

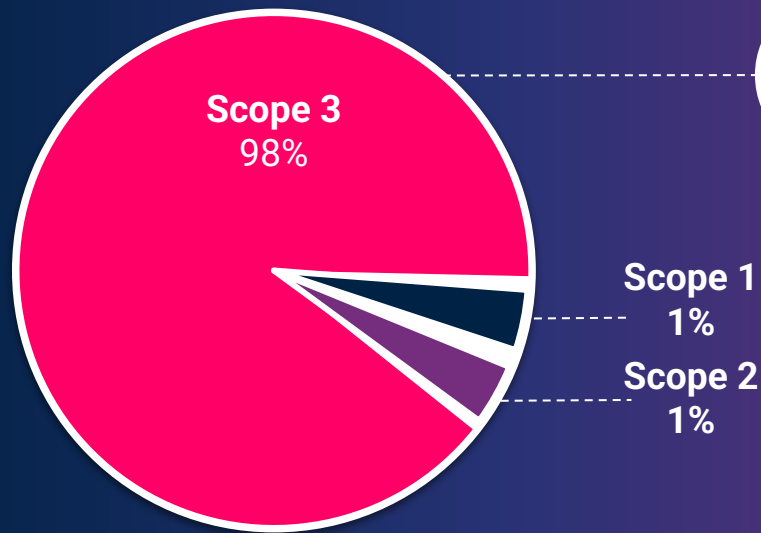
ARTEFACT

AI IS ABOUT PEOPLE

Carbon Footprint Reduction Plan



Artefact assessed in 2022 its group carbon emissions with concentrated GHG emissions on scope 3 due to media spends.



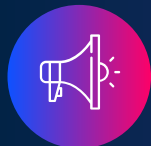
Zoom on scope #3

89% of GHG emission are due to media spends for Artefact's clients.



Artefact is committed to **cutting its carbon footprint on scope 1&2** (-42% by 2030) and **on scope 3** (-25% by 2030 and -90% by 2050)

#1 - Sustainable media



- ^ Implement a tool for granular measurement of campaign emissions
- ^ Give preference to media suppliers with a documented reduction plan

#2 - Green mobility



- ^ Establish a group travel policy: train travel mandatory for journeys under 4 hours
- ^ Eliminate medium-haul flights that can be replaced by train travel

#3 - Full-remote requalification



- ^ Identify full-remote roles based outside their designated geographical area
- ^ Limit in-person attendance at major annual events (max. 2 per year)

#4 - Responsible purchases



- ^ Draw up and implement a Group Responsible Procurement Policy
- ^ Prioritise subcontractors with SBTi targets or certified carbon footprint assessments



#5- High-carbon offices reduction

- ^ Energy audit of offices in Shanghai, Dubai and Lebanon
- ^ Procure RECs or a PPA for APAC and MENA sites by 2026



#6 - A/C optimisation

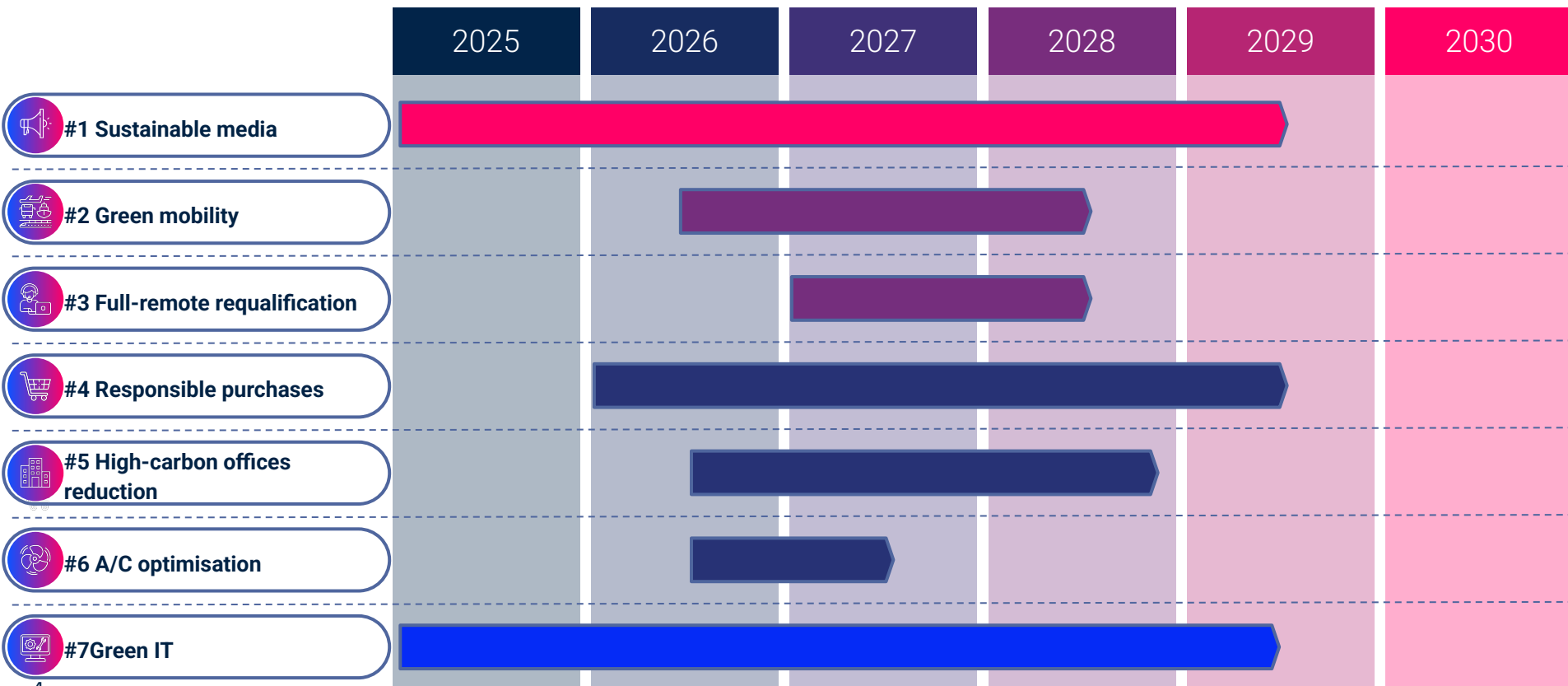
- ^ Immediate audit of air-conditioning equipment at all operated sites
- ^ Establish an annual preventive maintenance log for each site



#7 - Green IT

- ^ Optimisation of AI models: reducing computational load (pruning, quantisation)
- ^ Extending the lifespan of IT assets to 5–7 years (compared to 3 years)

To achieve our 2030 ambition, we have launched **high-impact carbon reduction plan initiatives** while fostering group-wide awareness.



Measuring Media Emissions - Steering Campaigns by their Footprint

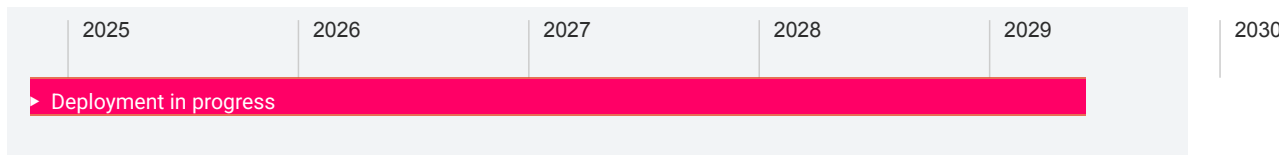


Stream Status:

87% of the group's emissions come from client media purchases. The current method relies on monetary ratios (91% of purchases estimated this way). The shift to physical measurement (format, number of logs, duration, trading technology) and the integration of the footprint into media planning, creative, and targeting recommendations is the sine qua non condition for the -50% trajectory.

Actions to be taken to achieve the objectives:

- Deploy a granular campaign emissions measurement tool (format, logs, targeting)
- Integrate the carbon footprint into every client campaign report
- Favor media suppliers with a documented reduction plan
- Work with SRI, SNPTV, Alliance Digital on measurement standards



Group Travel Policy - Short/Medium-Haul Flight Embargo



#2 Green mobility

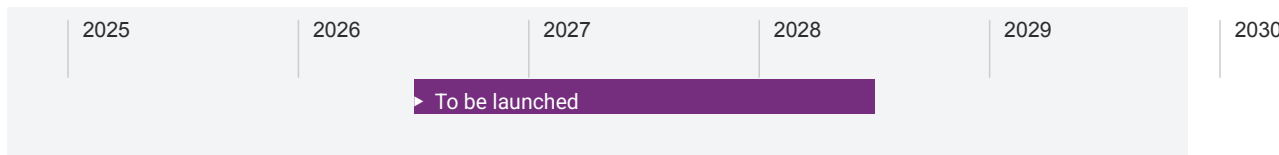
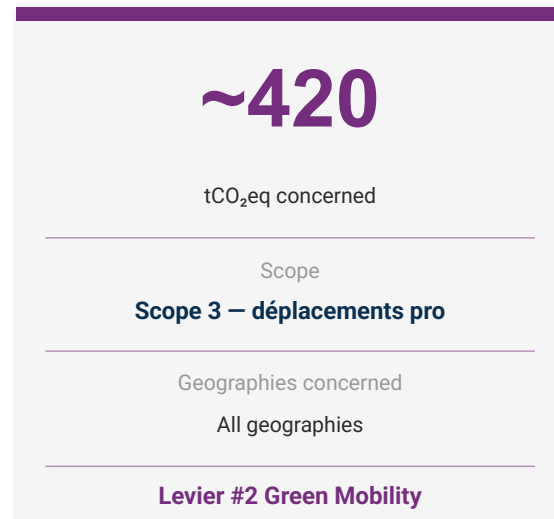
High Priority

Stream Status:

Air travel accounts for 71% of professional travel emissions in France for only 50% of expenses; high-speed rail (TGV) generates 2% of emissions for 15% of expenses. 1 km by plane = 56 km by train in terms of emissions (Carbon Base V23). A formalised group policy with a mandatory distance threshold is the fastest lever for this item.

Actions to be taken to achieve the objectives:

- Formalize a group travel policy: train mandatory for journeys < 4h
- Videoconferencing by default for all internal meetings
- Eliminate medium-haul flights replaceable by train
- Deploy a tool for tracking travel in physical data



Requalify the 'full remote' status Brazil & USA - Physical presence framework



#3 Full-remote requalification

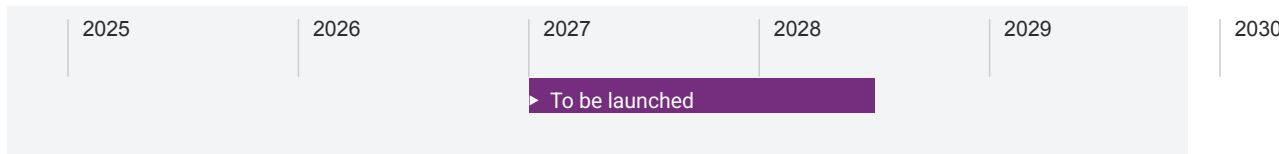
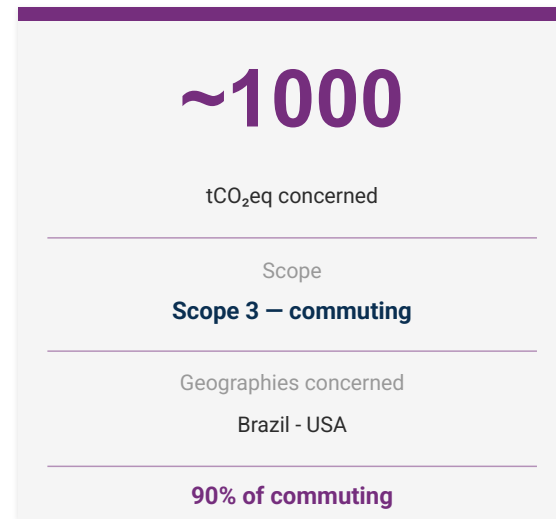
High Priority

Stream Status:

2.7% of FTEs (full-remote workers Brazil + USA) generate 90% of home-work commute emissions via long-distance flights (1,670 tCO₂eq). This is not an individual behavior problem – it is a direct consequence of the HR policy. The response is therefore organizational and decidable at the COMEX (Executive Committee) level.

Actions to be taken to achieve the objectives:

- Inventory full-remote profiles outside their designated geographical area
- Schedule physical attendance at major annual gatherings (max 2/year)
- Consider relocating profiles with flight frequency > 4/year
- Dedicated workshop with full-remote offices to identify alternatives



Responsible Purchasing Charter - Qualifying Suppliers on Carbon Criteria



Stream Status:

91% of purchasing emissions are estimated via monetary ratios due to lack of supplier data. Engaging key service providers (subcontracting, marketing, software, media) to share their real carbon data. Integrating a GHG criterion into tenders and contract renewals. This is also the condition for reducing the uncertainty of the next GHG inventory (BEGES).

Actions to be taken to achieve the objectives:

- Formalize and deploy a Group Responsible Purchasing Charter
- Send a carbon questionnaire to the 20 suppliers representing 80% of expenses
- Integrate a carbon criterion into supplier selection criteria
- Prioritize subcontractors with SBTi objective or certified carbon footprint assessment

Qualitative

+ improving the reliability of GHG inventory data (BEGES)

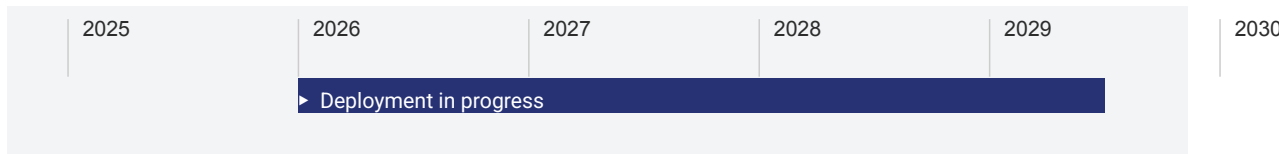
Scope

Scope 3 – upstream purchases

Geographies concerned

France - UK - Germany

Reduction in uncertainty



Decarbonising electricity at high-carbon sites - With a focus on Shanghai

 #5 High-carbon offices reduction

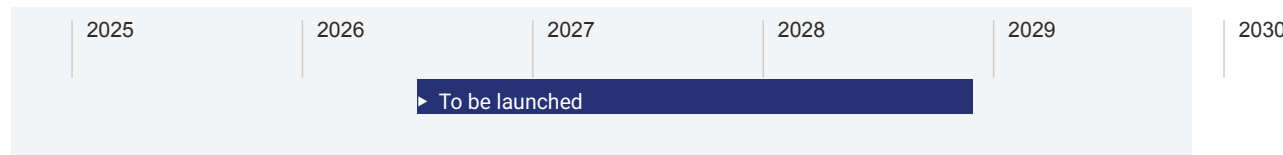
Medium Priority

Stream Status:

Shanghai accounts for 37% of the group's electricity emissions (125 tCO₂eq) because the Chinese electrical mix is 10× more carbon-intensive than in France. Dubai (60 tCO₂eq) and Lebanon (38 tCO₂eq) follow. The same consumption produces 10 times more emissions than in France. Subscribing to renewable energy certificates (RECs / PPAs) at these sites is the most direct action.

Actions to be taken to achieve the objectives:

- Energy audit of the Shanghai, Dubai, and Lebanon offices
- Subscribe to RECs or a PPA for APAC and MENA sites by 2026
- Group objective: 50% RE by 2030 (already included in the Reduction Plan)
- Dynamic management of heating/air conditioning + presence detectors



Air Conditioning Maintenance Plan - Stopping Refrigerant Leaks



#6 A/C optimisation

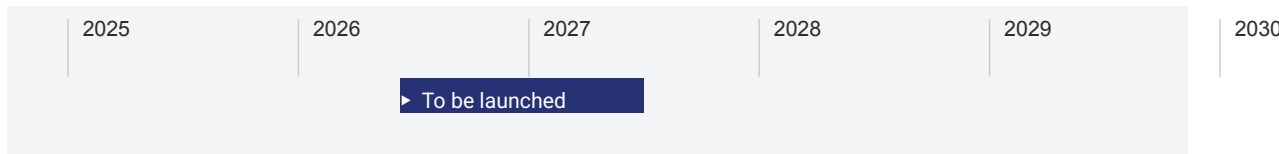
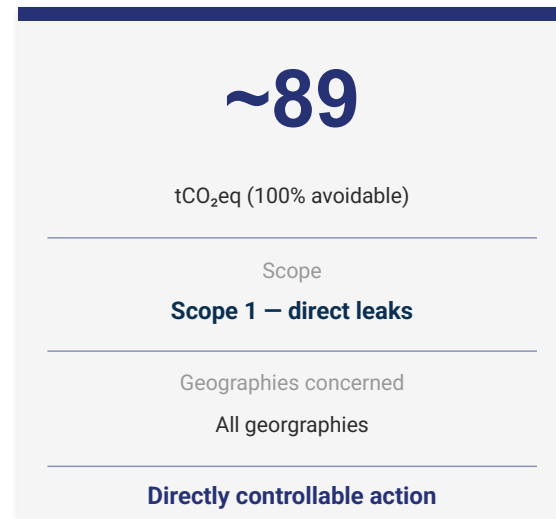
Quick Win

Stream Status:

89 tCO₂eq of refrigerant leaks were identified in 2022 – a line item entirely preventable via annual preventive maintenance. The carbon footprint assessment highlights the lack of CERFA (form/declaration) tracking. This is the fastest, least costly, and most visible action for internal ESG governance

Actions to be taken to achieve the objectives:

- Immediate audit of air conditioning equipment at all operated sites
- Establish an annual preventive maintenance log per site
- Systematically retrieve the CERFA forms related to interventions
- Replace old equipment with low-GWP models



Green IT - Optimize AI models and extend equipment lifespan



Stream Status:

131 tCO₂eq related to digital (hardware + cloud) growing with Data & AI activity. CSRD double materiality identifies this risk: high consumption linked to intensive computation of AI models and poorly optimized infrastructures. This item is structurally increasing and must be addressed now.

Actions to be taken to achieve the objectives:

- Optimization of AI models: reducing computational load (pruning, quantization)
- Extending the lifespan of IT assets to 5–7 years (vs 3 years)
- Cloud sourcing on low PUE and renewable energy-powered data centers
- Policy for reuse / reconditioning for outgoing IT equipment

