

Altavia's Sustainable Policy Statement



Altavia's Sustainable Policy positions sustainability as a strategic lever for long-term value creation for humans, the planet and business, fully aligned with UN Global Compact principles, SBTi and CDP commitments.

PURPOSE AND SCOPE

Altavia, a global retail activation group operating in 45 countries, commits to integrate ethical, social and environmental practices across all operations and along the value chain. This policy applies to all Altavia Business Units and guides decision-making in Human Capital, Procurement, Operations, Finance and Client solutions to deliver measurable, time-bound impact by 2030.

POSITIVE FOR HUMANS

Altavia aims to ensure an inclusive, safe and engaging working environment and to generate positive social impact in its ecosystem.

Key commitments and 2030 targets:

- Maintain a work environment that supports talent development, well-being and equal opportunities, targeting an Egapro score of 90/100 across 100% of Business Units.
- Promote social inclusion through "Positive Sourcing", with 100% of BUs involved and 70% of jobs sourced via eligible Positive Sourcing suppliers, while supporting local economies and small entrepreneurs.

RESPONSIBLE FOR THE PLANET

Altavia commits to operate within planetary boundaries and to be the strategic partner of its clients in reducing environmental impact.

Key commitments and 2030 targets:

- Measure and manage the environmental footprint across all GHG scopes, with 2030 targets of -52% for scopes 1 & 2 and -42% for scope 3, and systematically offer eco-designed, eco-scored products.

- Achieve 100% certified paper purchases and 100% of products assessed with an environmental eco-score, while raising awareness of environmental issues among all stakeholders.

POSITIVE FOR BUSINESS

Altavia promotes sustainable marketing activation that delivers 360° performance across economic, social and environmental dimensions.

Key commitments and 2030 targets:

- Evaluate the sustainability approach using recognised benchmarks, select responsible suppliers committed to a sustainable trajectory, and audit 100% of strategic suppliers.
- Ensure 100% of employees are trained on GDPR and anti-corruption, and deploy robust data protection and anti-corruption measures throughout the value chain.

GOVERNANCE, STAKEHOLDERS AND REPORTING

Sustainability is embedded at the highest level of the organization: the Board of Directors defines the strategic direction, while the Executive Committee oversees execution. The Sustainability department works closely with core functions and engages key stakeholders to conduct materiality assessments and ensure transparent and reliable reporting. This reporting is aligned with international reference frameworks such as the UN Global Compact, CDP, the Non-Financial Performance Statement, and the upcoming CSRD, and is supported by external verification. Commitments are deployed locally within each Business Unit, taking into account local contexts and regulations, with the necessary human, technical, and financial resources mobilized to achieve the objectives of this Sustainable Policy.