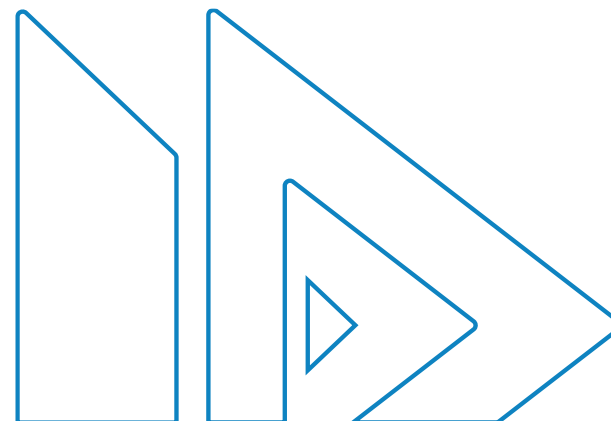
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People



01.

Our people: key figures



121 employees

31st December 2021

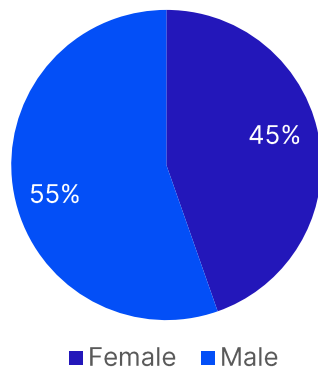
Hiring and international expansion

In 2021 Pyramid grew from **93** employees to 121. There were **41*** new joiners and **13*** people leaving.

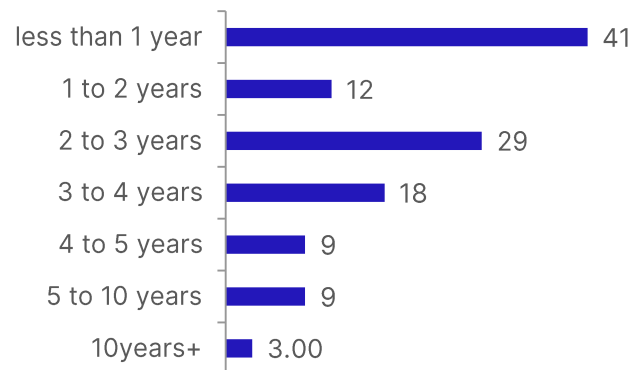
At the end of 2021, the average length of service at Pyramid was 2.7 years vs. **2.4** years at the end of 2020.

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

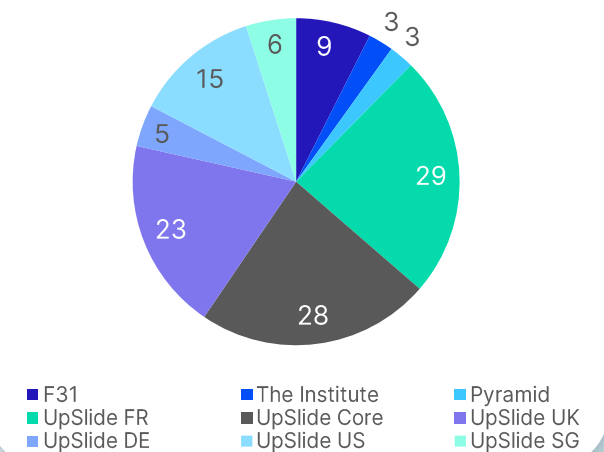
Staff distribution by gender



Staff distribution by length of service



Staff distribution by 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.

Please find below:

[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

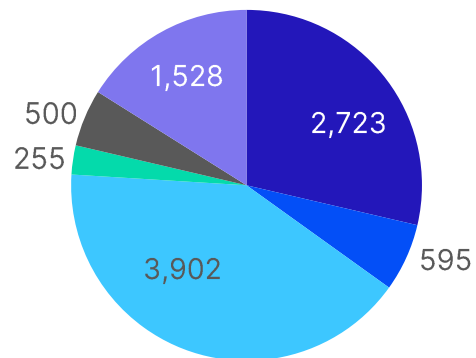


Average hours of training per Pyramidian

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.

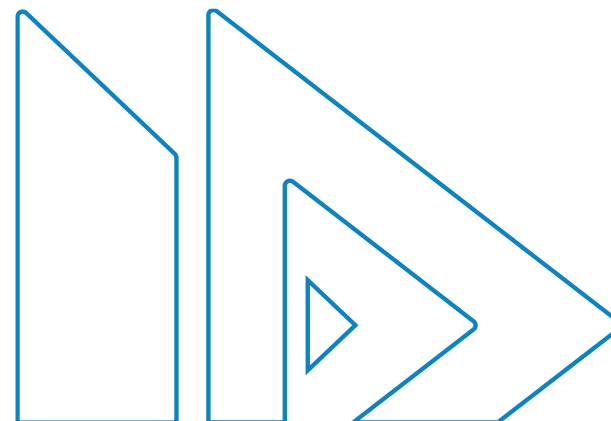
Personal development: in the context of what was sometimes a difficult and heavy time, due to Covid, we wanted to support Pyramidians.

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.

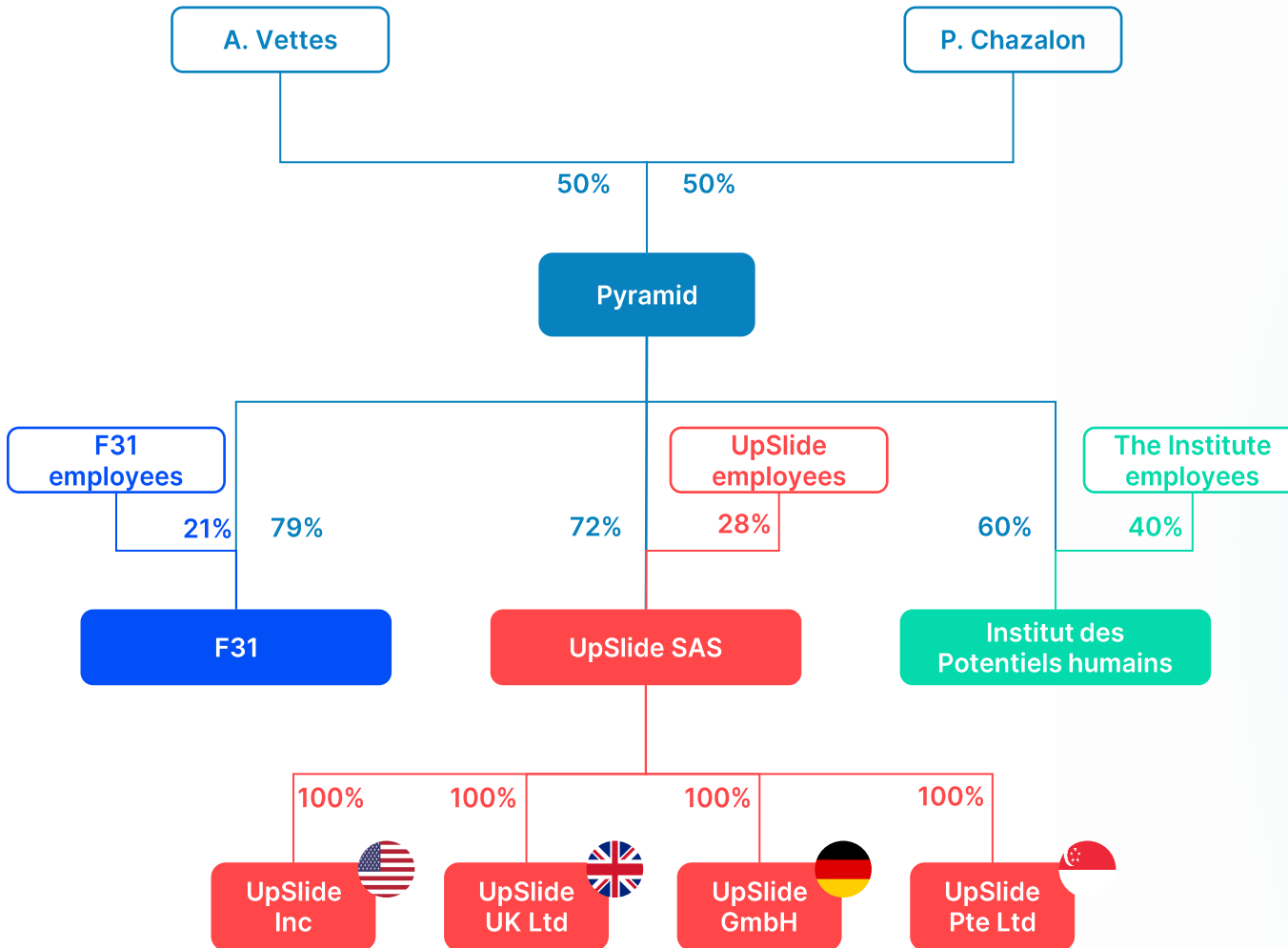
Feedback: to maintain a homogeneous and healthy culture in a scale-up, we have created a "feedback 2" session to help Pyramidians who have been present for more than a year. This has been in addition to the "feedback 1" training which is part of the onboarding.



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 and Philippe) is legally responsible and accountable for UpSlide, F31 and the Institute.

Philippe is the CEO of UpSlide; Maria and Charlotte 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

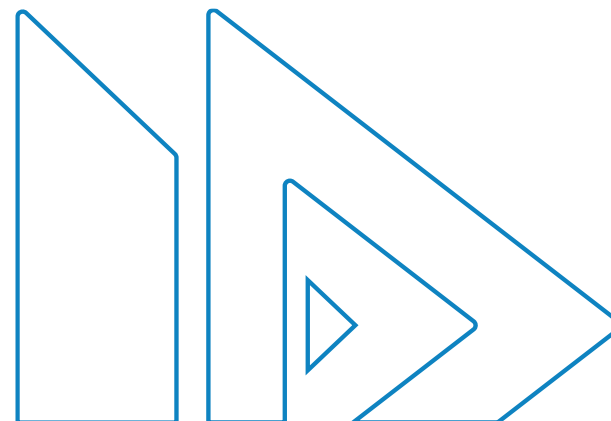
- ▶ Subsidiarity: decisions are taken at the most appropriate level
- ▶ Consensus: we look for consensus rather than consent
- ▶ Consultation: broad consultation of stakeholders

Parity in management

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



Clients





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 Luggier,
Head of People, Sunday



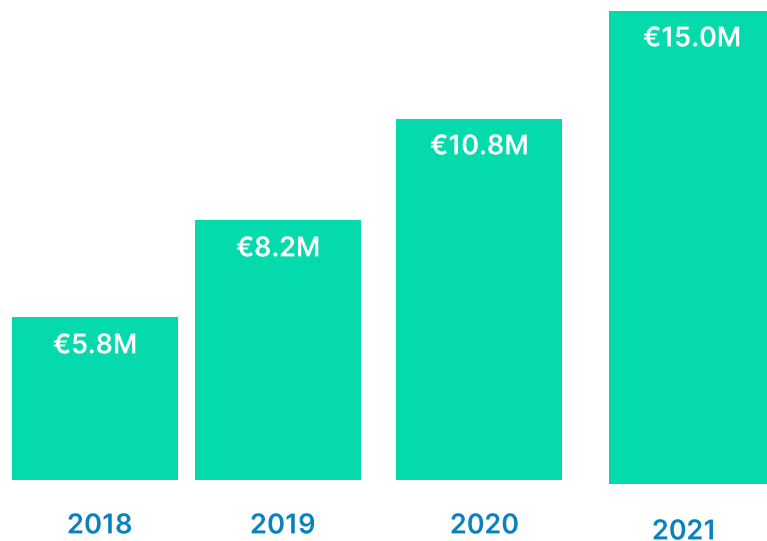
I found the support to be **effective because the proposals were very concrete, close to the problems in the field**.

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.

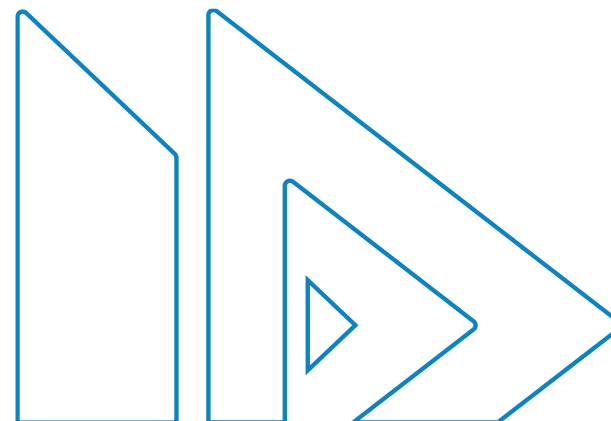
The support team has been strengthened to respond more quickly and with excellence to customer requests.

Security

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



Community





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.



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.

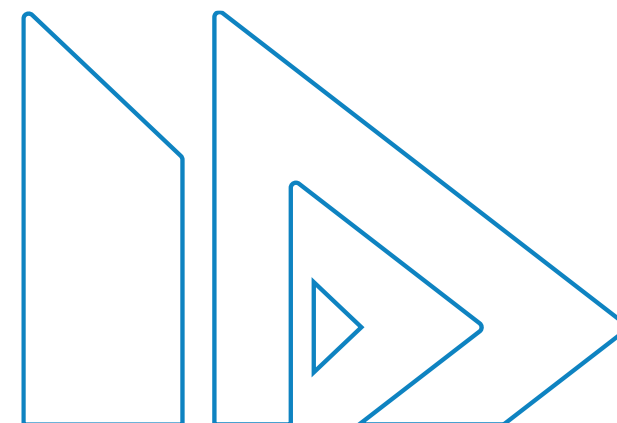
Corporation and indirect income tax paid by country

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



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

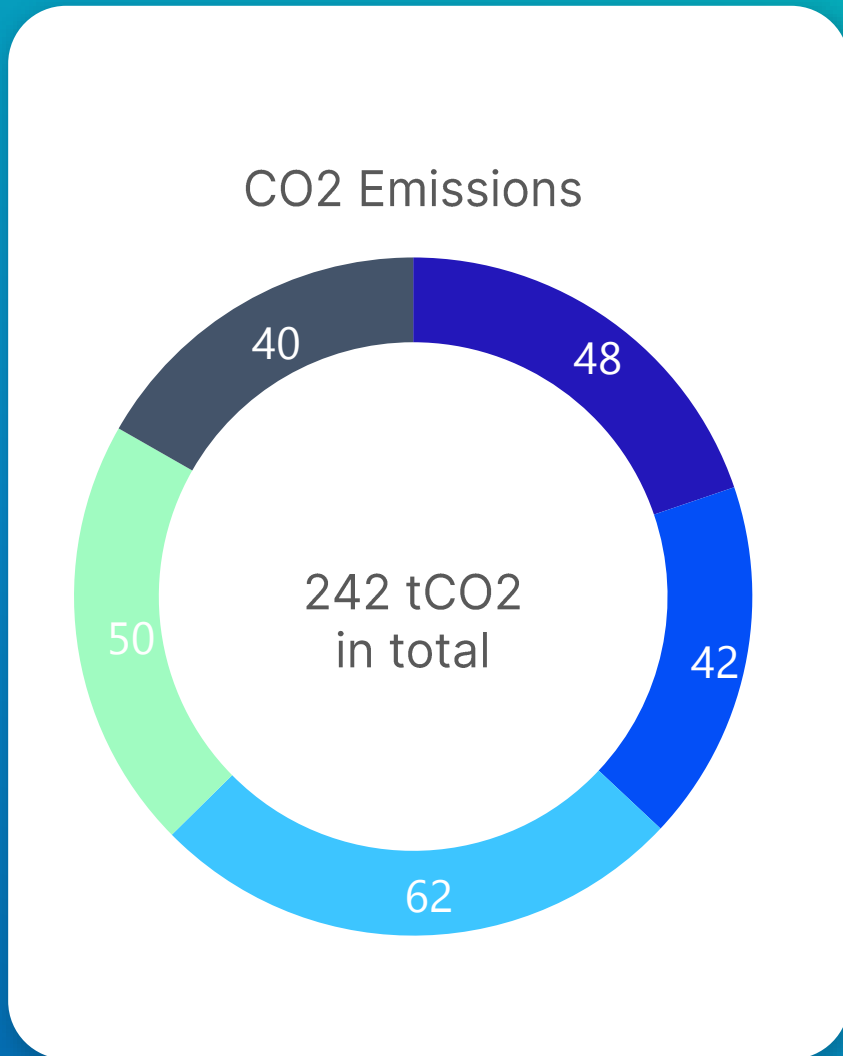
- ▶ The purchase of bowls in Paris for take-out restaurants
- ▶ More intuitive marking on bins to facilitate waste sorting
- ▶ Reusable bags for goûter and extra recycling bins
- ▶ Reuse of existing materials for the work (e.g. old bar in 9 Opera that became shelves)
- ▶ No use of plastic bottles/ glasses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

To discover the detailed carbon footprint:

FR: [Pyramid - Bilan carbone](#)

EN: [Pyramid's Carbon Footprint](#)

Thank you!

Thank you for leading initiatives and bringing new ideas.

Together, let's increase our positive impact everyday!





Paris

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London

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New York

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Berlin

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Singapore

541 Orchard Road, #09-01 Liat Towers, Singapore 238881
