



CSR REPORT 2021



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Your customers

Our expertise

For a New Retail experience

www.media6.com

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WHAT WE DO

Make the dreams of our customers a reality.

WHAT WE WANT TO BE

The preferred partner of brands all over the world.

OUR VALUES

- ✓ **Audacity**
- ✓ **Commitment**
- ✓ **Excellence**
- ✓ **Innovation**
- ✓ **Respect**



LEADERSHIP

We set out on our **CSR** adventure back in 2008. Ten years later, we decided to speed up this journey by investing in new projects and actions.

We are supporting “**Mécénat Chirurgie Cardiaque**” a French charity that provides healthcare access to children from developing countries with heart conditions.

But we want to push ourselves further in such actions and offer our skills and expertise to causes that are near and dear to us.

MEDIA6’s social responsibility is shared by all those who work in the group. This attitude enables us to work on **9 principles of the UN Global Compact** that we have signed up to.

We are endeavouring to do more and better in various areas, such as human rights, the environment, our governance, good business practices, our customer relations and social commitments, and improving working conditions and social dialogue.

The entire MEDIA6 Group has received an **exemplary grade** from AFNOR for our **eco-design** management programme.

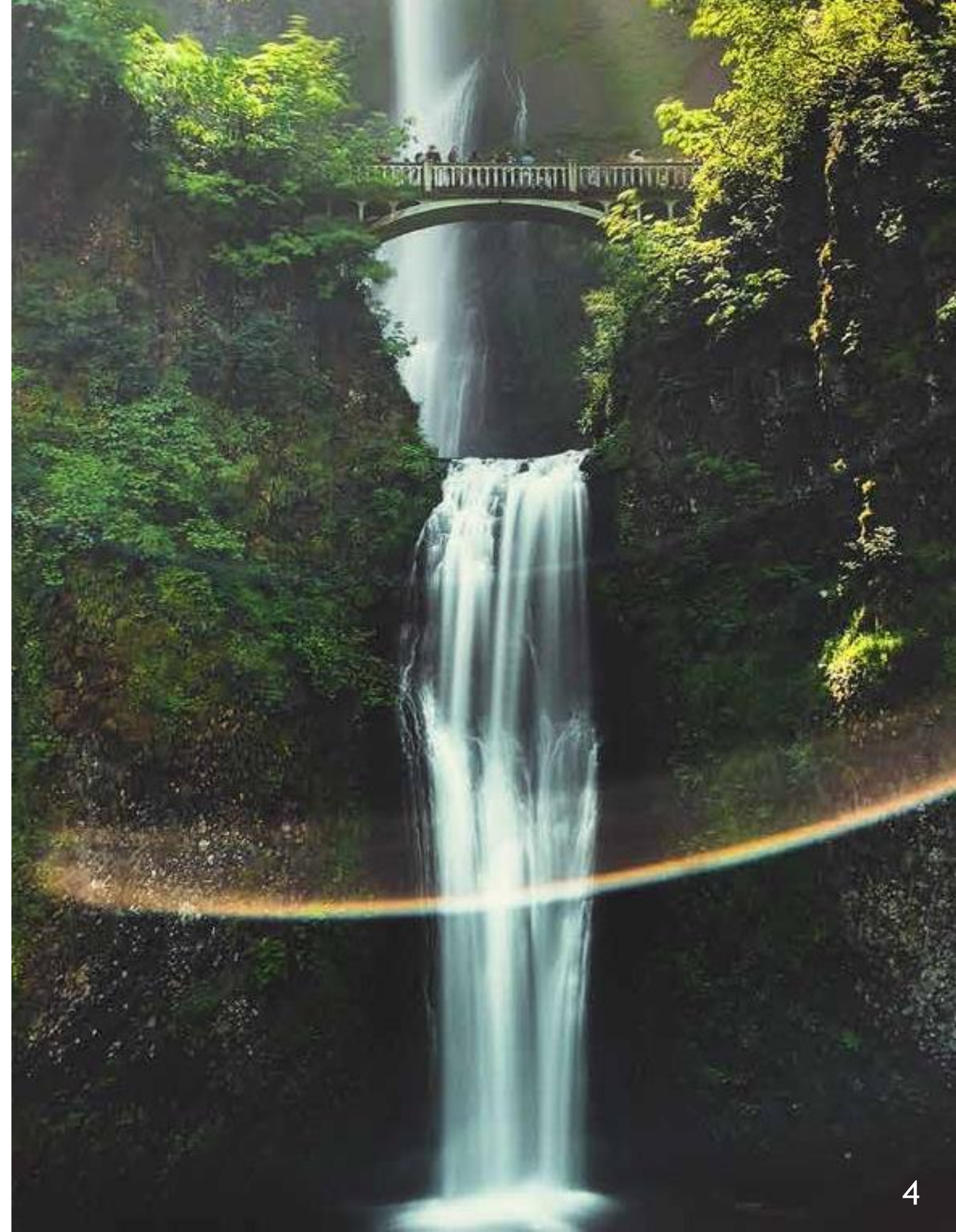
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THINK GLOBAL, ACT REGIONAL



FACTORIES
Over 70,000 m²

La Ferté-Milon
Merchandising

Barcelona
Merchandising

Dongguan
Merchandising;
Shop fittings

Lyon
Merchandising;
Shop fittings

Nantes
Shop fittings

Ploiești
Merchandising

Porto
Shop fittings

Toronto
Shop fittings



SALES OFFICES

Barcelona • Bologna • Geneva • Lyon • Nantes • Paris • New York • Shanghai • Singapore • Toronto



8 PRODUCTION SITES



70+ ENGINEERS



500+ FACTORY WORKERS



500,000 POP DISPLAYS PRODUCED EVERY YEAR



OVER 300 STORES PRODUCED PER YEAR



INSTALLATION AVAILABLE IN 52 COUNTRIES

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ABOUT US

MEDIA6 is a specialist in **Point-of-Purchase Marketing**. We operate in **point-of-purchase** (POP) advertising, business furnishings and retail design.

Adept at using multiple materials, MEDIA6 is the only company that offers **comprehensive, integrated solutions** which combine the synergies and complementary nature of its two departments: Production and Services.

To best serve our clients, we have developed a vertical integration strategy that allows us to provide turnkey solutions encompassing every stage from designing and manufacturing our products through to installing and maintaining them.

The MEDIA6 Group has around **500 specialised employees** dedicated to serving our clients.



OUR CSR POLICY

The MEDIA6 Group's CSR policy ties together **9 strategic threads** that contribute to the **United Nations' Sustainable Development Goals**.

COMMITMENTS ON THE CLIMATE:

Enhance the environmental performance of our factories:

- 🔗 Improvements to energy efficiency in a carbon-neutral approach (by publishing a greenhouse gas report).
- 🔗 Machinery renovation and extended longevity.
- 🔗 Control over the use of water, energy, chemicals and waste.
- 🔗 Promotion of recycling and waste recovery.
- 🔗 Establishment of a carbon offset plan as part of becoming carbon neutral.

Improve the environmental impacts of our products:

- 🔗 Establishment of an eco-design system across all subsidiaries (Europe, Asia and North America).
- 🔗 Systematic focus on environmental performance in our design studies and sales offers (use of a tool for analysing environmental performance).
- 🔗 Monitoring and testing of new environmentally responsible raw materials for all activities in the MEDIA6 Group.
- 🔗 Support for the circular economy through our local partners.

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OUR TEAM

Pauline Viaud, Group QSE/CSR Manager, has been entrusted with overseeing our **CSR** strategy since 2020.

To guide the work, a CSR Steering Committee was set up. It comprises:

Bernard Vasseur: Chairman

Frédéric Lorfanfant: Chief Executive Officer

Laurent Vasseur: Communications Director

Pauline Viaud: Group QSE/CSR Manager

Pierre Lukasik: QSE/CSR Project Leader

Alexandre Vasseur: Transformation Manager

Philippe Damgé: Group ERP Manager

Cécile Derriennic: Group Purchasing Director

Working groups made up of subsidiary directors, sector managers and other staff members have been created to assist in rolling out CSR in the various factories.

The CSR Steering Committee meets every two months. Members of the working groups can be invited to attend the committee meetings and present their projects and progress.



ECOVADIS

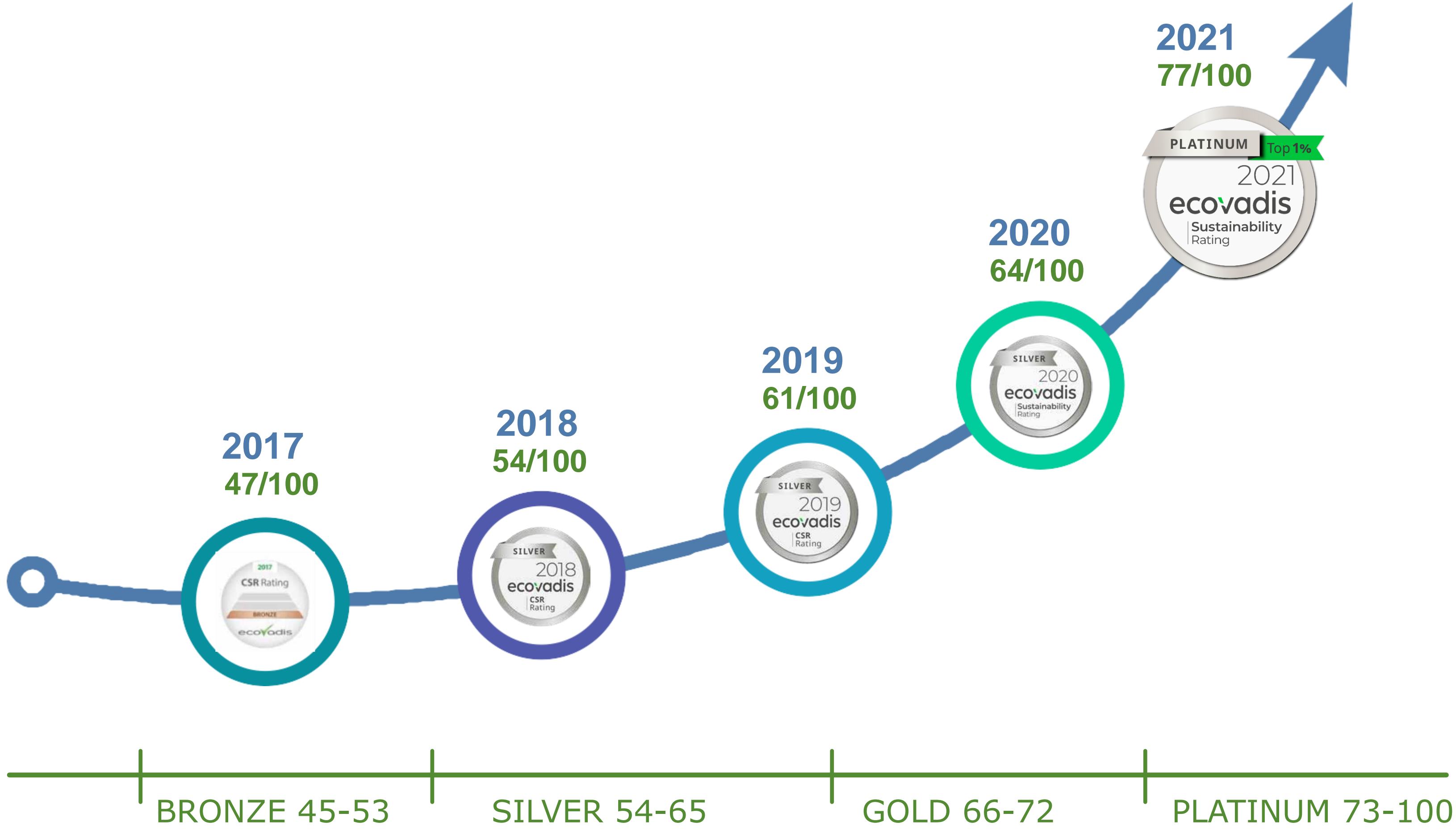
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2008

Our first Sustainable Development strategy launched

2009



PEFC/FSC

2014



First CDP assessments

2016



EPV

2017



First Ecovadis

2018



Global Compact + Lancement de notre procédure d'alerte >> renforcement de nos pratiques d'approvisionnement durable et de la démarche RSE

2019



Committed to the Science Based Targets initiative (climate change) + AFAQ eco-design

2020

Signed up to the Diversity Charter

2021



Ecovadis Platinum + SD performance trophy

OUR LABELS AND CERTIFICATIONS

SITE	2021	2022
MEDIA6	New! 	
MEDIA6 360°	New! 	
MEDIA6 PRODUCTION PLV	New! 	
MEDIA6 PRODUCTION METAL	New! 	
MEDIA6 ASIA PRODUCTION	New! 	
MEDIA6 MEDIACOLOR	New! 	
MEDIA6 ROMANIA	New! 	
MEDIA6 IMG	New! 	AFAQ ECO -DESIGN rollout
MEDIA6 ATELIERS NORMAND	New! 	
MEDIA6 ATELIERS NORMAND PORTUGAL	New! 	
MARC MORISSET ATELIERS D'ART	New! 	

MEDIA6 has obtained the highest grades in our labels and certifications. We work every day to maintain this level of excellence across the entire group.

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SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELLBEING

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

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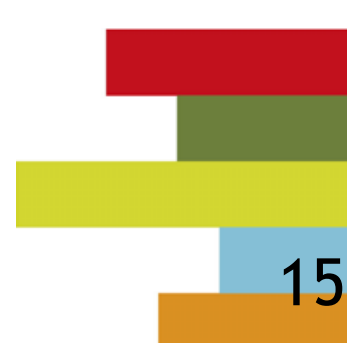
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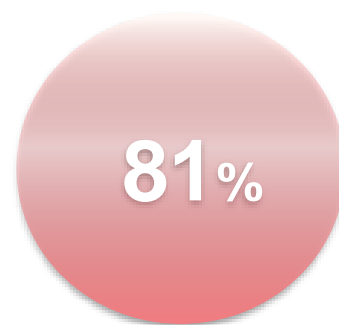
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PROMOTE WELLBEING AND PROFESSIONAL DEVELOPMENT

We want each and every employee of MEDIA6 to receive training every year, with a special focus on eco-design.

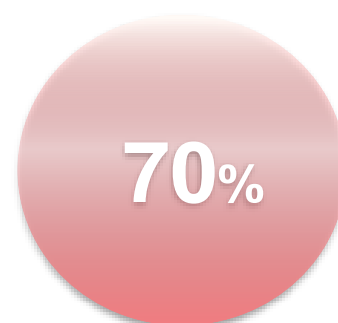
Training programmes are adapted to where each team works and to what they need.

In 2020, we launched our internal training sessions. Our teams have developed ten training programmes, from time management and sales to CSR and eco-design. All our employees can attend these training sessions.



Proportion of MEDIA6 employees trained in 2020

Employees who had an annual review in 2020



At our head office in Tremblay-en-France, we have a relaxation space where employees can read, rest and play table tennis or table football. It is a place where everyone can chat.

Once a week, a sports coach visits the head office in Tremblay-en-France to enhance our employees' wellbeing.



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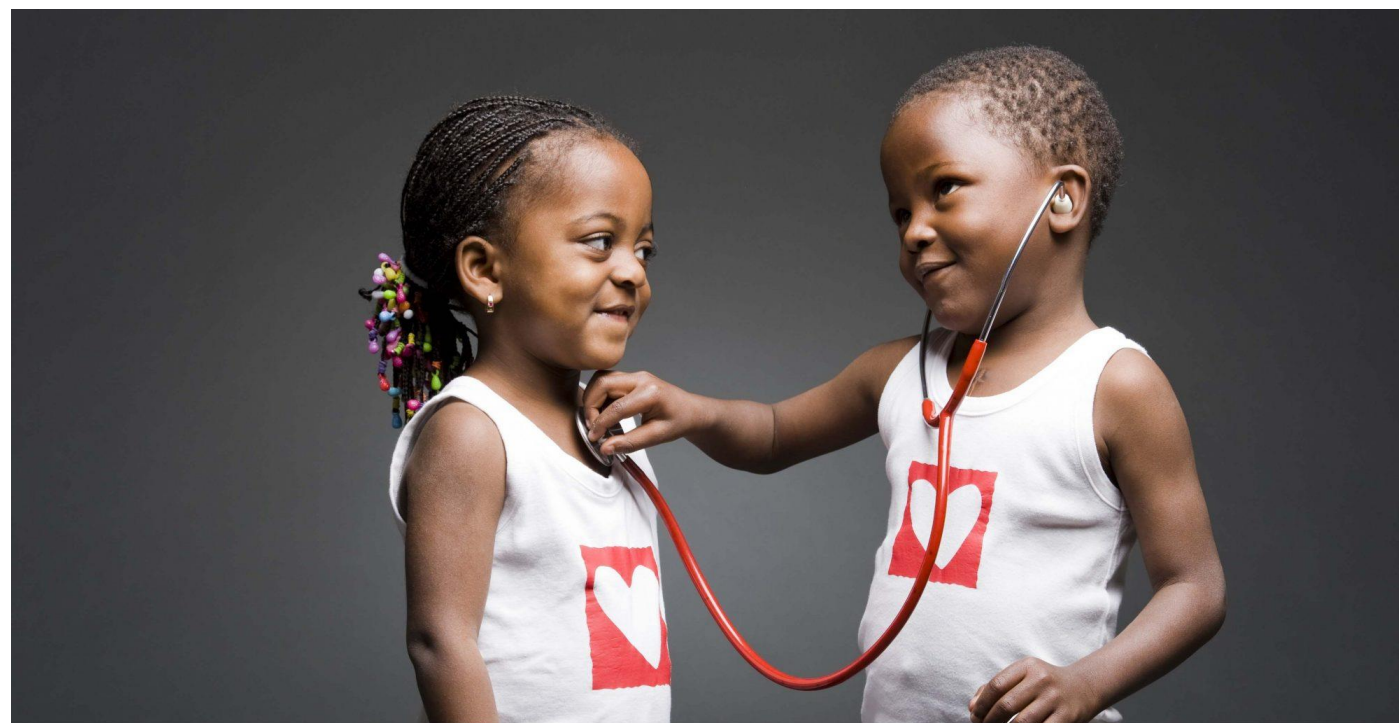
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PROMOTE LOCAL WELLBEING

Since 2017, the MEDIA6 Group has supported the **Mécénat Chirurgie Cardiaque** charity which seeks to improve healthcare access to sick children from developing countries.



On 20 December, as part of International Human Solidarity Day, MEDIA6 organised a clothes drive at each of its four French sites. The clothes collected went to the local Red Cross branches at Tarare-Thizy and Villers-Cotterêts.

Our employees collected over 143 kg of clothing.



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QUALITY EDUCATION

Helping train up apprentices.

Every year, young apprentices in woodwork and metalwork come to MEDIA6.

Our employees work hard to give these youths valuable professional training within dedicated local workshops.

Such instruction shows apprentices what will be required of them in jobs for point-of-purchase marketing.

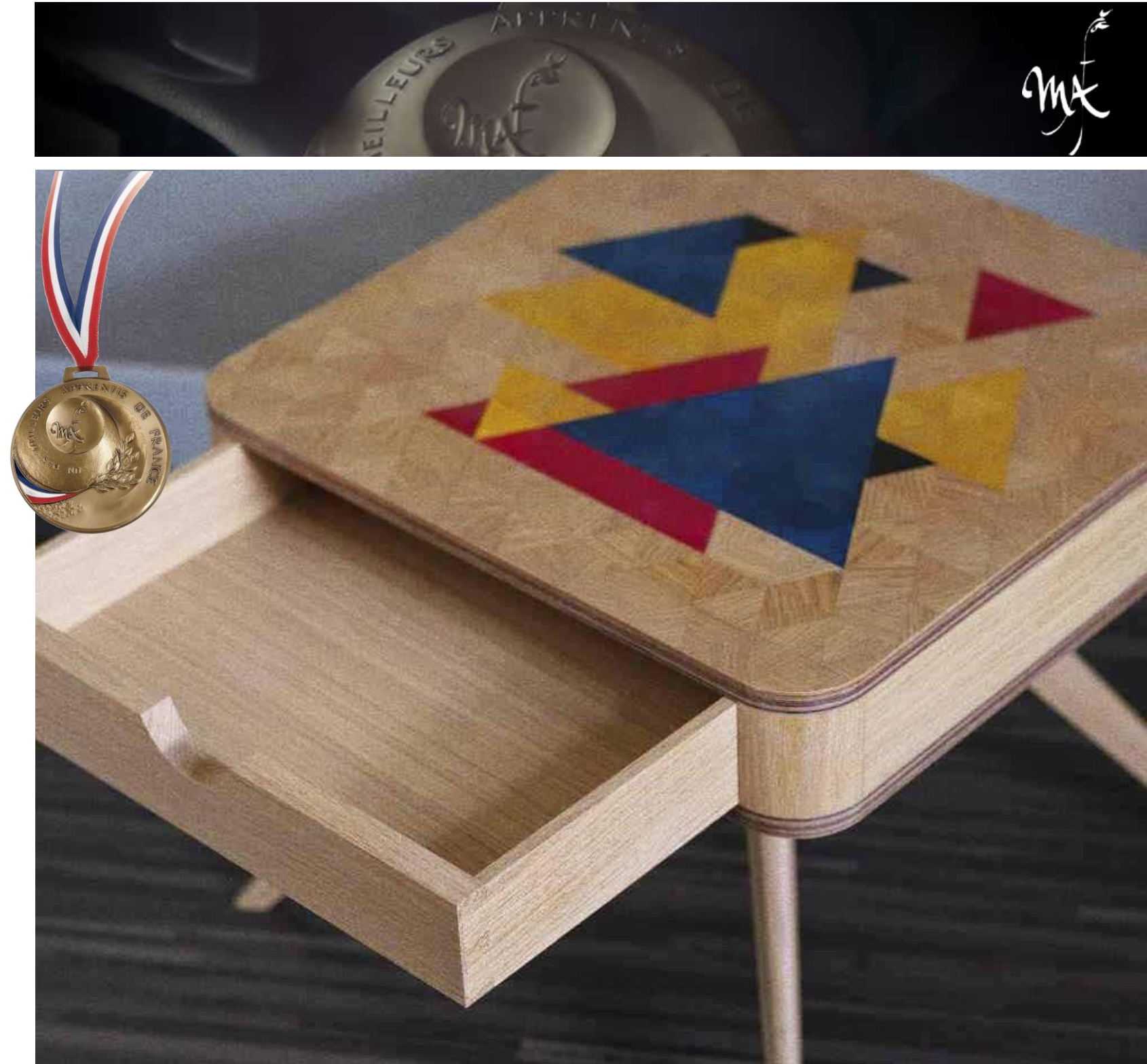
An internal training plan is prepared every year, which allows employees to state what skills are needed and monitor the training sessions which are led by professional instructors.

To help apprentices integrate the world of work, we also offer them the chance to collaborate with our team in the Sainte-Pazanne factory.

Since 2015, our apprentices have won 7 best apprentice county medals (4 gold), 4 regional medals (3 gold) and 2 national gold medals.

In 2021, Romain Bocquier won gold at county level and silver at regional level!

*To compete nationally, an apprentice must win gold at both county and regional level.



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WHERE INNOVATIVE TECH MEETS TRADITIONAL CRAFT

The people who make up our teams have a wide array of skills.

Our subsidiary, Ateliers Normand, greatly appreciates this unique mix of craftsmanship and technology – artisans who keep traditional expertise alive (cabinet-makers, carpenters, painters, etc.) and talent with high-tech skills (graphic designers, architects, interior designers, AI scientists, eco-design experts).

MEDIA6 Production PLV is also committed to preserving a heritage of multidisciplinary excellence that is highly valued by the EPV label, a certification honouring living heritage companies. From silkscreen printing and other such techniques to plastic injection, work on sheets and cardboard, these skills have been developed and passed down over the years, demonstrating our desire to perpetuate French heritage.

This balance is crucial for us to achieve the excellence our customers expect from us: innovation and tradition, know-how and creativity, work and passion, legacy and future, local and international.



MEDIA6 Group is the only business in shop fitting and POP displays to be recognised as a Living Heritage Company (EPV label).



GENDER EQUALITY

Women account for around 34% of our workforce and play a major role in the MEDIA6 Group.

Women hold positions and important responsibilities at every level of our organisation.

Salaries and promotions are determined using objective data that do not set one gender above another.

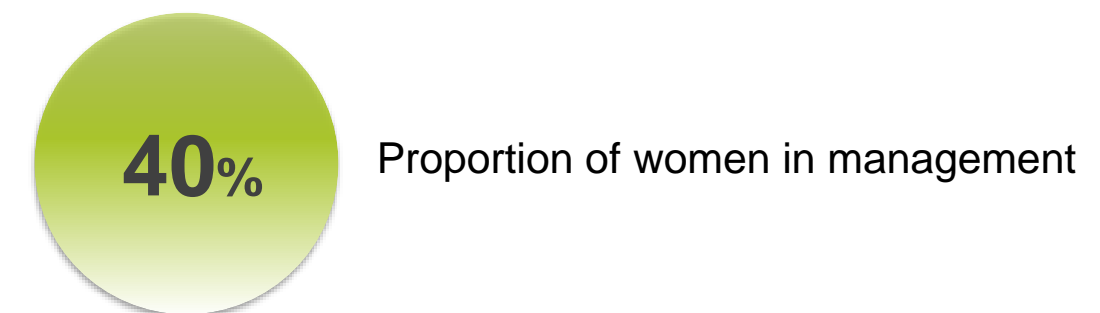
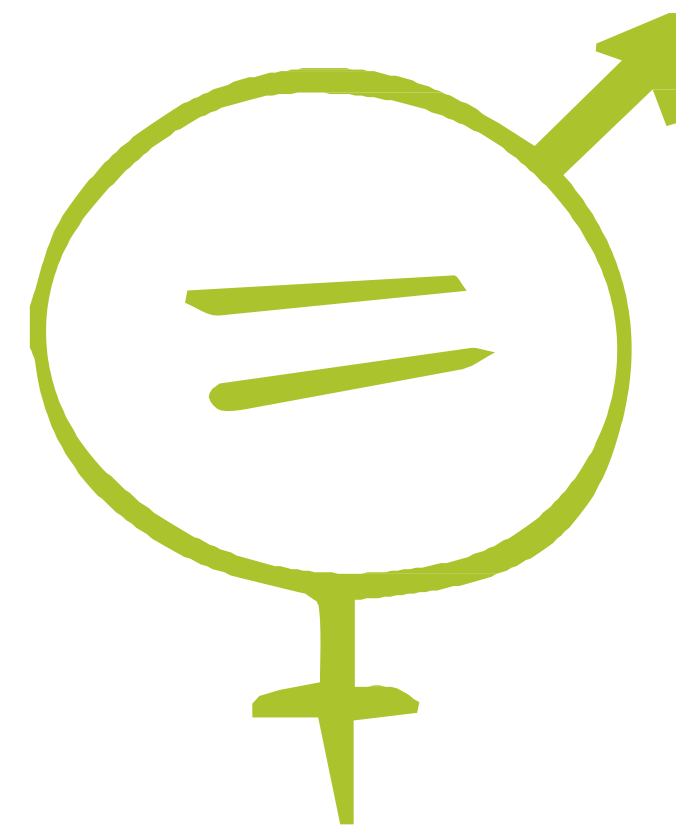
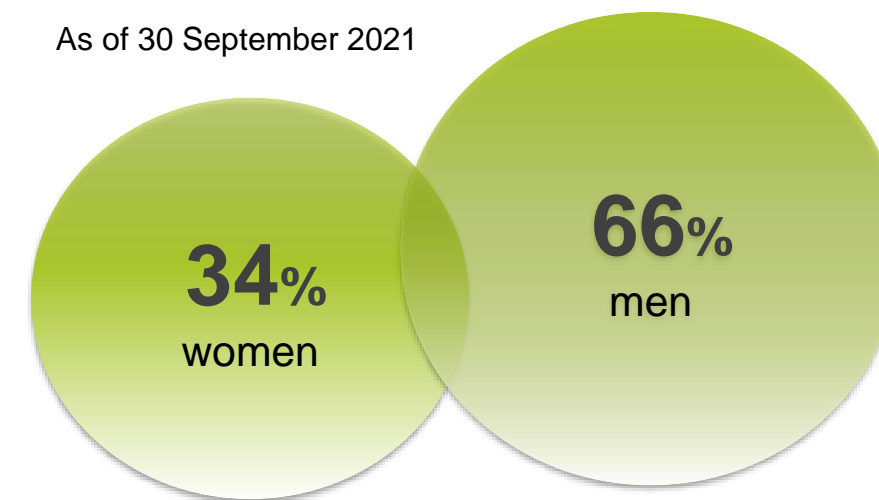
In 2019, the MEDIA6 Group issued a declaration on work relations and strengthened social dialogue as part of establishing a framework to achieve parity and equal treatment.

The actions that began in 2020 will continue to advance in 2022.

The MEDIA6 Group defines corporate social responsibility as:

1. Encouraging the acquisition of **skills** at all levels through training, management and communication. Work practices need to be improved while expertise in all jobs should be promoted.
2. Improving the quality of work life and fostering gender parity, upholding diversity and ensuring all employees without discrimination can feel safe.
3. Urging employees to act ethically in business and fight against corruption with transparency and determination.
4. Communicating with all parties concerned by the MEDIA6 Group's CSR strategy and coordinating efforts to carry out joint actions.
5. Getting involved in the local community where each of our subsidiaries are located through charity and cultural work.
6. Nurturing cohesion within the company by creating and maintaining social dialogue.

As of 30 September 2021



DECENT WORK AND ECONOMIC GROWTH

WE ARE MEDIA6

MEDIA6 adheres to the employment legislation of the countries in which it works. We are committed to making access to employment fair.

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We reject all forms of discrimination and our hiring criteria are solely based on professional competence.

Development of human capital:

Every year, we host a new cohort of woodwork and metalwork apprentices and show them the ropes on how to carry out POP display work.

Recourse to adapted workplaces:

We are endeavouring to expand the job opportunities of disabled people by having recourse to ESATs for certain services.

ESATs, or supported employment establishments, are places that allow disabled people to perform a job under conditions adapted to their ability and autonomy.

For example, the head office and other French subsidiaries can outsource jobs like cleaning green spaces, sorting materials and catering to an ESAT.

Ateliers Normand, Marc Morisset and MEDIA6 Production PLV have received the **Living Heritage Company (EPV) label**.

As part of the European Heritage Days, the employees at MEDIA6 Production PLV volunteered to carry out refurbishments and painting under the supervision of La Ferté-Milon local authority.

We have contracted the supported employment establishment “Les Ateliers des Vallées Ardre et Vesle” (AVAV) as part of our promotion of the social and solidarity economy.

AVAV collects the plastic and cardboard waste from MEDIA6 Production PLV, dismantles it, sorts it and then recycles it in line with regulations.

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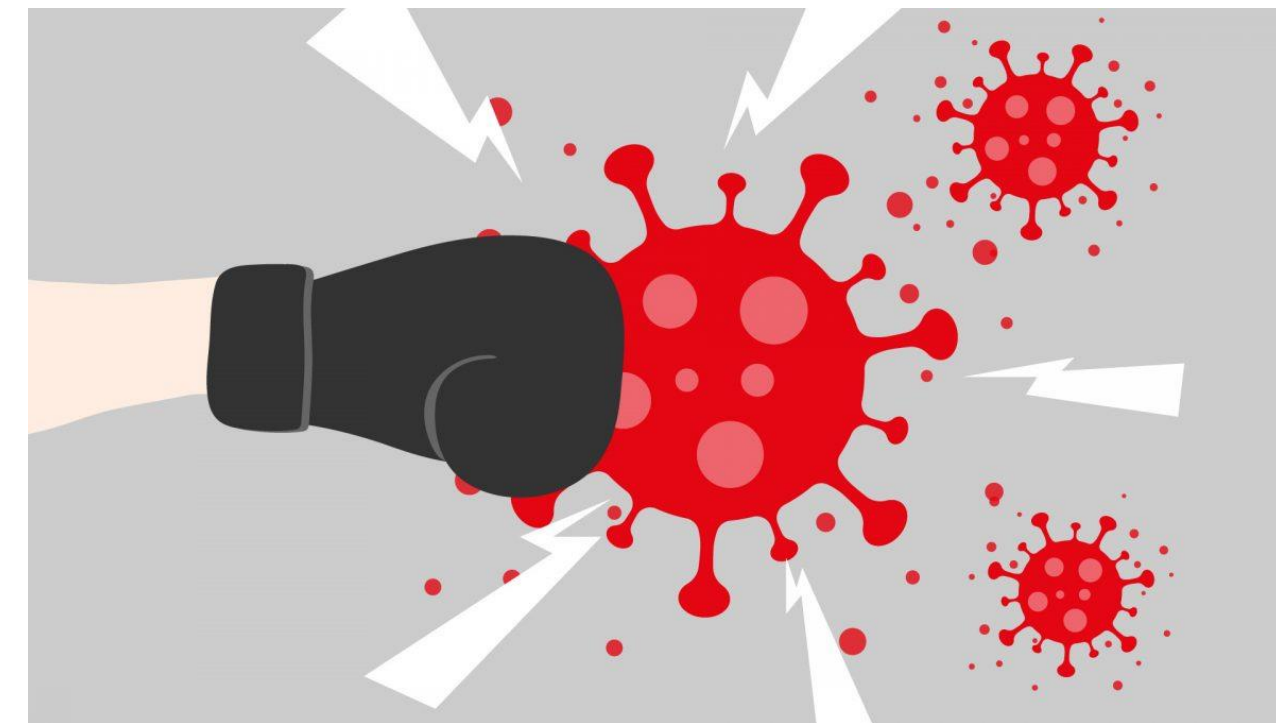
UNITED AGAINST COVID

As the COVID-19 pandemic took hold in 2020, several MEDIA6 factories began manufacturing products that would allow essential retailers to remain open while protecting their staff.

To support the teams who were working on the front line against the coronavirus, MEDIA6 donated FFP2 and FFP3 masks in communities where we were based. These donations were made to the Amplepuis health department, the Résidence de l'Ourcq retirement home in La Ferté-Milon, the Tremblay-en-France health department and the Victor Ecomard retirement home in Sainte-Pazanne.

Those MEDIA6 teams who were not working from home were provided with safety visors, reusable cloth masks and hand sanitiser. We also adapted our workstations to ensure social distancing.

With these donations and actions, we did what we could to slow down the spread of the virus.



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INDUSTRY, INNOVATION AND INFRASTRUCTURE

The MEDIA6 Group has **8 industrial sites** that manufacture shop fittings and POP displays.

These sites are ISO 9001 and ISO 14001 certified. In our factories, we transform a very diverse range of materials, such as plastics, wood, metal and cardboard among others.

We carefully plan our investments, especially when we seek to improve the energy efficiency of the industrial sites and modernise production facilities and machinery.

Innovation and management are the remit of the production sites themselves.

This has led to simple innovations that truly offer better economic and environmental results.

- Production waste used to manufacture our own pallets and packaging boxes.
- Plastic waste from production sent for post-industrial recycling.
- Management 5.0 harmonised across all subsidiaries.
- Machinery and buildings refurbished for better energy efficiency.



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REDUCED INEQUALITIES

The MEDIA6 Group's French industrial sites are located in rural areas, helping to create industrial jobs within traditional farming locales.

Over the years, this arrangement has had a positive socio-economic impact.

As for our industrial sites in Romania, China and Spain, managerial and pay practices comply with the local regulations and culture.

Good practices in the management of human resources, which have been developed in France, are pursued in other countries.

The responsible purchasing charter expects external service providers to be treated equally.

Selection criteria are objective and apply without distinction.



CSR AT THE HEART OF OUR BUSINESS

In 2020, we triggered discussions within the sector on how to standardise the way environmental impact analyses should be considered. MEDIA6 is a major stakeholder in the implementation of life cycle analysis (LCA) of POP display products and in developments common to the French and international markets, through its participation in various working groups of POPAI.

Since 2018, we have participated in several working groups on eco-design in the POP display industry and even on returns logistics led by the Institute of Commerce, a professional non-profit association that seeks to enhance efficiency in industries. We provided a major contribution to its “Operational guide for eco-design at the point of sale” as well as to the mapping of shared logistical flows for POP displays at their end of life to improve their recovery or recycling.

By being one of those actors that work together and with customers in changing the world, we know that we are actually making a difference in creating a more responsible world for tomorrow.



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PROMOTE RESPONSIBLE PRACTICES WITHIN OUR SUPPLY CHAIN

We share our commitment to sustainable development with our partners and involve them in our journey on continuous improvement.

We select our suppliers and service providers without any bias and based on transparent criteria:

- their creativity
- their dedication to our business areas
- their ability to innovate and help us grow
- their social and environmental performance

We bring our suppliers, who are specialists in their field, on board at the early stages of our projects.

We encourage them to suggest eco-designed products and services that are good for the environment and society.

To find new solutions, the purchasers at the MEDIA6 Group:

- inform suppliers what they are looking for
- visit trade fairs
- meet and discuss with suppliers to pick up on the latest innovations

The selection of the right suppliers is essential for building a sustainable supply chain. We are constantly improving our assessment methods by integrating more CSR criteria into them, whether for the initial selection or continued partnership.

95%

Proportion of external suppliers signed up to our responsible purchasing charter.



CLIMATE ACTION

REDUCTION AND RECOVERY OF INDUSTRIAL WASTE

All waste we produce (wood, paper, cardboard, plastic and metal) are entrusted to companies that specialise in that material. Moreover, that industrial waste is tracked.

In 2018, we invested in a plastic shredder so we could **recycle** defective parts and reincorporate them back into the production line.

Summary of customer waste recovery.



MEDIA6

- ✓ 100% of our injection waste has been recycled internally for the last 5 years
- ✓ 100% of our plastic sheet waste from our cutting plant has been recycled for the last 2 years
- ✓ 80% of injected plastics ordered nowadays is reconstituted materials (PS, PMMA, in approval stage for PC)
- ✓ 25% of our consumption is internally sourced (injection waste and cuttings)
- ✓ 15% of materials ordered as sheets is greencast
- ✓ Two recycling operations carried out at our customers' logistics hubs
- ✓ Recycling loop and short recovery loop for cardboard offcuts on site:
 - Production of cardboard dunnage
 - ESAT (AVAV) = production of bales for biomass boiler

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COMBATting CLIMATE CHANGE

Beginning in 2020, the Decade of Action is the final, crucial ten years for the world to achieve the Sustainable Development Goals (SDGs) by 2030.

We are going to play our role in this campaign wholeheartedly. It begins with taking responsibility for reducing the immediate impacts of our business on the environment. But this is not enough. The extent of the change needed requires us to work very closely with all parties in the value chain.

Take for example greenhouse gas accounting, this is today widespread across all business sectors, companies and organisations. Based on our own greenhouse gas report and our Carbon Disclosure Project (CDP) data, we have set our goal to reduce our carbon footprint by **25% no later than 2025**. We have joined the Science Based Targets initiative whose methodology enables businesses to develop a climate strategy aligned with limiting the global temperature rise to 1.5°C.

In 2020, MEDIA6 emitted 11 kTCO₂. Only 22% of those emissions were direct or indirect (scopes 1 & 2).

In 2017, we committed ourselves to improving our efforts by 4% every year.

We are aware that our activities have significant impacts on the climate, whether it affects people, plants or animals. For this reason, we are going to use life cycle analyses of our products in the coming years to know exactly how we and our products affect the environment.



COMBATTING CLIMATE CHANGE

WE ARE MEDIA6

The Aisne Chamber of Commerce and Industry selected MEDIA6 Production PLV and 14 other companies to participate in: **The Performance Awards.**

MEDIA6 Production PLV was nominated in the sustainable development category thanks to its environmental work whose quality and rational execution have been highly impressive.

After presenting all actions that have been implemented within its remit, MEDIA6 Production PLV won **the sustainable development award!**

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MÉDIA 6 PRODUCTION PLV EXPORTE DANS LE MONDE ENTIER

La Ferté-Milon

Média 6 Production PLV emploie 55 salariés, fabrique des produits de PLV (publicité sur lieu de vente) en plastiques, cartons et multi-matériaux à La Ferté-Milon.

Elle exporte dans le monde entier, notamment des présentoirs pour des grandes marques du luxe : l'Oréal, Dior, Estée Lauder, Lancôme, Séphora... L'entreprise met en avant sa stratégie de développement durable sur trois dimensions : environnement, sociale et économique. Dans le domaine de l'environnement, l'entreprise est certifiée ISO 14001 avec beaucoup d'actions : le choix d'une démarche d'innovation et d'éco-conception des produits, la mise en place d'une filière de recyclage avec une association de service d'aide par le travail, le broyage et dépolluissage pour réinjection dans les process internes. Elle favorise la réduction et la valorisation des déchets de production : 100% des déchets d'injection sont recyclés en interne depuis cinq ans, 100% des déchets de plaques plastiques de l'atelier de découpe sont recyclés depuis deux ans, 100% des matières plastiques injectées actuellement commandées

sont en matières régénérées. Dans le domaine social, elle s'engage à maintenir et même améliorer les conditions de travail, à un transfert des connaissances et des compétences à l'ensemble des parties prenantes, à favoriser l'ancrage dans le milieu, à promouvoir le savoir-faire français (par le label Entreprise du Patrimoine Vivant). Dans le domaine économique ; elle favorise l'innovation, l'approvisionnement responsable et local, et encourage ses fournisseurs à proposer des produits et services éco-désignés, respectueux de l'environnement. Ces démarches sont en parfaite adéquation avec la politique RSE (responsabilité sociale des entreprises) du Groupe, récemment labellisé EcoVadis Platinum et au niveau exemplaire d'AFAQ (association française pour l'assurance de la qualité) Eco Conception. Plus d'informations sur le site media6.com



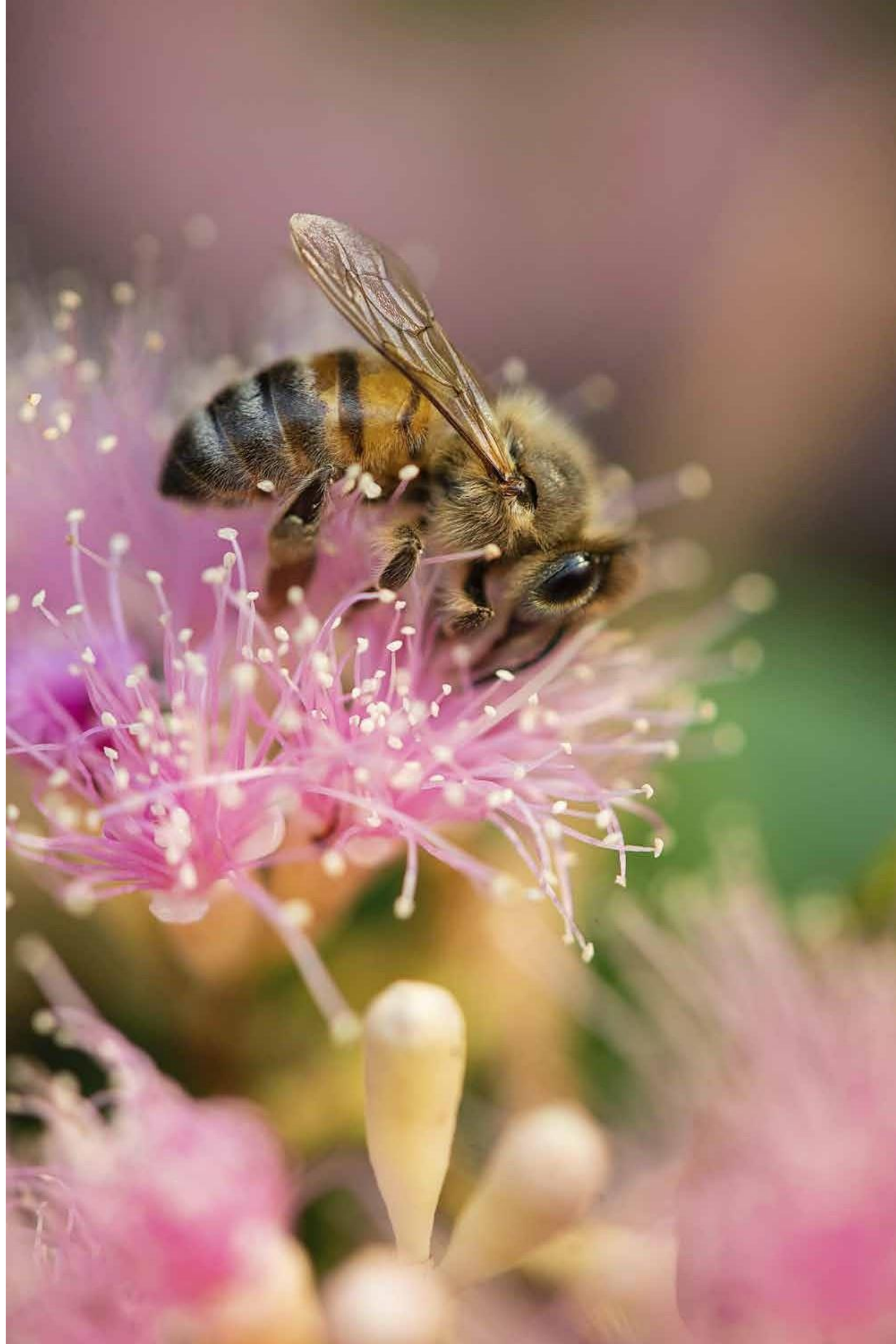
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OTHER INITIATIVES

As indispensable pollinators of flowers, bees are a crucial link in the chain that keeps ecosystems in balance. They play an elemental role in the various life stages of many plant and animal species. If bees disappeared, swathes of plants would never be able to reproduce and vanish. Their loss would lead to the many animal species that humans rely on for food dying out.

This chain link in safeguarding the ecosystem is what the MEDIA6 Group wants to protect. Through the sponsorship of beehives, we are taking concrete action that will protect and safeguard bees.

Saving the bees is one of the endeavours we have taken on since 2018 by making employees aware of our responsibility and promoting beekeeping.



MEDIA6 CIRCULAR ECONOMY

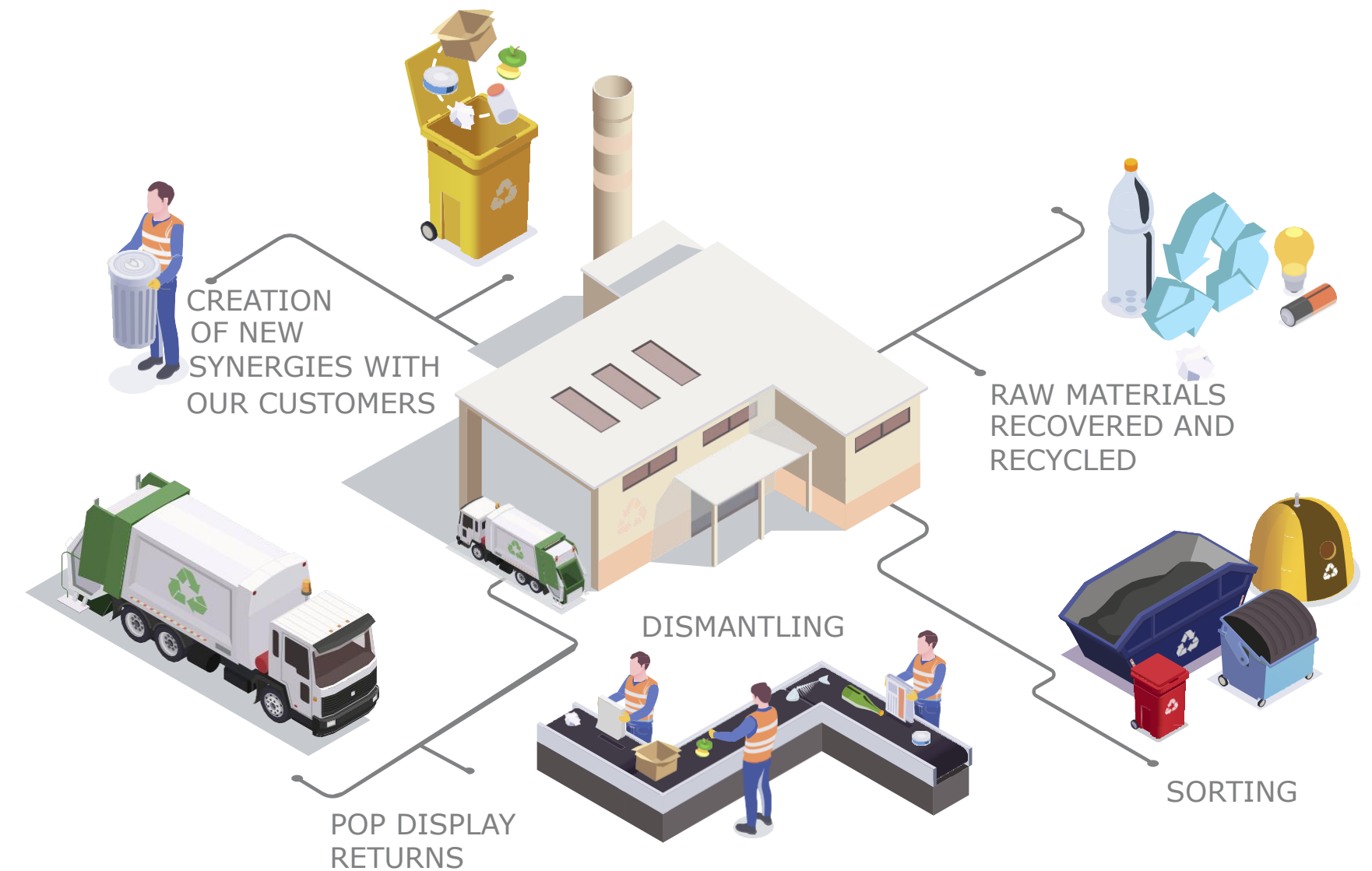
The goals of the circular economy will never be achieved without improving the skills of all our external stakeholders. We start with the sharing of information and ideas with our customers in the early stages of our projects. In this way, we can take on board ecological design from the very beginning.

During all stages of a product's life cycle, we work with service providers, manufacturers and suppliers so we can source or even create new environmentally innovative products.

To manage our waste, we use the regular waste recovery networks. But we want to come up with new solutions for our sector; so, we work directly with manufacturers to develop the most efficient waste recovery system possible.

Through all our businesses, the MEDIA6 Group seeks to create new waste recovery loops for our products that have reached the end of their life.

Our goals are real and they need real actions to be achieved. We are working on different issues, such as the return of POP displays (small and large scale) so that we can dismantle them into their constituent parts, sort them, recycle them and reuse them as raw materials.



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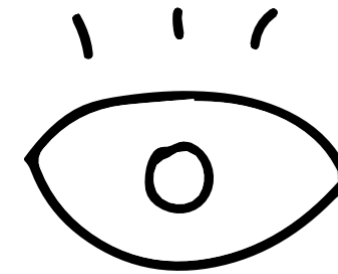
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GOOD BUSINESS PRACTICES



ANTI-CORRUPTION CHARTER

MEDIA6 is committed to abiding by legislation and ethical principles in how it conducts its business.

Management believes that the group's performance and its future rest on the trust the group inspires in its customers, shareholders, and public and private partners.

Management undertakes to follow, besides the legal rules, the strictest ethical standards on fighting corruption and avoiding conflicts of interests.

All managers and executives of the group have received training on good business practices!

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CUSTOMERS: RESPECTING THEIR INTERESTS

Partnerships for achieving goals.

MEDIA6's Global Compact Communication on Progress has allowed it to position itself as **GC Active**.

It is MEDIA6's objective to develop constructive and long-lasting relationships with its customers by providing them with products adapted to their needs and expectations.

To help on this journey, each employee must be attentive to the needs of customers, seek to fulfil their expectations and propose customised solutions to them.

As part of supplying a high-quality product, MEDIA6 is committed to treating its customers fairly.

The group discloses all the actions it has carried out through the publication of its CSR report.

We also communicate through our website, www.media6.com, where browsers will find a section dedicated to our CSR strategy and commitments.

Goal 2022: Scale up responsible communications of interest outside the group through monthly CSR newsletters and relevant content on social media to inform our customers of the actions we are taking.

WE SUPPORT



WE ARE MEDIA6

WE ARE CSR

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OUR ECO-DESIGN PROCESS

AFAQ ECO-DESIGN



This **label**, bestowed on the entire MEDIA6 Group, showcases management's strong ambition to give renewed momentum to the point-of-purchase advertising sector, which can only be possible with the involvement of all our employees. Having tested our methodology at MEDIA6 Production PLV's site, we are now ready to roll it out across more sites.

The eco-design process at MEDIA6 relies on taking a multidisciplinary approach in harnessing our employees' skills. The quest for better performance is an integral part of our work and it is all the more important when attached to environmental performance that takes into account the life cycle of our products.

The **AFAQ-labelled ECO LOGIC** calculator is a tool that has been incorporated into the management software used by our subsidiaries. This calculator is based on the methodology and formulae standardised by the ADEME (French Environment and Energy Management Agency). It aims to evaluate the impact of our products on various indicators such as CO₂ equivalent.

The MEDIA6 Group has been rated as "Exemplary" by **AFNOR CERTIFICATION** but we will continue to push and develop our strategy across the entire value chain for years to come.

WE ARE MEDIA6

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OUR GOALS

In 2022, we want to pursue the projects that we have already launched. This will be the year in which we improve working life quality and foster a firm innovative mindset among our employees.

Upcoming major projects:

- Cultivating skills in eco-design management across all MEDIA6 Group subsidiaries
- Organising purchases and ensuring long-lasting control of supply chains
- Developing circular economy actions in order to have it take root in the community and improve how we consider the end of life of POP displays
- Continuing to develop actions across all subsidiaries to improve our ECOVADIS Platinum score
- Improving the energy efficiency of our industrial machinery






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THE GREENEST ENERGY IS THE ONE WE DON'T USE 

Gandhi


MEDIA6


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