DÉKUPLE

# Half-Year Financial Report 2024



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# THE MESSAGE FROM BERTRAND LAURIOZ

## Chairman and Chief Executive Officer DÉKUPLE

**Ladies and Gentlemen, Dear Shareholders,**

Once again, 2024 is a year of contrasts. Household purchasing power remains under pressure, the elections in France, and the geopolitical crises in Ukraine and the Middle East have heightened uncertainty for companies, which remain cautious about their investments. Our Group has been impacted by this economic environment, but we have succeeded in maintaining a sustained growth trajectory, in line with our “Ambition 2025” plan, which aims to become the data marketing leader in Europe.

Our business model has once again demonstrated its resilience, with first-half sales growth of +8.8% and gross margin growth of +5.8%.

Most of the Group's growth came from digital marketing activities, which accounted for 63% of our sales in the first half, and recorded a +19.7% increase in gross margin. For the record, these activities accounted for 18% of Group sales in 2018. These activities are driven by the necessary digitalization of our customers' marketing and sales, reinforced in 2024 by the leadership we have taken in the implementation of Generative AI.

This trend also reflects the dynamism of our subsidiary Converteo, a leading player in data and digital strategy consulting, which now boasts almost 450 consultants serving major brands. Its gross margin grew organically by +13.6%, driven by the loyalty of its customers and the development of its expertise.

The Marketing agencies and solutions business also reported strong growth, with gross margin up +23.8%. This growth resulted from the development of activities in China and the expansion of technological solutions in France and abroad. In particular, these advances are reflected in the sustained growth of Smart Traffik's innovative Retail Marketing solutions (Okube), and Rocket Marketing, which strengthened its offering in the third quarter with the acquisition of a platform specializing in automated Netlinking. This growth also includes a perimeter effect linked to the consolidation since July 2023 of Groupe Grand Mercredi, an expert in marketing to the over-50s, and Le Nouveau Bélier, a leading advertising strategy consultancy with expertise in Retail. On a like-for-like basis, Agencies and Solutions France posted growth of +10.2%.

After a difficult 2023, marketing services in Spain grew by +30.5%, boosted by the shift in the marketing mix towards higher value-added services.
Against an overall backdrop of declining magazine circulation and pressure on household purchasing power, our Magazines business suffered a -6.4% drop in sales compared with the first half of 2023. The portfolio of active open-ended subscriptions at June 30, 2024 was down -10% year-on-year. In the face of these unfavorable conditions, marketing campaigns are focusing on the most profitable customer segments, with new offers and partners, in order to bolster the contract portfolio and consolidate the Group's essential role with press publishers.



**"We achieved sales growth of 8.8% in the first half, and gross margin growth of 5.8%."**

Our direct marketing affinity insurance brokerage posted a slightly lower gross margin, down 3.8% on the previous year. Its innovative approach to health insurance marketing is helping to bolster the policyholder portfolio.

**Despite a difficult economic environment and the weight of our investments, our businesses maintained a high level of profitability, up on the first half of 2023.**

Against a backdrop of major investments, restated half-year EBITDA came to €12.4 million, up +15.4% on the previous year, representing 14.8% of half-year gross margin. Operating income reached €7.6 million, or 9.1% of gross margin.

In digital marketing, Converteo stabilized its profitability in the first half, mainly due to a significant strengthening of the management structure (support functions and partners), and an anticipated move to larger premises to secure future growth.
The profitability of the Agencies and Marketing Solutions France business is up sharply, benefiting from the commercial synergies put in place and increased efficiency thanks to technological assets.
Brainsonic maintains the same level of profitability as in 2023, despite major investments in AI-related offerings.
In Spain, profitability has risen sharply after a difficult 2023, benefiting from the structural reductions carried out last year and a marketing mix focused on higher value-added offers.

In Insurance, our subsidiary continued to reduce its losses, breaking even in the first half of the year.

Consolidated net income came to €5.4 million, or 6.5% of gross margin.
After deducting minority interests, Group net income came to €5.5 million, compared with €5.0 million in the first half of 2023.

**In the first half of 2024, we continued to make progress on our “Ambition 2025” plan to become a leader in European data marketing. In addition to the organic growth mentioned above, we are pursuing our policy of external growth:**

- Acquisition by Rocket Marketing of a platform specializing in automated netlinking.

# THE MESSAGE FROM BERTRAND LAURIOZ

- Discussions are also underway to explore development or acquisition opportunities, in France and abroad, in order to strengthen the Group's capacity to support its customers in their expansion.
We have also pursued our organic growth. For example

- Converteo formalized its presence in North America with the creation of the US-registered subsidiary Converteo Inc. and the effective opening of two offices, one in New York and the other in Montreal.

- Smart TraffiK's Web-to-Store solution, LoKal Booster, is expanding internationally through our subsidiary DÉKUPLE Iberia.
We pursued the export development of several of our technological solutions, adapted to the specific needs of European markets.

- Agence DÉKUPLE launched GeoTarget, an innovative geomarketing solution that enables companies to precisely localize their audiences and analyze demographic and behavioral data associated with specific geographical areas.

**"Our businesses have maintained a high level of profitability, up on the first half of 2023."**

We pursued the development of offerings linked to Generative AI: From the end of 2022, the Group took up the subject of Generative AI to integrate it into its technology offerings, its performance marketing solutions, Converteo's consulting services, as well as Brainsonic's creative offerings.
Converteo and Brainsonic have also set up "AI factories", enabling our customers to integrate Generative AI into their operational processes, whether related to Data or creativity.

Despite its limitations, we are convinced that Generative AI is a major source of progress and productivity for our Group and our customers. This requires in-depth appropriation by our teams. In 2024, we continued our ambitious training and support program for our 1,000 employees, and we're already seeing the first positive effects on their productivity.

## CSR

Since the 2000s, the Group has been at the forefront of social and environmental issues. After joining the UN Global Compact in 2020, we continued our actions in the first half of 2024. We intensified our efforts to raise employee awareness and commitment to CSR issues by deploying the "Friday" platform, We transformed our Code of Conduct into an Ethics Charter, emphasizing the values of respect, health, and prevention of discrimination and harassment. At the same time, we have rewritten our Alert Policy to better adapt it to the structure of our Group, and in particular appointed Referents trained in the subjects of discrimination and harassment in each team.

These initiatives reinforce our commitment to a sustainable, respectful and inclusive business model.

As a family-owned company with strong values (the spirit of conquest, respect and mutual support), we are committed to embodying these values in all our actions.
The mobilization of our more than 1,000 employees has enabled us to pursue our growth despite a complicated environment. Our employees are the strength and pride of our Group, and I would like to thank them once again for their energy in serving our collective project and our customers.
In the coming months, we will be pursuing our recruitment programs, particularly in our Digital Marketing activities.

At the end of 2023, we launched a partnership between DÉKUPLE and ESCP-Business School, involving the training of all employees and teaching staff worldwide in Generative Artificial Intelligence.
Starting this fall, DÉKUPLE is also actively involved in student training. In addition, we are continuing our long-term partnership with HETIC, the digital school, initiated in 2022.

## Sailing partnership

For the third year running, the Group is sponsoring a Class 40 boat, skippered by William Mathelin-Moreaux. In January, he took part under our colors in the Niji Race between Belle-Île and Marie-Galante, and in July, in the Québec-St Malo race, where he came a respectable 9th. Numerous events were organized with our staff, partners and customers to raise the profile of our brand as part of this sponsorship.

## Outlook

The economic outlook, both in France and internationally, remains uncertain. The economy is showing signs of nervousness, and geopolitical uncertainties could prompt companies to limit their investments.
However, as a data marketing specialist, we operate in a buoyant sector, and we are confident that our growth will continue.
In the months and years ahead, we will continue to expand our geographical presence to reinforce our European leadership and better support our international customers, particularly in North America and Asia.
Our innovations and technological investments remain at the heart of our strategy to strengthen the efficiency and differentiation of our services, in particular through the platformization of our offerings, supported by our mastery of data and AI .
In our portfolio businesses (Press and Insurance), we will continue to make commercial investments that generate recurring revenues and create value.
The share of digital marketing in our business will continue to grow. Our development is based on marketing innovation, centered on data and technology. We remain particularly attentive to acquisition opportunities in high-potential complementary fields, in France and in certain European countries.
The Group has solid financial resources to support its ambitions.
Our more than 1,000 employees are fully mobilized to pursue the Group's growth in the service of our customers and partners, and we plan to continue implementing our "Ambition 2025" plan to become the European benchmark in data marketing.

**I would like to thank our employees, partners, customers and shareholders for their trust and loyalty.**

# Group identity card

A major European player in cross-channel data marketing, DÉKUPLE combines expertise in consulting, creativity, data, technology and Artificial Intelligence to help brands transform their marketing and boost their sales performance. The Group designs and implements acquisition, loyalty and customer relationship management strategies across all distribution channels for its partners and customers, and works with more than 500 brands belonging to major groups or ETIs, in Europe and internationally.

Founded in 1972, DÉKUPLE generated sales of 200 million euros in 2023. Present in Europe and China, the Group employs a thousand people united by shared values: the spirit of conquest, respect and mutual support.

## Digital marketing consulting and services

### Consulting & technology

CONVERTEO

Converteo is positioned as a specialist data & technology consulting partner, with a team of nearly 450 consultants and experts. A performance accelerator, from planning to execution, Converteo acts as a link between marketing and IT departments, and is dedicated to skills transfer.

### Marketing commitment

brainsonic
THE ENGAGEMENT AGENCY

As a "blended agency", Brainsonic employs over 120 talented people from a wide range of backgrounds, who closely combine editorial, creative and technical skills. The agency devises strategies designed to captivate and engage audiences, including BtoC and BtoB markets, as well as employees.

### Marketing Agencies and solutions France

DÉKUPLE
INGÉNIERIE MARKETING

DÉKUPLE Ingénierie Marketing brings together agencies that combine strategic, creative and data-driven talents to develop and deploy high-performance marketing solutions. At the same time, the division offers MarTech solutions compatible with the main market platforms to optimise data marketing performance.

### Agencies and Marketing Solution Iberia

DÉKUPLE
PROMOCIÓN Y FIDELIZACIÓN

DÉKUPLE Promoción y Fidelización offers marketing services to advertisers in Spain and Portugal, specialising mainly in sales promotions, rewards, influencer marketing and customer loyalty and retention strategies.

## BtoC portfolio marketing activities

### Insurance Brokerage

DÉKUPLE
ASSURANCE

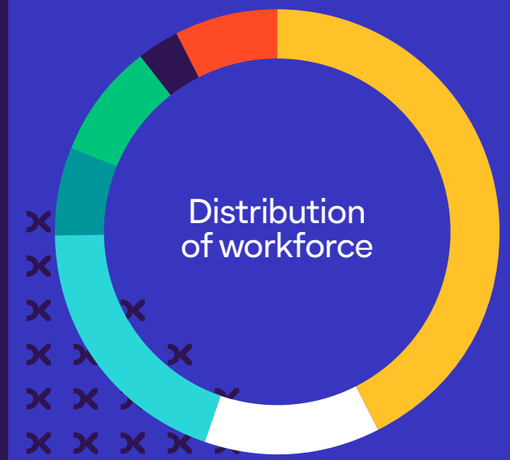
DÉKUPLE Assurance offers insurance products through direct marketing under the BtoC AvoCotés Assurances brand. This division also develops loyalty programmes for customers and prospects of partner brands. It also provides services to various insurers and mutual insurers.

### Solutions Abonnements

DÉKUPLE
SOLUTIONS ABONNEMENTS

Solutions Abonnements is the European leader in building customer loyalty through magazine subscriptions, a business it has been running for over 40 years. This division also offers a range of edutainment services for families.

# Putting people at the heart of our business



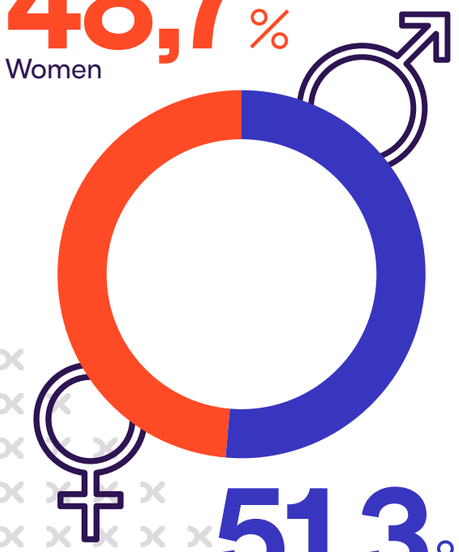

June 2024

| | |
|---|---|
| Consulting and Technology Division | 421 |
| Marketing Commitment Division | 124 |
| Agencies and Solutions France | 192 |
| Iberia Agencies and Solutions Division | 63 |
| Solutions Abonnements Division | 82 |
| Insurance Division | 30 |
| Group transversal functions | 73 |
| **TOTAL** | **985** |

**36,1**
Average age

**5,4**
average years of service

**48,7 %**
Women



**51,3 %**
Men

# Our half-year key figures

**Turnover**

+8,8%

**104,6 M€**

**Gross margin**

+5,8%

**83,5 M€**

**Ebitda retired***

14,8% gross margin

**12,4 M€**

**Net income, Group share**

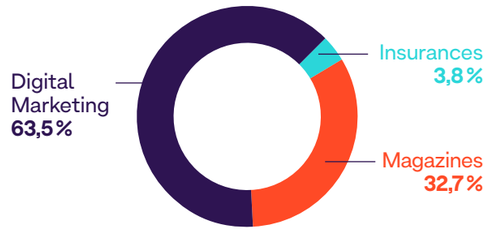
6,6% gross margin

**5,5 M€**

EBITDA restated for the IFRS2 impact of bonus share issues and the IFRS 16 impact of restating rental expenses

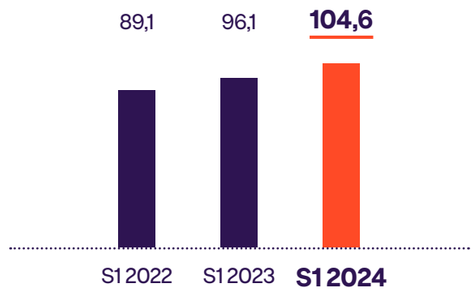
**Turnover distribution by division**

In %



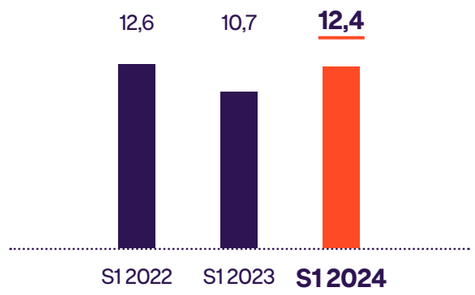

**Turnover**

In €M




**EBITDA retraité ***

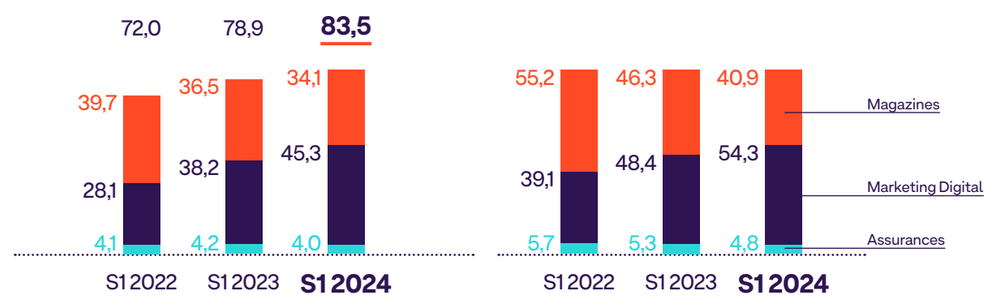
In €M




**Gross margin by division**

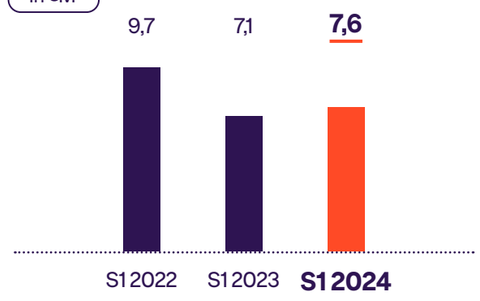
In €M

In %



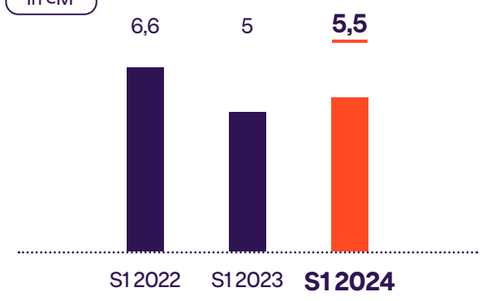

**Operating income**

In €M



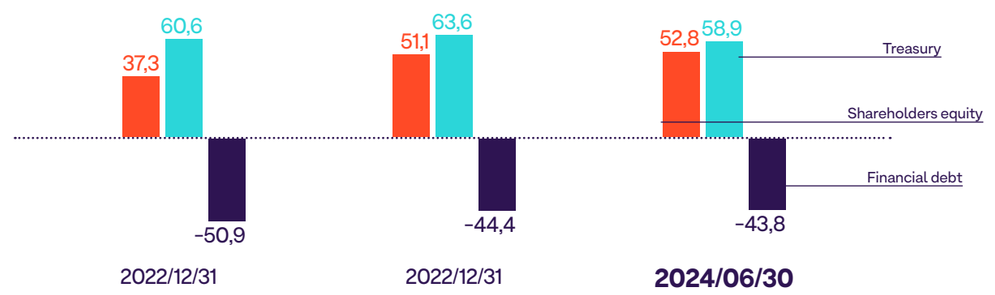

**Net income, Group share**

In €M




**Financial structure**

In €M



# The Group expands internationally

**The DÉKUPLE Group, European experts in data marketing, is pursuing its ambitions through the international development of its technological solutions, offering solutions tailored to the needs of its customers. companies. DÉKUPLE focuses on the expertise that enables brands to improve their marketing strategies and attract new customers by offering customised solutions tailored to the specific characteristics of local markets.**

As part of this ambitious approach, the Group has taken a series of strategic actions to strengthen its presence in European markets, while extending its technological offerings internationally. Three of its key platforms in particular embody this dynamic: RocketLinks, Reech Influence Cloud and Ividence.

### RocketLinks

For RocketLinks, the Dekuple Group's platform for buying sponsored articles, 2024 remains the year of internationalisation. With a view to becoming the meta-platform for all SEO professionals worldwide, English-speaking profiles have been recruited to develop the commercial activity and more than 6,000 new international media have been added to their catalogue since January 2024 (out of the 60,000 foreign sites available in total). In the first quarter of 2024, RocketLinks recorded a 43% increase in international sales compared with the first quarter of 2023.

### Reech Influence Cloud

Reech Influence Cloud continued its expansion in 2023 by helping brands and institutions to internalise and optimise their influencer marketing strategies on a global scale. The platform offers a comprehensive range of features to identify influencers around the world, frame aspects of partnerships, evaluate campaign ROI, amplify the best influencer content and benchmark competitors' share of voice. The very recent Reech AI feature takes things even further, automating workflows using artificial intelligence, such as speech-to-text transcription and automatic image analysis. Reech Influence Cloud stands out for the quality of its data and its solidity in terms of compliance with the RGPD and the quality of its data, recognised by regulatory bodies such as the Autorité des Marchés Financiers (AMF) and the ARPP in France and in 6 other countries (Brazil, Germany, Romania, India, Greece and Cyprus). The platform is also used by international brands such as Club Med, Yves Rocher and Disney World who are looking for a complete technological solution. To support its growth, Reech Influence Cloud plans to increase its workforce in Paris and Rennes and to continue to rely on the support of the DÉKUPLE Group to extend its influence in European and local markets.

### Ividence

Finally, Ividence has established itself as a key player in the distribution of Native Ads campaigns within newsletters. With a network of over 50 leading publishers and the management of 325 newsletters, the platform reaches 1.5 billion impressions per month, generating quality traffic for advertisers. Ividence offers a high-performance solution that respects the user experience, optimising brand visibility while guaranteeing a premium editorial environment. In 2023, Ividence generated 46% of its sales internationally, offering advertisers optimised interaction with their target audiences in various European markets.

## DÉKUPLE Iberia and Smart TraffiK, behind the scenes of the implementation of synergies

**At the end of 2023, DÉKUPLE Iberia and Smart TraffiK decided to join forces to create mutual value. DÉKUPLE Iberia will expand its portfolio of offerings by marketing the LoKal Booster and oKube platforms. Smart TraffiK, for its part, is opening up to the Spanish market.**

The success of this approach between the two companies is based on a shared strategic vision and aligned objectives, with complementary technological, commercial, know-how and innovation skills. Sharing resources and information, as well as monitoring and evaluating results to identify strengths and areas for improvement, are key to maximising synergies and enabling each party to contribute fully to the project. This synergy enables the Group's customers to benefit from the expertise of two European markets, while pooling local strategies with a strengthened and personalised approach. This collaboration guarantees greater responsiveness and better adaptation to local specificities, and maximises their visibility and performance on local markets.

## Converteo sets up in North America with the opening of offices in New York and Montreal

**Converteo has formalised its presence in North America with the creation of a US-registered subsidiary, Converteo Inc., and the opening of two offices, one in New York and the other in Montreal.**

Founded in 2007, Converteo is a French consultancy specialising in the complex issues surrounding the use of data and AI. It has grown rapidly in recent years, and now employs almost 450 people. After supporting its first clients in Europe over the last few years, Converteo was awarded its first assignment in the United States in 2023, which is still ongoing, on behalf of a French CAC 40 industrial company, which is relying on the firm's experts to develop its strategy, tools and pricing operations using AI. Then, in May 2024, the firm was selected for a new multi-year assignment on behalf of an international luxury goods group wishing to build and manage a robust performance measurement system for its digital ecosystem that respects the privacy of its North American audiences. On the strength of these recent successes, Converteo is formalising its presence with the aim of accelerating its presence in the US and Canadian markets.

# Generative Artificial Intelligence, a strategic lever for our employees and our customers

**Generative Artificial Intelligence is profoundly transforming all sectors of the economy. From machine learning algorithms to virtual assistants, AI is redefining business processes, improving operational efficiency and opening up new opportunities for innovation. It is enabling companies to better anticipate their customers' needs, optimise resource management and create ever more personalised services. GAI is no longer just a production tool, but a strategic driver that amplifies human creativity, enabling companies to stand out in a constantly evolving market.**

Aware of the strategic importance of GAI, our Group has, since 2023, deployed this technology at the heart of its organisation and launched initiatives to train and develop the skills of our employees. DÉKUPLE also supports companies in their training needs and adopts a progressive approach, from acculturation to experimentation, right through to industrialisation. At the same time, we have strengthened our communications and explored new, innovative approaches to sharing our expertise, contributing to our positioning as a key player in the GAI ecosystem.

## AI training

In March 2023, we launched an internal training programme to introduce all our employees to tools such as MidJourney and ChatGPT. To give impetus to this transformation, we have appointed two Converteo employees to take on the role of "AI Evangelists" who, with the help of the "AI Champions" appointed in each division, are leading our efforts to raise awareness and provide in-house training. We also offer external specialist training through our entities Brainsonic, Converteo, Agence DÉKUPLE and DÉKUPLE Ingénierie Marketing B2B, targeting managers to effectively drive digital transformation initiatives, promote a culture of innovation within the company and encourage employee acceptance of new technologies.

**KEY FIGURES :**

**110** participating companies

**7200** people trained

## Focus on Brainsonic.ai

brainsonic
THE ENGAGEMENT AGENCY

Brainsonic.ai is Brainsonic's new service, designed to revolutionise marketing and communication departments through Generative Artificial Intelligence. This consultancy, headed up by Mathieu Crucq, the agency's Managing Director, uses advanced technologies to transform and optimise working methods within companies. By offering training, awareness-raising and customised solutions, Brainsonic.ai helps companies to effectively integrate this new technology into their communication and marketing strategies.

## Enhanced communication




As pioneers in the use of GAI, we are helping companies to understand and make the best use of these tools through a range of content. We have published a study in collaboration with OpinionWay, outlining how major French companies perceive and plan to integrate the GAI into their organisation. In parallel, our white paper details the transformational impact of AI on marketing, affirming its crucial role in strategic innovation. Our "Inside IA" videos show in concrete terms how we are applying the GAI to strengthen the skills of our teams and optimise the support we provide to our customers. These materials demonstrate our leadership and our ability to shape the future of AI in the professional world.



## Generative Artificial Intelligence, a strategic lever for our employees and our customers

### “Changement d’époque en cours”

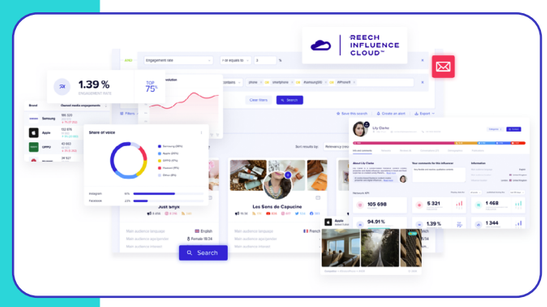
CONVERTEO




This year, Converteo has unveiled "Changement d'époque en cours", a new podcast entirely dedicated to the Artificial Intelligence revolution. Mobility, health, democracy, scientific research, education, sport...: in each episode, Converteo offers a freeze-frame on a particular area in which the AI revolution is underway. To guide us along the way, Converteo is joined by a key witness, a player in the field, an expert, a researcher or an AI maker.

### Reech IA

**Since the end of 2023, Reech Influence Cloud has accelerated its use of AI to develop dozens of use cases that improve the influencer marketing campaigns of its customers, brands and agencies, as well as their marketing strategy.**




New AI-powered functions have been introduced, including :

- Audience overlap allows you to analyse the audience share shared by several content creators. An essential tool for working on repetition or, on the contrary, maximising the reach of your message to the widest possible audience
- Brand Safety carries out an automatic background-check, i.e. an analysis of the content creator's previous posts and speeches, based on criteria defined in advance. An essential tool for protecting your brand image and reputation

REECH

- Speech-to-text allows the written transcription of influencers' YouTube videos, facilitating ARPP's monitoring work.
- Automatic image analysis can be used to produce trend reports, such as a fashion trend book, and to analyse the best-performing content on a brand's feed.

# Other first-half news

### Retail Squad

SmartTraffik

At the start of 2024, Laurent Simonin, CEO of Smart TraffiK, launched "Retail Squad", a new podcast dedicated to the world of retail. The podcast features fascinating discussions with key players in the sector to decipher the current trends and innovations that are transforming retail. Every month, a leading figure from the retail sector is invited to talk about their career path and their challenges.

### Digitalization of the press offer

DÉKUPLE
SOLUTIONS ABONNEMENTS

Over the past 4 years, the Subscription Solutions division has seen strong growth in its digital orders, although the average basket via this channel remained lower than that for paper orders. Although moderate, this difference represented a strategic challenge for the division. To remedy this, a number of marketing initiatives were put in place, integrating and adapting e-commerce best practice to our specific press subscription model. The results are convincing: in the first half of 2024, digital performance equalled that historically achieved via print catalogues.

# Nex data-marketing tools

## Verbaudet

CONVERTEO

**Faced with rapid digital transformation, Vertbaudet, a pioneer in the world of children's clothing, wanted to explore the opportunities offered by Generative AI to improve its e-commerce performance. The challenge was to prioritise the use cases for Generative AI and develop tools capable of optimising the creation and management of product sheets, while improving team productivity.**

In collaboration with Google, Converteo played a central role in the implementation of Generative AI at Vertbaudet. As a strategic partner, Converteo guided Vertbaudet by focusing on optimising the creation of product sheets and improving e-commerce processes. The initial results of the Generative AI tools were very encouraging. The product sheets generated were often indistinguishable from those created by human editors. The productivity of the e-commerce teams was significantly improved, enabling them to better manage busy periods. The translations were correct, although local adjustments were sometimes necessary to refine the wording. Human validation remains essential: the forms generated by the AI are always revised and completed by the editors to guarantee the final quality.

## Hyundai

SmartTraffik

**Multi-Touch Measurement: How does Hyundai support its network to generate qualified traffic?**

As part of a partnership between Hyundai, Ekstend, Qwamplify and Smart TraffiK, a geolocated mobile programmatic display campaign was launched from January to February 2024, with the aim of generating qualified traffic to Hyundai dealerships. The aim was to support Hyundai's distribution network, optimising marketing costs and improving the user experience for its various vehicle models. The campaign used conversational dynamic banners, adapted in real time according to user interactions and precise targeting of prospects using data from Leboncoin and other sources. Campaign performance was measured using Smart TraffiK's oKube technology, which enabled detailed analysis of in-dealership traffic and ongoing optimisation of media devices. This strategy produced excellent results, with 7,802 in-dealership visits, a cost per visit of less than €4 and a visibility rate of 80%, reflecting a clear improvement in customer engagement, as well as greater efficiency in marketing investments.

## Metro

le nouveau bélier GROUPE DÉKUPLE

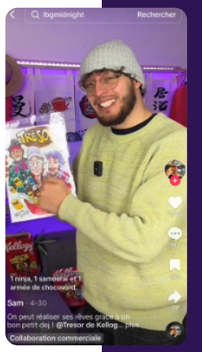



METRO France has unveiled a ground-breaking communications campaign in collaboration with agency Le Nouveau Bélier, underlining its commitment to French catering and the promotion of home-made food. Entitled "Les Halles METRO, ici commence le Fait Maison", the campaign highlights METRO's crucial role in supporting French SMEs and producers and reinforces its image as a source and selector of raw, fresh and local produce, essential for restaurateurs preparing authentic dishes. In fact, more than half of METRO's sales come from restaurateurs who source fresh produce, sourced mainly from French SMEs and producers, more than 1,500 of whom are local. The campaign also illustrates the stories of chefs from various sectors, such as brasserie, haute gastronomy and snacking, who visit METRO Halles across the country every day to source fresh ingredients, sharing a common belief in the authenticity of flavours and the quality of ingredients. This initiative not only reaffirms METRO's commitment to culinary excellence, but also strengthens the bond between the brand and its loyal customers through a powerful visual narrative and meaningful testimonials.

## "Trésor" Kellogg's

REECH






**Kellogg's called on Reech to promote its new Brownie Treasure recipe. The agency set up a dynamic marketing campaign with a series of immersive activations in Paris. The campaign kicked off with a treasure hunt event broadcast live on Twitch, captivating a large and engaged audience through a playful exploration of the capital. This activation not only stimulated excitement around the product, but also showcased creativity and direct interaction with the brand.**

At the same time, Kellogg's collaborated with influential content creators on TikTok, targeting rap, manga and video game enthusiasts to maximise cultural resonance and affinity with the product. Original creations, ranging from an exclusive rap song to a manga panel to a mobile game, were specially designed to illustrate Trésor's versatility and boost consumer engagement. These creative strategies not only raised the profile of the new Trésor Brownie recipe, but also enabled Kellogg's to forge deeper links with various passionate communities, significantly increasing brand interaction and consumer preference.

## New data-marketing tools

# Chagee

**CHAGEE intends to take advantage of the Paris Olympic Games to continue its expansion in the European market, particularly in France. This is in line with the brand's ambition to open shops on the global market in the coming years and strengthen its influence around the world. To this end, Brainsonic and Dékuple China have helped the brand to organise an event in Paris, with the aim of using the Paris Olympic Games as a platform for Sino-French cultural exchange, thereby strengthening CHAGEE's recognition on the international market.**




**Innovative short-lived shops :**
A pop-up store at Saint-Lazare station in Paris, attracting more attention and new customers.

**Online/offline promotional activities in Paris:**
Working with tourist venues such as the Louvre, which have strong cultural characteristics prior to the Olympic Games.



**On its first day of opening, the pop-up store already had over**

**1200 visitors, with a total of 5300 interactions, including the distribution of gifts and milk tea.**

**Collaboration with the French Embassy :**
To facilitate Sino-French cultural exchanges, including joint events and cultural experiences, and thus strengthen the brand's international influence.



brainsonic
THE ENGAGEMENT AGENCY

DÉKUPLE
CHINA

# La Salvetat

**Grand-Mercredi has designed a programme called Flex for La Salvetat, positioning La Salvetat as an everyday companion, integrating well-being and good health habits for the over-50s into their daily routine.**

This comprehensive package comprises a number of elements:

- "Creation of the Flex platform on the La Salvetat corporate website, designed to engage and inform the over-50s.
- Content categories centred around a common theme - health - for targeted, relevant browsing.
- The production of 5 videos and 3 podcasts by Flex seniors, offering valuable testimonials and advice on health and well-being.
- A partnership with the French Hiking Federation to integrate their official map widget into the platform, with the aim of enriching the user experience and encouraging the exploration of adapted hiking routes.

GROUPE grand mercredi




# Bouygues Immobilier

**L'Agence DÉKUPLE, which specialises in data marketing and communication, has designed a long-term, easily adaptable sales communication territory for Bouygues Immobilier that aims to develop sales in the short term while reinforcing the brand's positioning and its slogan "La vie commence ici" ("Life begins here").**




DÉKUPLE
L'AGENCE

In 2024, this territory will be the focus of three major commercial events, orchestrated by the l'Agence DÉKUPLE at national level and adapted locally, including:

- An impactful tagline: "It's up to you today".
- A 360° approach, including the design of the key visual and its deployment in print (press, posters, leaflets) and digital (social networks, display, YouTube, emailing)".
- Captivating visuals that immediately make it easier to understand the property sector, while allowing prospects to project themselves into a life project (the arrival of a new child, owning an outdoor property with a balcony, etc.), and highlighting the offer in such a way as to encourage a visit to the agency or an act of purchase.

# Our awards



## Agence DÉKUPLE: 5 awards

**5** AWARDS
for Yoplait, including GOLD and the Jury's Favourite at the Grand Prix de la Data




## Brainsonic: 21 awards



**5** AWARDS
for Yomoni, including a GOLD award at the Grands Prix de la Communication in the Advertising Campaign category

**5** AWARDS
for Groupe BPCE, including GOLD at Nuit des Rois



**4** AWARDS
for Peugeot Frères Industrie, including GOLD at the Golden Awards in Montreux, in the Print Advertising category.

**1** AWARDS
silver for Lenovo at TopCom Corporate

**2** AWARDS
for Hasbro, including a GOLD award at the Grands prix de la Communication, in the External Communications category

**1** AWARDS
silver for RATP at the Cas d'Or Grandes Causes awards

**1** AWARDS
bronze for Bescherelle at the Grand Prix de la Data

**1** AWARDS

Gold & **1** AWARDS
Jury's Special for Tout le Monde contre le Cancer at the DOOH Cas d'Or awards

# New ethics charter and adapted whistle-blowing policy

**As part of its ongoing commitment to a healthy and respectful working environment, our Group has undertaken to strengthen its internal policies, aimed at reaffirming employees' commitment to the values of the DÉKUPLE Group and to ethical behaviour in the company's activities.**

The major transformation of our Code of Conduct into an Ethics Charter aims to unite all our employees and internal and external stakeholders around our values of winning, respect and mutual support. The new charter places particular emphasis on health and safety, and introduces specific measures to step up the fight against all forms of discrimination and sexual and/or psychological harassment. At the same time, the Whistleblowing Policy has been revised to better adapt to the Group's structures, with capacity-building to enable us to better identify and deal with whistleblowing, in particular through the introduction of specifically trained whistleblower officers in every Group team. These advisers play a crucial role in identifying, dealing with, accompanying and supporting employees in the face of inappropriate behaviour. In the second half of the year, all employees will be invited to sign up to the Ethics Charter and to attend an awareness-raising course on harassment and discrimination. The aim is to ensure that every member of the Group understands the guiding principles of day-to-day interactions and behaviour, in order to promote a safer and more respectful working environment for all.





## Governance

### New responsible purchasing charters for several Group companies

The responsible purchasing policies implemented by several Group companies are part of the Group's environmental, social and societal policy. Their aim is to improve supplier management and promote continuous improvement. Through its responsible purchasing policies, the DÉKUPLE Group aims to establish relationships based on mutual trust, with a view to minimising their environmental and social impact, while promoting good practice in terms of ethics and respect for human rights.

## Social

### Collaboration with Déclic for Mentoring Month

"Thanks to the "Vendredi" initiative, I have had the opportunity to discover and work with new associations dedicated to mentoring, reinforcing my commitment to students and young graduates in their search for work experience and their first job. Among these associations, 'Le Déclic' stands out for its mission of putting young people in touch with professionals, giving each mentor the opportunity to get involved in specific support issues. The format of the one-hour sessions encourages structured and effective exchanges between mentors and mentees. The sessions cover key areas such as building CVs, sourcing vacancies, drafting approach messages for recruiters, interview techniques and postures, and following up applications. Thanks to this commitment, I have had the satisfaction of supporting three students who have been able to secure their work-study placements for the start of the new academic year in September 2024."



ANTHONY MOREAU,

GROUP HR DEVELOPMENT MANAGER

## New ethics charter and appropriate whistleblowing policy

SOCIAL

### Vendredi : Effective sponsorship and skills programme

Since the beginning of 2024, the DÉKUPLE Group has joined Converteo in the "Vendredi" skills sponsorship programme, enabling us to step up our CSR initiatives by offering our employees various opportunities to contribute to a more sustainable society. In fact, this skills sponsorship platform plays a central role, enabling employees to get involved in social and environmental projects while developing their skills.

**VENDREDI IN FIGURES FOR THE FIRST HALF OF 2024:**

**More than 550 employees have registered on the platform.**

**Total of 57 employees have followed awareness-raising courses, with 511 challenges done.**

**63 days of commitment were used, for a total of 102 missions.**

**More than 250 employees are involved in skills sponsorship and internal missions.**

In order to achieve these good results and maintain the strong commitment of our employees, the "Friday ambassadors" play a vital role. Here are just a few of Converteo's initiatives in the first half of the year:

- A cinema debate on the theme of disability and autism in particular, with the screening of the film Hors Normes by Olivier Nakache and Éric Toledano.
- a wellness break, with a special workshop on stress and anxiety management, where employees were able to create their own olfactory sticks.
- a self-defence workshop to boost employees' self-confidence on a daily basis and learn simple, effective self-defence techniques.

### Rocket Marketing supports learning and training

As it does every year, Rocket Marketing has chosen to donate the balance of its apprenticeship tax to committed establishments, thereby helping to fund apprenticeships and training for one or more organisations.

For 2024, this tax was paid to the Chartres Special Education and Home Care Service (SESSAD). This SESSAD provides educational and therapeutic support to children and teenagers with disabilities. In particular, this contribution enables them to acquire teaching and therapeutic equipment, which is essential for the development and fulfilment of the young people they support.

By choosing to support this organisation, Rocket Marketing is reaffirming its commitment to the values of solidarity and social responsibility, contributing to a better future for all.

## Environment

### Climate Fresco and Circular Economy Fresco

Since 2018, within the DÉKUPLE Group, the Climate Fresco has become an essential tool for raising awareness of climate issues. During the first half of the year, three frescoes were produced, with 17 employees taking part and enabling the finalisation of training for two fresco artists to lead these sessions. The aim is to raise awareness of the issues and themes surrounding global warming, as well as the solutions for transition and transformation. These initiatives underline the continuity of our active commitment to environmental challenges. These commitments will continue in the second half of 2024 with the organisation of new Fresques du Climat. The DÉKUPLE Group's Partnership division and support activities took part in the Fresque de l'Économie Circulaire (Circular Economy Fresque) with the aim of introducing employees to the concepts of more virtuous economic models.



### 7365 miles travelled by the new Class40 DÉKUPLE

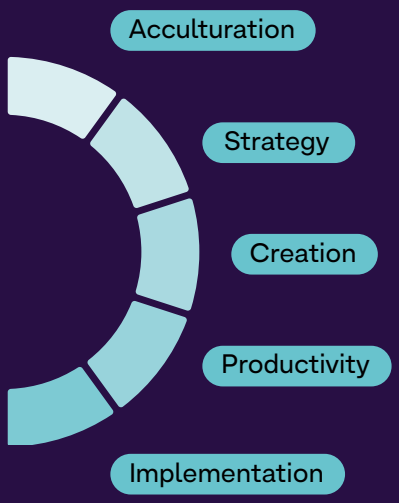
During the first half of 2024, our skipper William Mathelin-Moreaux and his Class40 DÉKUPLE covered 7,365 miles in two transatlantic races and a third race on the American coast. Launched after seven months of construction, this new yacht, a Musa40 designed by Gianluca Guelfi and twin to the winner of the last Transat Jacques Vabre, quickly proved its worth in the Niji40, a race from Saint-Malo to Marie-Galante, and then in the Atlantic Cup in the United States, where William and his team-mate excelled, taking 3rd place in the second leg. Between this race and the next, William took part in the Olympic Torch Relay in Lorient. For this moment of honour reflecting our values, he was cheered on the 200 metres of his course by the residents of the Perce-Neige Foundation, an association of which he is the patron. For Class40 DÉKUPLE, the first half of the year ended with the Transat Québec-Saint-Malo. With a daring tactical option, William and his team-mates finished the race in tenth place, barely an hour and a half behind the winners. This first season of Class40 DÉKUPLE reflects a promising air of renewal for William Mathelin-Moreaux's future challenges.

DÉKUPLE

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