

ESG report 2024

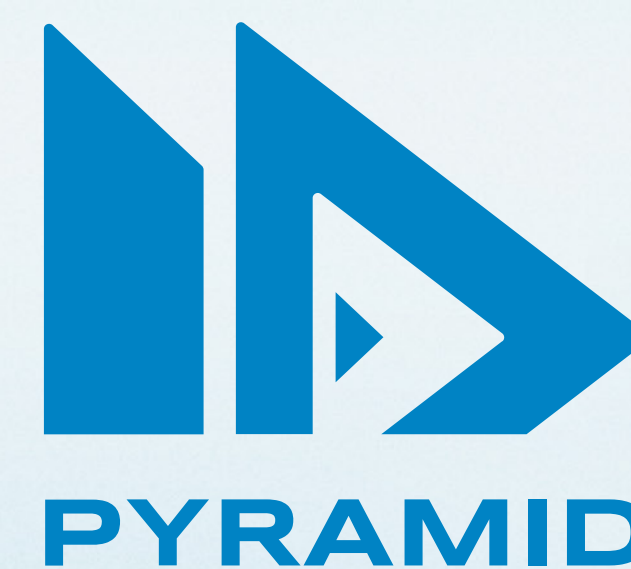


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Message from our founders



Antoine Vettes
CO-founder

Philippe Chazalon
CO-founder & Chairman

From the beginning of our journey as founders, we have believed that our people are our greatest strength. This belief has been a fundamental pillar of our sustainability efforts, and as we learned more about the challenges our planet is facing, we made a commitment to be part of the solutions as business owners.

Our personal convictions and the B Certification path have significantly influenced the way our businesses operate. We have developed an organizational culture that fosters strong relationships with stakeholders and emphasizes our commitment to environmental protection.

In 2024, we kept on working to make our operations more sustainable: For example, we organized over 1 000 hours of training sessions. We also reduced our carbon footprint per employee by 12% and invested in nature-based carbon projects to the equivalent of 70% of our emissions in 2024 and 100% of our emissions from 2025 until 2030.

We also tried to broaden our impact by supporting initiatives for good. We donated 60 000 EUR to NGOs and did hundreds of hours of pro bono work. We invested almost 3,2 million EUR in companies or initiatives with a positive impact (renewable energy, circularity, regenerative agriculture, sustainable diets, care for older people).

In 2025, we aim to continue growing and learning on our sustainability journey while enhancing our positive impact.

01.

Pyramid and sustainability overview



Our companies

One mission: help people work better



Founded in	Employees	Revenue
2011	163	€25,8M

We help boost **brand consistency** and **efficiency** by streamlining document creation in Microsoft 365.

With UpSlide, our clients can **produce on-brand and high-quality documents** faster by **automating** repetitive, low-value-added tasks such as updating data, formatting reports, and reviewing errors.

We empower employees to focus on **higher-value tasks** that are more rewarding to them and generate a greater impact for our clients.



Founded in	Employees	Revenue
2009	16	€1,7M

We support teams and individuals in making informed decisions with **financial models** and BI tools

Our consultants develop **customised solutions** that adhere to the highest standards of our clients' respective industries.

We prioritise **simplicity** in our solutions to ensure easy adoption, and we pay great attention to the **ergonomics** and **design** of our products.

We collaborate with France's top companies' financial and IT departments as well as leading investment funds.



Founded in	Employees	Revenue
2020	6	€458k

We help organisations achieve sustainable performance with people-related missions that are based on three pillars:

Cohesion: Building a culture of trust and team routines, enhancing emotional intelligence, and fostering a fluid communication style.

Consistency: Aligning leaders, decision-making methods, and governance routines with the company's purpose and values and implementing delegation methods.

Continuous improvement: Promoting a feedback culture, retrospective methods, monitoring individual development, time and attention management, and coaching internal trainers.



Key figures



€27,9M

Group revenue



5 offices

Paris, New York, London,
Berlin, Singapore



1246

Clients in over 60 countries



4.9/5

Glassdoor rating
UpSlide and F31



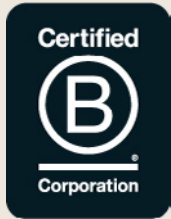
185

Employees across our five
offices



92

Employee shareholders



96.4

Overall B impact score



492 tCO₂

Carbon footprint



Milestones throughout the years



2015

We launched our first pro-bono project, in which F31 worked with Paris Musée, the public structure encompassing all Parisian museums.

2021

We completed our first carbon footprint measurement and conducted our initial Diversity and Inclusion survey and action plan.

2023

We hired our first full-time sustainability employee and conducted our first materiality assessment¹.

2018

Our founders defined ‘Positive Impact’ as one of the group’s three key priorities.

2022

We became a Certified B Corporation.

Our first volunteering day took place in New York. We also hosted four Climate Fresk sessions in our Paris and London offices, along with two virtual mental health training sessions for our employees.

2024

We had a workshop with our C-Suite, which was the baseline to create our strategy for 2025,
We created a sustainable purchase policy and a sustainable supplier evaluation system.
We purchased 1850 and signed a contract to purchase another 3000 carbon credits between 2025 and 2030.

1 A process that helps companies define their sustainability priorities.

02.

Our people



Skill development and team building

We encourage our employees to grow within their roles and skill sets.

This will lead to higher performance and, ultimately, higher employee satisfaction. As such, one of the most critical aspects of our 'People' agenda is developing our teams' skills and cohesion through learning and development.

During the skills development training programmes in 2024, we conducted 359 sessions, each lasting one hour to two days. 145 Pyramidians attended these training sessions, equivalent to a total of 1072 learning hours. Pyramidians followed the training path to be explained in the following section.

Training path

IPH and UpSlide's People team collaborated to create a skill development journey that begins during the onboarding process of Pyramidians.

All Pyramidians undertake two skills-development courses during their first three months in the group. The topics of these training sessions are:

- Giving and receiving feedback.
- Learning about the different types of personalities and understanding how to communicate and work effectively depending on their coworkers' personalities.

Each Pyramidian and their manager must determine the rest of their continuous learning journey based on their needs and growth opportunities. Throughout this learning process, our teams can access training sessions offered by IPH, which focus on topics such as public speaking, conflict resolution, and assertiveness. Each Pyramidian has an assigned yearly budget of 500 EUR for skills development, allowing them to have training sessions with IPH or external entities.



Skill development and team building

Manager training cycle

Managers are required to undertake a manager training course. They receive a three-day training session during their first year in their role and a three-day advanced training session the following year. This learning path aims to help them understand how to lead teams effectively according to the company's values. Additionally, managers in this cycle receive individual counselling sessions tailored to their specific needs.

Hard skills development

Pyramidians follow specific training sessions, such as sales or technical data management training, according to each team's needs.

Speaker Series

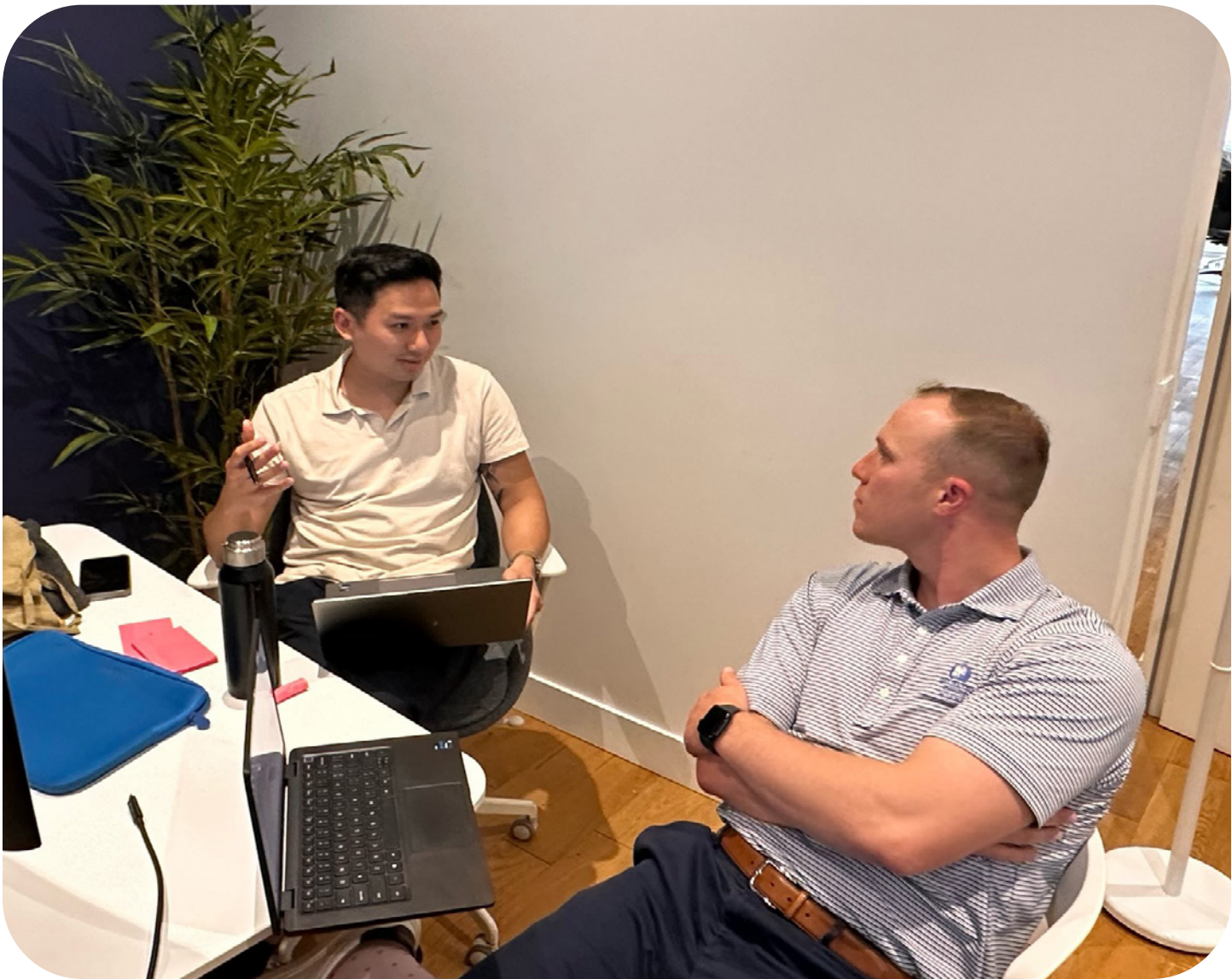
We conducted general knowledge sessions quarterly or every two weeks (in France) on topics relevant to our teams and overarching business objectives. Some of the topics covered in these sessions during 2024 were biological rhythms' impact on work, the group's carbon footprint, time management, and artificial intelligence.

Individual coaching sessions

Pyramidians can also pursue an individual coaching programme with the IPH team to find solutions for specific difficulties and improve their soft skills or sense of well-being at work.

English lessons

French team members with international roles can access 20 hours of English lessons from a language school specialising in the corporate sector. In 2024, 15 people attended these sessions.





Skill development and team building

Teambuilding and socials

We believe that strong human relationships enhance team performance. As such, we organise team-building activities and social events throughout the year to strengthen these connections.

- **Yearly seminar:**

Each year, Pyramid organises a one-week company gathering with two main objectives: fostering global team building by meeting colleagues from other countries and collaborating on key business topics. During this week, we also incorporate sustainability-focused activities. For example, in 2024, we brought together 13 company leaders to enhance their engagement with sustainability and refine our strategy for 2025.

- **Team seminars:**

On a local level, teams gather yearly as a country or department function. These off-site events include teambuilding activities and workshops to define actions that will help achieve collaborative goals.

- **Socials:**

We organise regular activities to unite our teams, such as breakfasts, afternoon snacks, socials, and fitness events.





Benefits

Parental leave

We have implemented several policies to ensure our team members have the flexibility and time needed for parenting. Moreover, we believe in equality for both parents while recognising that childbirth has a different impact on each.

Starting from October 2022, Pyramidians who have been in the organisation for at least a year and have just given birth can have a minimum of 13 weeks of paid leave.² Non-birthing parents also have the opportunity to take three weeks of paid leave.

Finally, we understand that returning to work after having a newborn child can be a challenging experience, which is why we offer flexible options for new parents. For instance, we provide five extra paid days off during the first six months after birth. Additionally, we offer four paid days off yearly for team members with a sick child under six or up to 1,800 EUR for childcare reimbursement.

Our aim with these measures is to support parents in a new and demanding period.

² If the country of residence of the Pyramidian provides more extensive benefits, we follow local law.



Benefits

Hybrid work model

At Pyramid, we seek to create a working environment that prioritises results over hours spent in the office. We also acknowledge that working from home allows our teams to balance their professional and personal lives. This is why we embrace a hybrid working model.

We believe offices are great for promoting effective communication and building team spirit. As such, our teams should be in the office periodically (on average, twice a week) to foster those values.

Just as we support a hybrid working model, we want to ensure our teams have ergonomic space to work at home successfully. Therefore, since 2022, we have implemented a 500-EUR budget per Pyramidian for home office adaptation – starting from their first day at Pyramid. We recommend purchasing at least one additional monitor screen to create an open and productive environment for those working from home.

Moreover, onboarding processes for new employees are most effective when done in the office with their team. Therefore, we recommend that new joiners come to the office every day during the onboarding process, and we encourage managers to always have someone in the office as a resource to support new joiners.

Sabbatical leave

Pyramidians who have worked in the group for at least three years can take a sabbatical leave for up to one year.

Since the policy was implemented in 2022, five team members have already taken sabbatical leave (ranging from one month to one year) to travel, undertake new personal projects, and spend time with their relatives.





Health and Safety

Wellbeing

Our employees’ physical and mental health is crucial because it can affect their daily lives, including their Happiness at Work. Therefore, we have implemented the following preventative initiatives to foster our employees’ mental and physical health:

- A wellness package covering 50 EUR per month that can be invested in wellbeing activities such as meditation, yoga, massages, and sports.³ From 2024, we also added enriching cultural activities such as theatre, concerts, ballet, cinema, and museum tickets. This benefit is available to all employees and can be accessed from the first month as group employees.
- A Notion Page to share a range of methods and tools that can help lighten our teams’ mental load and improve their overall wellbeing.
- A “Stress at Work Hotline” with two internal contacts and one external coach to contact if they have job-related mental health issues that they don’t feel comfortable discussing with their direct manager or peers.

We’re committed to helping our team members feel supported and empowered. This is why we offer a range of resources to help manage stress and find solutions that can adapt to different contexts.

Safety

This year, we held first-aid training for nine Pyramidians in our French office. Representatives from diverse teams participated, helping us ensure safety champions across the office.



3 This budget does not cover medical appointments. This is why we emphasise that it should be invested only on preventative activities.



Diversity equity, and inclusion (DEI) - Key figures

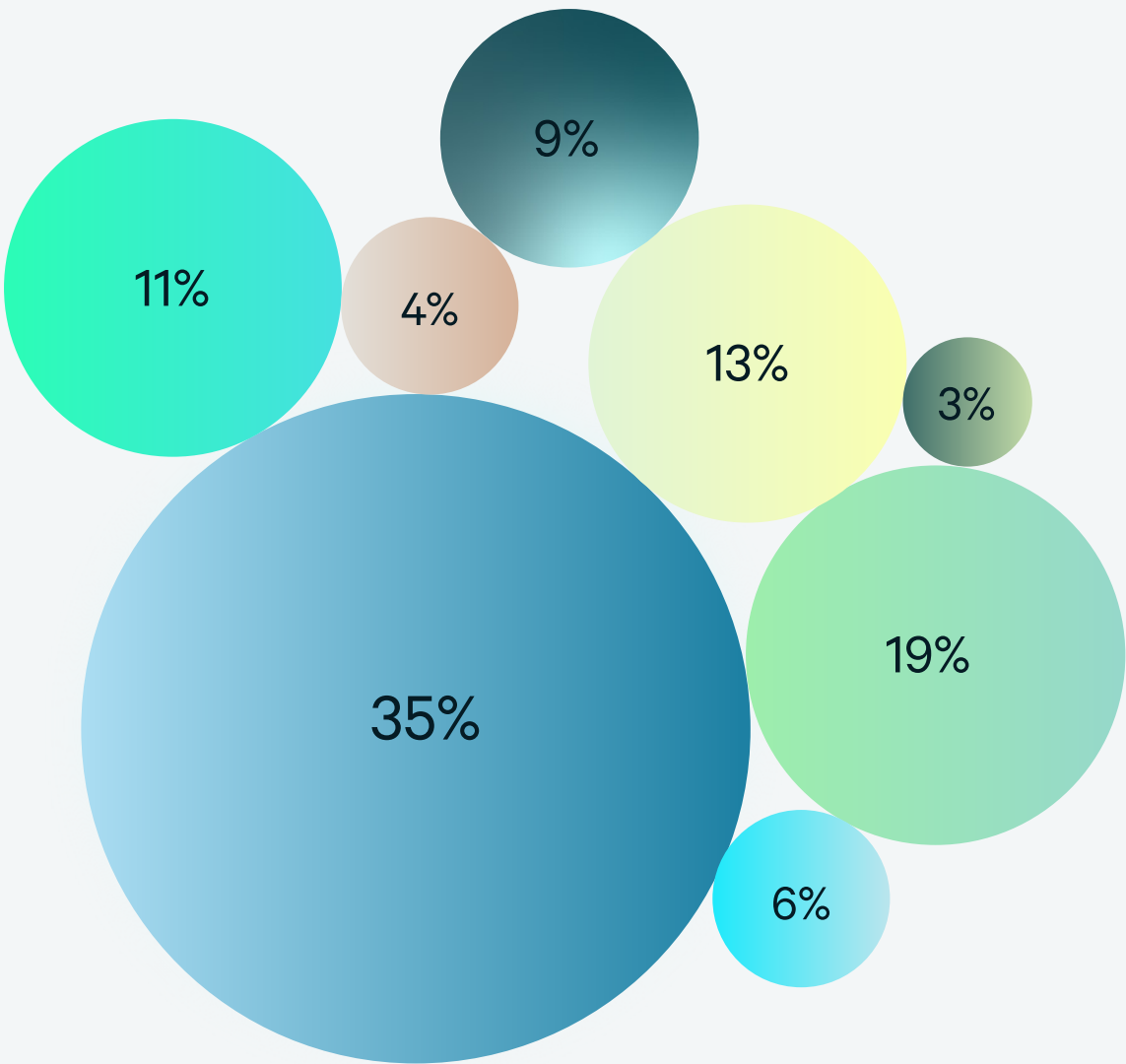


185 employees

Women representation

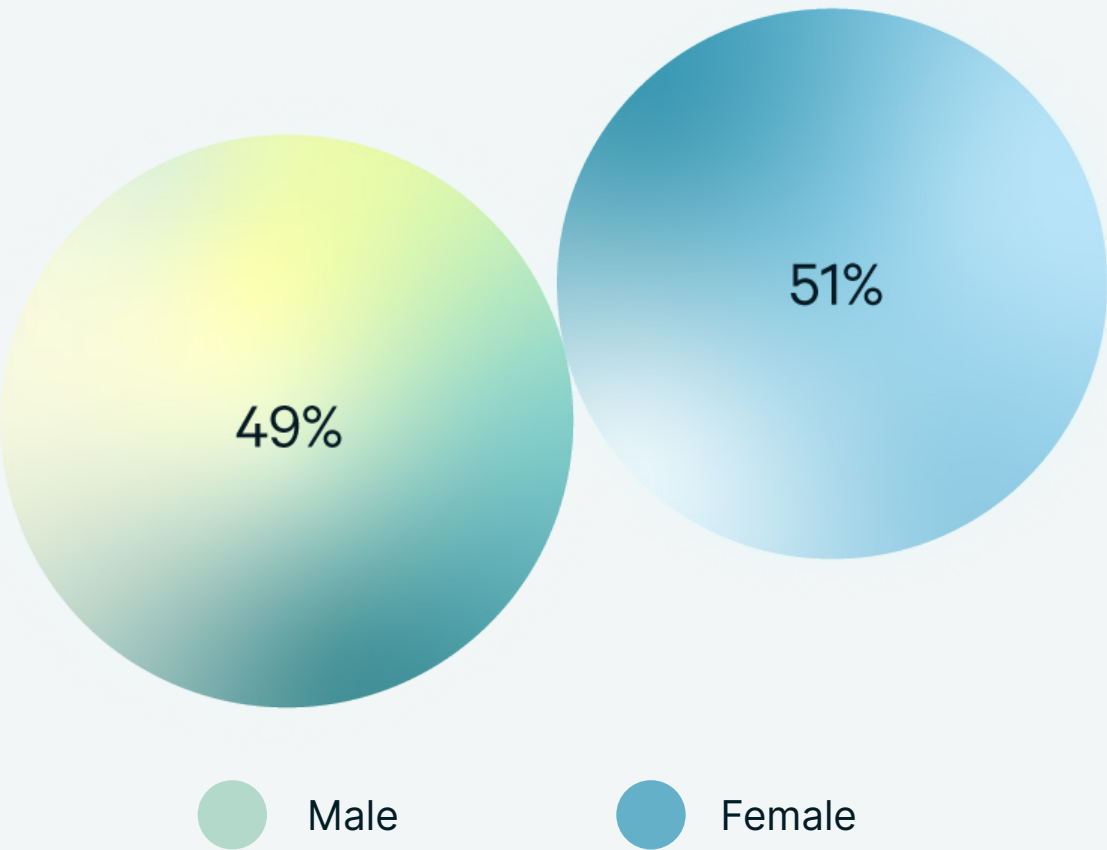
3 out of 4 CEOs
14 out of 23 CEOs' direct reports
+5 points UpSlide France Egapro index. We went from 93 in 2023 to 98 in 2024.

Staff distribution by BU



- UpSlide Core
- UpSlide France
- UpSlide UK
- UpSlide US
- F31
- IPH
- UpSlide Singapore
- UpSlide Germany

Staff distribution by gender



17 nationalities





Diversity equity, and inclusion (DEI)

2024 DEI Surveys and interviews

We conducted interviews and launched a survey for all Pyramidians to assess how our team members perceive and live diversity, equity and inclusion within the company.

Key figures

8,5/10

The grade Pyramidians evaluated as our organisation’s inclusion level.

96%

Said they feel recognised for the work they do.

93%

Recommend Pyramid as an equitable place to work.

Key areas for growth

- Salary transparency: Our teams want to have access to more information on how we conduct salary benchmarking, which is used to adjust salaries every year.
- Unconscious bias: 34% of our employees have experienced it.
- Improving both diversity and inclusion in specific teams.





Diversity equity, and inclusion (DEI)



Equity: Salary raise principles

UpSlide provides all employees with a clear career path and a corresponding salary grid outlining the minimum salaries for each position, which are adjusted upon promotion. While larger salary increases are generally reserved for promotions, salary raises are primarily linked to an individual’s growing impact and efficiency. These factors are closely tied to the development of skills, autonomy, knowledge, experience, and the quality of professional relationships.

Designing clear career paths with specific salary grids and objective criteria helps ensure pay equity across all Pyramidians.



Flexibility creates a safe space

One of our core values at Pyramid is Trust, so we don’t monitor the hours our teams start or finish working. What matters to us is getting the job done. We have found that this approach, combined with our hybrid working scheme, leads to happier employees and creates a safe environment for team members experiencing significant life events, such as becoming new parents and supporting those dealing with challenges like chronic illness.



Specific accommodations

Before new joiners start at our office and after signing their work contracts, we ask if they need any specific accommodations. This could include items like a special chair or screen if they have any reasonable adjustment requirements, or physical disabilities. We aim to ensure they have everything they need to thrive at Pyramid.



03.

Objectives

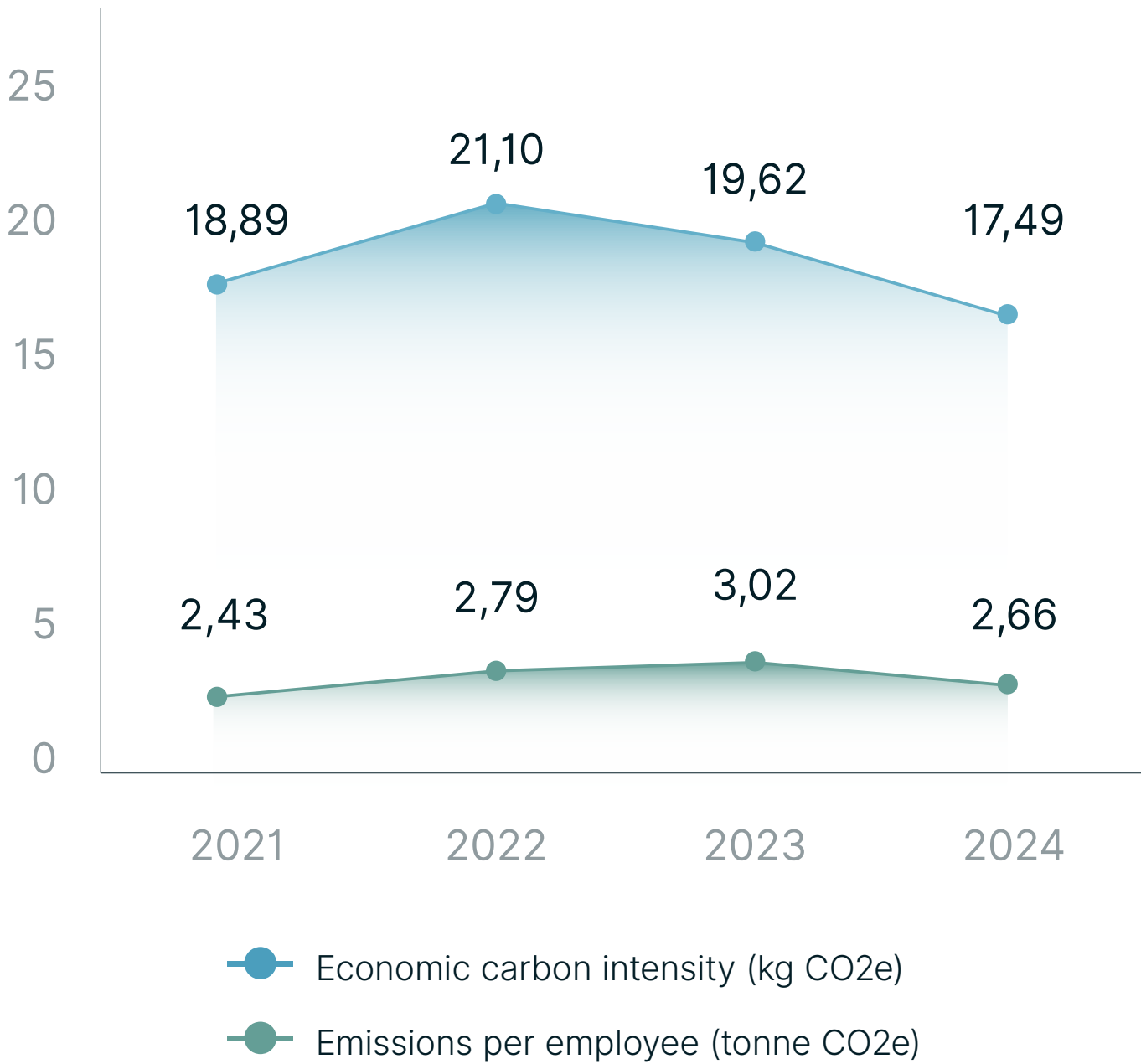
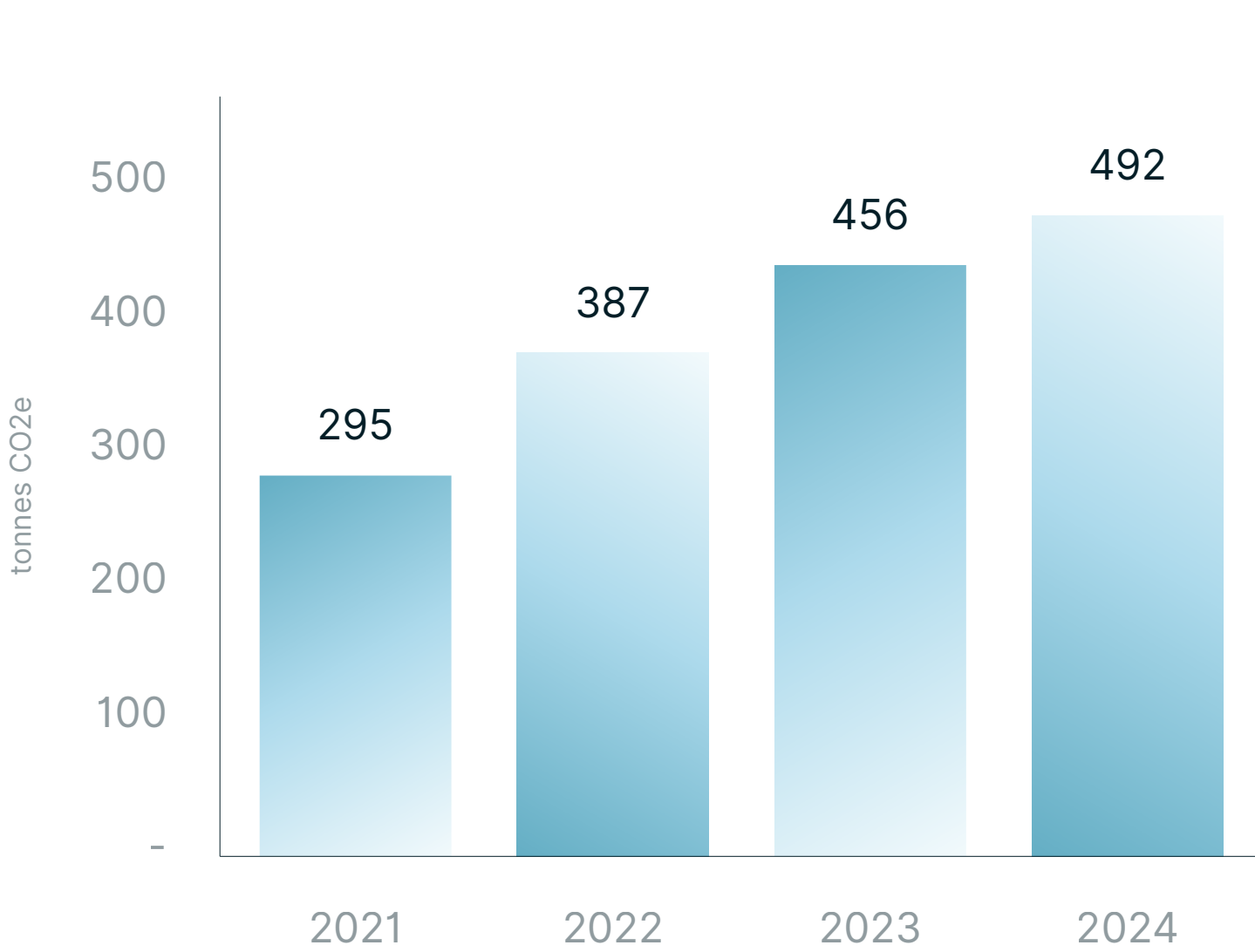
- Reduce emissions per employee by 5%.
- Make 50% of purchases from sustainable suppliers.
- Purchase carbon credits equivalent to 50% of our CO2 emissions for 2024 and to cover 100% of our emissions from 2025 to 2030.

Environment



CO2 emissions

Total CO2 emissions



Our emissions have increased over the past four years. This is happening because our headcount has grown as our revenue and number of clients increase.

The good news is that our economic carbon intensity (kg of CO2 emissions per K€ of revenue earned) has decreased since 2022, and our emissions per employee decreased by 12% from 2023 to 2024.



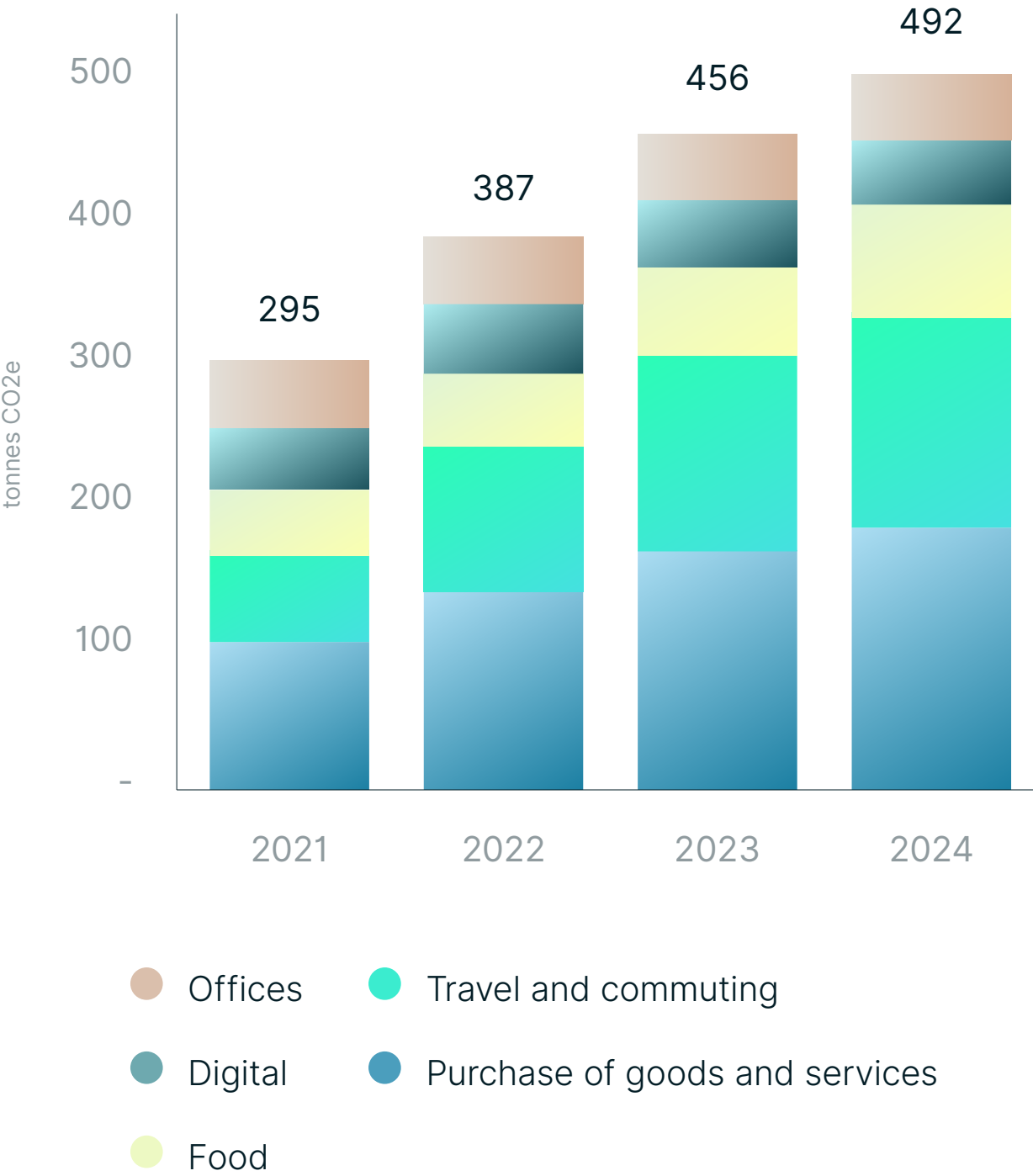
CO2 emissions

67% of our CO2 emissions come from purchasing goods and services and travel.

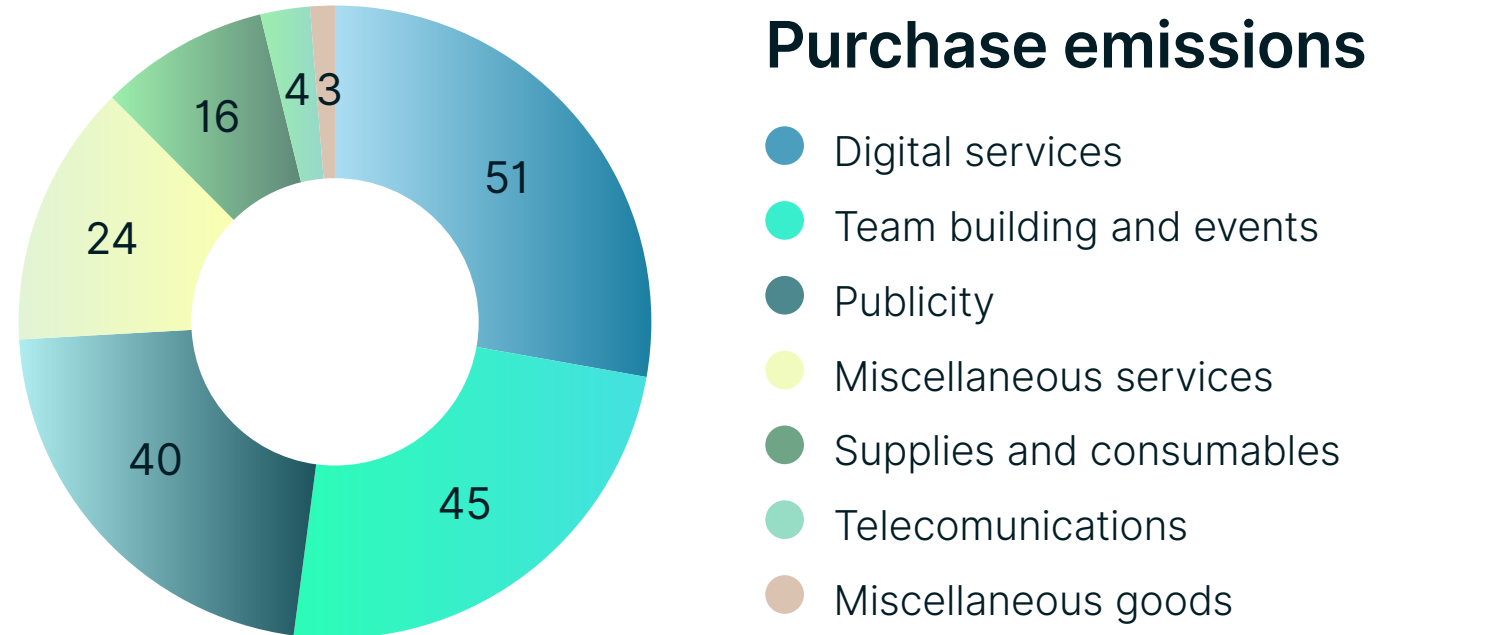
Key actions we took to control our emissions in these two categories:

- We trained our office managers and IT team in sustainable purchasing.
- We launched a new sustainable purchase policy which encourages our teams to purchase only what's necessary and from sustainable suppliers.
- We created a flight emissions budget, and we improved our flight policy to help our teams make more sustainable travel decisions.

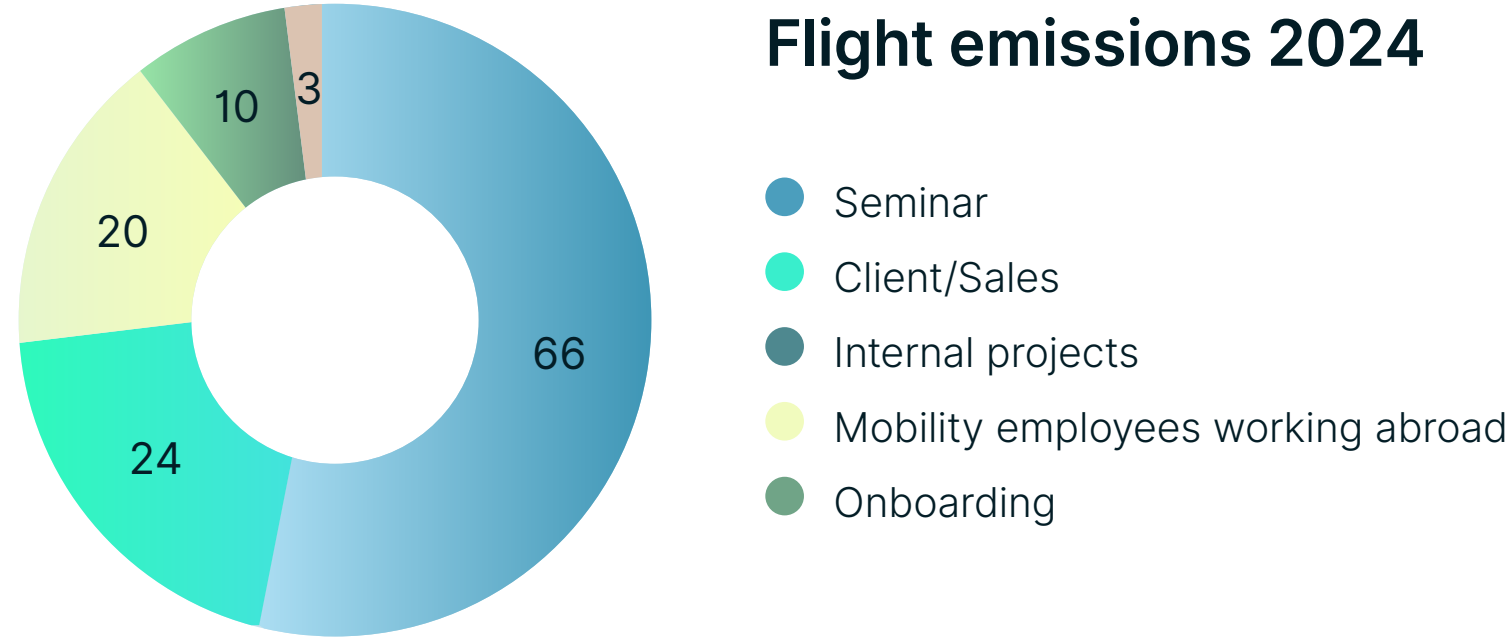
CO2 emissions per category



Purchase emissions



Flight emissions 2024





Carbon contribution



One of our goals for 2024 was to invest in nature through carbon financing. Our specific objective was to purchase carbon credits equivalent to 50% of our CO2 emissions for 2024 and to cover 100% of our emissions from 2025 to 2030. To achieve this, we are leveraging a course taught by our co-founder, Philippe Chazalon, to HEC students⁴, involving them in a specific mission within the company.

For 2024, the students' mission was to find projects aligned with our business values and certain specific criteria. We wanted the projects to focus on nature-based solutions and have a positive impact beyond carbon absorption, specifically on social issues and biodiversity.

We held a launch day in our offices to kick off the project, bringing in carbon credit experts. Here, we discussed key topics around the voluntary carbon market and were introduced to several nature-based carbon absorption projects happening across the globe.

After this, students had to source and propose the best project for Pyramid to invest in. We decided to invest in one of the students' proposals.

Carbon contribution

Carbone Farmers - Relocalisation of plant proteins

The HEC student group proposed Carbon Farmers as a partner. The company specialises in implementing regenerative agriculture projects in France.

We invested in a plant protein relocalisation project to support 110 farmers in producing peas. These plants help with soil restoration by retaining nitrogen in the soil. This helps reduce emissions on crops by decreasing the need for chemical fertilisers and increasing the soil's CO2 emissions absorption capacity. Another benefit of the project is increased plant-based protein production, hopefully decreasing the need for animal-based protein. This project will help absorb around six thousand tonnes of CO2 in five years and has the French carbon credit label Label Bas Carbone.

Farmers struggle to profit from transitioning from more traditional crops (such as wheat) to growing peas. Carbon credits help make this transition profitable. We supported this project by purchasing 1,100 carbon credits.





Carbon contribution



Hummingbirds

The other partner we selected was Hummingbirds – whose founder we met during the HEC project day. This company helps develop nature conservation and restoration projects worldwide. We decided to invest in two projects: one in Kenya and one in Benin.

Mangrove restoration

We purchased 750 carbon credits for this project, aiming to absorb 186 thousand tonnes of CO2 emissions in Kenya in 30 years, by planting 800 thousand mangrove trees on 300 hectares. The carbon credits will be released and verified under the VCS label by the end of 2024 and 2025.

50% of the revenue produced by this project will be distributed among local communities.

Improved cookstoves at Benin

The improved cookstoves project in Benin aims to distribute 150,000 cookstoves to households between 2024 and 2027. These cookstoves are designed to be more efficient and reduce harmful emissions, leading to a projected reduction of 3.8 million tonnes of CO2 emissions. The project will create over 40 jobs and contribute to the local economy. To ensure the project’s long-term sustainability, cookstoves will be replaced as needed from Y4 to Y10 of the crediting period, guaranteeing that all households continue to benefit from cleaner and more efficient cooking solutions. This project is aligned with the Gold Standard for carbon credits.



Procurement



This year, we created sustainable purchase guidelines.

Including a sustainable decision-making process and a list of sustainable vendors. We also built a form and grading system that helps us determine whether or not a vendor is sustainable.

Some of the criteria included are carbon footprint measurement, emission reduction targets, waste management, ensuring a living wage, and reducing child labour across supply chains.

Thanks to this new system, we can now determine which percentage of the value of our purchases is sustainable. We will disclose this data once we ensure higher accuracy

Some of our main challenges in this area are that many vendors don't disclose this information and that the process of grading suppliers is time-intensive.

In October 2023, we began a collaboration with LemonTri, a French Certified B Corporation, to comply with the French government's 'Five Stream' law, aimed at enhancing waste traceability and recycling rates for businesses.

LemonTri collects our Paris office's waste every week and sends us a report detailing the quality of our recycling and the weight of waste produced per type of material.

These are the actions we've taken so far to reduce our waste and resource usage:

- The IT department opted for Dell computers with replaceable parts, meaning an extended life-cycle. This action was aimed first at cutting costs but ended up also decreasing our environmental impact.
- Employees in our Paris office have reusable bowls for takeaway lunches.
- We prioritise working with catering companies that focus on minimising waste in events.
- Our sustainability team created educational material to help understand local recycling schemes.
- In 2024, we had a waste-free lunch challenge during our seminar week when teams from all our offices were in Paris. This helped us significantly reduce our single-use packaging during lunches on this week.





Raising awarness



Climate Fresk:

This active learning workshop aims to help attendees understand the science behind climate change. In 2024, we held one of these workshops with nine central functions team members. Two of our team members were also trained to be Climate Fresk facilitators, which will help us deploy the workshop across all our offices next year.



Speaker series:

We also had a 45-minute session in which we explained our carbon footprint measurement and our actions to decrease and compensate for it.

These are some of the raising awareness activities that took place last year;



Global seminar activities:

We bring everyone together in France annually to increase global cohesiveness and enhance our values across the organisation. This year, we had two activities to increase sustainability engagement across different organisational levels.

- First, we had a C-level workshop to build better ways to achieve our sustainability objectives together.
- Second, we had two activities with all the team members: a waste-free challenge and a quiz about sustainability at Pyramid.



04.

Objectives

- Have volunteering days across our five offices
- Give 70 thousand EUR in donations and pro-bono activities to NGOs
- Invest 10 million EUR from 2023 to 2030 in startups solving environmental and social challenges

Beyond Pyramid



Key results – philanthropy



€25k

Global donations for war and disaster victims



€35k

Donations in local NGOs



€20k

In pro-bono work



410

Volunteering hours

Our approach – philanthropy

- Our employees helped us pick the NGOs we worked with this year.
- The NGOs we selected follow most of these criteria: they focus on social topics, refrain from taking political stances, allow us to participate through volunteering days, are located close to our offices, and have shown measurable results over the years.
- We also made global donations to support conflict and disaster victims.
- Local teams take full ownership of the volunteering days initiative. This empowers them to design and implement the activities, with support and guidance from the global sustainability team.





Volunteering days and pro bono work - France

Donations and volunteering days

In France, we partnered with two NGOs: Autremonde and Le Rocher. Both NGOs focus on creating social links for individuals facing isolation due to socioeconomic challenges.

We had two volunteering days with Autremonde during which 27 UpSliders helped sort and classify around 180 boxes of unsold clothing and merchandise brands donated to the NGO.

Autremonde sells these items for a yearly clearance sale, which helps the NGO raise around one-fourth of its funds. We plan to organise other volunteering days with Le Rocher during the first and second quarters of 2025.



Pro bono work

A Tree for You and Coeur de Forêt

In 2024, F31 undertook two pro bono projects with the associations A Tree for You and Coeur de forêt. Both organisations, that are dedicated to tree planting and supporting forest owners in France, benefited from the team’s Excel expertise. F31 developed custom Excel tools to streamline administrative processes, enabling precise time allocation for each of their projects, calculating social charges (paid leave, meal vouchers), and improving integration with accounting data. These tools empowered the associations to optimise their administrative tasks, increase efficiency, and focus more on their core missions.



Volunteering days and pro bono work - France



Cours Ozanam

Cours Ozanam, a renowned educational institution, is committed to providing quality education to students from diverse backgrounds, particularly those from the disadvantaged neighbourhoods of Saint-Just and Malpassé-Corot in Marseille's 13th arrondissement. F31 developed a time management tool to support this mission that optimises student scheduling. By automating timetabling, this solution enhances operational efficiency, allowing educators to dedicate more time to personalised learning and student support. This will hopefully contribute to improved academic outcomes and empower students to reach their full potential.

UpSlide also joined this mission by donating 20 licenses to help professors create teaching content more effectively. UpSlide's team dedicated four and a half days to this project, creating a PowerPoint template and a folder with frequently used slides, which can be easily accessed from PowerPoint using UpSlide's plug-in. The team also held training sessions on how to use UpSlide effectively.

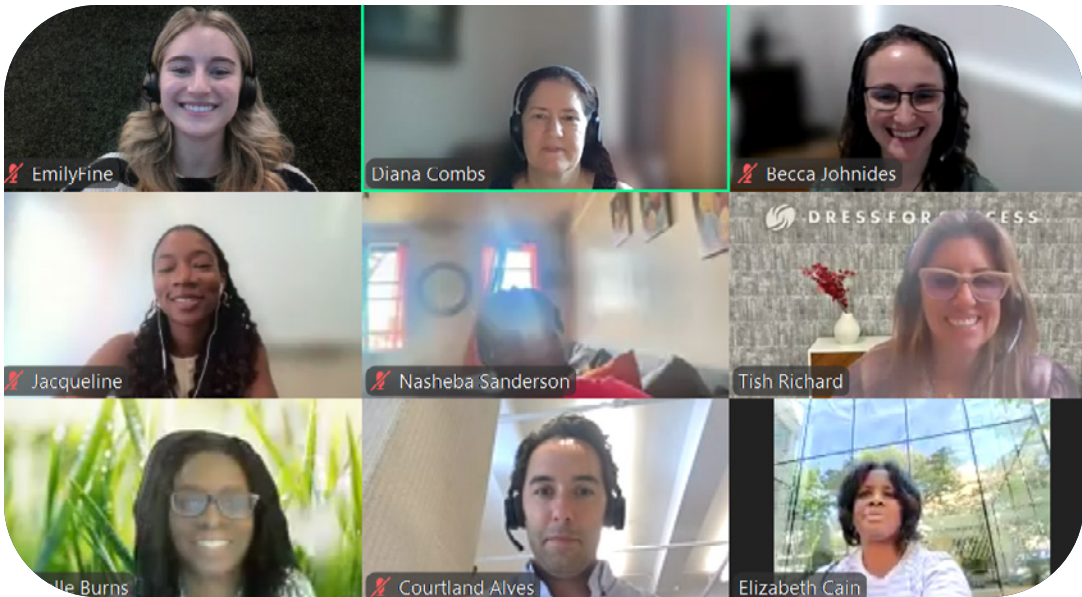




Volunteering days in our other BUs

Singapore

Our Singapore team chose to work with the Ground Up initiative. This NGO aims to connect people and nature by creating a space that nurtures connectedness, creativity, and risk-taking. Seven of our Singapore team members toured the Ground Up village and helped recycle glass, which will be used as tiles for the new village.



US

Our US team collaborated with Dress for Success (DfS), a nonprofit organisation dedicated to helping women achieve financial independence by providing them with essential tools for success in the job market. The team created “success kits,” which included essential tools to support women in their first work week. Moreover, four UpSliders held mock interviews with women in the DfS program to help them confidently navigate their job application processes.

Germany

In Germany, our team participated in a corporate volunteering day with Die Tafel, an NGO dedicated to combating food poverty and waste. The team packed bags to be distributed at one of Die Tafel’s pop-up venues. Each bag had bread, vegetables, and condiments.

Overall, the experience was incredibly rewarding for our German team. They left with a deeper appreciation for Die Tafel’s work and a renewed commitment to support them more frequently in the future.



UK

The team collaborated with AgeUK, a non-governmental organisation dedicated to improving the experience of ageing in the UK. Of our 37 UK team members, 36 participated in a tech tea party with older adults from the AgeUK community. During this event, they helped answer participants’ questions about their smartphones, computers, and other devices.



Impact investment

In 2023, Pyramid pledged to invest 10 million euros in sustainable solutions until 2030. So far, the company has invested 3,192 million EUR. These are the companies Pyramid has invested in so far:



Waro **€75k**
Measure environmental, impact measurement



Opopop **€50k**
Reusable packaging



Maslow **€150k**
Tasty vegan and veggie food

Partech impact fund



€175k



Impact investment



CVE
Renewable energy

€500k



FEVE
Land financing for sustainable new farmers

€200k



Impact investment



Alenvi
Shared housing to improve the life of Alzheimer’s patients

€1.9M




Eiffel Transition Infrastructure
Investment fund dedicated to financing renewable energy infrastructure

€178k

Pyramid pledged to invest 325 thousand EUR more in the Partech Impact Fund and 322 thousand EUR in Eiffel Transition Infrastructure.




Our positive impact on clients






Client satisfaction rating
Delivery: **4.8**
Partnership: **4.8**
Support: **4.9**

For us, UpSlide is a time-saver. Following a quick adoption process, UpSlide is now used by the entire company and forms part of every new employee's basic/preliminary training.

Jean-Sébastien Rabus
Former Senior Manager, Eight Advisory




They've trusted us






We are extremely satisfied with the progress of the mission and the deliverables provided by F31. They demonstrated a very professional attitude, rigorous methodology, and appreciable agility in meeting our complex request for integrated modelling for our asset management acquisition and fund management activities.

Elise Erbs
Former Chief of Operations, Weinberg Capital Partners



Our clients keep coming back and recommending IPH



The training sessions for our new managers on management tools and learning immediately positively impacted the attendees, increasing their confidence and motivation. I also anticipate that their acquired skills and tools will positively affect their teams through effective implementation.

Perrine Cabon
HR Manager, Helios



Our positive impact on clients

Discounts for clients with a positive impact

During 2024, we maintained our Discount Levels for Clients with Positive Impact Projects (DISCO Project) at UpSlide. Through this programme, we offer a 15% discount to clients who hold a B Corp label or can prove that they have an impactful sustainability strategy. We also provide a 30% discount to international non-profit and public organisations, including libraries, museums, and city councils. In 2024, three clients benefited from this discount: WHEB Asset Management, the Non-Profit Finance Fund, and Abenex Capital.



We are committed to collaborating with organisations that strive to make the world a better place.

05.

Governance



Decision-making principles

When our leaders make decisions impacting our organisation, they are guided by our decision-making principles.

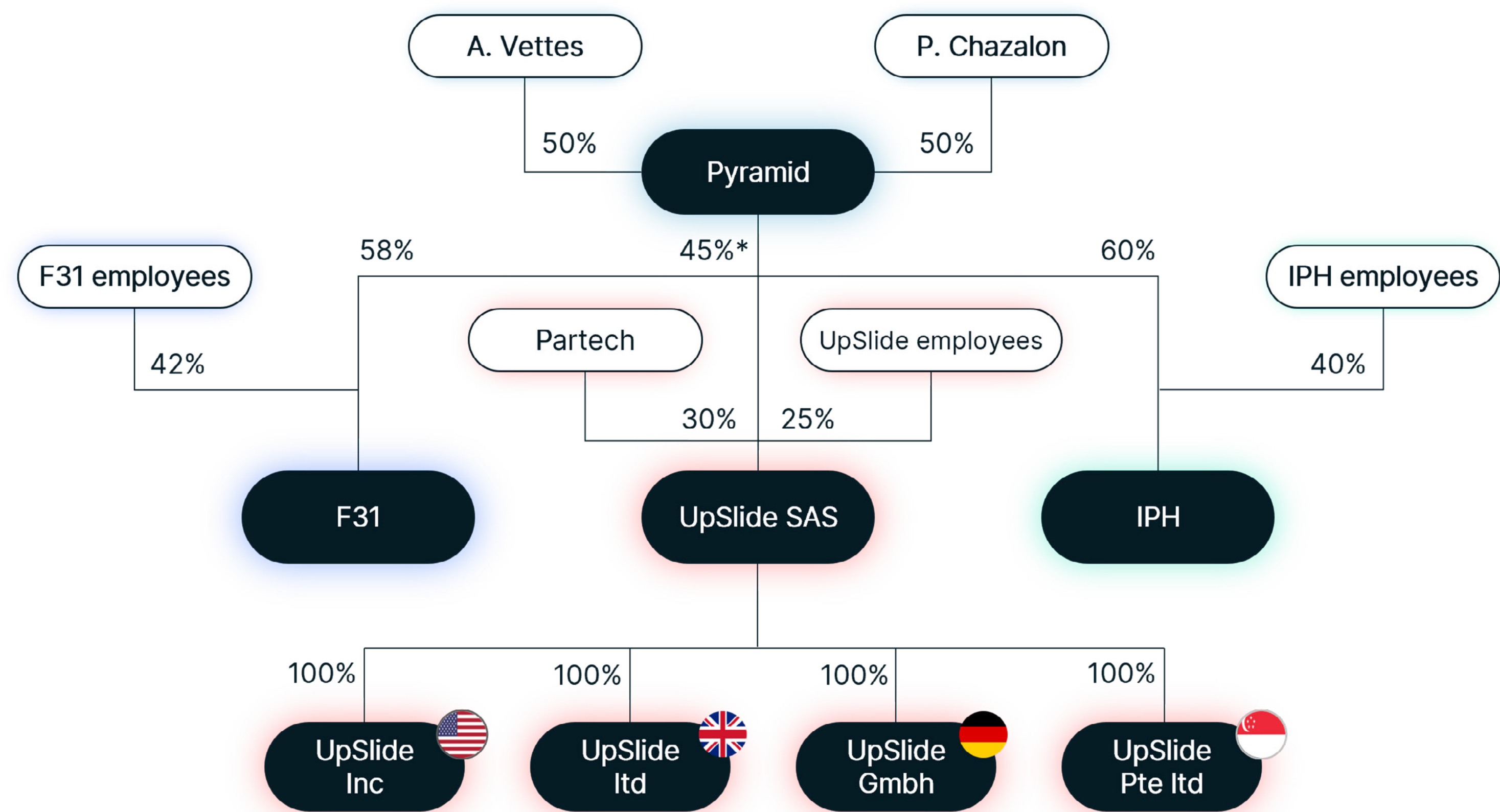
The memorandums of understanding for our three organisations state that decision-makers should consider the impact on all stakeholders, not just profits, before making a decision.

Principles

- **Collective intelligence:** We involve various people, such as those with experience in the subject, people who might be affected by the decision, and company leaders, to create strategies and solutions together.
- **Consensus:** We strive to achieve consensus by consulting with those who may be affected by a decision or have relevant viewpoints. Prior agreement leads to more effective implementation of decisions.
- **Subsidiarity:** Decisions should be made at the level where they make the most sense. For instance, executive committees do not always need to make every decision. Often, local teams that better understand the context and its impacts can make decisions more efficiently.



Shareholder structure of Pyramid on 31 December 2024



Independence

- During 2024, Pyramid was mostly owned by its founders and employees.
- Pyramid independence relies on its profitability and positive cash position.

* Pyramid holds 45% of the shares but 51% of the voting rights



Our companies' CEOs



Julien Villemonteix
UpSlide's CEO



Aurore Jaugin
UpSlide's Deputy CEO



Maria Makarova
F31's CEO



Charlotte Leboucher
IPH's CEO



Board composition - UpSlide



Philippe Chazalon
Chairman and Founder, Paris



Julien Villemonteix
CEO, Paris
Joined the company in 2010



Omri Benayoun
General Partner, Partech, Paris



Antoine Vettes
Vice-chairman and Founder, Paris



Aurore Jaugin
Deputy CEO, Paris
Joined the company in 2012



André François Poncet
Partner, Partech, Paris



Board composition - F31



Philippe Chazalon
Chairman and Founder, Paris



Maria Makarova
CEO, Paris
Joined the company in 2012



Léa Bantegnie
Director, Paris
Joined the company in 2016



Corentin Bedetti
Director, Paris
Joined the company in 2016



Antoine Vettes
Vice-chairman and Founder, Paris



Roxanne Vals
Project Leader, Paris
Joined the company in 2019



Nicolas Tilliard
Project Leader, Paris
Joined the company in 2019



Board composition - IPH



Charlotte Leboucher
CEO and founder, Paris
Joined the company in 2017



Élise Humbert
Consultant and Founder, Paris
Joined the company in 2016



Marguerite Ratier
Consultant and Founder, Paris
Joined the company in 2018



Philippe Chazalon
Deputy CEO, Chairman and
Founder, Paris



Antoine Vettes
Vice-Chairman and Founder, Paris



Sustainability team



Philippe Chazalon
Chairman and Founder



Aurore Jaugin
Deputy CEO



Sofia Loaiza
Sustainability Manager

Sustainability Captains



Laura Chong
Consultant, Singapore



Clara Steinmetz
Senior Consultant, Paris



Isabelle Hoch
Account Executive, New York



James Higgins
Associate Consultant, London



Helen Kauls
Associate Consultant, Berlin



Émilien Broens
F31 Consultant, Paris



Sabrina Rendon
Customer Succes Manager, New York



Josephine Igwe
Consultant New York



Emily Fine
BDR, New york



Giorgia Guantario
Content Director, London



Data transparency and security

UpSlide has always taken security seriously in its software but lacked expertise in compliance with global standards. Therefore, in 2019, the company worked on its cybersecurity programme and achieved several milestones:

UpSlide formally documented its policies (including, but not limited to):

- General security policy
- Data protection and management policy
- Business continuity plans / Disaster recovery plans
- Incident response plans
- Vulnerability management programme

The company gathered tools to improve its posture:

- MDM solution to manage all our devices remotely
- EDR for our end devices
- Vulnerability scan engine on our infrastructures
- Static Code analysis tools
- And more...

This programme has improved over the years, and UpSlide’s security systems have successfully passed client assessments. However, the company decided to take things one step further, and by the end of 2022, the IT team started working towards achieving SOC 2⁵ compliance standards . The goal was to obtain a third-party verification to increase trust and confidence among existing and prospective clients and identify areas for improvement.

After a year of preparation and validation, UpSlide’s IT systems received a favourable SOC 2 Type 2 report. This once again proved that the company is committed to maintaining and protecting its clients and team members’ data security.

5 According to the American Institute of Certified Public Accountants (AICPA), which maintains the SOC2 standards, “A SOC2 examination is a report on controls at a service organisation relevant to security, availability, processing integrity, confidentiality, or privacy. SOC 2 reports are intended to meet the needs of a broad range of users who need detailed information and assurance about the controls at a service organisation relevant to the security, availability, and processing integrity of the systems the service organisation uses to process users’ data and the confidentiality and privacy of the information processed by these systems.”



Ethics and compliance

Ethics enables us to express our promises in terms of honesty and teamwork. To ensure that all Pyramid employees perform their duties in alignment with these values, we have established a code of ethics that outlines the expected code of conduct for all employees. It also includes guidelines for interacting with stakeholders, especially customers and suppliers.

Our code of ethics includes anti-corruption and anti-harassment procedures as outlined below.



Corruption, bribery and money laundering

This includes a set of responsibilities for observing and upholding our zero-tolerance policy on bribery, corruption and money laundering. It helps employees recognise and deal with bribery and corruption issues and understand their responsibilities. We also have a whistleblowing procedure for our employees to report misconduct.



Harassment

We have created an anonymous, non-managerial process to report harassment.



Donations and contribution transparency

We included this new clause in 2024 to ensure transparency on this subject. Our policy indicates that all donations and contributions should be directed exclusively toward non-political organisations that address critical social and environmental issues in alignment with our values and mission.

06.

2025



Our vision for 2025

When creating our roadmap for 2025, we focused on translating our high-level sustainability ambitions, such as having more sustainable operations, into concrete and actionable steps and goals.

Our environmental impact:



01. Sustainable purchase:
We want to make 50% of our office purchases from sustainable suppliers⁶.



02. CO2 emissions:
We created a flight budget, which all our BUs must follow. Moreover, we'll work with our country leaders to evaluate how to decrease CO2 emissions linked to energy usage in our offices.



03. Waste management:
We want to increase the quality of recycling in our Paris office. Last year, 68% of our recycling was graded as high quality. We want to end the year with 80% high-quality recycling.

Our people:



We will develop our first global strategy for Diversity, Equity, and Inclusion.

We will maintain the same approach for charities and investments in 2025. Donations and volunteering days will continue to be connected, and Pyramid will work towards achieving its goal of making a positive impact investment of 10 million euros by 2030.

⁶ We've created a form to grade suppliers which helps us determine if they are sustainable or not. We evaluate if they have are working in reducing emissions, ensuring human right protection on their supply chain, protecting biodiversity, having a responsible resource management, among other sustainability variables.

Thank you

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