

numberly

CSR 2026

Sustainability Report

Compliant with the EFRAG VSME Standard - Full Module

SILVER | Top 15%

ecovadis

Sustainability Rating

OCT 2025

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Introduction to Numberly

General Information (B1)

B1 – Identity

Legal Information

Company Name: Numberly

Headquarters: 28 rue de Châteaudun, 75009 Paris, France

SIREN: 908 030 018

SIRET (headquarters): 908 030 018 00018

LEI Number: 969500U1YNIHPR8ISN63

Legal form: SAS (simplified joint-stock company)

VAT Number: FR72908030018

RCS Number: 908 030 018 R.C.S. Paris

Capital social: 1 532 874,30 €

NAF or APE Code: 63.11Z

NACE Code: 63.10

Business Sector: Information Services

Business type: Commercial

Financial Information for 2025

Revenue: €81,510,000

Total assets: €45,455,000

Average headcount: 361 employees (FTE)

Fiscal year-end: 12/31/2025

Main Business: Numberly is a marketing technology (MarTech) company specializing in CRM, digital media, and data services. It offers a proprietary, secure, multichannel platform (NMP), as well as consulting and training.

Collective Bargaining Agreement: Technical Design Firms, Engineering Consulting Firms, and Consulting Firms - IDCC 1486

Reporting Period: January 1, 2025, through December 31, 2025

VSME Scope: Full Module - Consolidated Report

Locations: Paris, London, New York, Montreal, Dubai

Certifications and Accreditations

- ISO/IEC 27001 since 2024 and HDS (Health Data Host) since 2025
- Qualiopi certification since 2023
- GreenIT Certifications - Responsible Digital Technology / LCA / Eco-design - 2023
- Ecovadis Rating - Silver Medal - 76/100 - October 2025
- Cybervadis Assessment - Platinum Badge - 965/1000 - August 2026
- Provigis Third-Party Assessment - Silver Medal 2026
- Ethifinance Assessment - ESG Gold Rating 2023

Signatory to the following charters: UN Global Compact, INR (Responsible Digital), Galion Gender Agreement, Responsible Procurement, Diversity, and SBTi



Numberly, Marketing Technologist

Digital native et Data-driven

We are digital natives: **Media**, **CRM**, and **data** have been at the heart of our business for 26 years. We take a **data-driven** approach to boost engagement and sales and turn your marketing expenses into a profitable investment. Optimizing your ROI is our priority, both strategically and operationally.

Strong and International

Numberly is an independent group with a very strong financial position, based in Paris, with operations in more than 50 countries and teams comprising **33 nationalities**.

Committed and Responsible

Our commitments to **CSR** and **gender equity** have been integral to our organization since the group was founded. We are convinced that gender parity and diversity are key drivers of performance and success.

Passionate and Collaborative

Our team of **more than 500 people** is driven by a marketing- and tech-focused mindset, with an emphasis on data, quality of execution, and a flexible, pragmatic approach. We share our passion and expertise with our clients' teams, as well as our commitment to the ecosystem in support of the Open Internet and European digital sovereignty.

Tech Expert and Agnostic

Our technological expertise is **internationally recognized**: our technology-agnostic approach allows us to both develop our own tools and use off-the-shelf tools with excellence.

Innovative and Recognized

We invest in **R&D** —10% of our revenue—to maximize your performance. Our innovative strategies are regularly recognized with the industry's top marketing awards for their efficiency, relevance, and creativity. Our clients' recognition and loyalty are further proof of their success.



Business Model and Sustainability Strategy (C1)

Our Capabilities

Our Vision

Double Materiality Matrix

Mapping and Monitoring Plan for Supplier CSR Risks

Labels et certifications

Our Capabilities

We support our clients in achieving their business goals by transforming their digital marketing expenses into effective and profitable data-driven investments.

CRM & Loyalty Programs

- 1st Party Data Collection
- Customer Journey design
- Omnichannel campaign management
- Clean Room management
- Incrementality & CLV

Numberly Martech Platform

- Content builder
- Marketing Automation tool
- Messaging APIs
- Impactly

Média Online

- Media Strategy
- Full funnel activation
- Data Collaboration & Retail Media
- Experimentation & measurement

Data & Insights Strategy

- Digital Consulting
- Insights & Analytics
- AI-driven solutions
- Numberly Academy

Citizenship: Our vision

To have a positive and lasting impact through our work and beyond

Numberly is a group recognized for its pragmatic approach, as it sets clear and realistic priorities for action, in particular, by facilitating the professional development of its teams and promoting skills-based volunteering with nonprofit organizations.

We strive to have a positive impact on our teams, our clients, and our partners, as well as on the entire MarTech ecosystem.

We recognize the need for an ecological and social transition. Sustainability is an important concept for Numberly, which, since its founding, has been investing in economic issues, social initiatives, diversity, and the environment.



Double Materiality Report

In 2025, Numberly conducted a double materiality analysis to better understand the impacts of its operations on society and the environment, as well as the risks and opportunities arising from certain sustainability issues that could influence its economic performance in the medium and long term. This analysis was carried out by following the four steps outlined below.

1. Understanding the context and the value chain

The project began with an in-depth analysis of the context in which Numberly operates, including its business model, business relationships, and key applicable regulations... A stakeholder map was also developed to identify the parties most affected by Numberly's activities, and a detailed mapping of its value chain helped identify its key dependencies and major sustainability challenges upstream, in operations, and downstream.

2. Identification and selection of sustainability issues

Based on the list of issues proposed in the ESRS (European Sustainability Reporting Standard), supplemented with elements specific to Numberly's industry, a broader inventory of potential sustainability issues was compiled using internal sources (e.g., existing formalized policies) and external sources (e.g., industry benchmarks, international standards, peer sustainability reports, etc.). This process resulted in a list of 13 sustainability issues, which were then analyzed in depth as part of the double materiality analysis.

3. Description of IROs and assessment of their materiality

The next step involved examining the various positive and negative impacts, both actual and potential, as well as the financial risks and opportunities (IROs) associated with the identified issues, resulting in the creation of a database of 54 IROs. These various IROs were then evaluated using a rating scale from 0 to 4, based on the criteria of impact materiality and financial materiality defined by EFRAG. The criteria considered included:

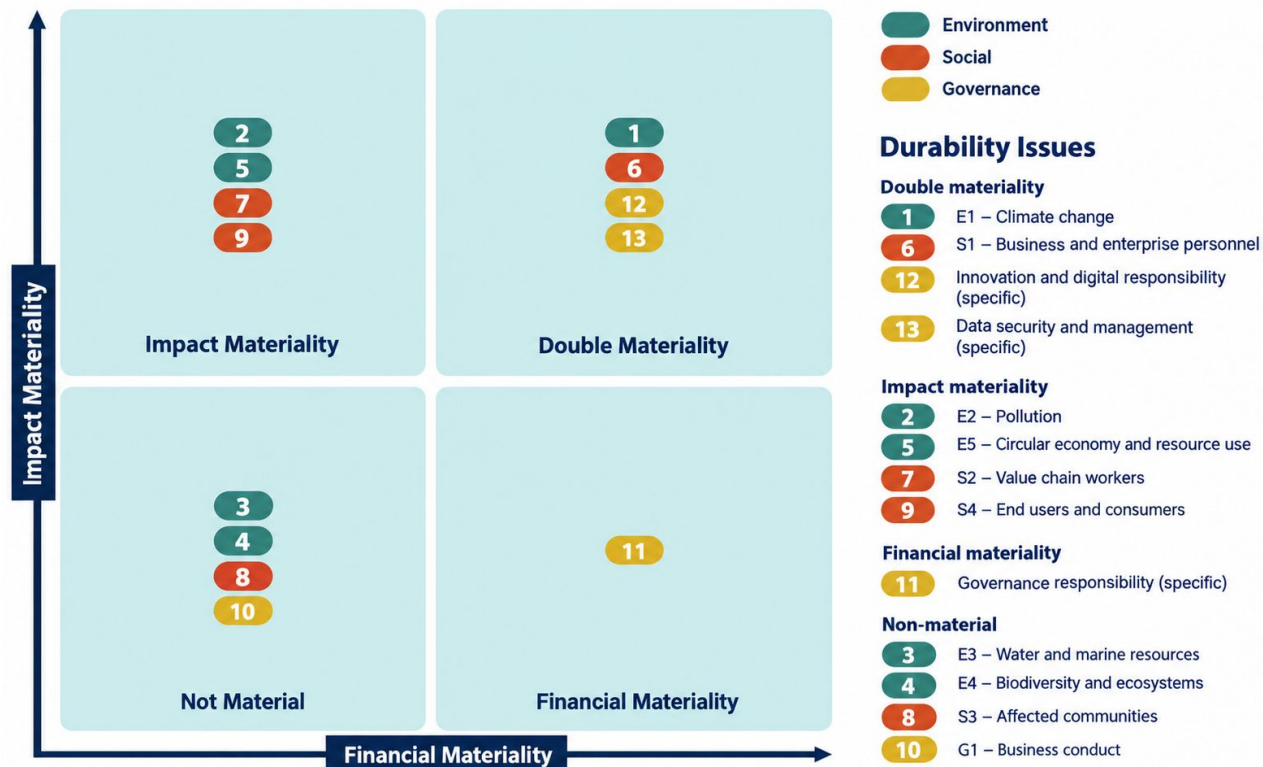
- **Magnitude:** The severity of the effects on people or the environment, or on the company's financial performance;
- **Scope:** Number of people or geographic area affected;
- **Irreversibility:** The ability to correct negative impacts and return to a previous state;
- **Probability:** The likelihood that the effect or risk will occur.

This assessment was conducted without taking existing mitigation measures into account, in order to reflect the raw materiality of the issues at stake. Furthermore, in accordance with EFRAG's principles, the severity of the human rights impacts was given priority over their likelihood.

ESG Double Materiality Matrix

4. Construction of the matrix of double materiality

Based on this analysis, a double materiality matrix was then developed to visualize the material issues for Numberly.



Mapping and Monitoring Plan for Supplier CSR Risks

To accurately reflect the business model of Numberly, a leading AdTech and data marketing company, the risk weighting criteria for our supply chain have been adjusted.

Risks related to data protection (GDPR) and digital sovereignty were rated as HIGH, while traditional industrial risks remain classified as MODERATE or LOW.

The methodology is based on the product of the CSR Impact (1 to 4) and the Probability of Occurrence (1 to 4):

- Score 1–4: Low Risk (Standard Monitoring)
- Score 5–9: Moderate Risk (Mitigation Plan Required)
- Score 10–16: High Risk (Priority Action Plan and Targeted Audits)

EcoVadis Theme & Risk	Revised Weighting	Corrective Measures & Associated Action Plans
Ethics & Security Data security and GDPR non-compliance risks associated with third-party SaaS solutions.	HIGH Score: 16/16	• Mandatory signing of a DPA (Data Processing Agreement). • Systematic security audits (ISO 27001 or SOC 2 certifications required). • Clauses for immediate termination in the event of a major, unresolved security breach
Environment Scope 3 GHG emissions related to cloud hosting and computing servers.	HIGH Score: 12/16	• Selection criteria focused on energy efficiency (PUE < 1.25). • Contractual requirement for annual emissions reports from the supplier. • Priority transition to servers powered 100% by renewable energy.
Social & Human Rights Use of cascading subcontracting (IT service providers, freelancers): risk of hidden labor practices.	MODERATE Score: 8/16	• Semi-annual compliance checks via legal compliance platforms (e.g., URSSAF, Vigilance). • Inclusion of strict clauses prohibiting second-tier subcontracting without prior written approval.
Environment Inadequate end-of-life management of IT equipment (WEEE).	MODERATE Score: 6/16	• Exclusive partnerships with certified recycling channels (ISO 14001, WEEE). • Take-back obligation clause (obsolete equipment returned to the manufacturer for refurbishment).
Social & Human Rights Presence of conflict minerals in IT hardware components.	LOW Score: 3/16	• Responsible Procurement Charter attached to framework agreements, requiring supply-chain transparency. • Annual review of sustainability policies of referenced major IT manufacturers.

Labels and certifications

Our efforts have been recognized by many organizations since 2023

- Ecovadis Silver Medal - 76/100 - October 2025
- Evaluation Cybervadis Platinum Badge - 965/1000 - August 2026
- Provigis Third-Party Manager, Silver Medal 2026
- CDP - Climate B score (SME) - 2025
- ISO 27001 and HDS certifications since 2024
- Qualiopi Certification since 2023
- Ethifinance ESG Rating Gold 2023
- GreenIT - Responsible Digital Technology / LCA / Eco-design - 2023



Numberly is a signatory to major international charters

- Signatory to the UN Global Compact Charter
- Signatory to the Galion Gender Agreement
- Signatory to the INR (Responsible Digital Use) Charter
- Signatory to the SBTi commitments
- Signatory to the Supplier Relations and AR (RFAR) Charter
- Signatory to the Diversity Charter



Ecovadis - Silver 2025



Overall score ↗ 76/100	 Environment Impact ●○○○	 Labor & Human Rights Impact ●●●●	 Ethics Impact ●●●○	 Sustainable Procurement Impact ●○○○
Indicator scores ⓘ	Theme scores ⓘ			
Policies Impact ●●●●	● 100 Outstanding	● 100 Outstanding	● 75 Advanced	● 75 Advanced
Endorsements Impact ●○○○	● 75 Advanced	● 75 Advanced	● 75 Advanced	● 50 Good
Measures Impact ●●●●	● 100 Outstanding	● 100 Outstanding	● 75 Advanced	● 50 Good
Certifications Impact ●●●○	● 0 Insufficient	● 0 Insufficient	● 75 Advanced	● 25 Partial
Coverage -- ⓘ	Not applicable	Not applicable	Not applicable	Not applicable
Reporting Impact ●●●○	● 50 Good	● 50 Good	● 50 Good	● 50 Good
360° Watch Impact ●●●●	● 75 Advanced	● 75 Advanced	● 75 Advanced	● 75 Advanced
	↗ 78/100	↗ 78/100	↗ 76/100	↘ 68/100

Numberly has been ISO 27001 certified since 2024 and HDS certified since 2025

Information Security Management

As the leading global standard for information security, ISO/IEC 27001:2023 certification is the cornerstone of our security program.

Our certification reflects our proactive security strategy: we proactively identify emerging risks, implement robust controls to mitigate them, and continuously improve our processes.

Numberly is a member of the [EBIOS Club](#), which brings together a community of experts dedicated to the effective management of cybersecurity risks. Through regular independent audits, we validate our methods and demonstrate our full commitment to the confidentiality, integrity, and availability of your data.

Health Data Hosting Provider

As a mandatory French standard, HDS (Health Data Host) certification is awarded only to organizations that have demonstrated their ability to securely host sensitive (health) data within a trusted digital ecosystem.

This certification confirms that our infrastructure and procedures meet stringent security standards based on ISO 27001, with specific and rigorous controls tailored to the healthcare sector.



CyberVadis Platinum 2026

Cybersecurity

CyberVadis provides an independent, evidence-based assessment of an organization's cybersecurity policy, specifically designed to evaluate risks related to third parties and the supply chain.

Numberly earned a Gold badge (948/1000) in 2024 and **Platinum (965/1000) in 2026**, confirming our advanced cybersecurity policy and our commitment to excellence, thereby providing our customers with verified assurance regarding our security management practices.

Personal Data Protection (GDPR)

Numberly is deeply committed to the highest standards of personal data protection, ensuring full compliance with global regulations such as the General Data Protection Regulation (GDPR).

Our robust internal processes and the governance provided by our designated Data Protection Officer (DPO) ensure that privacy is integrated throughout the entire lifecycle of our services, applying the principles of "Privacy by Design" and "Privacy by Default" from conception to implementation, thereby providing our clients with full assurance.



Certificate of Cybersecurity Assessment

Numberly

completed a cybersecurity assessment, scoring:

965 /1000

MATURE

Valid until: 6th Aug 2027



Assessed on
7th Aug 2026

Certifications for Our Partner Data Centers



Numberly has its own secure servers in three data centers located in France.



This technological expertise enables the group to ensure complete transparency throughout the data lifecycle.



Our data center partners are certified:

- **HDA**
- **ISO 14001 (2015)**
- **ISO 22301**
- **ISO 27001**
- **ISO 50001**
- **ISO 9001 (2015)**
- **OHSAS 18001**
- **PCI DSS**
- **SOC 1 Type II**
- **SOC 2 Type II**



Our Commitments

B2 - Practices, Policies, and Initiatives: Our Commitments

- Charters: Our Commitments - Acting as a Responsible Ecosystem
- Reducing the environmental impact for our customers
- Accessibility and Ethical Design

C2 - Detailed Policies and Practices

Awareness and Innovations

Raising Awareness Among Our Teams and Partners

Data Transparency and Confidentiality

B2 – Practices, Policies, and Initiatives: Our Commitments

Social

- Promoting Gender Equality and Diversity in the Tech Ecosystem
- Working toward social inclusion
- Contribute to charitable projects and participate in Tech for Good
- Passing on and sharing our knowledge
- Give preference to suppliers that have a social inclusion approach
- Ensure that all our employees earn an income above the subsistence wage

Environmental

- Measuring and Reducing Our Environmental Footprint
- Choose suppliers with an eco-friendly approach
- Raise awareness about climate change and the growing scarcity of resources

Governance and Social Issues

- Maintain independent, gender-balanced, and transparent governance
- Maintain transparency in decision-making
- Defending the Open Internet
- Support Open Source
- Choose suppliers that adhere to ethical principles

Charters: Our Commitments, Acting as a Responsible Ecosystem - Part 1 of 2

We are convinced that technological and marketing performance cannot be achieved without ethical, social, and environmental responsibility. Because impact cannot be measured in isolation, we align our practices with the most rigorous standards in our ecosystem.

Numberly is proud to be a signatory to six major charters and agreements that guide our governance, operations, and vision for sustainable digital technology on a daily basis.

Impact Global & Climat

United Nations Global Compact (UN Global Compact)

Our Commitment: We integrate the Global Compact's Ten Principles—which address human rights, labor standards, the environment, and anti-corruption—into the core of our strategy and corporate culture.



Charte SBTi (Science Based Targets initiative)

Our Commitment: We base our decarbonization pathway on science. By joining the SBTi, Numberly is committed to setting greenhouse gas (GHG) emission reduction targets aligned with the Paris Agreement's pathways for limiting global warming.



Digital, Ethical, and Responsible

Charter for Responsible Digital Technology (INR - Institute for Responsible Digital Technology)

Our Commitment: As a leader in data and marketing, we are committed to reducing the environmental footprint of our technology solutions, optimizing the lifecycle of our equipment, and promoting an inclusive, accessible, and privacy-respecting web.



Charters: Our Commitments, Acting as a Responsible Ecosystem - 2/2

Diversity, Inclusion, and Equity

Diversity Charter

Our Commitment: We condemn all forms of discrimination and take concrete action to ensure that our teams reflect the diversity of society. Merit, skills, and the well-being of our employees are the sole pillars of our policy.



Galion Gender Agreement

Our Commitment: Convinced that the tech industry of tomorrow must be gender-balanced, we have signed this agreement to accelerate gender equality. We adhere to strict metrics regarding gender diversity in our management teams, pay equity, and parental support.



CSR & Supply Chain Procurement

Supplier Relations and Responsible Procurement Charter (RFAR)

Our Commitment: Our CSR responsibility extends across our entire value chain. We are committed to building sustainable, balanced, and transparent relationships with our suppliers by incorporating strict environmental and social criteria into all of our procurement processes.



Reducing the environmental impact for our customers

To help our clients benefit from our efforts and improve their Scope 3 emissions:

Optimize and reduce the number of emails sent and innovate

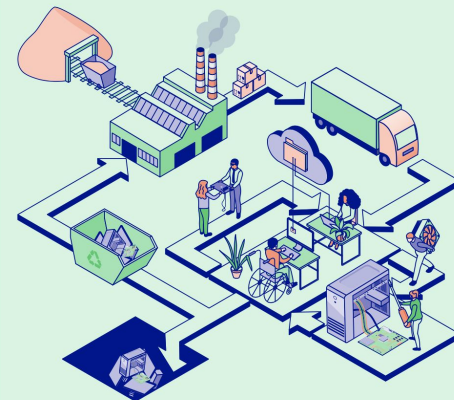
- Advise our clients and optimize targeting to reduce the number of emails sent
- Offer “carbon” reporting to our clients so they can measure the impact of their campaigns using our tool [Impactly](#), which is available to them free of charge
- Optimize the weight of your designs and reduce shipping costs using our diagnostic tool integrated into our NMP platform at no additional cost

Analyzing the life cycle of our equipment

- Extend the lifespan of all our equipment (workstations and data centers) as long as possible
- Minimize new purchases
- Manage the end-of-life of our equipment by prioritizing reconditioning for reuse and, if that is not possible, ensuring the quality of recycling channels

Managing Energy Consumption in Our Data Centers

- Optimizing computing processes and our algorithms (this allowed us to eliminate 18 processes and decommission 37 servers in early 2022)



Ethical Design: Accessibility and Eco-Design

Accessibility

Numberly is committed to making its websites, intranet, extranet, and software packages accessible, in accordance with Article 47 of Law No. 2005-102 of February 11, 2005.

To ensure the highest possible level of compliance, accessibility is taken into account by all teams (functional and graphic design, development, communications, etc.) throughout the creation and maintenance of websites, platforms, and email campaigns, in accordance with the **RGAA/WCAG**.

These same experts are supported by La Fresque du Handicap as well as companies specializing in digital accessibility such as **Urbilog**, **Orsys**, and **Access42** for initiatives focused on awareness, training, and certification in digital accessibility (targeted at marketing teams, project managers, product managers, designers, and auditors).

The group's accessibility transformation is also driven on a daily basis by our **internal community of A11Y ambassadors**. These experts work continuously to raise awareness, provide training, and improve Numberly's compliance, while also supporting our clients in implementing accessible practices, particularly through workshops and discussion sessions (**Accessi'Flash** twice a month).

Eco-design

The design, development, and project management teams are trained in **eco-design and LCA through the GreenIT certification programs**.



C2 – Detailed Policies and Practices - 1/3

All of our charters and policies are available for public viewing:

Numberly's **Data Protection and Privacy Policy** establishes a data protection policy that complies with the GDPR. This policy ensures transparency regarding data processing, designates the DPO, and implements security measures and clear procedures for exercising data subject rights.

> For more details, see the [Data Protection and Privacy Policy](#).

Accessibility Statement: Numberly is committed to making its websites, intranet, extranet, and software packages (as well as its mobile applications and digital street furniture) accessible in accordance with Article 47 of Law No. 2005-102 of February 11, 2005.

> For more details, see our [accessibility statement](#)

Our **Responsible Procurement Policy** formalizes Numberly's CSR commitments to its suppliers and subcontractors to ensure ethical and sustainable business relationships. It requires strict compliance with human rights, occupational health and safety, anti-corruption, and environmental standards, including the reduction of greenhouse gas emissions. The group is committed to selecting its partners fairly and auditing their compliance at any time. Objectives > For more details, see our [Responsible Procurement Policy](#)

Our **Supplier Code of Conduct** sets forth Numberly's mandatory requirements for its partners regarding human rights, business ethics, and environmental protection. Signing this code is required for any business relationship; failure to comply may result in the suspension or termination of contracts.> For more details, please see our [Supplier Code of Conduct](#)

C2 – Detailed Policies and Practices - 2/3

All of our charters and policies are available for public viewing:

Numberly's environmental policy guides the reduction of its ecological footprint across all its subsidiaries, under the dedicated oversight of the "Stream Citizenship" committee. It sets quantifiable targets for 2030, including a 16% reduction in greenhouse gas emissions (Scopes 1, 2, 3), a 30% reduction in energy consumption, and raising employee awareness through dedicated workshops.> *For more details, see our [Environmental Policy](#)*

Numberly's Code of Ethics, approved by CEO Yseulys Costes, establishes a zero-tolerance policy toward corruption, fraud, and money laundering across all of its subsidiaries. It protects human rights, guarantees data confidentiality, and promotes gender parity with a goal of 50% women in management by 2027. Integrity practices are reinforced by a confidential whistleblower program and mandatory training for all employees. Finally, the policy mandates systematic risk assessments and conflict-of-interest reviews when onboarding new clients and suppliers.> *For more details, see our [Code of Ethics](#)*

Numberly's Social and Human Rights Policy formalizes the group's commitments to ensuring a safe, inclusive, and equitable work environment across all its subsidiaries. It provides a strict framework for occupational health, skills development through the EMAI model, and ongoing alignment with the principles of the United Nations Global Compact. The document also sets key targets for 2026–2027. Finally, it incorporates strict risk prevention processes aimed at maintaining zero incidents of discrimination and sustaining a workplace accident rate below 0.5% per year.> *For more details, see our [Social and Human Rights Policy](#)*

C2 – Detailed Policies and Practices - 3/3

Numberly's carbon footprint for 2025 assesses greenhouse gas emissions across Scopes 1, 2, and 3, showing an intensity of 37 kgCO₂e per thousand euros of revenue and 2.5 tCO₂e per employee. This tool measures the overall climate impact of the company's value chain to guide its reduction trajectory in accordance with international standards.> *For more details, see the [Numberly Carbon Footprint](#)*

Numberly's greenhouse gas management policy formalizes the group's commitments to actively reduce its emissions in accordance with the SBTi (2°) trajectory. It sets quantified targets for 2030, calling for a 28% reduction in absolute Scope 1 and 2 emissions, as well as a 30% reduction in emissions related to buildings and transportation. The company also plans to source 100% of its energy from renewable sources and reduce the carbon intensity of its products by 7% by 2030. Finally, this initiative includes a collaborative component aimed at training all new hires on climate issues through dedicated workshops by 2028.> *For more details, see our [GHG Emissions Commitments and Targets](#)*

Numberly's commitment to the Science Based Targets initiative (SBTi), signed by CEO Yseulys Costes, formalizes the group's intention to set scientifically validated decarbonization targets. This commitment covers all Scopes 1, 2, and 3 emissions in order to keep global warming below the 2°C threshold in accordance with the Paris Agreement. It requires the implementation of concrete actions focused on energy efficiency, as well as the transparent and regular publication of verifiable emissions data.> *For more details, see [Numberly's SBTi Commitment Letter](#)*

Awareness and Innovation

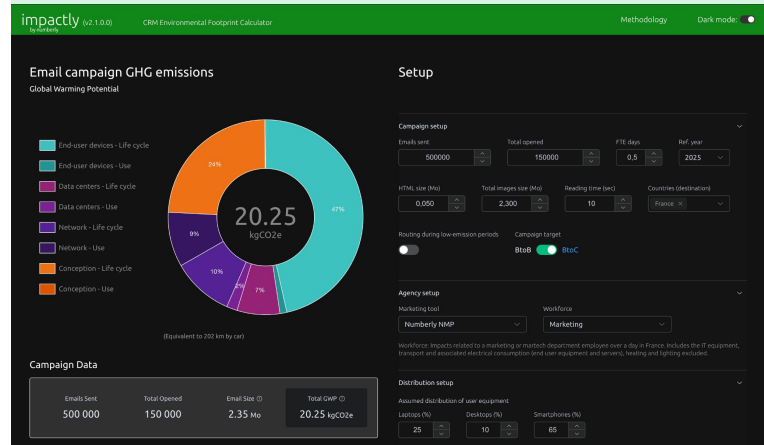
Innovation in the Service of Awareness

We have developed **Impactly**, our multi-criteria, multi-channel tool for measuring the environmental footprint of our clients' CRM and media campaigns.

This estimate makes it possible to focus on various aspects to minimize the impact of campaigns based on their specific characteristics.

In addition, Numberly is helping to implement expiration dates for emails and supports the collective initiative **Email Expiration Date**, which aims to reduce the impact of obsolete emails stored unnecessarily on servers. This feature **has been integrated since December 2022** into the Numberly Martech Platform (NMP), a marketing automation product made available to our customers.

Numberly actively participated in the IAB Alliance Digitale working group and in the creation of the [Framework for Measuring the Environmental Impact of Email Campaigns](#)



EMAIL
EXPIRATION
DATE

impactly

Raising Awareness Among Our Teams and Partners

Since 2023, all new hires at Numberly have included a module on CSR issues—particularly responsible digital practices and climate change—as part of their onboarding process.

Organizing "Fresque du Climat" Workshops

Since September 2021, we have been hosting "**La Fresque du Climat**" climate change awareness workshops at our offices. This 3-hour workshop helps everyone understand how climate change works, as well as the scale and complexity of the issues involved.

Organization of "Fresque du Numérique" Workshops

We have also been running the "**La Fresque du Numérique**" workshop since September 2022 with one dedicated facilitator. This fun and collaborative 3.5-hour workshop aims to raise awareness and educate participants about the environmental challenges of digital technology, as well as to outline the key actions needed to move toward a more sustainable digital future. Version 2 of this workshop benefited from the expertise and contributions of EcoInfo CNRS.

Organizing "The Battle of AI" Workshops

A collaborative card game that introduces players to the social and environmental challenges of Generative Artificial Intelligence (AI) in two hours.



Data Transparency and Confidentiality

Numberly is committed to transparency with its ecosystem, which is why the group makes all key information available on its website. The website includes notices of meetings, the results of the General Meeting vote, the year-end financial statements for each fiscal year, and the semi-annual report on the liquidity agreement.

Numberly selects its suppliers based, in particular, on their acceptance of a code of conduct (see appendix: Supplier Code of Conduct). This entails compliance with applicable labor laws, as well as the fight against child labor, all forms of discrimination, and corruption.

Numberly makes very clear commitments regarding data security, integrity, and confidentiality: the company pledges to use customers' personal data only to carry out its services and solely for the purposes for which such data was provided.



The SNCD Privacy Protection Pact certification confirms Numberly's commitment to personal data security.



We are members of the EDAA, which ensures the privacy of European internet users with regard to targeted advertising.



We are members of the YOC platform, which allows EU internet users to control the collection of their data and exercise their choices regarding targeted advertising.



We are members of the DAA, which ensures the privacy of U.S. internet users with regard to targeted advertising.



We are members of the NAI, which promotes the privacy of internet users targeted by advertising in the United States and gives users the opportunity to exercise their choices through an opt-out platform.



We are members of the TCF, which helps advertising and digital marketing companies comply with their obligations under the GDPR and the ePrivacy Directive.



We are published members of the DMA, which provides a collaborative and informative environment for specialized data and marketing activities in the United Kingdom.



Solidarity Initiatives and knowledge sharing

Partnerships with Nonprofits

Safe Place Movement

Skills-Based Philanthropy

Publications, R&D, and Academic Research

Defending and Promoting the Open Internet

Contributions to Open Source

Partnerships with nonprofit organizations since 2004

Our partnerships with numerous organizations are aimed at improving social cohesion or raising awareness of environmental issues:

- Sponsoring 41 young people through Télémaque
- Mentoring for 6 social economy projects in partnership with prestigious higher education institutions and universities, in collaboration with Latitudes
- 10 hours of classes taught each year at Label École
- Supporting beekeepers through the organization "A Roof for the Bees"
- Contributing to the promotion of the "Giving Tuesday" movement in France
- Participation in training workshops at the Melun prison with CodePhenix
- Organizing talks with various organizations, including Zero Waste France
- Regularly organizing climate change awareness workshops with La Fresque du Climat and La Fresque du Numérique

At the **EuroPython** conference, Numberly had the opportunity to promote the nonprofit organizations we work with, such as **pyLadies**, an international mentoring organization that aims to encourage more women to become active participants and leaders in the Python open-source community.

Télémaque



label école
l'école e-commerce inclusive
par label emmaüs



Safe Place Movement



Since 2026, Numberly has been a partner of the Safe Place Movement. This partnership is an extension of our commitment to gender equality and is manifested through:

- Certification and creation of a group of six trained advisors to listen to, guide, and support anyone who seeks their help.
- The implementation of concrete and confidential measures to support individuals who may be affected within our teams or among their loved ones.
- Awareness-raising initiatives for all our teams: posters, presentations, etc.
- Skills-based pro bono projects to put our tech and data expertise to work for the nonprofit, helping it grow and increase its impact.

numberly

Faire de l'entreprise une Safe Place pour les victimes de violence intime : 3 pistes d'actions

- La possibilité de porter plainte sur le temps de travail
- L'autorisation d'utilisation des outils pros à des fins personnelles
- Le versement de salaire uniquement sur des comptes propres

Vous pouvez poster vos questions aux speakers ! Nous y répondrons à la fin de la présentation.

Webinar Gender Equity 2026 avec Sarah Barukh & Nathalie Collin

Sarah Barukh founded the organization [125 et après](#) to help victims of domestic violence. The [Safe Place Movement](#) builds on her work and supports companies that want to take concrete steps to support their teams.

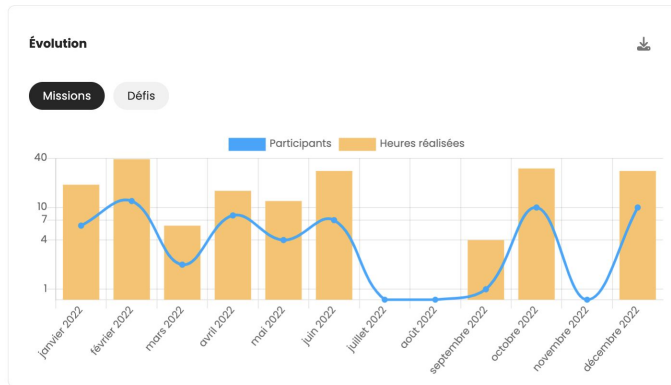
Skills-Based Philanthropy

Numberly is committed to working with nonprofit organizations, particularly through skills-based volunteer initiatives.

These initiatives allow employees to get involved by offering their expertise to a nonprofit organization during their work hours. These efforts have been made easier since 2021 thanks to the adoption of our Komeet engagement platform.

The following sponsorship projects were carried out:

- Pro bono production of a media campaign for **Entrepreneurs du Monde**
- Conducting a study for **Restos du Coeur** through Latitudes
- The development of a contact-tracing app for **COVID-19**, through a European hackathon organized in partnership with Latitudes
- Conducting a study for **La Fondation des Femmes**
- Conducting a study for **Imagine for Margo** in the United Kingdom
- The co-creation and funding of the “De l'autre côté” website for the **Autruches Utopistes** in collaboration with **CodePhenix**



Komeet

What People Are Saying About Us

Télémaque

An organization that promotes equal opportunities in education by supporting young people from low-income backgrounds starting in middle school through a mentoring program. Numberly has mentored more than 40 young people since 2015.

"Numberly has been a partner of Télémaque since 2015. Beyond the young people supported by the company and mentored by Numberly employees, this has been an incredible opportunity for our young people, who have been able to discover innovative careers in the digital sector and participate in collaborative workshops with the passionate teams at this inspiring company! Thank you to Yseulys Costes and her teams for their loyalty and active participation in our national movement for equal opportunity!"

Ericka Cogne (Chief Executive Officer)

CodePhenix

A social and solidarity economy enterprise whose goal is to train inmates in programming to help them reintegrate into society and reduce recidivism. Numberly provides training sessions and assignments.

"Numberly has been working with CodePhenix since 2019, starting with our first program at a detention center. By allowing their employees to work with us in correctional facilities with our students, and by collaborating with our web agency in correctional facilities, they have been a particularly important source of support in the development of CodePhenix. Furthermore, our partnerships allow us to raise awareness among more people about the challenges faced by those released from prison—a topic about which the general public knows very little."

Brieuc Le Bars (Founder)

What People Are Saying About Us

Latitudes

A pioneering “Tech for Good” community with over 3,000 members, bringing together companies, nonprofit organizations, and students from top universities. Numberly has been a partner since the community’s inception and participates in mentoring and skills-based sponsorship initiatives.

“Numberly was the first digital company to support Latitudes in 2018. Since then, we have been growing together as we explore ways to harness digital technology as a force for addressing social and environmental challenges.”

Over the past three years, we have been able to implement the following, among other things:

- + a pro bono project providing data analysis expertise to Restos du Cœur,*
- + mentoring initiatives for male and female engineering students to support them as they explore ways to get involved,*
- + initiatives within Numberly's teams to raise awareness of the social and environmental challenges of the digital world.*

Of course, there is still much to be done collectively, and we look forward to continuing on this journey with Numberly, which operates in a field where digital accountability must advance and is essential.

"We particularly appreciate the Numberly teams' sincere questions about their impact."

Augustin Courtier (Co-founder)

Publications, R&D, and Training

Innovation is at the core of Numberly's DNA, with 10% of our revenue invested in R&D. Our combination of business, technological, and academic expertise allows us to focus our research on what truly matters to our clients. Our R&D discoveries are designed to be rapidly scaled up to enhance our clients' competitiveness.

In particular, Numberly is a founding partner of the Center for Customer Management (C*CM), a research center that brings together some fifteen faculty members and researchers in customer marketing and publishes an annual white paper featuring the most innovative research from a managerial perspective. For more than twenty years, Numberly has also welcomed CIFRE doctoral students into its marketing and data science teams.

Our research and development efforts are based on three strong pillars:

- **A long-term commitment to science:** 10% of revenue invested in research and development, 30+ publications, 15 PhDs, founding partner of the C*CM (Center for Customer Management)
- **academic recognition** in the form of more than 150 hours of classes per year, taught by 35 faculty members
- **expertise in education**, recognized by the FNEGE Grand Prize for Educational Innovation, and, for our training modules, Qualiopi certification awarded in the "Training Programs" category since 2025.



Academic Research

Numberly also actively contributes to academic research

- Contributed to 15 dissertations (CIFRE and collaborative projects), including:
 - *"Zero-Order Optimization in Real-Time Bidding"* (2022)
 - *"The Impact of Brands' Omnichannel Strategies"* (2020)
 - *"Application of Stochastic Processes to Real-Time Auctions"* (2017)
- 30 publications in scientific journals and at research conferences, including:
 - *Efficient Algorithms for Stochastic Repeated Second-price Auctions* (2021)
 - *Algorithmic Learning Theory, Paris* (2021)
 - *The Marginal Impact of an Additional Brand-Initiated Communication Channel: a People-Based and Incremental Approach* (2019)
 - *European Marketing Academy Conference, Hamburg*
- Contributions to the publication of white papers:
 - Center for Customer Management
 - SCOPS Business Innovation Barometer (Master 206, Paris Dauphine)

Defending and Promoting the Open Internet

The Findings

The Internet is divided into two zones:

- The internet of the GAFA companies, creators of *soft laws* and standards for the entire internet—from “logging companies” to simple uses—but which, under the guise of protecting users’ privacy, stifle all innovation and thus *ultimately* penalize internet users by eliminating the open internet.
- The Open Internet, the “free zone”: a space for innovation, experimentation, and data processing—the only space in which Europe could truly make its voice heard and find its place, while fostering free competition and innovation.

The Issues

- **The economic independence** of our companies in the face of GAFA
- **Jobs** must be protected from the arbitrary actions of the GAFA companies and created by fostering the Open Internet
- **Political sovereignty:** We will have no political influence if we have no influence in the economy or in digital *soft law*
- **Defending our democratic vision:** diversity, political pluralism, gender equality, and the fight against discrimination. In the digital realm, this vision is concretely embodied in coding, algorithms, and standards.

The Project

Incorporate the economic civil society into the latent balance of power.

Develop free, positive, and powerful convictions within our ecosystem in the public sphere to move beyond fatalistic, numbing, and soothing discourse about digital technology.

Sound the alarm so that business leaders realize how dependent they are on GAFA
Raise awareness among political leaders and accelerate the training of elites
To bring the issues of digital independence and sovereignty to the forefront of media, academic, and intellectual discourse
Ultimately, to facilitate concrete regulatory efforts through a better understanding of the issues at stake.

Contributions to Open Source



pyladies

Numberly is a recognized player in the open-source world and relies heavily on open-source software throughout its technical ecosystem, particularly in the Numberly Martech Platform. Examples include Kubernetes, Kafka, Hadoop, Ansible, and Airflow.

We have been active participants and contributors to the open-source community since our founding: we have released several of our projects as open source, and we actively contribute to the projects we use to fix bugs, add relevant new features, and enhance their security. We also contribute to projects by providing financial support.

We have also been sponsoring and participating in open-source events such as the ScyllaDB Summit, PyLadies, and EuroPython for over 10 years to share our experience and expertise with the community.

Just as in the open-source world, we've been applying best practices—which are also part of our Green IT approach—for over 20 years: peer code reviews, transparency, and a focus on the maintainability and security of our solutions.



Welcome @Numberly as a sponsor for EuroPython 2024! This marks their 11th year supporting us. Check them out at numberly.com/en.

Thank you for your support Numberly 🙌. Looking forward to more games & fun quizzes!!



numberly

Contributions to Open Source



Why?

- Numberly relies heavily on open-source software
- Numberly has been an player and contributor to the open-source community since our founding
- Numberly has released several of its projects as open source
- Numberly contributes to various third-party open-source projects

How?

Numberly has allocated an annual funding budget on GitHub and has already supported 8 active projects:

- Kazupon: frontend VueJS multilang support
- Drakkan: SFTP software
- Dani-garcia: bitwarden
- Samuel Colvin: backend data validation library
- Zricethezav: security and passwords leaks on Gitlab scanner
- Ricoberger: synchronization magic of SSL certificates in Kubernetes
- Encode: Python API frameworks
- Axios: Frontend web queries

Numberly

[Overview](#)[Repositories](#)[Projects](#)[Packages](#)[Team](#)

numberly is sponsoring 8 organizations and developers for a total of

**kazuya kawaguchi**

kazupon

[Manage](#)

Hi! 🐼 I'm kazupon and i18n enthusiast! Member of Vue.js Core Team! I'm creating libraries and tools for i18n.

Sponsoring since Apr 21, 2022 • \$20 a month tier

**Daniel García**

dani-garcia

[Manage](#)

Support dani-garcia's open source work on Vaultwarden (previously Bitwarden_RS)

Sponsoring since Apr 21, 2022 • \$20 a month tier

**Zachary Rice**

zricethezav

[Manage](#)

I am once again asking for your financial support. Maintaining gitleaks is hard work and a little bit of \$\$\$ will motivate me to continue maintaining and adding features to the project.

Sponsoring since Apr 21, 2022 • \$13 a month tier

Environmental Responsibility

Environmental Indicators (E)

B3 – Energy and GHG Emissions

C3 - GHG Reduction Targets

C3 - Plan de transition

C4 - Climate Risks

B4 – Air, Water, and Soil Pollution

B5 – Biodiversity and Ecosystems

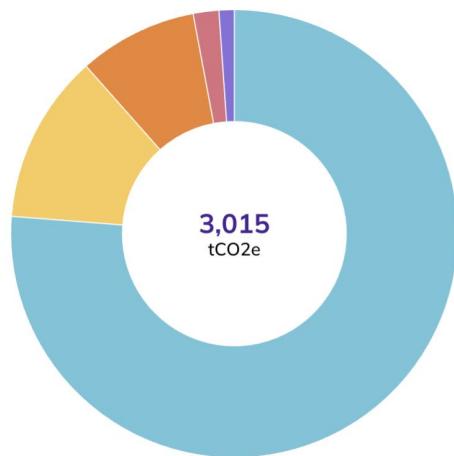
B6 – Water and Marine Resources

B7 – Waste Management and the Circular Economy

Low-Carbon Label Contribution

B3 – Energy and GHG Emissions 2025

- **Total energy consumption:** 462 MWh
 - Electricity (National Grid): 153 MWh
 - Natural gas (heating): 149 MWh
 - CPCU (District Heating): 160 MWh
- **Share of renewable energy:** 23%
 - 23 MWh from the electricity supplier's energy mix (15.2%)
 - 80 MWh via the CPCU mix (50%)
- **Scope 1 (Direct) GHG Emissions:** 33 metric tons of CO₂ equivalents
 - Gas combustion: 33 metric tons of CO₂ equivalent
 - Vehicle fuel: 0.6 metric tons of CO₂ equivalent
 - Emissions directes fugitives: 3 t éq. CO₂
- **Scope 2 (Indirect) GHG Emissions:** 56 metric tons of CO₂ equivalents (calculated using the location-based method based on the French electricity mix).
 - Electricity: 40 metric tons of CO₂ equivalent
 - Steam (CPCU): 16 metric tons of CO₂ equivalent
- **Scope 3 (Indirect) GHG Emissions:** 2,926 metric tons of CO₂ equivalents
 - Purchases of goods and services: 2,115 metric tons of CO₂ equivalent
 - Business travel: 326 metric tons of CO₂ equivalent



Breakdown of the Carbon Footprint for the Year 2025 (BEGES v5)

Category 4 · Indirect emissions linked to products purchased	76.2%
Category 3 · Indirect emissions linked to transportation	12.2%
Category 6 · Other indirect emissions	8.6%
Category 2 · Indirect emissions linked to energy	1.9%
Category 1 · Direct emissions	1.1%

View our complete carbon footprint reports:

<https://app.sami.eco/en/footprint/2z26sJiMn1ff7xcc6gRppV>

In addition to the group's comprehensive carbon footprint assessment, Numberly has developed [Impactly](#)—an environmental footprint calculator for email campaigns—for its clients.

Numberly also reports its carbon footprint to the Carbon Disclosure Project (CDP): [cdp.net](https://www.cdp.net)
1000mercis SA (parent company of Numberly)



Carbon Footprint 2025

(in metric tons of CO₂ equivalent)

Scope 1:	33
Scope 2:	56
Scope 3:	2926

Total for all 3 scopes: 3015

Carbon Footprint 2024 (Revised)

(in metric tons of CO₂ equivalent)

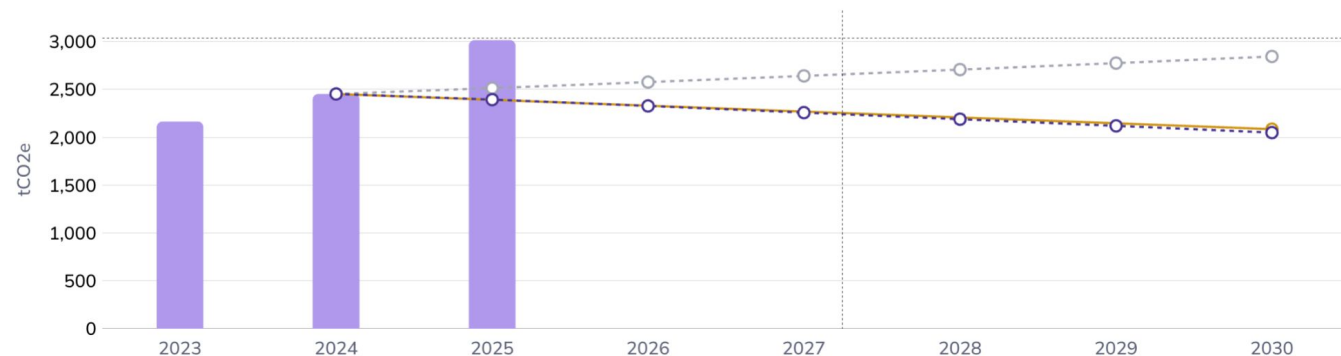
Scope 1:	42
Scope 2:	32
Scope 3:	2378

Total for all 3 scopes: 2452

C3 – GHG Reduction Targets

In accordance with the SBTi, the absolute reduction target corresponds to a linear reduction relative to the emissions level measured in the base year of your trajectory.

Goal: -2.5% in emissions per year to reach 2060 tCO₂e by 2030 (-16%)



Legend

■ Measured emissions

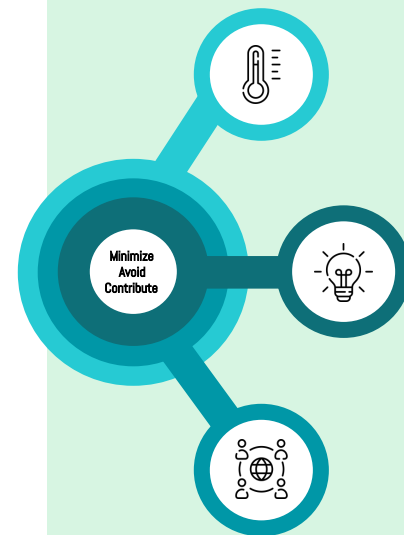
○ Scenario without action plan
+2.5% of emissions / year

○ Scenario with action plan
✓ Objective reached in 2030

○ Objective ⓘ
-2.5% of emissions / year

16%

discount
by 2030



C3 – Transition Plans

Based on the results of our Carbon Footprint Assessment, the three priority areas for reducing our carbon footprint are:

Scope 1: 28% reduction by 2030, or -12 metric tons of CO₂e — Target: 30 metric tons of CO₂e

- Replacement of our gas boilers with the CPCU district heating network
- Energy-Efficiency Renovation of the Corporate Headquarters (Roof Insulation)

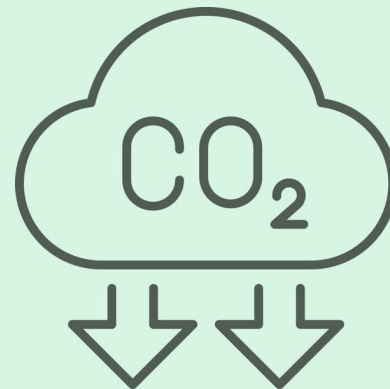
Scope 2: 28% reduction by 2030, or -9 metric tons of CO₂e — Target: 23 metric tons of CO₂e

- Reducing Our District Heating Consumption Through the Installation of Thermostats
- Reducing Our Electricity Consumption Through the Implementation of a Building Management System

Scope 3: 16% reduction by 2030, or -371 metric tons of CO₂e — Target: 2007 metric tons of CO₂e

Scope 3: 50% reduction by 2050, or -1,189 metric tons of CO₂e — Target: 1,189 metric tons of CO₂e

- Systematically question our air travel
- Continue to raise awareness among our employees about the impact of a meat-based diet
- Continue to raise awareness among our partners about environmental impacts



C4 – Climate Risks

Type of Risk (VSME)	Identified Risk	Potential Impact on the Company	Time Horizon	Adaptation/Mitigation Measures
Acute Physical Condition	Overheating and outages at data centers during repeated extreme heat waves.	Service interruptions (hardware failures), routing blockages, and failure to meet contractual commitments (SLAs).	Short term (1–3 years)	Multi-region hosting (Cloud) and a selection of data center providers that have committed to the European Code of Conduct for Energy Efficiency.
Acute Physical Condition	Disruption of telecommunications networks due to storms or floods damaging infrastructure (antennas, fiber-optic cables).	Temporary inability to route traffic or access online partners in the affected geographic regions.	Short term (1–3 years)	Diversification of channels and implementation of a protocol for automatically rescheduling shipments in the event of a network outage.
Transition (Legal)	Regulatory pressure regarding "Responsible Advertising," restrictions on targeting, and an eco-tax on SMS and email volumes.	Increased compliance and development costs.	Medium term (3–5 years)	Active regulatory monitoring, certification of teams in responsible communication guidelines (e.g., ARPP), and the development of eco-designed advertising formats.
Transition (Tech / Market)	Volatility and rising costs for cloud and data services due to the pass-through of carbon and energy taxes by our partners.	Increased costs for internal tools and data infrastructure.	Long term (> 5 years)	Data Hygiene and Clean Data Strategy: Automated deletion of obsolete files to reduce the amount of data stored unnecessarily.

B4 – Air, Water, and Soil Pollution

Pollutant emissions: None.

The company does not emit any major air pollutants (nitrogen oxides, sulfur oxides) or discharge any industrial chemicals into water that are subject to specific regulatory reporting requirements.

B5 – Biodiversity and Ecosystems

Proximity to Protected Areas: None of Numberly's mining sites are located within or in the immediate vicinity (less than 500 meters) of a Natura 2000 site or a key biodiversity area.

B6 – Water and Marine Resources

In 2025, the company's total water consumption amounted to 2,878 m³. All of this water was used for internal operational needs, with no heavy industrial use.

Sanitary & Cleaning Use: 2,878 m³ (100% of consumption)

Industrial Process/Production Use: 0 m³

Indicator	2025 Results	2026 Targets
Total consumption	2 878 m ³	2 650 m ³
Targeted Growth	Reference	- 8 %

2026 Action Plan & Water Conservation

To achieve our 8% reduction target and optimize our water footprint, the action plan is structured around three key areas:

1. Equipment Modernization

Objective: Reduce flow rate at the source without compromising comfort.

Actions: Installation of water-saving aerators on 100% of faucets and installation of dual-flush toilets in restrooms.

2. Leak Detection and Control

Objective: Eliminate passive water loss.

Actions: Active physical monitoring for leaks in our plumbing systems through daily inspections.

3. Cleaning Optimization

Objective: Streamline the amounts of cleaning supplies used for facility maintenance.

Actions: Transition to dry or high-pressure cleaning protocols (which are more economical) and raising service providers' awareness of eco-friendly practices.

B7 – Waste Management and the Circular Economy



In 2025, the company generated a total of 25 metric tons of waste, achieving a high recycling rate and keeping its environmental impact under control.

Hazardous Waste: 0 metric tons (Substitution target met)

Non-Hazardous Waste (Household): 10 mt (Mixed waste stream)

Recyclable Non-Hazardous Waste: 15 mt (Paper, cardboard, glass)

Indicator	2025 Results	2026 Targets
Overall recycling rate	60 %	75 %
Total volume generated	25 mt	22 mt

Action Plan & Roadmap 2026

To achieve our target of 75% resource recovery and reduce our overall volume, we are implementing three priority areas:

1. Reduction at the source

Goal: Reduce total volume by 10%.

Actions: Digitization of administrative processes (paperless) and negotiations with suppliers to take back delivery packaging.

2. Optimization of internal sorting

Objective: Divert 3 metric tons of household waste to the recycling stream.

Actions: Deployment of incentive-based sorting stations in offices and awareness training for teams on sorting organic waste.

3. Eco-Responsible Partnerships

Objective: Ensure 100% traceability across all supply chains.

Actions: Entering into contracts with our service providers Les Joyeux Recycleurs , which specializes in recycling, and Ateliers du Bocage for the reuse and recycling of computer equipment.

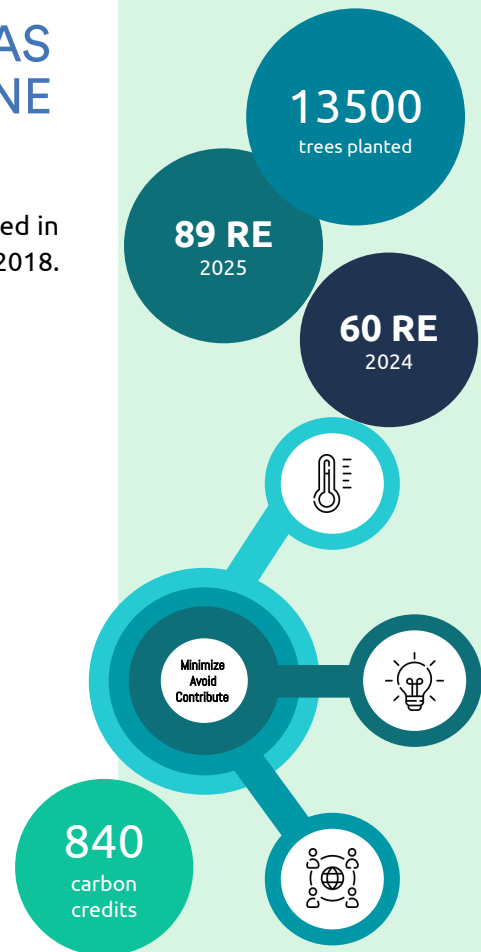
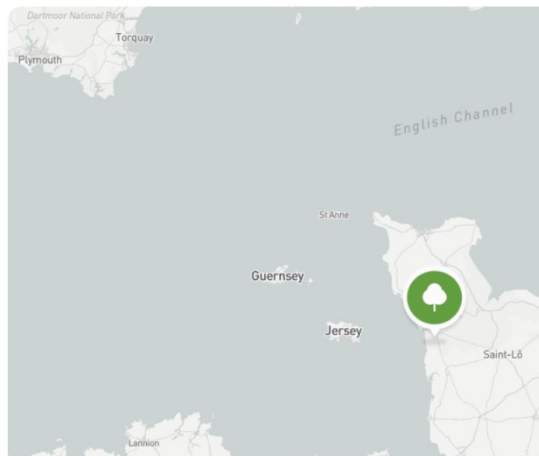
Low-Carbon Label Contribution



For the year 2025, Numberly is contributing **89 RE**, corresponding to its Scope 1 and 2 emissions. We have chosen to invest in a reforestation project certified under the “[Low-Carbon Label](https://www.reforestaction.com/en/contributor/NUMBERLY)” program, located in Neufmesnil, France, through our partner Reforest’Action, with whom we have been collaborating since 2018. <https://www.reforestaction.com/en/contributor/NUMBERLY>

Project summary

The project takes place in the commune of Neufmesnil and involves planting 13,200 trees of dozens of different species on more than 8.5 hectares of farmland. The tree species have been carefully selected to ensure that they are adapted to the site conditions on each of the project plots. The significant diversity introduced is intended to create wooded areas that will be managed using continuous-canopy mixed forestry. This is a gentle method of forest management that combines timber production with the protection of forest biodiversity. The project is designed to create a perennial forest stand that will be home to a whole range of animal and plant species, while at the same time storing atmospheric carbon. The owners will also leave a wetland area intact. These fragile areas are home to a specific range of biodiversity that must be protected.



Reforest'Action x Numberly



14,500

trees planted or
preserved

840

carbon credits financed

149

Label bas-carbone
emission reductions
financed

Estimated benefits of trees planted or preserved



2,175

tCO₂-eq stored
over 30 years



43,500

animal shelters
created



58,000

months of oxygen
generated



14,500

hours of work
created

Social Responsibility and ethics

Social Indicators (S)

B8 – Employee Characteristics

B9 – Occupational Health and Safety

B10 – Compensation, Labor-Management Dialogue, and Training

C5 - Diversity and Detailed Staffing Figures

C6 - Human Rights Policies

C7 - Serious Human Rights Violations

Work Environment

Flexibility in work schedules tailored to employees: the proposed hybrid work model, with up to 120 days of remote work per year, at the employee's discretion, and up to 60 consecutive workdays.

Internal mobility: During the annual performance review, employees are invited to discuss their interest in geographic and/or job mobility (within the group).

Employee well-being: access to sports, cultural activities, and discounts.

Access to awareness workshops, talks, and webinars. Teams are allowed to bring their pets (dogs) to work. Numberly has also adopted two cats from a rescue organization, and the company is experimenting with vermicomposting to help employees recycle their food waste.

Office space in Paris's 9th arrondissement: the Haussmann-style architecture, whose original layout we have preserved, allows us to maintain pleasant offices for a small staff, without open-plan layouts or private offices.

Internationally, the connection between the various offices is essential: time slots tailored to different time zones are set aside for communication, and travel between countries is made easier.

Each workspace has a fully equipped kitchen and is stocked with free beverages (cow's milk and plant-based milk, tea, and organic and fair-trade coffee).



B8 – Employee Characteristics

In AdTech, expertise is the key asset. Numberly's social excellence is rooted in a culture of radical equity and massive investment in upskilling to counter the rapid obsolescence of data-related professions.

Total number of employees (2025 average): 361 people

Women: 220 (61%)

Men: 141 (39%)

Types of contracts:

Permanent contracts (CDI): 346

Fixed-term contracts (CDD/work-study): 15

Turnover rate: 17% (60 departures for 46 new hires on permanent contracts in 2025)

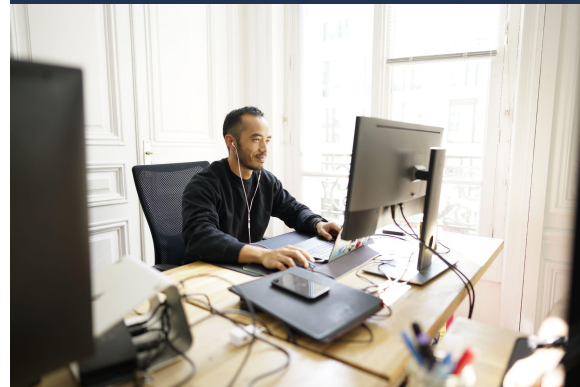
B9 – Occupational Health and Safety

- Number of work-related accidents resulting in lost time: 1
- Accident rate: 0%
- Number of days absent due to an occupational illness: 0 days
- Number of days absent due to work-related health issues: 3 days

Health and Safety

To ensure the health and safety of its employees, Numberly is implementing a number of preventive measures:

- We ensure that every employee undergoes a health screening upon joining the group, and that this screening is repeated every two years.
- Each employee is assigned a mentor from another team who has no reporting relationship with them, to ensure maximum freedom of expression on all topics
- Personal development support is available to employees who request it
- Noise exposure is reduced thanks to the installation of “sound absorbers” on the premises
- A team of workplace first aid responders (SST) is in place and receives regular training; they are also trained in the use of fire extinguishers and fire prevention.
- Numberly seeks to improve the daily lives of its employees with musculoskeletal disorders and provides adapted equipment: dual monitors, and a 24-hour rapid response service for replacing office equipment (headset, mouse, keyboard, office chair) upon request



B10 – Compensation, Labor-Management Dialogue, and Training

The Group outperforms the technology sector's standards in terms of pay equity. The average unadjusted pay gap is 1.49 percent, reflecting slightly higher average compensation for women within the Group—a rare finding that underscores our commitment to recognizing talent without gender bias.

- **Gender pay gap:** +1.49% in favor of women (calculated based on equivalent positions and seniority in administrative and technical roles)
- **Overall proportion of women:** 61%
- **Egapro Parity Index:** 97 / 100 (for the past 3 consecutive years)
- **Average number of training hours:** 2.37 hours per employee per year + access to webinars and videos
- **Social Dialogue:** 100% of employees are covered by the collective bargaining agreement. A Social and Economic Committee (CSE) is active and met 8 times in 2025.
- **Collective Bargaining Agreement:** Technical Design Firms, Engineering Firms, and Consulting Firms - IDCC 1486

C5 – Diversity and Detailed Staffing Figures

At Numberly, diversity, equity, and inclusion are at the heart of our growth model and our culture of technology-driven, ethical marketing. We firmly believe that a diversity of profiles, backgrounds, and cultures is a key driver of innovation, agility, and overall performance. This section provides a detailed breakdown of our workforce as well as our metrics on gender parity and inclusion for the fiscal year.

1. Overall Workforce Structure

Our teams bring together cutting-edge expertise (data engineers, data scientists, CRM consultants, developers, and creative designers) from around the world. To ensure stability and commitment, the group prioritizes hiring employees on permanent contracts (CDI).

Average total headcount: 361 full-time equivalents (FTEs)

Breakdown by contract type:

- CDI: 92%
- CDD: 4%
- Work-Study Students and Interns: 4%

C5 – Diversity and Detailed Staffing Figures

2. Workplace Equality and Distribution

Numberly stands out from the rest of the tech industry thanks to its longstanding and sustained commitment to gender equality at every level of the company.

Employee Category	Women	Men
Total workforce	61 %	39 %
Governance	56 %	44 %
Tech and Data Teams	21 %	79 %
Growth Teams (Marketing, Media Trading, Consulting, Content Marketing & Communication)	80 %	20 %
Project Management Teams	48 %	52 %

Egapro Professional Equality Index:

The group achieved an excellent score of 97 out of 100, demonstrating the alignment of our compensation practices, the consistency of pay raises upon return from maternity leave, and the fairness of career promotions.

Parity “by design”



Numberly's commitment to gender parity and diversity begins with recruitment, ensuring gender parity in hiring as well as in compensation and promotions. This balance between women and men at all levels and across all roles helps strengthen Numberly's collective intelligence. Career advancement prospects and opportunities are the same for men and women. Numberly strongly encourages its employees to advance within the company's various roles, regardless of gender. Promotions are awarded equally to women and men; women may retain their positions during maternity leave, and such leave in no way precludes the possibility of a pay raise .

As proof of this commitment, we scored 97 out of 100 on the Egapro Index, an index of gender equality , in 2026 and every year since 2023.

In line with this policy, Numberly has signed the **Galion Gender Agreement** and is committed to adhering to the 45 best practices to ensure diversity in the tech sector.

97/100

Egapro - Index of Professional Equality Between Women and Men in 2023, 2024, and 2025

56%

of women in our governing bodies

50%

women invited to share their expertise and experiences during webinars and talks, whether internal or external

Organizing webinars and workshops awareness-raising

[Annual Gender Equity Webinars](#) held in observance of International Women's Rights Day

• **Workshops** to raise awareness about harassment with the **Women's Foundation** and the **Safe Place Movement**

C5 – Diversity and Detailed Staffing Figures

3. Generational Diversity and Career Management

The organization combines the energy of young talent with the expertise of senior executives to foster mutual mentoring and continuous learning.

Overall average age: 29 years

Under 25: 47% | 25–34: 35% | 35–44: 14% | 45 and older: 3%



4. International Culture and Inclusion of People with Disabilities

Multiculturalism: More than 15 nationalities actively collaborate across our various offices (Paris, London, New York, Montreal, Dubai). This linguistic and cultural diversity enriches our expertise on a daily basis.

Inclusion of People with Disabilities: Numberly implements an active policy to retain employees with disabilities and adapt workstations for them. We are also strengthening our partnerships with the Protected and Adapted Employment Sector (STPA) to outsource certain services (catering). Numberly regularly organizes awareness-raising workshops for its employees, such as “La Fresque du handicap,” and participates annually in the “DuoDay” inclusion events.



C6 – Human Rights Policies

At Numberly, respect for and promotion of human rights are fundamental, non-negotiable principles that are integrated into all of our operational activities and business relationships. As a European leader in tech, data, and CRM, the group aligns its practices with the strictest international standards. We strive every day to provide a dignified, fair, and safe work environment, while protecting the fundamental rights of citizens and end users through the ethical management of their personal data.

1. Commitments and Frameworks

The Numberly Group conducts its business in strict compliance with the major international, national, and industry-specific founding documents:

- The UN's **Universal Declaration of Human Rights** .
- The fundamental conventions of the **International Labor Organization (ILO)**, particularly those concerning the prohibition of child labor and forced labor, and respect for freedom of association.
- The **OECD** Guidelines for Multinational Enterprises.
- The **General Data Protection Regulation (GDPR)**, viewed from the perspective of the fundamental right to privacy and the protection of personal data.

C6 – Human Rights Policies

2. Human Rights as They Apply to the Workplace

Numberly is committed to incorporating these principles into the day-to-day work of its teams through several key areas of focus:

- **Health, Safety, and Well-Being:** The Group ensures a healthy and safe work environment. Policies for the prevention of psychosocial risks (PSRs) and workplace stress are regularly updated in collaboration with employee representatives.
- **Combating Harassment and Discrimination:** Numberly has a zero-tolerance policy toward any discriminatory behavior (based on gender, origin, sexual orientation, religion, or disability) or psychological or sexual harassment. Dedicated liaisons are appointed and trained to receive any reports (Safe Place Initiative).
- **Remote Work:** Numberly offers a framework that allows for remote work—up to 120 days per year for employees on fixed-term and permanent contracts, up to 60 days for work-study students, and 30 days for internships lasting at least 6 months. To facilitate onboarding, the first month after joining is spent entirely in the office, regardless of the type of contract. During this first month, each manager is responsible for ensuring daily presence and follow-up in the office with the new hire.

C6 – Human Rights Policies

3. Personal Data as a Fundamental Human Right

For Numberly, privacy is a direct extension of human rights in the digital age.

- **Privacy by Design & by Default:** Every technology solution developed by the group natively incorporates absolute respect for user privacy.
- **Data Governance:** Under the supervision of our Data Protection Officer (DPO), our teams receive ongoing training on respecting individuals' rights (the right of access, rectification, objection, and erasure).

4. Duty of Care and Value Chain

Numberly extends its human rights requirements to all of its business partners, suppliers, and subcontractors.

- **Responsible Procurement Policy:** Our main technology service providers (hosting providers, software vendors) are evaluated based on their CSR commitments and their compliance with labor rights.
- **Rejection of Lawless Zones:** The Group refrains from any direct business dealings with entities or in geographic areas suspected of serious violations of human rights or labor laws.

C7 – Serious Human Rights Violations

The Numberly Group did not identify any serious incidents related to human rights, forced labor, discrimination, or privacy violations during the last fiscal year.

The company maintains an ethics reporting system and strict governance procedures to ensure the prevention and handling of any potential reports and to maintain its goal of zero incidents.

Employee Support

Employees at Numberly are supported throughout their career:

- **Trainings** to develop and diversify skills and careers
- **Performance evaluation and recognition** of performance through a monitoring system established for each employee
- **Promoting and encouraging** diversity—which is made possible in particular by the company's geographic location—to help employees build an international career

The assessments are based on a unique three-dimensional model—Expertise, Managerial Agility, and Influence—to facilitate the most relevant professional development for each individual.

Training in *soft skills* is available upon request:

- public speaking
- atelier peer-coaching en management
- Workshop: "How to Give Feedback to a Peer?"

Since its founding, Numberly has continually sought to foster an environment that promotes freedom of speech. The development of a flat organizational structure encourages initiative and freedom of opinion.



513.36 hours of in-house training
in 2025, excluding apprentices

208 hours of external training
in 2025

Internal Training & Cybersecurity Platform

To help all employees grow and acquire new skills, Numberly launched an internal training platform in 2024 that includes:

- 1 “Onboarding” integration program consisting of 9 modules that include videos, written content, and in-person sessions to help new hires integrate more quickly
- 3 career paths in specialized fields to build technical skills
- 1 managerial agility program to guide managers through processes and their interactions at various levels.

At the same time, Numberly has launched an educational and interactive platform dedicated to cybersecurity to raise awareness among all employees about various risks, such as social engineering, phishing, and various types of online fraud and scams.

The screenshot displays the 'myLearning @numberly' web interface. At the top, there's a navigation bar with the logo, a user profile icon, and links for 'Connexion', 'Ma progression', and language options 'Français' and 'English'. The main content area is divided into two columns. The left column features a welcome message 'Numberly évolue, toi aussi !' followed by a paragraph about the platform's purpose and a 'Je débute le parcours MyOnboarding' button. The right column is titled 'Trois dimensions EMAI' and lists three categories: 'Expertise', 'Agilité Managériale', and 'Influence', each with a corresponding icon and a 'Je suis ma progression' button. Below this, a section titled 'Les formations Numberly' contains three cards. The first card, 'Se former et s'informer !', includes a photo of people in a meeting and text about attending a 'Happy Meeting, MFA' and a 'Genius Bar'. The second card, 'Train the Trainers', features a photo of two women and text about learning to build effective training. The third card, 'Découvre la liste complète des formations', includes a photo of a group in a meeting and text about discovering available training topics like 'Expertise' and 'Agilité'.

myLearning @numberly

Connexion Ma progression Français English

Numberly évolue, toi aussi !

Bienvenue sur ta plateforme d'apprentissage, un lieu dédié à ta montée en compétences chez Numberly ! Parcours les trois dimensions du modèle d'évolution EMAI pour trouver tes parcours d'apprentissage et te développer. Et si tu as rejoint Numberly ces dernières semaines, les modules d'onboarding t'attendent ci-dessous.

Je débute le parcours MyOnboarding J'indique les lives que je souhaite suivre

Trois dimensions EMAI

Expertise

Agilité Managériale

Influence

Qu'est-ce qu'EMAI?

Je suis ma progression

Les formations Numberly

Se former et s'informer !

Tu n'a pas pu assister au dernier Happy Meeting, MFA ou tu veux participer au prochain AI Genius Bar du Jeudi pour rester

Train the Trainers

Apprends à construire une formation efficace et à l'animer avec impact dans ce parcours très concret destiné aux speakers

Découvre la liste complète des formations

Découvre les formations à ta disposition, sur des sujets variés : Expertise, Agilité

Governance

Governance Indicator (G)

B11 – Business Conduct and Ethics

C8 - Controversial Activities

C9 - Diversity in Governance Bodies

B11 – Business Conduct and Ethics

Numberly is a member of the **PactePME**, which promotes collaboration between SMEs and mid-sized companies and large corporations, and Yseulys Costes (the group's CEO) was elected to the board of directors in 2022.

Numberly actively participates in **workshops on decarbonization and reducing payment lead times**.

- Board of Directors composed of **56.3% women**
- Establishment of a compensation committee in 2010
- **Criminal convictions or fines: 0**
- **Suspected or confirmed incidents of corruption or fraud: 0**
- **Ethics Training:** By 2025, 100% of members of the executive team and buyers will have completed a training module on anti-corruption and business compliance.



B11 – Business Conduct and Ethics

Business ethics is the foundation of our "license to operate." The management of sensitive data requires absolute rigor in our control and procurement processes.

Business Ethics and Data

ISO 27001 certification governs all of our processes. In 2025, no incidents of corruption or information security breaches were reported. The Code of Conduct and whistleblowing procedures ensure a business environment characterized by integrity and transparency.

Responsible Procurement: A Driver of Progress

Our Ecovadis score of 68/100 in the "Responsible Procurement" category represents our main area for improvement. We have begun systematically rolling out the Supplier Code of Conduct and incorporating rigorous CSR clauses into our critical contracts to raise standards throughout our supply chain.

Engagements horizon 2027

- Ensure that 100% of strategic partners sign the Supplier Code of Conduct.
- Conduct 5 on-site CSR audits at our major suppliers to verify operational compliance.
- Automate the reporting of ethical metrics for real-time transparency.

C8 – Controversial Activities

Statement of Compliance and Disclosure

Numberly certifies that it has zero exposure (0% of revenue) to the standard exclusion sectors defined by European regulations and the VSME standard. The company has no direct, indirect, or related activities involving controversial weapons, the tobacco industry, the extraction or distribution of fossil fuels, or the manufacture of regulated chemicals. Alignment with the principles of the UN Global Compact and the OECD Guidelines ensures that Numberly's operations never trigger any of the European ethical and environmental exclusion filters.

Industry Positioning and Data Ethics

As a leading player in AdTech, CRM, and data marketing, Numberly's business model is based exclusively on technology and consulting services. Business ethics and operational integrity are at the heart of the group's governance:

- **Governance and Compliance:** Our data processing activities are conducted in full compliance with the GDPR and under the strict supervision of our *Data Protection Officer* (dpo@numberly.com). We ensure that none of our algorithms or marketing tools are used to disseminate hateful or discriminatory content or content related to controversial sectors.
- **Value Chain Responsibility:** Although Numberly works with clients from a variety of sectors (Consumer Goods, Retail, Luxury, Banking, Pharmaceuticals), the company applies strict business ethics standards. It excludes from its portfolio any clients or campaigns that actively promote activities that violate human rights or major environmental agreements.
- **Commitment to Responsible Digital Practices:** Unlike polluting or controversial industries, Numberly actively invests in reducing its own environmental footprint, particularly through the eco-design of its campaigns and the development of its open-access tool, Impactly, which is dedicated to measuring the carbon impact of digital marketing.

C9 – Diversity in Governances

Policy on Inclusion and Workplace Equality

Gender equality in the workplace has long been an integral part of Numberly's culture and structure. The company actively promotes gender diversity at all levels of the organization, particularly in the fields of technology, data science, and software engineering—sectors where women have historically been underrepresented.

This commitment naturally translates into balanced representation within management and strategic decision-making bodies.

Gender Breakdown in Governances

In accordance with the reporting requirements of the full module of the VSME standard, the table below shows the gender diversity ratio within our key governances as of December 31, 2025.

Strategic Governances (Global + Group):

Female Representation 56.3% - Male Representation 43.7%

Across all governance models:

Female Representation 53% - Male Representation 47%



C9 – Diversity in Governances

Key Initiatives and Corporate Culture

The gender parity reflected in Numberly's governance is based on concrete management processes:

- **Pay and Promotion Equity:** Regular audits of the professional equality index are conducted to ensure there are no unjustified pay gaps for employees with equivalent skills.
- **Talent Retention:** The group makes it a priority to offer transparent career paths and a work-life balance that fosters women's advancement to senior leadership positions.
- **Industry Outreach:** Through its knowledge-sharing initiatives, Numberly regularly highlights women in technical roles at conferences and academic events to inspire future careers in the world of MarTech.

Conclusion

Numberly's governance structure reflects our deep conviction that gender diversity at the top of the company drives overall performance, continuous innovation, and sound management.

numberly

Contacts

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