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EDITORIAL

The year 2024 marked an important turning point in the company's history.

A new chapter has opened, without a break, but with a clear desire to consolidate the foundations laid for more than twenty years and to strengthen a commitment that has driven us for a long time.



Today, social responsibility is an integral part of the life of companies.

For us, this is nothing new. Sensitivity to social, environmental and economic issues has been an integral part of the way we work for more than a decade, long before these concerns were at the centre of institutional and commercial expectations.

In the face of environmental, social and economic challenges, every action counts. Responsibility is not approached as an external approach to the activity: it is naturally integrated into decisions, relationships, and daily choices.

The commitment to a more sustainable economy cannot be improvised. It is built on the coherence between words and actions, in the ability to evolve without renouncing its principles, in the attention paid to the real impact of each project, each product, each relationship.

This report presents, without embellishing or masking, the state of play of what has been accomplished in 2024: the successes consolidated, the challenges identified, the trajectories mapped out for the years to come.

Each indicator monitored, each gesture of improvement, each partnership committed reflects this deep sensitivity, which is now reinforced by precise management tools and by the collective mobilization of the teams.

To continue this momentum, to deepen our commitments, to broaden our useful impact This is the ambition carried out collectively, with constancy, lucidity and pragmatism.

Clément Marçais,

Managing Director



PRESENTATION BY MARANELLO

Founded in 2004 by François Crépin, François Lévêque and Rémi Gammal, Maranello is a consulting agency and reseller specialising in responsible media objects. Since its beginnings, the company has developed a committed approach to sourcing, design and communication through objects, combining creative requirements and measured impact.

Maranello currently has 14 employees, spread over two locations: in Levallois-Perret in France, where the consulting and graphic design studio is located, and in Waterloo in Belgium, the logistics and operational center. The permanent catalogue includes more than 80,000 customisable references, in addition to custom-made creations. A graphic and digital service completes the offer, as well as a solution for recycling and donating obsolete or unused objects.

In 2024, Rémi Gammal and Clément Marçais will take over the company's entire capital, following the purchase of the shares of the two historical co-founders. This transfer also marks the creation of the Maranello group, structured around two entities: Maranello France and Maranello MPPB (Maranello Pôle Production Belgique). This development does not change the company's commitments in any way. On the contrary, it makes it possible to strengthen Maranello's action on a European scale and to broaden its scope of impact.



All the products offered by Maranello are selected according to strict criteria of traceability and responsibility, including recycled or certified materials (GRS, Seaqual, GOTS, BSCI...). Complete information on products, certifications and customization processes is accessible transparently on the website:

The company is recognized by several quality and ethical labels: Ecovadis, Qualiserv, and Sedex for its Belgian structure. It has also developed its own internal commitment framework, the Maranello On Earth label, which structures its entire CSR approach. In 2024, Maranello achieved a turnover of €3.49 million.



OUR MISSION

Since 2020, Maranello has been a company with a mission. To date, it is one of the very first French SMEs to adopt this status, and the first to have done so in the media object sector. This structuring choice enshrines a dynamic that has been underway for several years: to make the advertising object a lever for responsible transformation.

The company includes its purpose in its articles of association, according to the following terms:

"The design, development, manufacture and marketing of media objects favouring a sustainable and responsible economy, the purchase, sale and brokerage of goods, services and all products; advice to companies or individuals related to the choice of these goods, services or products. »

This formulation provides a framework for all of the Maranello Group's activities, in France and Belgium, and guides strategic decision-making and day-to-day operations. It affirms a clear positioning: to contribute, through the design, production and distribution of media objects, to a more sustainable, ethical and useful economy.

Maranello's mission is managed in close collaboration with the company's governance. A mission referent has been appointed from the outset to monitor its implementation, identify relevant indicators and ensure regular dialogue with the stakeholders concerned.



CSR STRATEGY AND MANAGEMENT

CSR APPROACH AND FRAME OF REFERENCE

4

Maranello's CSR approach is part of a global dynamic, built around concrete commitments, recognized and

of a logic of continuous progress. It permeates the entire business of the company: from product design to customer relations, from internal governance to social actions.

Since 2020, this approach has been formalized by the status of SME with a mission, which structures Maranello's action around a clear purpose: to offer useful, sustainable media objects aligned with a responsible economy.

Q A demanding, multi-level setting

Maranello has chosen to articulate its CSR strategy around several complementary standards:

- The UN's Sustainable Development Goals (SDGs), with an active contribution to 11 of the 17 goals
- The 10 principles of the Global Compact, which Maranello has officially supported since 2011



Notre Engagement auprès des Nations Unis 2 FAM 2 FAMO 2 FAMO 2 FAMO 3 BORNE SAMPÉ 4 BEQUALITE 4 BEQUALITE 4 BEQUALITE 5 FERRITIES 10 MEANIFE STERNISS 8 FERMIN OFFRAN 10 MEANIFE STERNISS 11 MEANIFE STERNISS 56% de femmes chez Maranello Certifications de nos fournisseurs 13 MANUTE SOUNCE SUBJECTES 14 BORNE SAMPÉ 15 FERRITINS 15 VIE TROMPSANCE CERTIFICATION CES OBJECTES 17 PARTIMABILIS COMMUNICATION CES OBJECTES 2 TAMO 2 FERRITINS 2 TERNISS NOUS PROPOSONS SYSTÉMATIQUEMENT UNE alternative responsable 17 PARTIMABILIS COMMUNICATION CES OBJECTES DONALITE 18 SERVINION CES OBJECTES PARTIMABILIS COMMUNICATION CES OBJECTES COM

Nous respectons 11 des 17 principes du Global Compact depuis 2011

CSR APPROACH AND FRAME OF REFERENCE

 The Qualiserv label, aligned with the requirements of the ISO 9001 standard, which values quality of service, resource management, listening to stakeholders and continuous improvement



D'ENREGISTREMENT

La société:

MARANELLO

Site principal: 92 Rue Edouard Vaillant, Levallois-Perret, 92300, France.

a été labellisée:



Selon le Référentiel Qualiserv 7.4:

Communication par l'objet média.

Certificat n°: 0152370

Date de certification initiale:

28/07/2014

Date de certification: 28/03/2023

Date d'émission du certificat:

26/06/2023

Date d'expiration:

27/07/2026





Calin Moldovean

Président, Business Assurance Intertek France Tour PBS, 1 Avenue du Général De Gaulle 92800 Puteaux – France



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CSR APPROACH AND FRAME OF REFERENCE

The Maranello On Earth internal label, which formalizes the company's commitments around 4 pillars: responsible choice, responsible materials, responsible transport, and socially responsible.

Maranello à créé son label responsable





CHOIX RESPONSABLE

Pour un objet média utile, durable, recyclable et/ou biodégradable.



MATIÈRE RESPONSABLE

Pour un objet média utilisant de la matière réduite ou éco-conçue, renouvelable, une production en matière organique et l'utilisation de matières recyclées.



TRANSPORT RESPONSABLE

Pour un objet média à l'empreinte carbone faible : avec matière première de production locale, un transport vert, un transport court.



SOCIALEMENT RESPONSABLE

Pour un objet média à la contribution sociale positive, environnement Ethique, savoir faire Européen, national voire local, production solidaire, équitable, caritative, locale ou internationale.

\mathbf{Q} A demanding, multi-level setting

This structuring allows Maranello to systematically offer a responsible alternative, whatever the brief or the need expressed by its customers. It is a rule of operation, anchored in daily practices, and made visible by:

- enhanced traceability of products (materials, origin, labels),
- a Platform Information Product transparent via The Site <u>Maranello-europe.com</u>,
- Advice on choices with a lower impact,
- a recycling and solidarity donation system for unused objects.



CSR APPROACH AND FRAME OF REFERENCE

Recognition and ambitions

In 2023, Maranello obtained a score of 990/1000 on the Qualiserv label. The company is also Ecovadis Gold certified (since 2017), and is aiming for Platinum by 2026, with the ambition to complete its approach with environmental recognition (ISO 14001 and BCORP).

At the same time, the Belgian agency is Sedex certified, thus strengthening the European dimension of the group's CSR commitments.

Maranello is also a signatory of the 2FPCO charter, uses the Carbo tool to measure its emissions, and collaborates with Groom for circular logistics.



SAQ results

Site and company details

Site and company name	Site address	Business type	SAQ completion
Pole Production Maranello Belgium SA ZC1079174 Pole Production Maranello Belgium	79, Drève de l'Infante Waterloo Belgium 1410	Goods provider	100% Submitted Last updated 2024-11-28

Primary site activity	Other site activities	Management controls score
Other manufacturing n.e.c.	Not applicable	2.2



CSR GOVERNANCE AND INTEGRATION INTO THE STRATEGY

Maranello's CSR strategy is designed as a collective, living dynamic, integrated into the daily functioning of the company. It is based on clear governance, continuous management and sincere mobilization of the teams, who are already aware of societal and environmental issues.

Since 2020, this approach has been based on three pillars of governance:

Fully involved management

CSR issues are treated as strategic subjects in their own right. They are discussed on a weekly basis during strategic management meetings, bringing together all the teams. These collective times make it possible to adjust actions, identify levers for progress, and align operational decisions with the mission's commitments.

In April 2024, a new general manager, Clément Marçais joined Maranello. He temporarily took on the role of mission referent, pending the official appointment of a new referent in March 2025. This relay guarantees the continuity of the approach, while integrating a renewed vision.



Bonjour à tous,

Dans le cadre de notre engagement et en lien avec la 2FPCO, on participe cette semaine à l'Earth Hour.

Rendez-vous ce jeudi 27 mars entre 11h et 12h: on éteint les lumières pendant une heure symbolique. Petit geste collectif, grande vague mondiale: chaque année, plus de 185 pays se mobilisent, de Sydney à Paris, de Londres à Honolulu. Même les monuments emblématiques ont joué le jeu.

Et cette fois, bonne nouvelle : le soleil sera de la partie 💮 , parfait pour laisser les lumières au repos.

Merci à tous pour votre participation!



THE MARANELLO ON LABEL EARTH: OUR CSR COMPASS

The Maranello On Earth label is an internal reference framework that structures the company's social responsibility policy. Designed by Maranello to meet a dual requirement — external legibility and internal coherence, it applies to the entire offer and operations, and makes it possible to evaluate the responsible quality of the promotional items offered

This label does not replace official certifications (GRS, BSCI, FSC, etc.), but complements them by translating the company's commitments into concrete, homogeneous and operational criteria. It is used to filter, guide and validate choices at each stage: sourcing, production, transport, distribution.

© Objective of the label

The objective is simple: to guarantee that each object offered under the Maranello brand respects one or more fundamental principles related to sustainability, ethics and transparency.

In 2024, 80% of the objects sold met the requirements of the label. The ambition is to increase this figure to 90% by 2026.

Q Method of application

The label is applied via an internal evaluation grid, integrated into the sales process. For each proposal, the teams identify and validate the criteria met for each object. The marking of the label in sales tools (quotes, product sheets, catalogue) allows customers to read it immediately.

The four pillars of the label

The label is based on four complementary pillars, which cover the entire life cycle of objects:



THE MARANELLO ON LABEL EARTH: OUR CSR COMPASS

1. Responsible choice

This pillar ensures that the proposed object has been selected for its utility, durability, and reduced impact. The objective is to move away from a logic of volume or simple aesthetics to offer objects that are really designed to be used, and therefore preserved. The analysis focuses in particular on:

- the lifespan of the product,
- its potential for reuse,
- its relevance to customer use.

2. Responsible material

This pillar concerns the nature of the materials used. It applies to objects composed of:



- biodegradable or bio-based materials,
- certified renewable resources (such as FSC wood or GOTS cotton).

The objects must also be compatible with a responsible end of life, in connection with the circular economy.

3. Responsible transportation

This pillar concerns the logistical conditions. It promotes:

- Made in France or Made in Europe, reducing distances,
- the use of low-emission carriers, in particular electric vehicles,
- the optimisation of logistics chains (groupage, multimodal, reduction of empty runs).

Each Step of Shipping is thought for minimize The Emissions without compromising on quality of service.





THE MARANELLO ON LABEL EARTH: OUR CSR COMPASS

4. Socially Responsible

This pillar includes ethical and social criteria. It involves:



- strict respect for human rights and the exclusion of child labour,
- partnerships with inclusive structures, in particular ESATs, promoting the employment of people with disabilities,
- a commitment to Made in France, guaranteeing regulated social conditions,
- regular audits of the value chain to verify alignment with Maranello's ethical principles.

Communication and transparency

The Maranello On Earth label is visible on sales materials, quotes, and some product sheets. It is also explained on the website, in sales presentations and in external communications for educational purposes.

This framework is designed to reassure customers, enhance the commitments of partners and guarantee the traceability of the choices made. At the same time, it serves as a tool for continuous improvement for internal teams, with a view to concrete and measurable improvement.

An evolving dynamic

The label is alive. It is re-evaluated each year to incorporate new criteria (such as packaging, digital impact or repairability), adjust the requirement thresholds, and take into account customer feedback.

Through Maranello On Earth, the company affirms that it is possible to make the promotional object a useful, sustainable, ethical medium, without sacrificing creativity or efficiency.



STAKEHOLDERS AND DIALOGUES

Maranello's approach is based on a simple conviction: a responsible company cannot move forward alone. Its commitments must be anchored in an ecosystem, enriched by the points of view of its interlocutors, and adjust to the concrete expectations of the field. This is why stakeholder dialogue is an integral part of the social responsibility strategy, not a one-off or secondary action.

This dialogue is structured, permanent and integrated into operational decisions as well as long-term orientations.

🖏 Identify to better listen

Maranello's stakeholders are ranked according to their role, their proximity to the business, and their potential impact on CSR decisions. They are divided into five main categories:

- Customers, companies or organizations of all sizes, expect transparency, traceability and objects aligned with their own CSR policies.
- Suppliers and industrial partners, mainly located in France and Europe, are directly involved in the design, manufacture or delivery of products.
- Employees, employees or self-employed 100% associates, are involved in the definition and implementation of commitments, especially during weekly meetings.
- Partner associations, such as the Restos du Cœur, the Arthritis Foundation, or schools, are at the heart of Maranello's solidarity dimension.
- Third-party organisations, such as Qualiserv, Ecovadis, SEDEX or Carbo, provide an evaluation grid, measurement tools or a structuring external view.

This mapping is evolving: it is revised as the company develops, the group is structured, and new solidarity or commercial projects are carried out.



STAKEHOLDERS AND DIALOGUES

A dialogue integrated into the daily

Stakeholder engagement is not treated as a separate process. It is fully integrated into the management tools, the team's rituals, and exchanges with partners.

Every week, internal strategy meetings bring the entire team together. These working times include feedback on customer feedback, specific requests or weak signals observed with suppliers, partners or in the sector press.

Customer feedback, whether it relates to a product, a process or a CSR concern, is taken into account in the product selection, sourcing criteria or presentation of offers.

Exchanges with the beneficiary associations are regular. They make it possible to adjust material donations (unused advertising items, end-of-series), to co-organise certain actions, and to ensure useful, targeted, concrete aid.

Building a long-term relationship with suppliers

Maranello favours a close relationship with its suppliers, based on trust, transparency and shared standards.

- Ethical, social and environmental expectations are clarified at the outset of the collaboration.
- Audits or verification points are set up to ensure compliance with the criteria of the Maranello On Earth label (in particular on the "socially responsible" and "responsible transport" pillars).
- Collaborative adjustments are carried out on an ongoing basis: material modification, packaging change, relocation of a reference, optimization of a supply chain.

This link makes it possible to gradually raise standards and move forward with committed partners, even if they do not all have external certifications yet.



STAKEHOLDERS AND DIALOGUES

Customers as demanding partners

Customers are not passive recipients. They directly contribute to the evolution of Maranello's practices :

- by their questions about materials, origin or certifications, by their feedback after delivery,
- by their growing expectations in terms of responsible communication.

These exchanges influence the construction of offers, the content of product sheets, the way quotes are presented, or the development of transparency on the website.

In 2024, many customers have actively asked for more responsible alternatives, confirming that the logic of "sustainable default choice" carried by Maranello is in line with the needs of the market.

A continuous improvement loop

Dialogue with stakeholders is not limited to the collection of opinions: it continuously feeds a process of adjustment, co-construction, and progress. Each feedback, each remark, each expectation becomes a lever for improvement, integrated into the CSR roadmap.

It is this ability to listen and translate expectations into concrete terms that allows Maranello to remain on the move, without losing the coherence of its mission.



CSR PERSPECTIVES AND

Maranello's CSR strategy is designed as an evolving dynamic. It is not based solely on past commitments, but on a strong desire to progress year after year, in line with the challenges of its sector and the expectations of stakeholders.

The recent structuring of the Maranello group (France and Belgium) in 2024 has laid new foundations to intensify this trajectory. The next three years will be devoted to strengthening the impact, broadening the scope of action, and consolidating the management tools.

➤ 1. Reach 90% of products sold that meet the criteria of the Maranello On Earth label

Currently at 80%, the objective is to strengthen sourcing and integrate more criteria into calls for tenders to move towards a 90% alignment by the end of 2026.

➤ 2. Formalize a comprehensive climate action plan

On the basis of the first Carbon Assessment carried out in 2024, the challenge is to define quantified emission reduction targets (by scope), with monitoring indicators operational from 2025.

➤ 3. Implement an internal environmental policy

This includes the implementation of waste sorting in all premises, accurate monitoring of water consumption, e-waste management, as well as an energy improvement plan.



CSR PERSPECTIVES AND

➤ 4. Deploy a responsible mobility strategy

Planned for 2025, this plan will include:

- the analysis of home-work journeys,
- incentive actions for soft modes,
- a reflection on the pooling of business travel.

➤ 5. Monitoring new social indicators

The dashboard set up in 2024 will be enriched to better monitor:

- continuing education,
- the representation of statuses and ages,
 average seniority,
- diversity (especially disability).

Operation Continuous improvement commitments

Maranello does not work from fixed objectives, but in a logic of annual review:

- the criteria of the Maranello On Earth label are updated each year to take into account new challenges (digital impact, repairability, packaging, etc.),
- customer and supplier feedback is taken into account in process adjustments,
- Each new project (sponsorship, product, campaign) is evaluated according to its alignment with the mission.

Tong-term vision

Maranello's ambition is clear: to make the promotional item a useful, responsible and credible medium, both in France and internationally. This ambition is based on a reinforced coherence between the product, the customer relationship, the logistics, the message conveyed, and the social conditions of production.

The 2025-2027 perspective is structured, managed and shared. It commits all teams and partners to a common conviction: the ecological and social transformation of the sector requires concrete, progressive and measurable actions.



SOCIAL AND SOCIETAL IMPACTS

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JOBS, QUALITY OF LIFE AND CONDITIONS WORK

At Maranello, the social climate is considered a strategic indicator in its own right. Even in the absence of a standardized, fixed-frequency survey tool, the company actively strives to capture weak signals, feelings, and collective dynamics over time.

An informal but structured follow-up

The atmosphere at work is continuously evaluated through:

- weekly strategic meetings, where everyone can express themselves freely on the organization, possible tensions, or ideas for improvement,
- informal meetings in small groups (coffee breaks, team rituals),
- cross-feedback after major highlights (projects, trade shows, peaks in activity).*

This organic approach makes it possible to quickly escalate needs, identify potential irritants, and respond to them in an agile way, without waiting for frustrations to accumulate.

* A preserved social climate

Despite these movements, the internal atmosphere remained positive. Employees were regularly informed of current developments, involved in operational decisions and supported in transition periods.

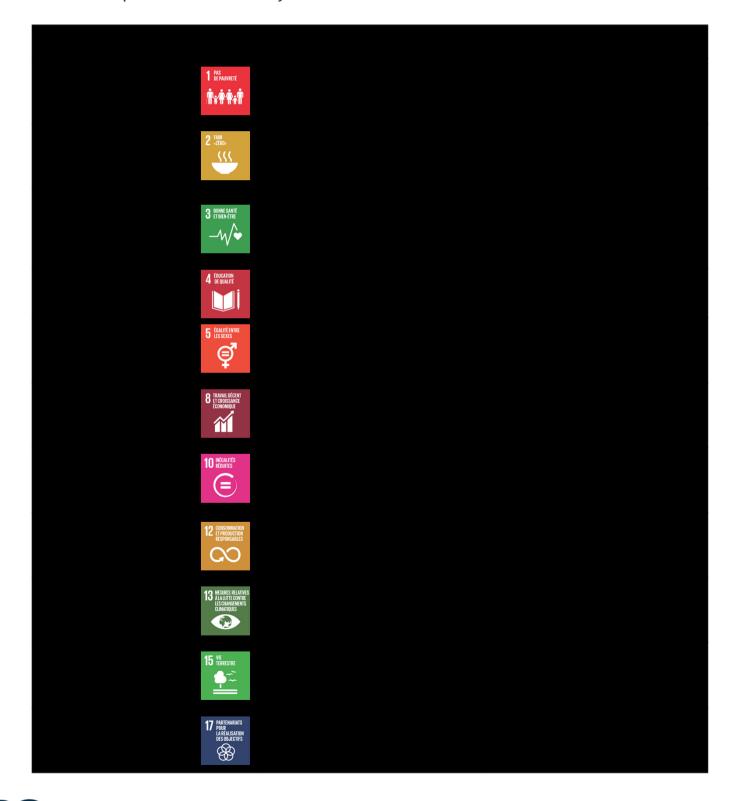
Collective involvement in strategic projects, transparency of exchanges, and joint commitments (particularly on CSR issues) have made it possible to maintain strong cohesion.

- No reports or structural tension observed;
- Collective rituals (lunches, events, time for exchange) continued to punctuate team life;
- Commitment to the company remained high, with mobilization intact around key projects.



SUMMARY OF CSR ACTIONS BY SDG

Maranello's CSR strategy is aligned with the United Nations Sustainable Development Goals, as universal benchmarks for action. Of the 17 SDGs defined by the UN, 11 are the subject of direct and measurable contributions through the company's practices, choice of partners and statutory commitments.





HR MOOD BAROMETER

The social climate at Maranello is closely monitored on a daily basis. The atmosphere at work, the collective dynamics and the well-being of the team are not treated as secondary subjects, but as strategic indicators. The company does not rely solely on formal survey tools, but on active, continuous and direct listening, based on trust and proximity.

The year 2024 was a year of major transformation, with the purchase of the business and the reorganization of the capital. These changes have led to several changes within the team, managed with transparency and stability:

- The departure of the purchasing director, replaced by an internal employee,
- The reorganization of the accounting function, now carried out by an executive assistant supported by an external firm,
- The departure of a salesperson linked to the former management.

These changes were anticipated, accompanied, and did not give rise to any conflict. They have made it possible to adapt the roles to current needs, while consolidating the autonomy and accountability of the teams.

Despite this context, the working climate remained serene. Employees have continued to be involved in the company's strategy, in particular through weekly strategic meetings, which bring together the entire team and make it possible to deal with operational issues, CSR orientations and feedback from the field. These meetings play a central role in cohesion and the appropriation of the issues by all.

Convivial moments are also organised, such as the quarterly lunches at the president's restaurant, which strengthen links outside the professional framework. These informal times promote open exchanges and the maintenance of a team spirit.

The organization is based on a stable and balanced structure:

- 100% of employees on permanent contracts
- (excluding work-study students), 2 work-study students integrated into training courses,
- 2 commercial Self-employed Working exclusively for Maranello, remotely,
- An intergenerational team, ranging from 20 to 62 years old.



HR MOOD BAROMETER

An anonymous reporting system is accessible at all times, guaranteeing everyone a secure channel to express a difficulty or discomfort. To date, it has not been activated.



The absence of declared tensions, the constant mobilization around projects, the stability of the workforce (excluding restructuring), and the ability of employees to propose, adjust and actively participate in decisions illustrate a climate of trust and lasting commitment.

Maranello plans to integrate new qualitative indicators into its HR dashboard in 2025 : level of satisfaction, recognition, perceived burden, etc.

The objective is to objectify the collective feeling without dehumanizing it, and to continue to make the social climate a lever for progress, in the service of the company's mission.



HR MOOD BAROMETER

On 29/04/2025, an atmosphere barometer questionnaire was sent to the employees of Maranello France. Following this questionnaire, we note that the general atmosphere within the company is perceived positively by all employees.

Relationship to work

The majority of respondents (100%) say they feel motivated on a daily basis and have a good understanding of what is expected of them. In addition, 100% say their work is meaningful, and 100% feel they can give their opinion on topics that concern them.

Atmosphere & relationships

The atmosphere is considered benevolent and respectful by 100% of the employees. All of them say they feel comfortable exchanging freely, and 100% consider the general atmosphere in the organization to be positive.

Balance and working conditions

100% of employees find that their work/life balance is respected. Similarly, the material working conditions are considered satisfactory, and everyone feels safe and respected in their working environment.

\$ Evolution and recognition

This point reveals areas for improvement. Only 57.2% of respondents feel recognized for their work. Regarding opportunities for progression or learning, opinions are more divided, with an equitable distribution between those who always, often, sometimes or rarely find them present.

Free expression

The open-ended answers highlight a pleasant atmosphere, a good understanding between colleagues and positive developments in the company, especially in accounting and organisation. On the other hand, avenues for improvement are suggested, such as a request for teleworking, more concise meetings, more listening, and more opportunities for interaction and learning.



INVOLVEMENT SOCIAL AND SOCIETAL

Maranello's social and societal involvement goes far beyond formal commitments. It translates into concrete actions, daily attention to employees, an openness to solidarity structures, and a sincere desire to circulate utility beyond economic logic alone. Every dimension of the company, human, logistical, commercial, contributes to this commitment, in a collective dynamic.

I I I Employee well-being and engagement

The proposed working environment promotes a stable balance between responsibility, autonomy and listening. Employees work in a human-sized structure, with open governance, weekly discussions on strategic issues, and regular convivial moments. The team is intergenerational, loyal, involved in the company's trajectory. This climate promotes not only performance, but also a sense of belonging.

♣ ♀ Prevention and quality of life

Even in the absence of a structured health program, prevention is part of daily practice. The workload is monitored, tensions identified and defused quickly. No work accidents were reported. The physical environment, working conditions and informal exchanges make it possible to prevent risks before they take hold. This constant vigilance contributes to the quality of collective life.

Internal animation and collective mobilization

Employees actively participate in the life of the company: they propose, test, adjust, alert if necessary. Their commitment goes beyond their individual missions. When a stock of new objects is available for donation, some salespeople do not hesitate to offer their customers to make a donation, or to pass on ideas for associations to support. These initiatives are encouraged and integrated into the operation of the company.

The link is also strengthened through symbolic times: Earth Day, Earth Hour, or the collective lunches organized each quarter.



INVOLVEMENT SOCIAL AND

Material donations and associative

For several years, Maranello has been committed to a solidarity sponsorship approach. Every year, the company donates more than a ton of new, unused promotional items to various associations. These donations are mainly material, with the exception of the Arthritis Foundation, which receives regular financial support.

Donations are organized with:

- the Restos du Cœur, to support material distributions in national centres,
- the Bois du Château School in Lorient, with supplies, bags and educational objects given to the children,
- the Arthritis Foundation, which has been involved in medical research since 2004.

All donations are managed in direct contact with the beneficiary structures, via the CSR manager, who coordinates logistics, anticipates needs and ensures regular follow-up. The feedback received is numerous and always very positive. After a donation to the Bois du Château School, Maranello received a photo of the smiling children, surrounded by the objects received, direct proof of the social utility of these gestures.

In some cases, the commitment is also personal: the CSR manager, himself a volunteer at the Restos du Cœur, participated in the distribution of the donated objects. This direct link between the company and the field gives meaning and coherence to the approach.

An opening towards skills-based sponsorship

In 2025, Maranello plans to allocate a few hours per month to skills sponsorship, allowing employees who wish to do so to devote part of their working time to an association of their choice. This orientation is part of a logic of active and distributed support, on a human scale.



ASSOCIATIVE PARTNERS AND SOLIDARITY

For several years, Maranello has maintained an active and structured relationship with several associations, in a logic of patronage rooted in reality. These partnerships are not limited to one-off actions or façade communications: they are part of a regular commitment, managed internally, and supported by the direct involvement of the teams.

A relationship based on trust and usefulness

Maranello chooses its associative partners according to simple but essential criteria : clarity of needs, proximity to the beneficiaries, and consistency with the values carried by the company. The structures supported act in concrete, touching areas, with a visible impact on the ground.

These partners include:

• The Restos du Cœur, which receive a part of the unused advertising items every year.

These donations are then redistributed to local help centres, with the help of volunteers. One of them is a member of the Maranello team,

further strengthening the link between the company and the field.



• The Arthritis Foundation, a long-standing partner, receives regular financial support for its medical research programs.



 The Bois du Château School in Lorient, which welcomes children from modest backgrounds, received a donation of supplies, bags and educational objects in 2024. This support resulted in moving thanks, including a photo sent by the teachers, showing the students surrounded by the objects received.



ASSOCIATIVE PARTNERS AND SOLIDARITY

A structured and monitored operation

All donations are organised and monitored by the CSR manager, who acts as a link between Maranello and the partner structures. Volumes are evaluated according to the available stocks and the logistical capacity of the associations. In 2024, all material donations represented more than a ton of objects redistributed, in a logic of social circularity.

This approach is based on regular, often informal, but effective exchanges. The partners express their needs, Maranello proposes the available solutions, and the teams organize themselves to ensure a useful transfer, without a break in the chain of solidarity.

A dynamic set to expand

The ambition does not stop at material donations. In 2025, Maranello plans to open a skills-based sponsorship scheme, allocating a few hours of work per month to those who wish to volunteer with local or partner associations. This form of contribution will enrich the company-association relationship by adding a human and professional dimension to the already existing support.

This patronage is thought of as a natural extension of Maranello's mission: to put people at the centre, including outside the commercial act, and to contribute to a more solidarity-based economy, as close as possible to the field.



ENVIRONMENTAL & ETHICAL IMPACTS

PERFORMANCE ENVIRONMENTAL

Maranello's environmental performance is based on a series of concrete actions, driven by a desire for constant progress. The company has begun work on structuring its data and practices, with the aim of achieving a measured and continuous reduction in its impacts by 2030. This work is based as much on simple gestures as on structuring choices, gradually integrated into daily operations.

Energy and electricity consumption

In 2024, the electricity consumption of the Maranello sites will be 30,000 kWh. This is the first year of formal follow-up. The energy consumed currently comes from the conventional mix, but a change of supplier is planned for 2025, with the aim of switching to an offer from renewable sources.

Reduction actions are already in place: systematic switching off of workstations outside of hours, standby of appliances, optimised lighting, and sober sanitary equipment (aerators, double-flow toilet flushes). These simple levers make it possible to limit passive consumption.

Paper and consumables management

The use of paper has been monitored since 2024. Over the year, Maranello consumed 30,000 pages, with an optimised printing system (double-sided by default) and a dedicated collection of used paper. Office supply orders are limited to once per quarter, with pre-sorting to avoid duplicates and unnecessary purchases.

Packaging

When shipping its products, Maranello has chosen to avoid plastic packaging as much as possible. Cardboard is preferred for its lower impact, recyclability and ease of reuse. This rule applies to both customer deliveries and internal or partner shipments.



PERFORMANCE ENVIRONMENTAL

☐ Digital sobriety

The website is hosted in Belgium. All servers and documents are managed via Microsoft 365 SharePoint, a secure and ISO 27001 certified infrastructure. Twice a year, employees are invited to clean their computers and mailboxes, especially during collective initiatives such as Earth Hour. The aim is to establish regular digital hygiene, without constraints, but with a tangible effect over time.

Recycling and second life of promotional items

Maranello offers its customers a take-back service for obsolete promotional items, with a view to recycling or recycling. When a customer makes this choice, a processing certificate is provided, guaranteeing the traceability of the process.

At the same time, new unused objects can be the subject of solidarity donations, in conjunction with the company's associative partners. Here again, transparency on the route, volume and destination is ensured.



CARBON

FOOTPRINT AND CLIMATE TRAJECTORY

The climate transition is an integral part of Maranello's CSR strategy. To act effectively, it is not enough to rely on intentions: it is essential to measure, monitor, and then reduce the greenhouse gas emissions linked to the activity in a structured way. It is with this in mind that Maranello carried out its first complete Carbon Footprint in 2024, with the support of the Carbo reference tool.

A first consolidated photograph in 2024

This report made it possible to map all the emissions associated with the company, over a full year. It includes:

- the energy consumption of premises (Scope 2),
- business travel and commuting (Scope 1 and Scope 3), shipments and deliveries of goods (Scope 3),
- purchasing and raw materials (Scope 3),
- as well as an initial estimate of digital uses and cloud services.

The scope of analysis was deliberately broad, in order to obtain a realistic vision of the possible levers of action, without minimizing the indirect impacts.

The consolidation work made it possible to make 94% of the data collected reliable, laying a serious basis for future comparisons.

A long-term reduction trajectory

Maranello has defined reduction targets that are aligned with international recommendations, but adapted to the size and structure of the company. This trajectory provides for:

- -15% emissions by the end of 2025,
- -25% by 2028,
- -35% by 2030, compared to the 2024 base year.



CARBON FOOTPRINT AND CLIMATE

These objectives apply to all identified emission items, with specific levers for action:

- change of electricity supplier to switch to a renewable offer from 2025,
- reduction of unnecessary transport, pooling of deliveries, and preference given to short circuits,
- continuation of product eco-design and strengthening of the Maranello On Earth label.
- more detailed monitoring of travel and development of a mobility plan (planned from 2025).

★ Monitoring and integration into the strategy

The carbon footprint is not a fixed document. It now feeds into the company's CSR dashboard, and serves as a reference for :

- arbitrating certain logistical or supplier choices,
 prioritizing actions with a high reduction lever,
- Inform customers who want to integrate impact data into their own balance sheets.

The methodology used remains aligned with recognised standards (GES protocol), and an annual update of the balance sheet is planned in order to monitor actual developments, item by item.

Through this approach, Maranello affirms that an SME can play its part in the collective effort of climate transition, without giving up rigour or ambition. The Carbon Footprint becomes a management tool, at the service of a clear trajectory: reducing impact without reducing efficiency.



PROCESS RESPONSIBLE PURCHASING

At Maranello, purchases are not considered simple transactions. They are a strategic lever for the company's mission. Every purchasing decision can have a positive impact on the environment, on working conditions, on the local economy, and on the quality of the products offered to customers. It is with this in mind that the company has deployed a coherent, active and real-world responsible purchasing policy.

A policy structured around five pillars

Maranello's responsible purchasing strategy is based on five complementary dimensions, which guide daily choices:

1. Integration of CSR into the purchasing culture

As soon as they arrive, buyers are trained in the challenges of sustainable development and in reading responsible criteria in product sourcing. This culture is nurtured through regular in-house workshops, where best practices, industry innovations and new customer requirements are shared.

2. Reduced environmental impact

Buyers favor recycled or renewable materials, eco-designed objects, and short circuits. The selection of suppliers takes into account their location, their ability to limit transport emissions, and their commitment to recycling schemes. Plastic is avoided, packaging is made of cardboard, and each product is evaluated according to its life cycle.

3. Development of socially responsible purchasing

Maranello works with ESATs to include in its value chain structures that promote the integration of people with disabilities. The company also ensures that its suppliers comply with international labour standards: no child labour, respect for human rights, decent wages, safe working conditions.



PROCESS RESPONSIBLE PURCHASING

4. Balanced Supplier Relationships

Transparency is required from the earliest stages. Suppliers are informed of Maranello's CSR expectations, and are supported in their own transition if necessary. Relationships are designed for the long term, in a logic of co-construction and mutual progress, rather than in a logic of purchasing at the minimum cost.

5. Stakeholder Involvement

Suppliers must sign a CSR charter detailing the company's requirements. Audits can be conducted to ensure compliance with the commitments made. Maranello also raises awareness among its customers, helping them to make more sustainable choices, systematically integrating a responsible alternative into each quote.

A lively, continuous and transparent commitment

The responsible purchasing policy is embodied in daily practices. A performance monitoring system has been set up, making it possible to evaluate purchases according to their environmental, social and traceability criteria. This monitoring feeds into the company's overall CSR dashboard, and serves as a basis for adjusting partnerships and proposed offers.

Each product is accompanied by a clear sheet indicating its origin, composition and estimated impact. This ensures total transparency with customers, who can make informed choices.

A shared ambition

For Maranello, responsible purchasing is not an additional image: it is at the heart of its ability to offer a coherent, sustainable offer that is aligned with its mission. The challenge is not only to reduce the impact, but to create long-term value, by building a fairer and more virtuous economic ecosystem;

The responsible purchasing policy will be strengthened from 2025, with the integration of new criteria related to supplier carbon footprints, digital impact, and the repairability of objects.



OUR EXTERNAL MESSAGES AND AWARENESS OF ECO-RESPONSIBILITY

Communication is considered to be a lever for raising awareness. It does not aim to claim a commitment, but to show its reality, through actions, choices produced, documented practices. The objective is not to convince with words, but to make visible the decisions taken, the actions implemented and the alternatives available.

A balanced and assumed editorial line

In 2024, the speeches were structured to reflect the commitments without masking the commercial nature of the activity:

- 60% of the content disseminated (social networks, newsletters, website) was on subjects related to CSR, materials, production circuits, solidarity actions or good practices,
- 40% concerned the promotion of products, customer cases or commercial operations.

This distribution makes it possible to avoid communication that is disconnected from reality, by fully assuming the nature of the activity while constantly integrating a responsible discourse.

Showing instead of affirming

The communication strategy is based on a simple principle: do not affirm, but demonstrate. Each responsible alternative proposed in a quote, each product sheet enriched with impact information, each example of reuse or donation illustrates a global approach, without overvaluation.

Rather than spreading slogans, preference is given to useful content:

- explanation of the labels,
- pedagogy on materials,
- presentation of the internal label criteria,
- Practical advice to avoid waste.

This choice avoids any prescriptive or moralizing posture, leaving everyone free to adhere to the rhythm that suits them.



OUR EXTERNAL MESSAGES AND AWARENESS OF ECO-RESPONSIBILITY

Consistency in all exchanges

The responsible message is present at every level of the customer relationship. It integrates with:

- in commercial proposals, with a clear reading of the most responsible options,
- in exchanges with buyers or communicators, to whom informed decisions are offered,
- in the tools provided: detailed technical sheets, choice arguments, recycling or donation certificates.

Awareness is raised in a transversal way, without a break between pre-sales, delivery and follow-up.

Supporting rather than demanding

It is not a question of asking customers to suddenly change their practices, but of offering them concrete ways to do things differently. At each stage, alternatives are proposed, accompanied by clear explanations and choice indicators.

A take-back and recovery service for obsolete objects is also offered. When it comes to unused objects, a donation solution to partner structures is made available, with traceability and a certificate to support it.

Raising awareness of eco-responsibility is not about imposing a vision. It is about showing what is possible, opening up the discussion, and giving everyone the means to participate, in a chosen and coherent way, in a more sustainable dynamic.



TRANSPARENCY, MISSION & COMMITMENTS RECOGNIZ COM ED ON

COMMUNICATION ON PROGRESS GLOBAL COMPACT

As a signatory of the United Nations Global Compact, the company is committed to respecting and promoting the 10 fundamental principles relating to human rights, international labour standards, environmental protection and the fight against corruption. This commitment is not symbolic: it is part of the governance, processes, and long-term strategy.

The Communication on Progress (COP) makes it possible to formalise this accession, by presenting the actions implemented and the results obtained each year.

A transversal integration of the 10 principles

The ten principles of the Global Compact are not treated in isolation, but integrated into the different dimensions of the business:

- Human rights: The selection of suppliers includes criteria related to transparency, the exclusion of forced labour or forms of exploitation, and respect for fundamental freedoms. A formalised supplier CSR charter guarantees its dissemination.
- Labour standards: the company relies on the standards of the International Labour Organization (ILO). The use of ESATs promotes inclusive employment, and the internal conditions (100% permanent contracts, parity, age diversity) are stable and monitored.
- Environment: the commitments are reflected in a progressive monitoring of impacts (energy, paper consumption, recycling, logistics), a structured Carbon Footprint, quantified reduction targets by 2030, and a product policy framed by the Maranello On Earth label.
- Fight against corruption: commercial ethics, transparency in the selection of suppliers, long-term support for partners and the absence of opaque brokerage practices help to secure business relationships.



COMMUNICATION ON PROGRESS- GLOBAL COMPACT

An approach consistent with the company's values

Membership of the Global Compact has been designed as a structuring framework, in line with the status of a company with a mission, commitments in the field and customer expectations. This framework also facilitates the external reading of the actions carried out, by aligning itself with internationally shared benchmarks.

The annual COP makes it possible to gather data, report transparently, and update actions in line with the Sustainable Development Goals (SDGs) to which each commitment is attached.

A tool for coherence and management

Rather than a compliance document, the Communication on Progress is used as an internal alignment tool. It allows you to:

- structure monitoring and evaluation data,
- cross-reference CSR commitments with the expectations of international customers,
 identify priority areas for improvement in the short and medium term.

The COP approach is part of a desire for global coherence: to affirm commitments, to embody them in daily practices, to measure them over time, and to share them in a clear way. The Global Compact thus constitutes a common foundation between the mission carried out, the operational strategy, and the collective dynamic undertaken.



FOLLOW-UP OF OUR MISSION

Since 2020, the company has adopted the status of a company with a mission, becoming one of the first French SMEs in the media object sector to include a general interest purpose in its articles of association. This approach, which began even before the status was widely known, reflects a clear desire: to make economic activity a lever for sustainable, measurable and shared transformation.

A mission integrated into the statutes

The company's articles of association formalize the following mission:

"The design, development, manufacture and marketing of media objects favouring a sustainable and responsible economy; the purchase, sale and brokerage of goods, services and any products; advice to companies or individuals related to the choice of these goods, services or products."

This mission guides the strategy, the choice of offers, the purchasing criteria, and the relations with stakeholders. It structures the way in which actions are managed, documented and evaluated.

Dedicated, managed and living governance

In April 2024, a change of management took place: two partners took over the entire capital. This operation did not change existing commitments. On the contrary, it has made it possible to strengthen the ambition of deployment at the group level, in particular with the structuring between Maranello France and Maranello MPPB in Belgium.

The newly appointed Director General has temporarily taken on the role of mission referent, responsible for ensuring consistency between the decisions taken and the statutory commitments. A new permanent referent will be appointed in March 2025, in accordance with the law.

A formal mission committee has not yet been set up, but the mission is collectively monitored by the teams, via internal rituals (weekly strategic meetings, KPI monitoring, continuous adjustments) and the commitments documented through the annual report.



FOLLOW-UP OF OUR MISSION

An upcoming external evaluation

The first report of the Independent Third Party Organization (ITO) is scheduled for 2025, as provided for in the regulations. This external control will make it possible to:

- verifying the conformity of the actions with the statutory objectives,
- attest to the effective implementation of the mission in all processes,
- evaluate the resources allocated and the results obtained.

Ahead of this deadline, work has been launched to consolidate the indicators. It is based on the existing CSR dashboard, the results of the Carbon Footprint, the monitoring of responsible purchasing, and feedback from stakeholders.

A mission lived on a daily basis

The mission is not limited to a legal paragraph: it is lived in the sourcing choices, in the customer relationship, in the donation policy, in the Maranello On Earth label, in the internal rituals and in the culture shared by the team. It acts as a collective compass, which gives meaning to decisions and makes it possible to converge all actions around a common base.

The year 2025 will mark a key stage, with the formalization of the mission committee, the appointment of the new referent, and the publication of the first report of the OTI. This will be an opportunity to further anchor this dynamic in governance and to share, in a transparent manner, progress and room for improvement.



CERTIFICATIONS AND EXTERNAL RECOGNITIONS

Third-party certifications and assessments play a critical role in recognizing the commitments made. They make it possible to validate, by independent bodies, the seriousness of the steps taken and to provide an additional guarantee to customers, partners and stakeholders. The objective is not to accumulate labels, but to choose those that really correspond to the practices and values carried forward.

Ecovadis Assessment

The company is evaluated by Ecovadis, an international CSR rating platform. This assessment focuses on four main areas: environment, social, business ethics, and responsible purchasing. It is carried out on the basis of documented evidence, and renewed every year.

This recognition makes it possible to:

- situate CSR performance in a global framework, identify strengths and areas for improvement,
- to meet the growing expectations of clients, particularly in public or international calls for tenders.

Label Qualiserv

The Qualiserv label attests to the quality of the organization, internal processes and customer satisfaction. It is often compared, in its structure and requirements, to the ISO 9001 standard, but adapted to the specificities of service companies. It validates:

- formalization of processes,
- the ability to monitor and improve the quality of services, rigour in project management and customer relations.

This recognition supports the commitments made on the social, relational and operational levels.



CERTIFICATIONS AND EXTERNAL RECOGNITIONS

SEDEX Certification (Belgium)

The Belgian agency is SEDEX certified, a reference platform for supply chain ethics. This certification reinforces the traceability and transparency of practices within Maranello MPPB, particularly on working conditions, health, safety, environment and business ethics.

It is part of a logic of convergence with international standards of responsible production.

These certifications are not considered as points of arrival, but as tools for continuous improvement, regularly updated, challenged and integrated into the overall management. They make it possible to provide a structuring external view, and to guarantee stakeholders that the commitments made are based on measured, monitored and controlled practices.



SUMMARY OF APPENDICES

Appendix 1: Articles of Association

Appendix 2: Mission referent

Appendix 3: Carbon Footprint Certificate 2024

Appendix 4: HR Indicators

Appendix 5: HR Mood Barometer (conducted in April 2025)

Appendix 6: Maranello On Earth indicators

Appendix 7: Environmental Indicators

Appendix 8: Ecovadis Certificate 2023

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Appendix 11: SEDEX Belgium Certificate

Appendix 12 : Supplier CSR Charter Appendix

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14: April 2024 Newsletter

Appendix 15: LinkedIn Communication 2024

Appendix 16: Instagram Communication 2024

Appendix 17: A new CSR-focused website



APPENDIX 1: STATUTES

Article 3 Objet

La Société a pour objet, directement ou indirectement, tant en France qu'à l'étranger :

- la conception, le développement, la fabrication et la commercialisation d'objets médias privilégiant une économie durable et responsable;
- l'achat, la vente et le courtage de biens, de services, et de tous produits;
- le conseil auprès des entreprises ou des particuliers lié au choix de ces biens, services ou produits;
- et généralement toutes opérations se rattachant directement ou indirectement à l'objet ci-dessus.

Find the full document here

MD

REFERENCE DOCUMENTS

Maranello France - Note interne

APPENDIX 2: Mission referent

Date: 02/04/2025

Signataires : Clément Marçais

Conformément à l'article L210-10 du Code de commerce, et dans le cadre du statut de société à mission inscrit dans nos statuts, Maranello France désigne officiellement un référent mission, en l'absence de comité de mission, conformément à la taille de notre structure (moins de 15 salariés).

Nom: Evan Copplet

Poste: Responsable Marketing Communication et RSE

Date de début de mission : 02/04/2025

Lien hiérarchique : Référent sous la responsabilité de la direction générale

Le référent mission est chargé :

- De suivre l'exécution des objectifs sociaux et environnementaux définis dans les statuts
- De centraliser les données et actions liées à la mission
- De rédiger le rapport de mission annuel
- De préparer la revue par un organisme tiers indépendant (OTI)

Fait à Levallois-Perret, le 02/04/2025

Signature direction:

Clément Marçais
Directeur Général



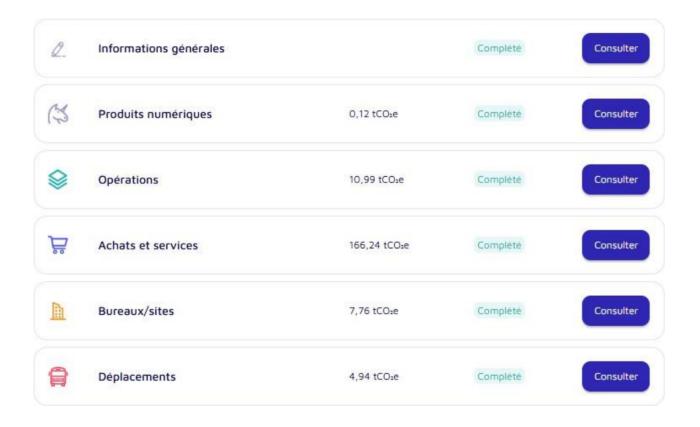
Find the full document here



APPENDIX 3: 2024 Carbon Footprint

Bilan carbone du 01/01/2024 au 31/12/2024

190 tCO₂e



Find the full document here



APPENDIX 4: HR Indicators

Data as of End of December 2024

Gender distribution	Women: 5 Men: 4
Age distribution	Aged over 55 : 2 Between 30 and 55 years : 5 Under 30 years old : 2
Seniority distribution	Seniority of more than 20 years: 0 Seniority between 10 and 19 years: 1 Seniority between 3 and 9 years: 1 Seniority less than 2 years: 6
Distribution by status	Frames: 3 Technicians Supervisors: 3 Employees: 2
Breakdown by type of contract	Permanent contract : 6 CDD : 0 Apprentices: 2
Full or partial contract distribution	Full-time : 100% Part- time : 0%
Occupational Accidents	
Number of Workplace Accidents	0
Frequency Rate	0

0



Severity Rate

APPENDICES AND REFERENCE DOCUMENTS

APPENDIX 5: HR Mood Barometer (conducted in April 2025)

In order to assess the internal climate in a structured way and identify the levers for improvement, an atmosphere barometer was carried out among all employees. This anonymous survey was designed to measure the overall perception of well-being at work, adherence to the company's strategy, the quality of management, as well as the fluidity of internal relations.

The results obtained make it possible to establish an initial objective inventory and to structure targeted action plans to support the dynamic of continuous improvement.

Themes to be improved

The analysis of the barometer has made it possible to identify certain themes where the collective perception invites us to strengthen the actions undertaken. These priority areas for the coming months are as follows:

Recognition: several feedbacks highlight a need for evolution or improvement on this point, particularly around the feeling of recognition for the work accomplished, which is not fully shared by all employees.

Professional development: the responses suggest that adjustments are expected regarding opportunities for progression or learning, which appear unequal depending on individual experiences.

Interactions and internal communication: an expectation is expressed in terms of the quality of exchanges, particularly during weekly meetings and in interdepartmental interactions, with a need for more listening, sharing and collective moments outside the strictly professional framework.

These themes will be the subject of a specific action plan, built with the teams, to provide appropriate and sustainable responses.



ANNEX 6: Maranello On Earth Indicators

In order to guarantee the transparency and effectiveness of its approach, an internal evaluation grid has been set up to measure the performance of the objects offered under the Maranello On Earth label. This grid makes it possible to verify, for each reference, its alignment with the environmental, social, logistical and responsible use criteria defined within the framework of the label.

The evaluation is based on the four structuring pillars of the label:

- Responsible Choice
- Responsible Matter
- Responsible Transportation
- Socially Responsible

Each product is analyzed individually according to these criteria, before being validated to be included in the company's responsible offer.



CHOIX RESPONSABLE

82.3%

Pour un objet média utile, durable, recyclable et/ou biodégradable.



MATIÈRE RESPONSABLE

81.6%

Pour un objet média utilisant de la matière réduite ou éco-conçue, renouvelable, une production en matière organique et l'utilisation de matières recyclées.



TRANSPORT RESPONSABLE

39.8%

Pour un objet média à l'empreinte carbone faible : avec matière première de production locale, un transport vert, un transport court.



SOCIALEMENT RESPONSABLE

12.4%

Pour un objet média à la contribution sociale positive, environnement Ethique, savoir faire Européen, national voire local, production solidaire, équitable, caritative, locale ou internationale

These results provide a factual basis for adjusting sourcing strategies, prioritizing progress efforts and continuing to develop the Maranello On Earth label in a dynamic of continuous improvement.

A specific action plan for each pillar will be structured and implemented from 2026 onwards, in order to strengthen the overall performance of the label, while guaranteeing consistency between the proposed offer and the mission carried out.



ANNEX 7: Environmental Indicators

The monitoring of environmental indicators is a central tool for assessing the real impact of activities and guiding reduction actions in the short and medium term. In 2024, several axes were the subject of a first systematic census, providing solid reference data for the following years.

♥ Energy consumption

The annual electricity consumption for all the premises amounted to 15 MWh.

This figure will serve as a basis for measuring the impact of the future change of energy supplier planned for 2025, with a shift to a more environmentally friendly offer.

■ Paper consumption

A total of 30,368 pages were printed in 2024.

Reduction schemes are already in place (double-sided printing by default, recovery benches), and reduction targets will gradually be integrated into the environmental roadmap.

S Greenhouse gas emissions

The direct and indirect emissions recorded amount to 190 tonnes of CO₂e for the year 2024, all items combined (energy, mobility, purchasing, digital).

A 10% reduction target by the end of 2025 has been set, with management by emission station to maximize the levers for improvement.

Donation management and recycling

The internal donation system made it possible to redistribute 200 kg of new promotional items via the free donation service offered to customers and associative partners.

On the other hand, no objects have yet been collected as part of the paid recycling service, which opens up an awareness-raising project to be amplified among customers in the coming months.



ANNEX 7: Environmental Indicators

Water Consumption

The annual water consumption was estimated at 29 m³ for the premises.

Even if water consumption remains relatively low by nature, attention will be paid to its evolution, in particular through the continuous modernization of equipment and awareness of daily gestures.

Indicateur	Valeur 2024
Consommation électrique (MWh)	15
Emissions CO₂e (tonnes)	14
Pages imprimées	30368
Objets donnés (kg)	200
Objets recyclés (kg)	0
Consommation d'eau (m³)	29

These initial results constitute an essential basis for monitoring, making it possible to build a structured, measurable and progressive environmental trajectory, fully aligned with the company's CSR mission and commitments.



APPENDIX 8: Ecovadis Certificate 2023

ecovadis

MARANELLO SAS (GROUP)

a reçu une

médaille d'or

pour sa notation EcoVadis

-JUILLET 2023-



Vous recevez ce score/cette médallle sur la base des informations communiquées et des news mises à la disposition d'Ecolvadis au moment de l'évaluation. Si des informations ou des circonstances changers sensiblement au cours de la période de validité de la fiche d'évaluation/médaille, Ecolvadis se réserve le droit de retirer temporairement la fiche d'évaluation/médaille de l'entreprise, afin de réévaluer et de publier/d'octroyer éventuellement une fiche d'évaluation/médaille révisée.

Valable jusqu'au : juillet 2024



APPENDIX 9: Qualiserv Certificate 2023



CERTIFICAT D'ENREGISTREMENT

La société:

MARANELLO

Site principal: 92 Rue Edouard Vaillant, Levallois-Perret, 92300, France.

a été labellisée:



Selon le Référentiel Qualisery 7.4:

Communication par l'objet média.

Certificat n°: 0152370

Date de certification initiale: 28/07/2014

Date de certification:

28/03/2023

Date d'émission du certificat: 26/06/2023

Date d'expiration: 27/07/2026





Calin Moldovean

Président, Business Assurance

Intertek France

Tour PB5, 1 Avenue du Général De Gaulle 92800 Puteaux – France

Vimision de ce certificat n'angage la responsabilité d'intertek enters autre que le client, et uniquement seign les termes définis par le contrat. La validité du présent estilituat est soumbe au maintien de le conformité du système de l'organisation par rapport aux régles de certification de système d'intertek. Se validité peut être confirmée au terrande par remail à conformatique qualifation (gintertek.com qui en suammant le code sur le droite avec un anantiphone. Le certificat est la propriéte d'intertek, à qui d'idevis être retourné on un discharge.





ANNEX 10: SEDEX Belgium Certificate



https://maranello-europe.com/telecharger-saq-sedex-maranello-belgique/



SAQ results

Site and company details

Site and company name	Site address	Business type	SAQ completion
Pole Production Maranello Belgium SA ZC1079174 Pole Production Maranello Belgium SA - Belgium ZS1053030	79, Drève de l'Infante Waterloo Belgium 1410	Goods provider	100% Submitted Last updated 2024-11-28

Primary site activity	Other site activities	Management controls score	
Other manufacturing n.e.c.	Not applicable	2.2	



APPENDICES AND REFERENCE DOCUMENTS

APPENDIX 11: Supplier CSR Charter



CODE DE CONDUITE RSE FOURNISSEURS

MARANELLO confirme son engagement à promouvoir dans ses activités les principes de la Responsabilité Sociale des Entreprises (RSE) : protection de l'environnement, respect des droits de l'Homme et des normes du travail et lutte contre la corruption.

Ce Code de Conduite RSE Fournisseurs a été créé pour fournir les lignes directrices de nos parties prenantes internes (dirigeants et salariés) et externes (prestataire, sous-traitant, consultant, agent, autre fournisseur de biens et de services, etc.), pour les guider dans leurs responsabilités quotidiennes.

MARANELLO exige de ses parties prenantes qu'elles respectent toutes les dispositions légales en vigueur en matière d'environnement et démontre une amélioration continue de ses performances environnementales.

LES PRINCIPES ENGAGEANT LES FOURNISSEURS :

LE RESPECT DES LOIS ET DES REGLEMENTATIONS APPLICABLES

Le fournisseur respecte les lois et les réglementations applicables, en particulier en matière environnementale ou sociale. Il s'engage à respecter la Déclaration universelle des droits de l'homme de 1948, la déclaration sur l'élimination de toutes les formes de discrimination à l'égard des femmes de 1967, ainsi que la Déclaration sur les droits de l'Enfant de 1959.

Il s'engage à respecter les Conventions fondamentales de l'Organisation Internationale du Travail (OIT), notamment en ce qui concerne la liberté syndicale, le droit d'organisation et de négociation collective, l'égalité des rémunérations entre femmes et hommes et l'interdiction de toute discrimination dans l'emploi.

EXIGENCES EN MATIERE DE QUALITE

Tous les produits et services livrés par le fournisseur doivent satisfaire aux normes de qualité requises par la législation en vigueur ainsi qu'aux exigences de qualité de la société MARANELLO.

PROTECTION DE L'ENVIRONNEMENT

Le fournisseur doit exercer ses activités dans le respect de l'environnement et se conformer à toutes les lois et règlementations en vigueur en la matière, dans le pays de fabrication ou de livraison des produits ou services. Ils sont soucieux de l'utilisation des ressources naturelles et encouragent l'adoption d'un comportement respectueux de l'environnement par leurs employés au travers d'objectifs climatiques qu'ils ont chacun préalablement définis.

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APPENDIX 11: Supplier CSR Charter



ORIGINE

Le Fournisseur doit être en mesure de communiquer toutes les sources potentielles d'origine primaire (pays d'origine) relatives aux livraisons effectuées. MARANELLO se réserve le droit de demander au Fournisseur d'élaborer, à tout moment, une cartographie complète de la chaîne d'approvisionnement jusqu'à l'origine pour faciliter les contrôles de conformité de la chaîne d'approvisionnement en amont.

CERTIFICATION

Dans la mesure du possible, nous encourageons nos fournisseurs à appliquer un Système de Management et l'Environnement et à obtenir la certification ISO 14001.

PROTECTION DES DONNES

Nos fournisseurs respectent l'ensemble des lois et règlements applicables en matière de protection des données et de sécurité de l'information, notamment s'agissant des données à caractère personnel des clients, destinataires et employés.

PROPRIETE INTELLECTUELLE

Nos fournisseurs ont pris l'engagement de se conformer à l'ensemble des lois et règlements applicables en matière de « copyright » (droit d'auteur) et de respecter la propriété intellectuelle des tiers.

CONFORMITE DU CODE DE CONDUITE

Maranello se réserve le droit de revoir et, si cela s'avère nécessaire, de résilier les contrats avec un fournisseur en cas de violation grave ou de non-respect répété du présent Code de conduite RSE Fournisseurs.

Nous confirmons par la présente :

- que nous avons reçu et pris pleinement connaissance du code de conduite RSE / Fournisseurs de la société MARANELLO :
- que nous sommes engagés par la mise en œuvre de ces principes et que leur non-respect pourra être considéré comme un manquement à nos obligations, de nature à entraîner, selon la gravité de ce non-respect, la résiliation du contrat;
- que nous informerons par conséquent tous nos fournisseurs directs, et les encouragerons à suivre ces principes.

Date: 04... / .01.. / .2021

Nom de l'entreprise : La Compagnie Française des Crayons

Nom du représentant : BOISSONNET Yannick

Titre du représentant : Resp. QHSE - Amélioration Continue Groupe

Signature : Logo/cachet de l'entreprise :

Compagnie Française des Crayons
La Forte - bp 5 - 42470 LAY
LA FORTE - bp 5 - 42470 LAY
M' TVA 15 AS 337 700944

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APPENDIX 12: Donation and Recycling Process

A responsible handling service for promotional items is offered to customers wishing to part with their stocks, whether new or used. This approach is based on two solutions: solidarity donation or environmental recycling.

Receipt of the customer request

Upon receipt of the request, several pieces of information are systematically collected in order to be able to draw up a quote or direct the object to the right channel:

- Type of objects concerned (in order to determine the treatment process), Estimated quantity,
- Packaging (sorted or in bulk, cartons, pallets),
- Place of collection (default : 16 rue Léopold Salustre, 49400 Saumur), condition of objects (new or already used),
- Reason for separation (e.g. end of season, obsolete stocks).

If the objects are new, a proposal for a donation to the Restos du Cœur or other partner associations is automatically made (free service).

Q Analysis and quotation

After analyzing the request:

- A quote is requested from the recycling service provider for objects intended for recycling,
- A solicitation is made to partner associations to validate their interest in the case of a donation.

The possible cost of the treatment (only in the case of recycling) is set by the service provider, depending on the nature and volume of the objects.



APPENDIX 12: Donation and Recycling Process

Collection and transport

Once the quote has been validated and the course determined:

- For recycling: a carrier is mandated to collect the objects directly from the indicated site.
- For donations: depending on the case, the association collects the objects itself or a carrier is organised.

The logistical requirements on the day of collection are clearly specified:
Objects packaged in closed boxes,

• Palletizing is mandatory.

Certification and customer feedback

At the end of the operation:

- If recycling: an official recycling certificate is issued by the service provider, a few weeks after delivery.
- If a donation: a donation certificate is sent, validating the actual delivery to the beneficiaries.

On request, a personalised Maranello certificate can be issued and given to the customer to formalise the commitment to the responsible approach.

The process is designed to be simple, transparent and secure, with systematic traceability of the fate of the objects entrusted to it. It fully contributes to the objective of reducing waste and to the solidarity recovery of advertising surpluses.



APPENDICES AND REFERENCE DOCUMENTS

APPENDIX 13: Responsible Purchasing Policy



Politique d'Achats Responsables de Maranello

Préambule

Chez Maranello, nous considérons chaque achat comme une décision stratégique pouvant générer un impact positif à plusieurs niveaux : économique, social et environnemental. Dans un monde en constante évolution, les entreprises ont la responsabilité d'adopter des pratiques d'achats qui non seulement répondent à leurs besoins opérationnels, mais aussi contribuent activement à la préservation de l'environnement et au bien-être des individus.

Notre engagement va au-delà du simple respect des réglementations. Nous intégrons les principes de la Responsabilité Sociétale des Entreprises (RSE) dans chaque étape de notre processus d'achat, convaincus que ces principes sont des leviers essentiels pour innover, réduire les coûts sur le long terme et construire des relations équilibrées avec nos partenaires.

Un Engagement Fort en 5 Dimensions

Intégration de la RSE dans les pratiques d'achats

Chez Maranello, chaque décision d'achat est éclairée par une vision durable. Pour cela, nous avons mis en place une stratégie solide visant à former et responsabiliser nos équipes d'acheteurs. Dès leur arrivée, nos collaborateurs suivent une formation spécifique sur les achats responsables, intégrant des cas concrets et les bonnes pratiques du secteur.

Cette démarche ne s'arrête pas là : des ateliers réguliers de sensibilisation au développement durable permettent à l'ensemble des acheteurs de rester informés des nouvelles tendances et des innovations dans le domaine. Nous croyons fermement que l'éducation continue est un pilier pour pérenniser nos engagements et les intégrer naturellement à nos processus.

Réduction de l'impact environnemental

Nous sommes conscients que nos choix d'approvisionnement ont des répercussions directes sur l'environnement. C'est pourquoi nous avons adopté une approche rigoureuse pour limiter notre empreinte écologique. Cela se traduit par une attention particulière portée à la sélection des produits et des fournisseurs.

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APPENDICES AND REFERENCE DOCUMENTS

APPENDIX 13: Responsible Purchasing Policy



Nos acheteurs privilégient systématiquement les produits conçus à partir de matériaux recyclés ou renouvelables. Nous veillons également à réduire les émissions de CO2 associées au transport en favorisant les circuits courts et les fournisseurs locaux, chaque fois que cela est possible. La gestion des déchets est un autre axe prioritaire : nous sélectionnons des produits éco-conçus et nous collaborons avec des partenaires engagés dans des initiatives de recyclage et de valorisation des matériaux.

Développement des achats socialement responsables

Au cœur de notre politique se trouve un engagement social fort. Nous travaillons activement avec des établissements du secteur protégé et adapté, tels que les ESAT (Établissements et Services d'Aide par le Travail), pour soutenir l'emploi des personnes en situation de handicap.

Nous nous assurons également que nos fournisseurs respectent des conditions de travail éthiques et équitables, en conformité avec les standards internationaux définis par l'Organisation Internationale du Travail (OIT). Ces principes incluent l'interdiction du travail forcé ou infantile, la garantie d'un salaire décent et le respect des droits humains fondamentaux.

Relations équilibrées avec les fournisseurs

Pour nous, nos fournisseurs ne sont pas de simples prestataires, mais des partenaires stratégiques. Construire une relation équilibrée avec eux signifie adopter des pratiques commerciales transparentes, équitables et respectueuses. Nous appliquons une politique de transparence totale dans nos processus de sélection et de collaboration, en veillant à partager clairement nos attentes et nos exigences.

Nous encourageons également nos partenaires à adopter des pratiques responsables en leur offrant un accompagnement dédié. Cette collaboration repose sur une communication ouverte et une volonté mutuelle d'innover et de progresser dans nos démarches RSF

Implication des parties prenantes dans la démarche RSE

Enfin, nous croyons que la réussite de notre politique d'achats responsables dépend de l'implication de toutes les parties prenantes : collaborateurs, fournisseurs, soustraitants et clients. Nous demandons à nos fournisseurs de signer notre charte d'engagement RSE, qui détaille nos exigences en matière de respect des droits humains, de conditions de travail éthiques et de conformité environnementale.









APPENDICES AND REFERENCE DOCUMENTS

APPENDIX 13: Responsible Purchasing Policy



Nous n'hésitons pas à auditer nos partenaires pour nous assurer de leur conformité et à leur fournir des outils pour progresser. Par ailleurs, nous sensibilisons nos clients à l'importance de faire des choix publicitaires durables et les accompagnons dans cette transition.

Nos Actions au Quotidien

Chaque jour, notre politique d'achats responsables prend vie à travers des actions concrètes. Nous avons mis en place un système de suivi de la performance RSE de nos achats, permettant d'évaluer et d'améliorer en continu notre impact. De plus, nos équipes collaborent étroitement avec les partenaires les plus innovants pour identifier des solutions durables adaptées aux besoins spécifiques de nos clients.

Nous valorisons également la transparence dans nos pratiques : chaque produit que nous proposons est accompagné d'une fiche détaillant son origine, ses matériaux et son impact environnemental. Cela garantit à nos clients une visibilité totale et renforce leur confiance en nos engagements.

Chez Maranello, nous croyons que les achats responsables ne sont pas une option, mais une nécessité. Ils représentent une opportunité de transformer nos activités en un levier d'impact positif, de renforcer la satisfaction de nos clients et de contribuer à un avenir plus durable.

Nous sommes déterminés à poursuivre nos efforts et à inspirer d'autres acteurs de notre secteur à nous rejoindre dans cette démarche ambitieuse.

Pour toute question ou collaboration, nous vous invitons à nous contacter via notre site www.maranello-europe.com.

À Levallois-Perret, le 29 Novembre 2024

Clément Marçais Rémi Gammal Pernette Malye Billion Directeur Général Président Directrice Achats et RSE





APPENDIX 14: April 2024 Newsletter



Innovation et Durabilité à l'Horizon : Du Vent, des Lasers et un Avenir en Bioplastique

Bonjour.

Découvrez dans cette édition les dernières tendances et innovations : de l'évolution des parcs éoliens en bois aux changements post-Accord de Paris, et de l'impact du marquage laser aux dons d'objets publicitaires en 2023. Ne manquez pas notre focus sur les bioplastiques et l'avenir du marketing durable.

Les Actus de l'environnement



Un parc éolien en bois, c'est possible ?

L'énergie éolienne est une pièce majeure de la décarbonisation du réseau. Les constructions géantes s'appuient généralement sur des matériaux à forte intensité de carbone comme l'acier.

En savoir plus!



Les changements majeur suite à l'accord de Paris

Du déploiement de l'énergie solaire à la mobilité électrique, voici cinq façons dont nous allons dans la bonne direction, selon l'étude de l'Institut allemand à but non lucratif NewClimate.

En savoir plus!

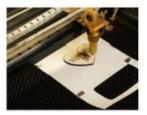
22 Avril : La Journée de la Terre



Le 30 mars 2005, l'Unesco à publié la première évaluation des écosystèmes pour le millénaire, un rapport accablant sur l'impact de l'homme sur la planéte.

En savoir plus sur la journée de la Terre!

Les Actus Maranello

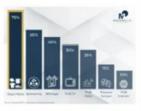


Mise à l'honneur du marquage Laser!

Découvrez une technique de marquage en exclusivité! Le Marquage Laser vous est présenté dans cette vidéo!

Bois ou encore Métal, marquez l'esprit ! Pas la planète!

Je veux voir la vidéo !



Le média dont on se souvient ? L'objet publicitaire !

Le Saviez-vous ? L'objet publicitaire est le premier média dont on se souvient le plus, dépassant même la Télévision et la Radio.

Vous aussi, vous vous en



Le Bioplastique dans l'objet publicitaire

Le bioplastique est un matériau fabriqué à partir de sources renouvelables, comme les plantes, et peut être biodégradable. Conçu pour réduire l'impact environnemental, il offre une alternative durable aux plastiques traditionnels à base de pétrole.

En savoir plus!



3 Tonnes d'objets publicitaire donné aux Associations !

En 2023, 3 tonnes d'objets publicitaires ont été distribué grâce aux dons via Maranello! Les Restos du Coeur, Arthritis et le Secours Catholique sont les principaux bénéficiaires, Merci!

Vous aussi participez !



APPENDIX 15: LinkedIn Communication 2024



Maranello France 1641 abonnés 4 mois • 🕥

Hier, c'était la Journée mondiale du climat : une belle occasion de repenser l'impact des obiets que nous choisissons.

Chaque objet raconte une histoire. Une histoire de conception, de fabrication, et d'impact. À l'heure où la planête appelle à une consommation plus raisonnée, cette histoire doit refléter des valeurs responsables.

Des objets bien pensés ne se contentent pas d'être utiles : ils deviennent des ambassadeurs d'engagements, porteurs de sens et d'un impact durable.
Faire le choix d'objets responsables, c'est :

- Préférer des matières recyclées ou naturelles pour réduire l'impact environnemental
- Miser sur des produits durables et de qualité, pensés pour être conservés longtemps.
- Participer à une démarche globale qui valorise à la fois votre marque et le respect de la planète.
- Privilégier les circuits court

Parce qu'un objet peut être bien plus qu'un simple outil : il peut refléter vos valeurs et celles de ceux qui les utilisent.

Hier, la Journée mondiale du climat nous a rappelé que chaque décision, même dans le choix d'un objet, compte. Et si vos objets devenaient des acteurs du changement ?

Marquez l'esprit, pas la planète!



CÉLÉBRONS LA



Ensemble, célébrons et protégeons le climat!

08 Décembre 2024



Maranello France

7 mois • \$

Découvrez notre nouvelle newsletter pleine d'innovations et d'objets écoresponsables!

Découvrez dans notre dernière newsletter des solutions concrètes pour allier impact positif et innovation. À l'honneur : l'initiative "Trente par Trente" pour préserver 30 % de la planète d'ici 2030, et des produits comme le stylo True Biotic, conçu en biopolymères naturels pour une durabilité maximale.

Saviez-vous que 88 % des Français ressentent une émotion positive en recevant un objet média ? Transformez vos campagnes avec des objets qui marquent les esprits.

Cliquez ici pour découvrir notre sélection complète !

#Innovation #ObjetsPublicitaires #Durabilité #EcoResponsable #TrueBiotic



Maranello News

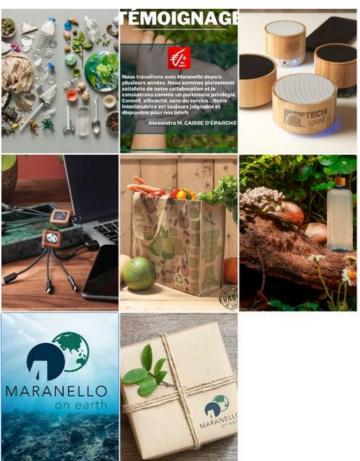
Sauvez 30 % de Notre Planète avec une seule Action : Découvrez Comment Maintenant!

Maranello France



APPENDIX 16: Instagram Communication 2024



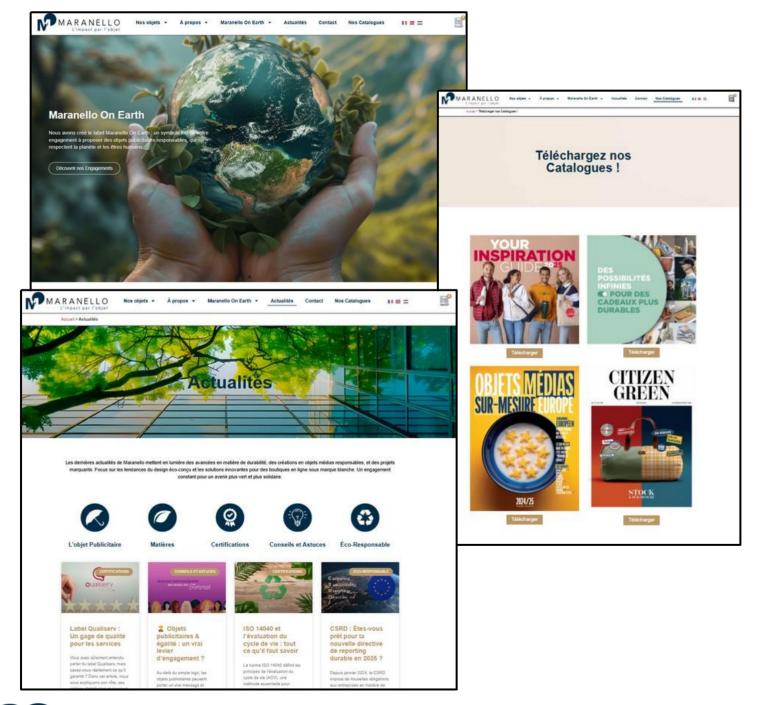




APPENDIX 17: A new CSR-focused website



https://maranello-europe.com/







WWW.MARANELLO-EUROPE.COM