



CSR REPORT 2020





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Your customers

Our expertise

For a New Retail experience

www.media6.com

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LEADERSHIP

Our **CSR** strategy was created in 2008 and accelerated in 2018 with investment in new projects and new actions.

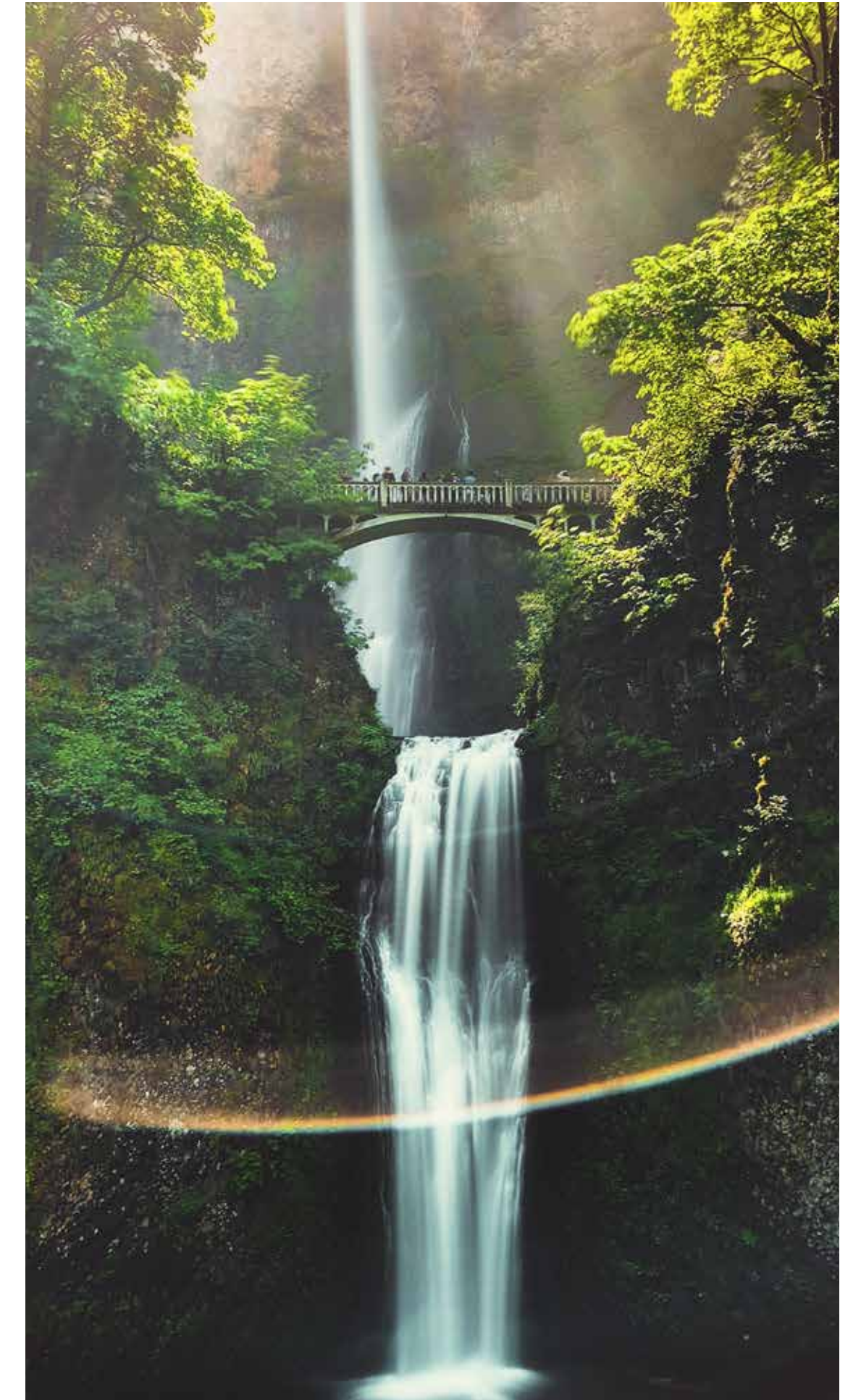
We support the "**Mécénat Chirurgie Cardiaque**", which aims to improve access to treatment by sick children in developing countries.

We wish to go further in making our skills and expertise available to the causes that matter to us.

MEDIA6's social responsibility is shared by all of the Group's employees. This allows us to act on **9** of the **principles of the Global Pact** to which we adhere.

Whether a matter of human rights, our governance, improving working conditions or social dialogue, the environment, good business practice, relationships with our customers or our social commitment, we always strive to do more and do it better.

We have obtained an **exemplary grade** in our AFNOR-certified **eco-design** management program for the whole of the MEDIA6 group.



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MEDIA6, **Point of Sale Marketing specialist.**

We operate in the POS (point-of-sale advertising), Business Furniture and interior decoration of business spaces markets.

MEDIA6 is the only actor proposing an **comprehensive, integrated, media offer** using the synergies and complementary features of its two hubs: Production and Services.

To serve our clients better, we have developed a vertical integration strategy that ensures we have full control of a turnkey solution from design, conception, and production until the installation and maintenance of our products.

The MEDIA6 Group has an average workforce of 550 specialists devoted to its clients.



OUR CSR POLICY

MEDIA6 Group's CSR policy consists of **9 strategic directions**:

Contributing to the **UN's Sustainable Development Goals**.

CLIMATE COMMITMENTS:

- 🕒 **25% reduction** in the Group's GHG emissions by 2025.
- 🕒 Improve **business ethics and anti-corruption**.
- 🕒 **Encourage** diversity, fairness and gender equality.
- 🕒 Be part of a **circular economic model**.
- 🕒 Promote **French know-how**.
- 🕒 Contribute to the **training of apprentices and promote the POS marketing profession**.
- 🕒 **Meet** customers' expectations.
- 🕒 Develop **responsible purchasing** practices with service providers.
- 🕒 **Strengthen** the territorial anchoring of industrial subsidiaries.



OUR TEAM

Responsibility for the CSR strategy has been handed to Pauline Viaud, Group QSE/CSR Manager.

To provide direction for the work, a CSR Management Committee has been created with the following members:

Bernard VASSEUR : Chief Executive Officer
Laurent FRAYSSINET : Managing Director
Laurent VASSEUR : Communication Director
Pauline VIAUD : Group QSE/CSR Manager
Pierre LUKASIK : QSE/CSP Project Manager
Alexandre VASSEUR : Group Internal Auditor
Philippe DAMGE : Group ERP Manager
Philippe ROLLAND : Group Purchasing Director

Working groups made up of subsidiary directors, area managers, and staff members have also been created for factory-level deployment.

Meetings of the CSR Management Committee will be held every two months. The members of working groups may be invited to present their projects and report progress.

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ECOVADIS

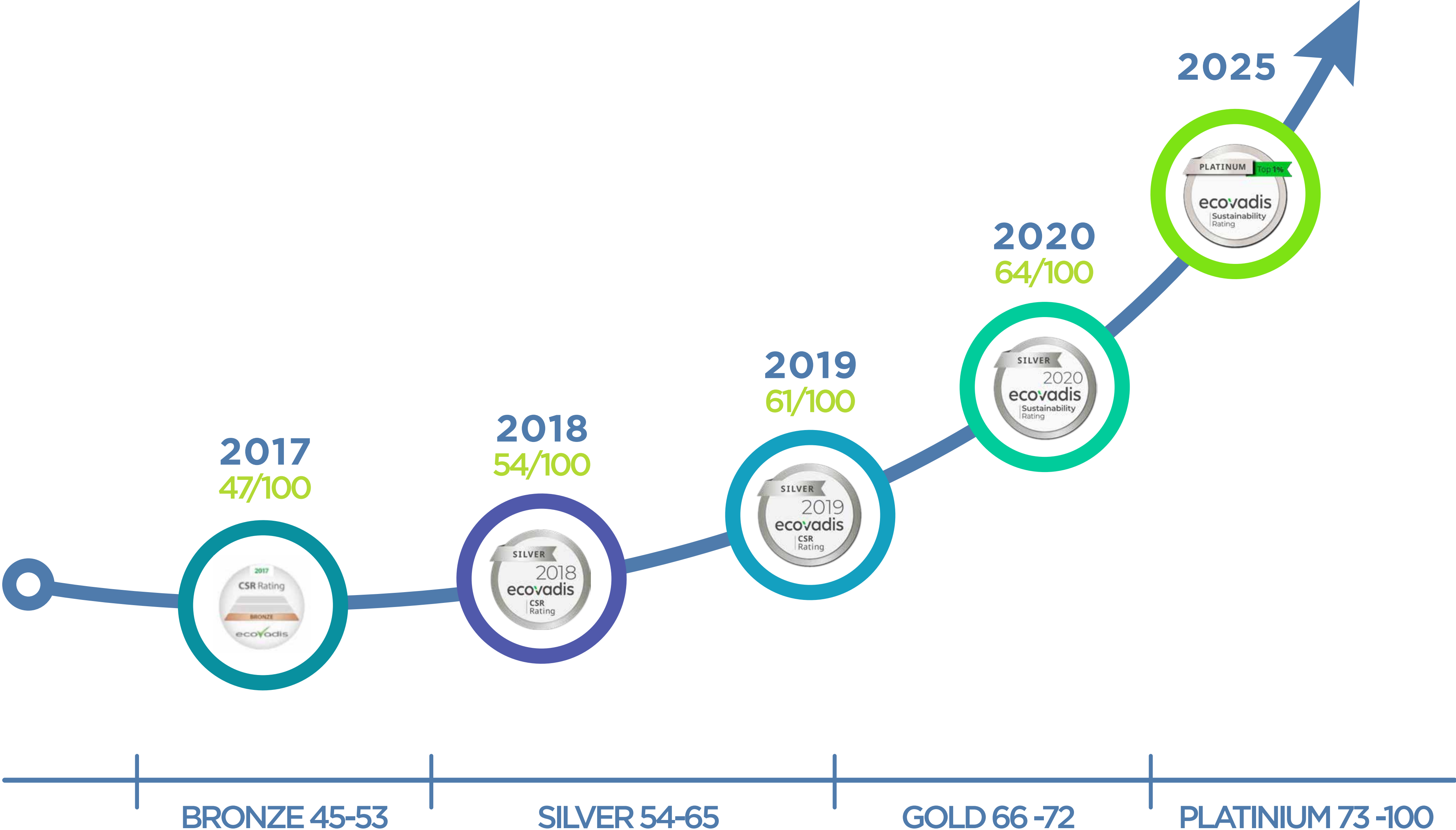
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OUR CSR COMMUNICATION CHANNELS

We use several channels to communicate:

The group's websites were fully updated in 2020 on the CSR/QSE page.

We post on various websites to promote the group's values, the actions taken, and the results of audits and visits carried out by our customers.

Group presentations take place internally, as well as with our customers, to challenge the various perceptions encountered.

A newsletter on CSR projects and topical issues is regularly distributed internally and to our customers then on social media. Our newsletters mentions our labels and certifications, as do our email signatures and quotes.

The MEDIA6 CSR report is updated every year and shared with our customers.

Our PowerPoint presentations for customers or prospects all include some slides on our CSR strategy.



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MEDIA6 CIRCULAR ECONOMY

We cannot achieve our circular economy goals without upgrading the skills of our external stakeholders. This starts with sharing information and thinking in advance of projects directly with our customers to take the (eco-)design phase into consideration from the start.

During all the stages of a designed product's life cycle, we work with service providers/suppliers/manufacturers to source, and even create, new environmentally innovative products!

Finally, for waste treatment, there are known recovery networks but to provide new solutions related to our business, we work directly with manufacturers to develop the most efficient recovery possible.

Through all of its activities, the MEDIA6 group aims to create new recycling loops with a view to the end of life processing of the products it creates.

To concretely achieve these goals, work is ongoing on various issues such as POS (small or large sizes) return solutions to dismantle the component elements, sort, recycle, and reuse them as raw materials.



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MEDIA6 ECO-LOGIC

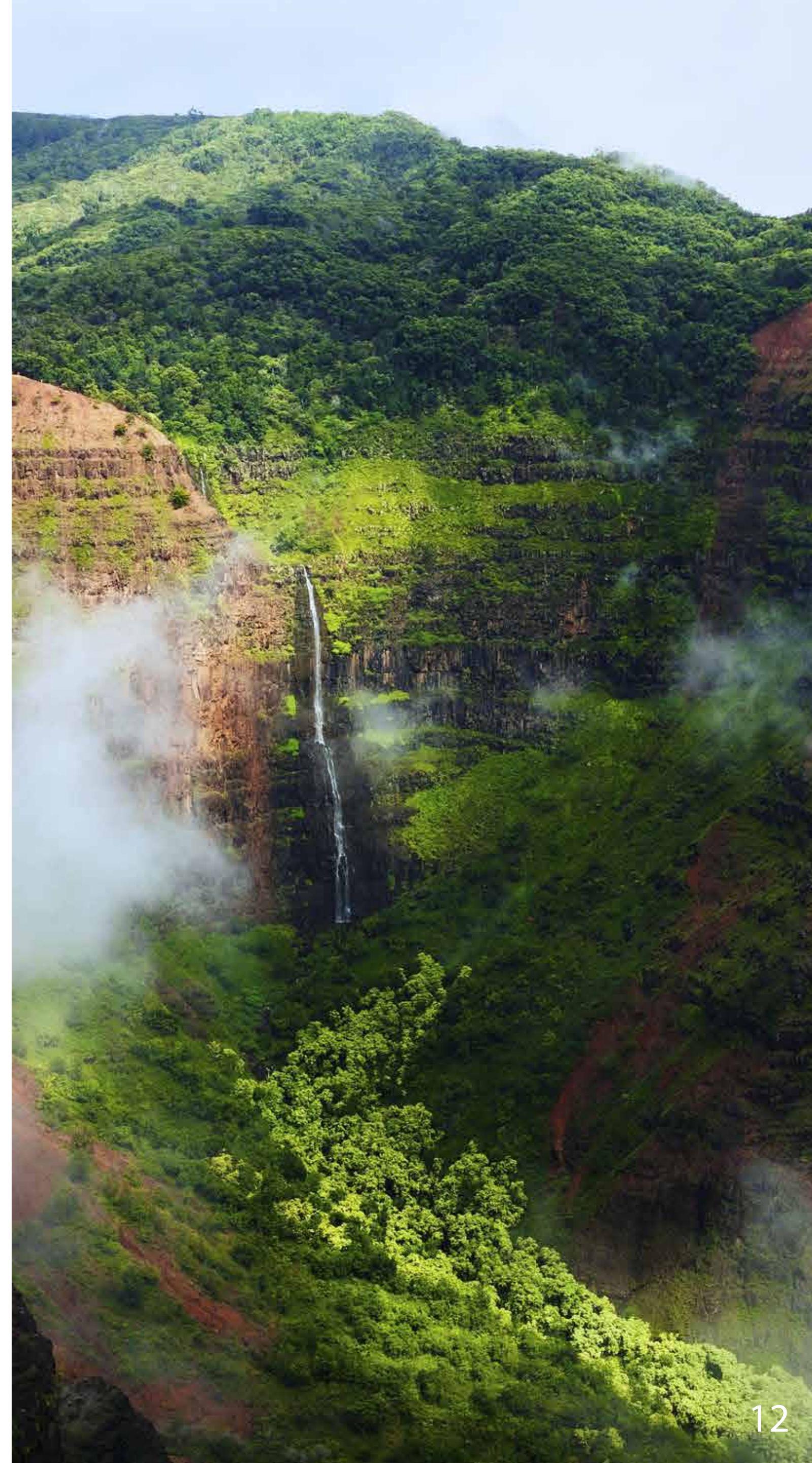


As part of its CSR strategy, the MEDIA6 group has developed an **Afnor-certified automatic environmental performance calculator** integrated to its existing processes. It systematically provides the equivalent in CO2 emissions for any product made by our staff.

It involves consideration of the whole life cycle, which allows our teams to make informed choices on the best eco-design solutions. The incoming elements are, therefore, related to raw materials, transformation processes, and incoming transport, taking the end of life of all the elements that are part of the finished products into consideration.

The calculator is based on the emission factors that come from the ADEME databases and from the suppliers we work with to improve our shared environmental performance.

We are constantly developing this tool (unique in our profession) through projects with our various customers, with whom we improve our skills every day.



OUR LABELS & CERTIFICATIONS

SITE

2020

2021

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OUR RESULTS



AFAQ Eco-design approach started in 2020



OUR GOALS



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ECOVADIS GOLD



2021
Deployment of the AFAQ Eco-design approach to come

↓

THE NEEDS AND EXPECTATIONS OF STAKEHOLDERS

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CLIENTS

Group QSE & CSR Policies

✓ Good

FOURNISSEURS

Responsible purchasing charter

✓ Good

Business ethics charter

✓ Improving

Assessment of suppliers according to the CSR Policy

✓ Improving

PERSONNEL

Code of conduct
Human rights statement

✓ Good

CSR policy

Group and QWL

Training & career development

✓ Improving

ACTIONNAIRES

Improve awareness of the Group and its attractiveness

✓ Improving

Get good economic and financial results

✓ Good

Set an example

✓ Good

DREAL & AUTORITÉS LOCALES

Compliance of facilities with environmental and safety regulations

✓ Good

Local inclusion and development factors

✓ Excellent

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SUSTAINABLE DEVELOPMENT GOALS

WE ARE CSR

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1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

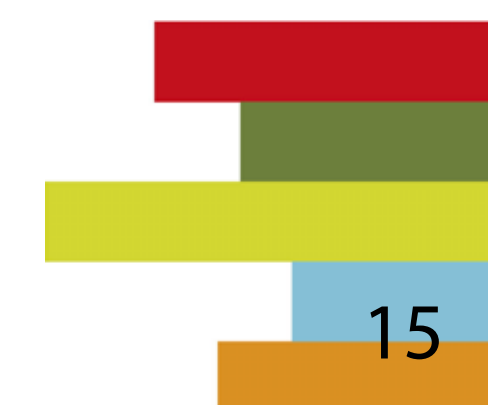
13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS



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QUALITY TRAINING

Contribution to the **training of apprentices.**

Every year MEDIA6 welcomes young apprentices in the cabinet-making and metal manufacturing professions.

Our employees' commitment to the professional training of young people can be seen in their teaching in specific local structures.

Such actions help us train learners in point of sale marketing.

An internal training plan is drawn up every year to let employees express their skills needs and take part in sessions led by professional trainers.

16 national gold medals won over 20 years at the **Best Apprentice in France competition** demonstrates the commitment of young people and the passion for the craft transmitted by the experts who accompany them.

The latest winner is Alexandre Clochard, who won a gold medal at national level in 2020.

*To reach national level, you must win gold at departmental and regional level.



- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
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GENDER EQUALITY

The MEDIA6 group has a significant **female workforce**. For some branches, such as MEDIA6 Production PLV, the female workforce is above **50%**.

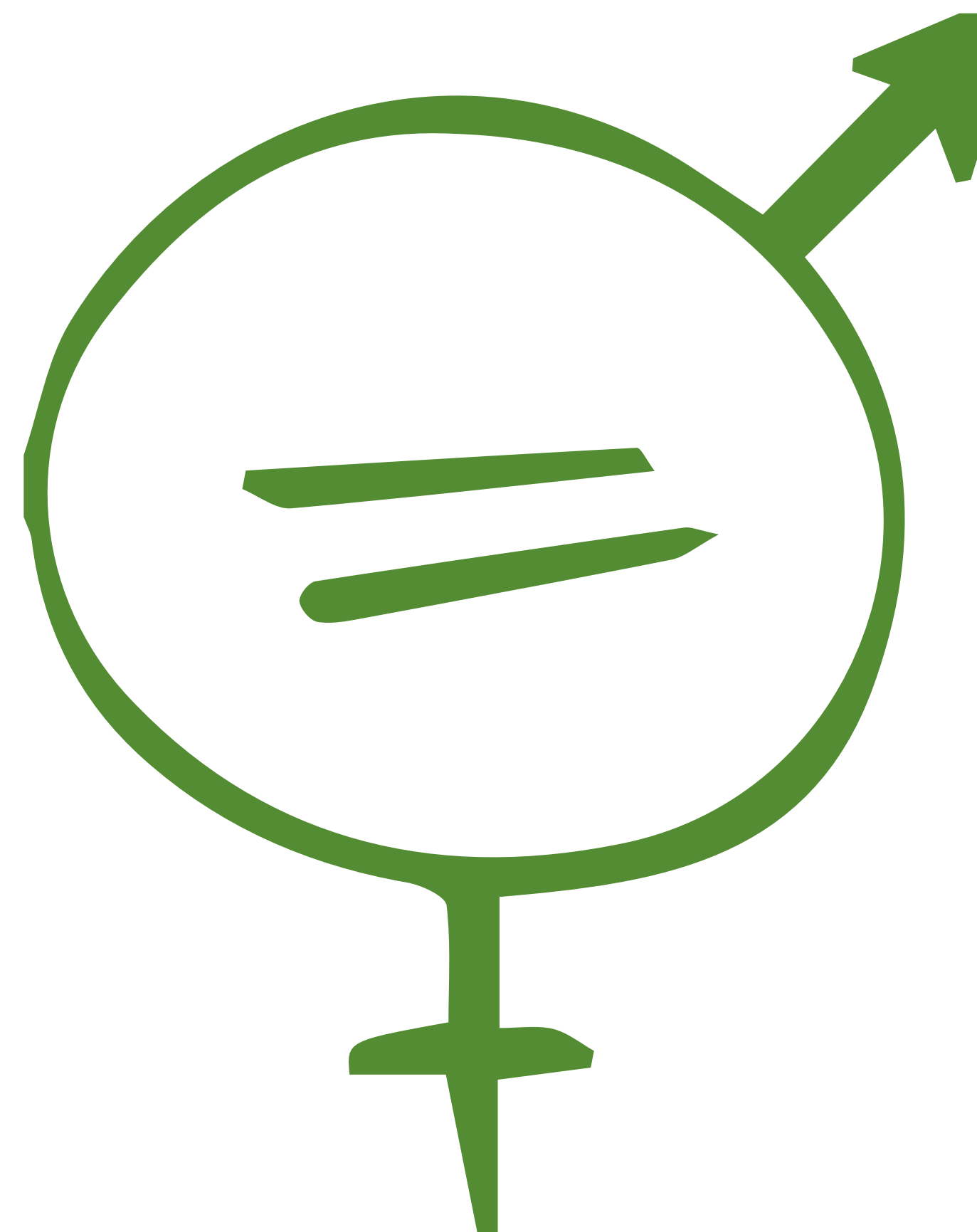
Women are represented at all levels of the organization and have significant responsibilities.

Salary and career advancement are based on objective data that are unrelated to the gender of the employee.

In 2020, the MEDIA6 group adopted a **declaration on working relations** and the strengthening of social dialogue to establish a framework for attaining objectives in terms of fair and equal treatment.

The actions will be implemented in 2021.

The MEDIA6 Group's professional equality index is **98/100**.



DECENT WORK AND ECONOMIC GROWTH

WE ARE MEDIA6

MEDIA6 complies with the employment law of all countries where we have a presence. We undertake to make no exceptions in access to employment.

WE ARE CSR

We oppose all forms of **discrimination** and our selection criteria are based solely on professional skills.

Development of human capital:

Contribution to the training of apprentices in POS professions by welcoming young apprentices in cabinet-making and metal manufacture every year.

OUR RESULTS

The use of appropriate working establishments:

We try to develop the employment of handicapped people through ESAT for certain services.

OUR GOALS

The Etablissements de Services d'Aide pour le Travail (ESAT, support services for work establishments), are structures that enable handicapped people to work in conditions adapted to their situation and their level of independence.

For exemple, subsidiaries in France and the headquarters use **ESAT** for the cleaning of green areas, recycling certain materials, and catering in the **distribution of meals**.

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The layout hub of Ateliers Normand, Marc Morisset, and, recently, MEDIA6 Production PLV have been awarded the **Entreprise du Patrimoine Vivant** (living heritage company) **certification**.

The employees of MEDIA6 Production PLV participated in the European Cultural Heritage Day on a **voluntary** basis. They carried out renovations and painting work under the aegis of the Ferté-Milon local authority.

Partnership for promoting the social solidarity-based economy through a contract with ESAT, "les Ateliers des vallées Ardre et Vesle".

This association collects plastic and cardboard waste produced by MEDIA6 Production PLV and breaks it down, sorts, and recycles it in accordance with the regulations.

The provision of an after-hours **relaxation** and meeting room, to help improve the quality of working life at our headquarters.



INDUSTRY INNOVATION AND INFRASTRUCTURE

MEDIA6 group has **8 industrial** sites, which manufacture POS and fittings.

Our sites are certified **ISO 9001 and ISO 14001**.

Inside our factories, we process very diverse material such as plastic, wood, metal, and cardboard.

Investments are planned and achieved, particularly in improving the energy performance of industrial sites and modernizing the equipment and machines required for **production**.

Product and management innovations are duly carried out on the production sites.

5S and Lean management are implemented to prepare the ground for an industry **4.0 approach**.

Digital products that improve the customer experience at points of sale are promoted by MEDIA6 LAB. MEDIA6 offers comprehensive solutions and worldwide support.

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REDUCED INEQUALITY

MEDIA6 Group industrial sites in France are located in peripheral (rural) areas, enabling the creation of industrial jobs alongside more traditional agricultural jobs.

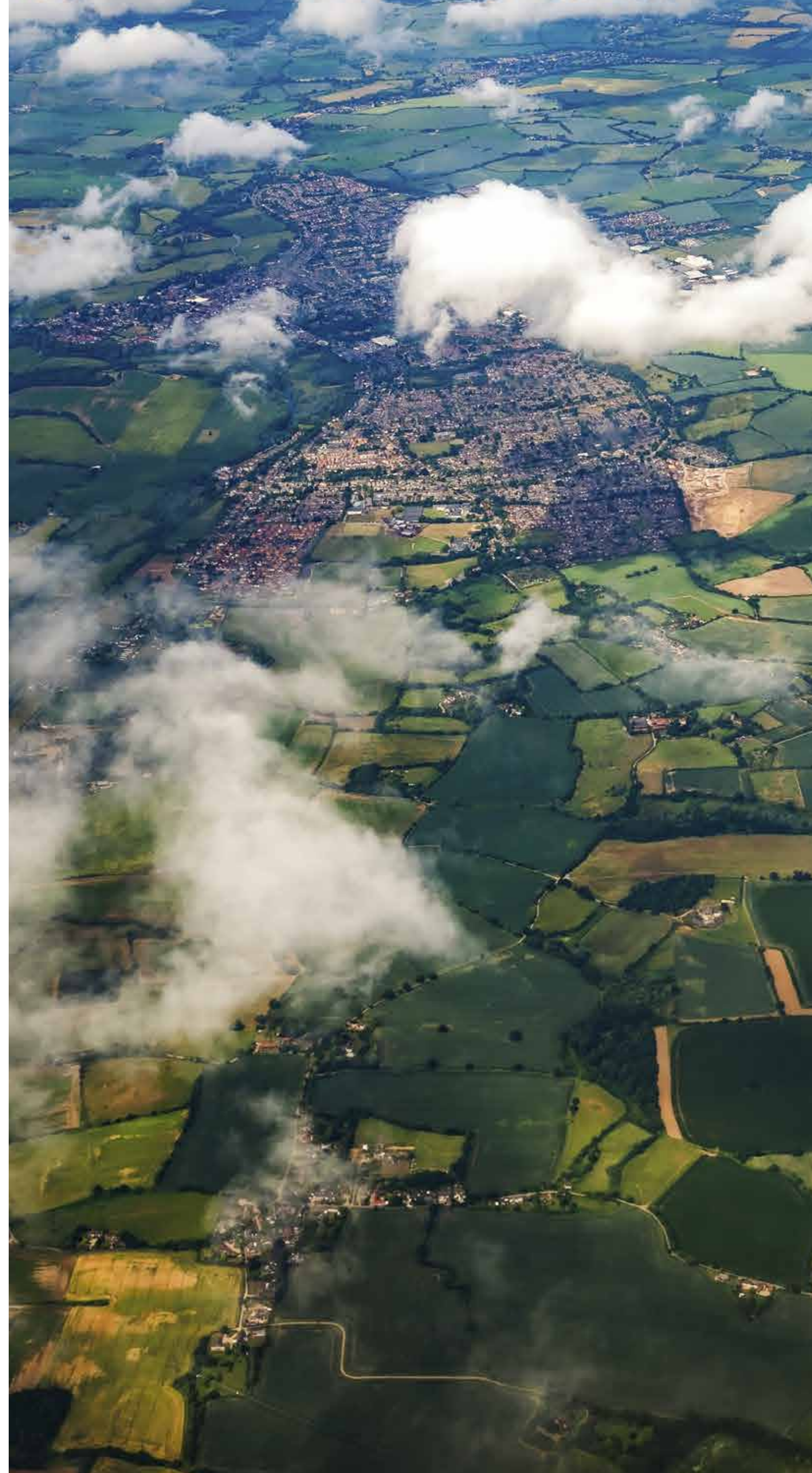
The effects observed over several years show that the **socio-economic impact is positive**.

For other MEDIA6 industrial sites in Canada, Portugal, Romania, China, and Spain, managerial and salary practices comply with local regulations and culture.

The **good practice in human resources management** developed in France is encouraged in other countries.

The responsible purchasing charter provides for **equal treatment** of external service providers.

Objective selection criteria are applied without exception.



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SUSTAINABLE CONSUMPTION AND PRODUCTION

The MEDIA6 group and all of its sites have a formal commitment to promoting sustainable development.

The sites are certified **ISO14001**, **SMETA 4 Pillars**, and **PEFC**.

SMETA 4 PILLAR is an ethical audit methodology that encompasses all aspects of responsible business practice. As a multi-party initiative, SMETA was designed to minimize duplication of effort and to provide members and suppliers with an audit format that could be easily shared.

The audit covers the following topics:

- Work standards
- Health and safety
- Human rights
- Subcontracting and home working
- Environmental assessment (extended)
- Business ethics

MEDIA6 Production PLV is **FSC-certified** with the goal of promoting responsible forest management worldwide. And MEDIA6 Ateliers Normand is working towards this certification.

An **energy statement** is updated every year and a **greenhouse gas statement** is declared on the CDP database.

Investments to reduce energy consumption and improve existing use have been made.

The amount of **waste** produced was reduced by **10%** between 2019 and 2020.



FOCUS ON RESPONSIBLE PURCHASING

We share with our **partners** our commitment to **sustainable development** and involve them alongside us in a continuous improvement approach.

We select our **suppliers** and service providers impartially according to **transparent criteria**:

- creativity
- relation to our business sectors
- capacity to innovate and drive us forward
- social and environmental performance
- competitiveness

We involve our suppliers, specialists in their field, in the early stages of our projects and encourage them to suggest **eco-designed** products and services that are respectful of the environment and socially responsible.

To discover new solutions, MEDIA6 Group Purchasers:

- express their needs on the supplier market
- attend trade fairs on the latest **innovations**

Implementation of an assessment tool to monitor our maturity in terms of responsible purchasing and the improvement actions to put in place by following the ISO 20400 standard guidelines.

The 2020 sustainable purchasing indicators are:

- supplier management
- average payment periods: less than 45 days
- 95% of our suppliers and subcontractors have adhered to **our Responsible Purchasing charter**

Purchasing coordination:

- percentage of consultations that include a cost criteria:

- percentage of purchases made from SMEs: **64%**
overall: **100%**

Team management:

- percentage of purchasers with responsible purchasing approach objectives: **100%**
- percentage of purchasers trained in or made aware of responsible purchasing: **100%**

Percentage of purchases made:

- proportion of the purchasing budget allocated to local purchases

- proportion of purchases of renewable products (less than 300 km from the place of assembly): **41%**

or certified sustainable products compared with all annual PEFC/FSC purchases: **14%**

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CLIMATE CHANGE MEASURES

REDUCTION AND RECOVERY OF PRODUCTION WASTE

All our waste (wood, paper, cardboard, plastic, and metal) is handed over to specialized companies and is subject to industrial waste tracking (**BSDI**).

In 2018, we invested in a plastic **shredder** to **recycle** and reinject parts considered manufacturing defects ourselves.

Summary of the customer waste recovery operation

- ✓ **90% reduction** of non-hazardous industrial waste
- ✓ Potential saving of more than 2 Tons Co2 Equiv.

- ✓ **100%** of our injection waste has been recycled internally for five years
- ✓ **100%** of our plastic sheet waste from the the cutting workshop has been recycled for two years
- ✓ **100%** of injected plastic material ordered today is made up of regenerated material (PS, PMMA, approval phase for PC)
- ✓ **25%** of our consumption is of internal origin (injection rejects and offcuts)
- ✓ **15%** of material ordered in the form of sheets is greencast
- ✓ Two waste recycling actions are carried out at our customers' logistics hubs
- ✓ Recycling circuit and short recovery cycle for cardboard offcuts on site:
 - production of cardboard dunnage
 - ESAT (AVAV) = production of bales for biomass boiler.

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CLIMATE CHANGE MEASURES

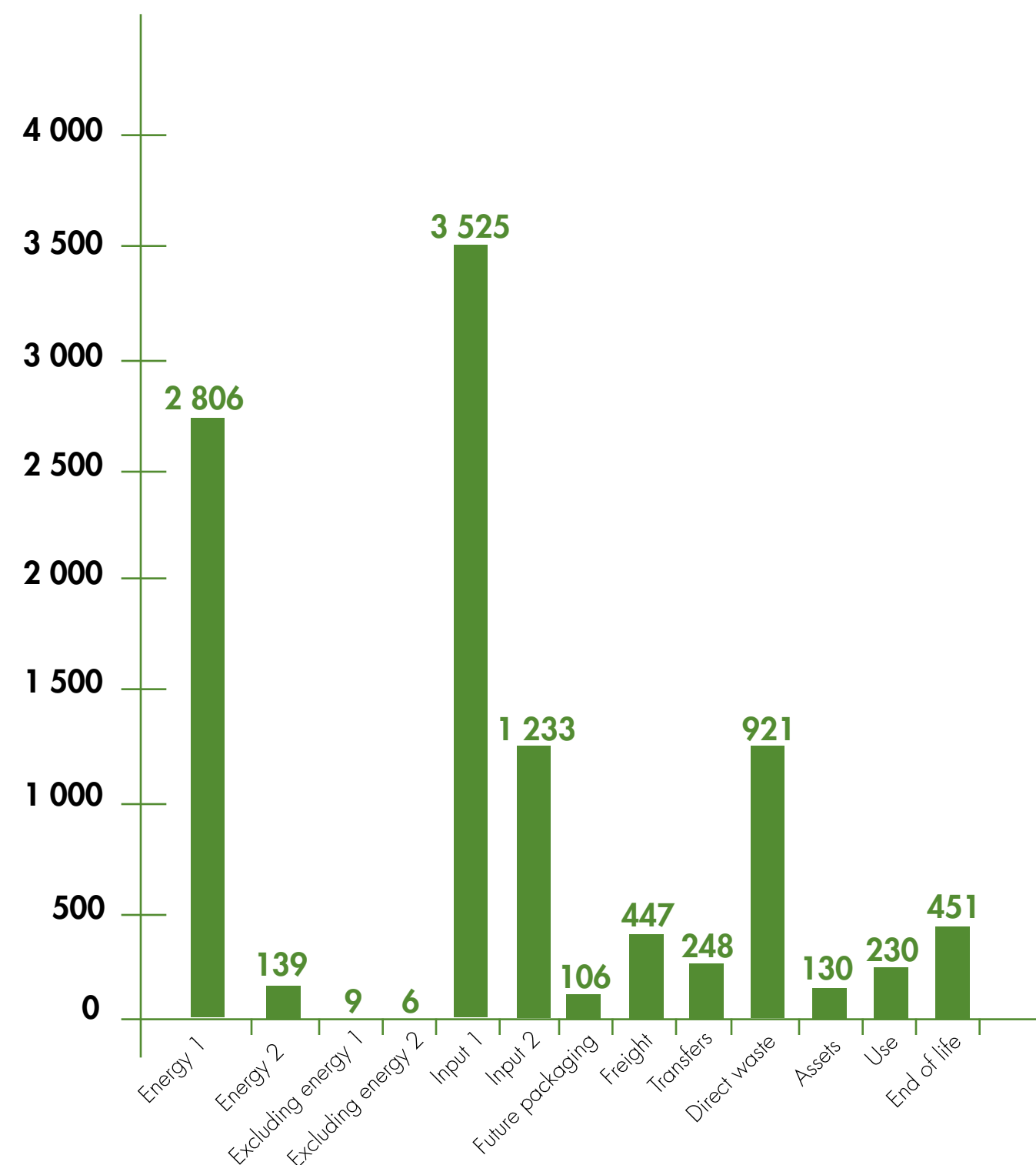
As part of the management of environmental impact, the MEDIA6 group has been conducting a voluntary Greenhouse Gas statement (the MEDIA6 group is not subject to the regulatory GHS statement).

We should remember that the aim of a Greenhouse Gas statement is to respond to the scientific findings made in the IPCC report of 1990. The goals set out in the Paris Agreement, drafted during the COP 21, which propose reducing emissions to limit global warming to +1.5°C compared to the pre-industrial era, come from these findings.

It is in this context that the MEDIA6 group has decided to make its GHG statement with the aim of better understanding the environmental impact of all its activities and sites since the 2017-2018 financial year. The GHG statement is produced using the method advocated by the Association Bilan Carbone using its Bilan Carbone® tool.

The MEDIA6 Group has reduced greenhouse has emissions by 6.2% between 2014 and 2019 and undertakes to **reduce its carbon footprint by 25%** by 2025.

BILAN CARBONE®
GHG emissions by category in CO2e tons



*"The greenest energy is the one that is not consumed»
Gandhi*

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THE FIGHT AGAINST CLIMATE CHANGE

From this GHG statement, a short and medium-term action plan is produced:

AFAQ **eco-design-certified**, the integrated carbon calculator measures the carbon footprint of the products produced.

Encourage **proximity purchasing** to reduce environmental impact related to transport.

Encourage **biodiversity** and protect bees: several beehives are installed at MEDIA6 headquarters.

Make employees aware of the **steps they can take** to prevent global warming with targeted actions.

Choose **decarbonized vehicles** and promote the use of low-carbon transport (train or bicycle). MEDIA6 has recently invested in an electric vehicle, several charging stations for electric vehicles, and a bicycle garage.



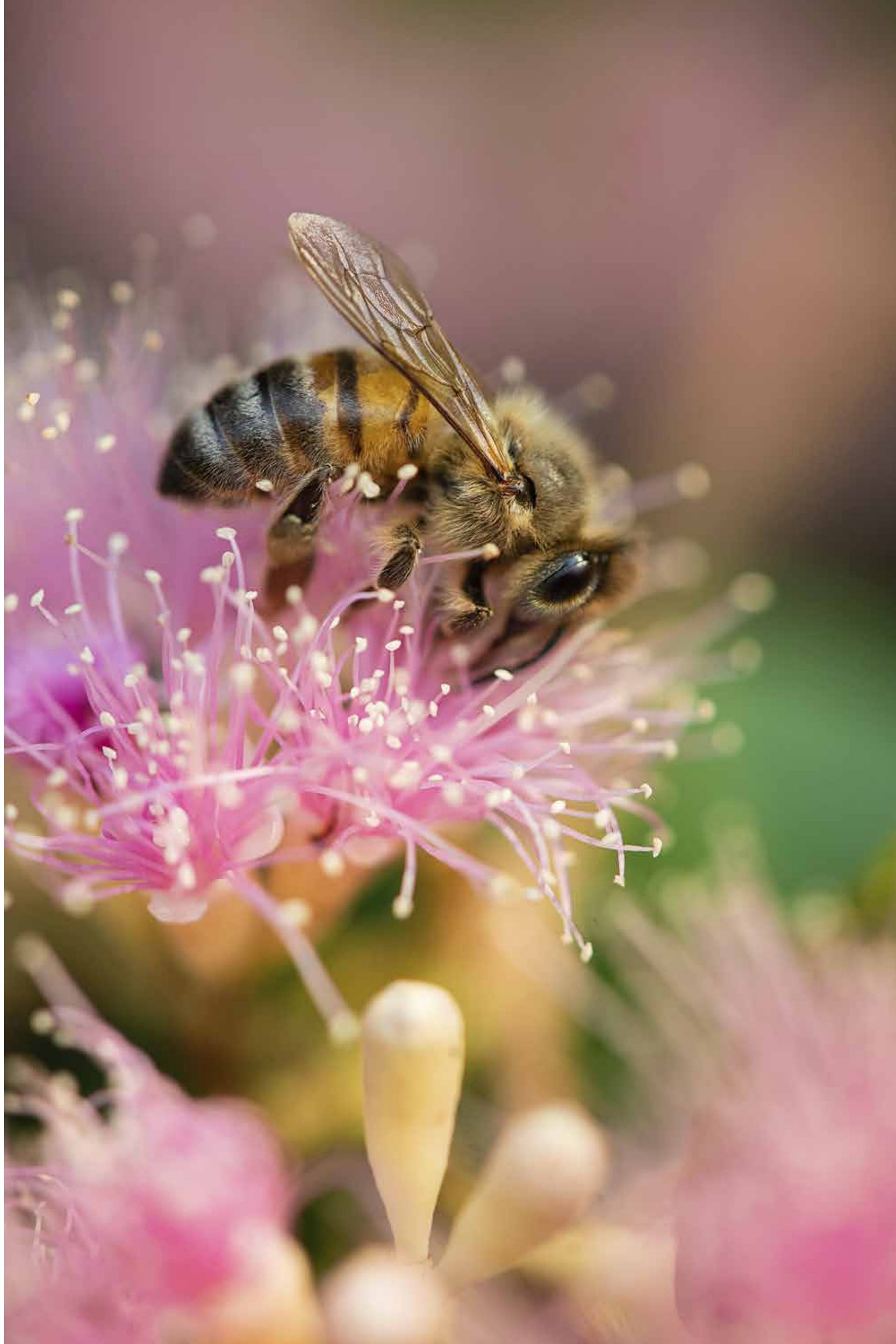
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OTHER INITIATIVES

Biodiversity and sustainable resource management.

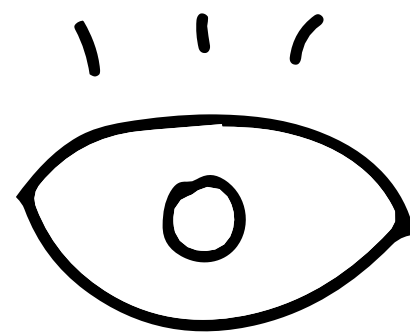
Bee protection

We are concerned about developing greater ethics and awareness regarding respect for the environment by responsabilizing all our employees.

Sponsoring hives, therefore, seemed to us an original idea to help protect bees.



GOOD BUSINESS PRACTICE



Anti-corruption charter

MEDIA6 is committed to complying with the law and ethical principles in business.

The Management is convinced that group's performance and future depends on the confidence it inspires in its customers, shareholders and public and private partners.

It is, therefore, committed to complying with demanding ethical standards that are not limited to legal rules, including in terms of anti-corruption and conflicts of interest.

3 goals:

- Ensure transparency in our commercial practices
- Promote proximity relations with our service providers
- Promote the CSR approach with our partners

Results obtained:

Creation of the internal and external communication and its anti-corruption code of conduct.

Implementation of an audit system at the social headquarters.

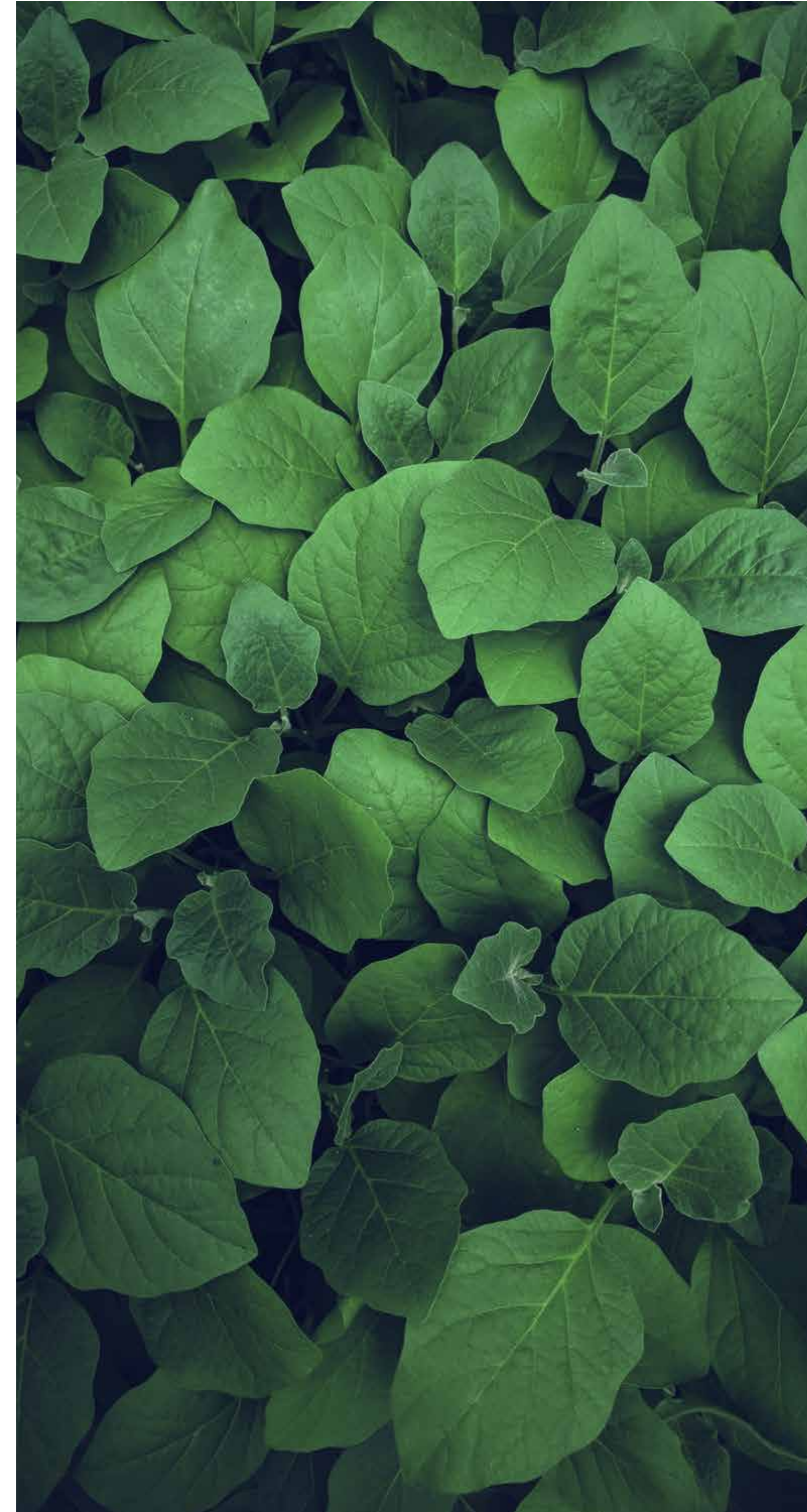
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CUSTOMERS EXPECTATIONS

WE SUPPORT



Partnership to reach objectives.

The COP global compact statement allows MEDIA6 to position itself as **GC Active**.

MEDIA6 aims to develop constructive sustainable relations with its customers by providing products adapted to their needs and expectations.

To contribute to this performance, each employee must listen attentively to customer needs to meet expectations and offer personalized solutions.

In order to provide a quality product, MEDIA6 undertakes to deal fairly with its customers.

With the publication of a CSR report, we communicate on all the actions carried out by the group. We also communicate on our website, www.media6.com on which a page is dedicated to our CSR strategy and commitments.

Objective 2021: maintain responsible engaging external communication through monthly CSR newsletters and relevant content on social media to raise our customers' awareness of the actions we implement.

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CSR INDICATORS FRANCE

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INDICATORS	DÉFINITION	2015	2016	2017	2018	2019	2020
Permanent contract	CDI percentage	91	90	91	89	92	93
Fixed-term contract	CDD percentage	4,26	7,96	6,4	5,34	2,98	3,3
Number of qualification contracts	Number of apprenticeship or professional training contracts	11	19	18	25	21	15
Absence rate		2,16	2,782	2,824	3,432	3,742	5,72
Work-related accident rate	(number of accidents x 1,000,000)/total number of hours worked	14,664	17,414	12,846	21,9606	25,872	16,27
Severity rate	(number of days signed off x 1,000/total number of hours worked)	0,212	0,202	0,3	0,656	0,998	0,85
Number of interns	Number of interns in the company to complete their school curriculum	7	5	4	11	6	2

OUR ECO-DESIGN APPROACH

AFAQ ECO-DESIGN

Established for the whole of the MEDIA6 group, this **certification** highlights the management's stated will to provide a new impetus at the very heart of the POS business thanks to the involvement of all our employees. With MEDIA6 PLV as pilot site on which we have tested our methodology to then diffuse it further afield.

The eco-design approach at MEDIA6 is based on the skills of our employees through a multi-disciplinary approach. The search for performance is an integral part of our business and it is intensified by the search for environmental performance that takes into account the life cycle of our products.

The **AFAQ-certified ECO LOGIC** calculator is the name given to the tool integrated into the management software used by the subsidiaries. This calculator is based on methodology and formulae normalized by the ADEME (French Environment and Energy Management Agency) that aim to evaluate the impact of our products on various indicators such as Co2 equivalent.

Now, graded "**Exemplary**" by AFNOR, the MEDIA6 Group wishes to affirm and develop its approach to the whole of its value chain in the coming years.



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In 2021, we wish, above all, to continue with the projects we have already initiated. This will be the year for developing quality of working life and the spirit of commitment innovation of our employees.

Future flagship projects:

- Maintaining skills in managing eco-design for all MEDIA6 group subsidiaries.
- Organizing more social audits with or suppliers on certain CSR topics.
- Developing circular economy actions with a view to improving the management of the end of life of POS and developing local anchoring.
- Updating the ECOVADIS declaration and confirming our progress by targeting the Gold medal.
- Green energy
- LCA: implementation of a multi-criteria life cycle analysis tool, return logistics project (recovery of fittings for reuse).



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IN STORE MARKETING SOLUTIONS



www.media6.com



pauline.viaud@media6.com

THE GREENEST ENERGY IS THE ONE THAT IS NOT CONSUMED



Gandhi



MEDIA6



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+33 4 74 13 74 31

