



SIDETRADE, A RESPONSIBLE AND ENGAGED TECHNOLOGY FIRM

#SIDETRADEFORGOOD

Economic growth and technical advances make sense only when they sustainably contribute to **human progress**, in the broadest sense of the term. High-tech companies inventing the world of tomorrow have special responsibility in this area.

Corporate social responsibility may be seen as a regulatory or legal obligation; **Sidetrade goes far beyond this**. We are earnestly committed to social and environmental responsibility in our everyday business. We seek to develop a pleasant, stimulating workplace for our employees, where they can learn and grow. We strive to promote this attitude in our economic environment, too, and we progress each day.

Our convictions translate into sustainable development objectives which drive our success. ↵

Olivier Novasque
CEO of Sidetrade



**OUR
RESPONSIBILITY
STARTS WITH
CARING ABOUT
OUR EMPLOYEES**

Here are seven things we do, to take care of our people.

Give everyone an equal chance

Talent development at Sidetrade emphasizes diversity and inclusion.

Our workforce comprises 17 different nationalities.

Our age pyramid is balanced: **18% are over age 45, whereas 16% are under 25. Women represent 35% of Sidetraders,** and we are working to increase this proportion, especially in our Tech teams.

We hold that every individual has a right to education. We also feel that the best skills do not always come out of the same mold, and that attracting talent from all horizons is an excellent way **to increase intellectual diversity and innovate with fresh eyes.**

These convictions led to the founding of the **Sidetrade Code Academy**, a tuition-free training program open to candidates with atypical backgrounds (sometimes without any IT qualification), with an aptitude for artificial intelligence.



I saw Sidetrade's ad on LinkedIn. It offered everything I was hoping for: more training, more AI experience, and the chance to apply for the job of my dreams in Birmingham. »

Ben, a sports science graduate
now an application engineer with Sidetrade



We proactively encourage women to apply. For our last session, five out of 12 of the selected applicants were women.

I improved my programming skills, which is extremely useful. I also got a chance to put some of the more interesting things I learned at university into practice. 🗨️

Natasha, a physics graduate
now an application engineer with Sidetrade

Trainees receive 150 hours of individual training from Sidetrade data scientists and engineers.

They learn C# programming language and the fundamentals of AI in a concrete professional setting. At the end of four weeks, the top four trainees are offered data and AI software jobs.

The Sidetrade Code Academy is an excellent way to increase intellectual diversity and transform applicants with high potential into specialized engineers. It's good for our company.

150
hours of training
via the Sidetrade Code Academy



Onboarding new talents under the best conditions

We are an equal opportunity employer and proscribe any form of discrimination.

New Sidetraders are onboarded through **Fast Track to Success**, a program designed to answer their questions, make them feel right at home with Sidetrade culture, and reaffirm that they have made the right choice by joining us. The program is key to their job satisfaction, and to enabling them to make an immediate contribution to the success of our enterprise.

The program starts by assigning each newcomer a mentor from among our experienced employees.

New Sidetraders have an experienced contact who will help them discover the company, its processes, its culture and help them master their new responsibilities.

Next, they attend a **bootcamp**, held once every two months. Led by senior managers and members of the People team, the bootcamp gives **the newcomers a 360° view of the Sidetrade organization and environment.**

These events are special opportunities for newbies to interact directly with the management team.



*It gave us the keys to fit into the **Sidetrade family**. Our CEO's speech was very inspiring. I learnt a lot about the products, and I really enjoyed sharing this experience with my new colleagues. **;***

Bootcamp attendee



*New Sidetraders from every country. Helpful information. It was captivating, fun and interactive. Sidetrade is a truly European **scale-up!** **;***

Bootcamp attendee



Developing skills and helping employees grow

To contribute to the professional development of our people, we created the Talent Builder program. The program identifies the skills needed by employees and provides corresponding training. It is based in part on our **e-learning platform**, which enables each employee to enhance skills in areas related to Sidetrade business (e.g. security, systems development, sales). Sidetrade employees took over 700 hours of training last year. Our teams also develop courses and provide them to the internal community.

7000
hours of training
via the Talent Builder program

The number '7000' is rendered in a large, orange-outlined font. Two people are sitting on the two zeros: a man in a blue shirt on the first zero and a woman in a red shirt on the second zero. Both are holding laptops. Below the number, the text 'hours of training via the Talent Builder program' is written in a smaller, orange-outlined font.

We empower employees to shape their own training by helping them to build personal action plans, and by promoting a **culture of dialogue and feedback**.

Staff development also involves **training team leaders**. Managing people calls for more than being an expert in your field. It also requires methods and tools for leading teams. For this purpose, we created the **Sidetrade Management Academy**, which aims to standardize and teach managerial best practices. Several different practical modules are available on such topics as adapting management style, giving meaning, remote management, giving feedback, performance assessment and delegation.

Creating a work culture which fosters engagement, cooperation and innovation

Our vision is set out in a document called **V-Side** (Vision - Strategy, Implementation, Difficulties, Engagement). The corporate V-Side is presented internally twice a year by the CEO of Sidetrade.

Subsequent to it, each team builds their own V-Side, **involving staff in the decision process and empowering them to set their own goals.**

The idea is to have happier, more motivated staff, who feel personally involved in the company's success. Action plans and achievements are shared once every two weeks in a 30-minute **Fireside Chat** with a director, and sometimes with guest attendees.

On the corporate side, Sidetrade issues regular financial releases, posted in **the Investors' section** of our website.

What's more, the CEO holds a 20-minute **Live Coffee session** every three weeks, to allow any employee to ask questions. This supplements our approach to active listening and dialogue between each team and their leader.

During the 15 weeks of COVID-19 lockdown, 19 sessions were held to keep staff briefed on company news. **With an average of 65% participation, we observed stronger motivation among our teams.**

65% attendance live broadcast 

At the same time, connections among staff are maintained via a **mobile app** called **B-Side**. **84% of our staff are active** on this network. During the second quarter of 2020, 22,000 pieces of content were liked, and 1,200 comments were posted. B-Side is crucial for keeping all Sidetraders in the loop. Real-time information is always just a few clicks away. In addition, the app builds bonds among staff, especially during periods of telework, by providing a platform for fun, friendly exchanges online.



Reconciling well-being at work with performance

Employee well-being and feeling good at work are essential Sidetrade values.

The work environment is one of the prime factors in job satisfaction. Beyond mere compliance with the employer's legal obligations, protecting employees is also a key factor in employee well-being. Health & safety guidelines are detailed in our **Employee Handbook**.

Talking with coworkers over coffee, getting together in a comfortable, informal area, and brainstorming with post-it notes or tablets all have the same aim: getting collective juices flowing and teaming up to achieve shared objectives. With this in mind, we set up workspaces that ensure safety, while optimizing collaboration and social bonds.

In this post-lockdown period, workspaces at Sidetrade are intended to bring people physically together to collaborate and socialize.

For this purpose, we have designed work areas to both reassure and energize our people. For us, it is clear: what's good for our people is good for our business performance.

One way to enhance well-being at work is to build bonds among employees. With this in mind, a **Sidetrade Social Club** was established at our Ireland office. A number of events have already been held including national holiday celebrations, baking contests, quizzes, and movie nights, just to name a few. The UK **Sidetrade Social Club has held a number of social events, as well as weekly runs.**

Every year, we hold two big parties for all the staff in each country: the **Xmas party** and the **Summer party**. These much-anticipated events are chances for the company to thank employees just before vacation time, and for the staff to have fun together.

Developing telework and flextime

The COVID-19 lockdown called for agility, audacity and creativity.

In mere days, we changed over to new ways of working, with different work relations, new tools, and greater openness.

Our priority: fully protect our employees while maintaining quality of services for our customers.

We adapted by enabling all our employees to work effectively from home.

Since we had anticipated such disruption with a **business continuity plan, and had already implemented teleworking, the switch to remote work had no impact on our productivity, creativity or reactivity.**

To facilitate the change, we equipped 100% of our staff with laptop computers and all necessary remote technologies to make telework more efficient and comfortable. We also established guidelines for a smooth transition to home-working. This has made it possible to enhance Sidetraders with new skills and energies. **Our staff showed remarkable adaptability and resilience within this unprecedented situation.**

100%
of staff
equipped

Since the end of lockdown, we have been offering our employees **two days of telework per week.**

Flextime is also allowed for job profiles where this is feasible. Teleworking and flextime contribute to a better work-life balance, which in turn makes our people more motivated and more productive.



Encouraging Sidetraders to play sports

Established in 2017, following an internal satisfaction survey, the **Sidetrade Sport Organization** (SSO) promotes team spirit and a taste for challenge. The SSO is made up of three to five employee volunteers and one member of the ExCom. Their motto is: **surpass, share, dare, respect and try!**

The **SSO** sponsors events in various disciplines (e.g. running, soccer) for different levels (e.g. Elite, Challenge, Smile). Sidetrade partly or totally subsidizes SSO events.

In addition, a **Well-being day** is held each year at headquarters, with events such as massages, muscle building, stretching, and healthy eating.



**BEING
RESPONSIBLE
ALSO MEANS
PROTECTING THE
ENVIRONMENT**

Gartner, the global research and advisory firm, estimates that 2% of global CO2 emissions are caused by information and communications technology (TIC) companies.

As a pioneering software editor specialized in digital transformation of customer relations, Sidetrade helps to reduce environmental impact, by the very nature of its technologies.



Here are seven actions we take, to care for our environment.

Pooling resources, the green benefit of cloud technology

For Sidetrade, there's nothing "virtual" about the environmental impact of digital technology. By using our own cloud infrastructure, **we are more efficient and reduce our carbon footprint.**

Our infrastructure suppliers, especially **Colt Technology, have successfully migrated to ISO 14001 (most recently ISO 14001 2015).**

They control the impact of their operations and their effects on the provision and continuity of services. They use machines which are more energy-efficient, for example, by **replacing mechanical hard disks with SSD technology.**

Furthermore, we have decided to attack a less visible but significant pollution factor, namely the environmental impact of bloatware (i.e. software which takes up a disproportionate use of disk space or uses excessive machine resources). To encourage more virtuous practices in this area, **Sidetrade focuses on green coding: an approach whereby software solicits fewer machine resources to reduce server energy consumption.**

Finally, cloud technology means customers can entrust us with their pooling, thereby optimizing their infrastructure. **Cloudification not only saves money, it also saves energy.**



Adopting responsible hardware and practices

Recent trends in miniaturization and energy efficiency of digital components are an opportunity for businesses to reduce their carbon footprint.

At Sidetrade, we have replaced desktop computers with laptops and notebooks, which are far more energy-efficient.

From 70% desktops in 2018, we now have 100% mobile devices in 2020. In less than three years, we have nearly halved our PC energy consumption, even though we have significantly increased our headcount.


electricity
consumption



Going paperless

Working toward a paperless organization requires developing dematerialized systems. Not only is this more ecological, it also allows better traceability of processes, and provides greater confidentiality.

At Sidetrade, we encourage staff to virtualize information exchange whenever possible. In 2019, we kicked off a **clean desk** program aiming to meet **ISO 27001 data security** requirements. As a result, internal work documents circulate largely in digital form.

Staff use email, instant messaging or video conferences. We have dematerialized contracts, pay slips, leave and travel management, moving steadily toward our paperless goal. This approach also boosts efficiency and speed of internal communications.

We are progressively going paperless on the customer side as well. For example, we have implemented **electronic signatures** for all contract processes, and **digital follow-up** for accounts receivable. Email is faster and gets better results than surface mail, limiting exchanges and reducing our energy footprint.

Our customers can also manage their outstanding balances via our **interactive application**, which totally dematerializes A/R collection follow-up. This is more respectful of the environment, collects cash faster and increases customer satisfaction.

100%
of documents
digitalized



Wasting less and recycling more

We have enhanced selective waste collection, for example through partnerships with firms specialized in **computer recycling**.

Our 2020 objective is to extend our selective waste and recycling practices to all of our offices worldwide, in order to shrink our environmental impact.

Through the **Sidetrade Sport Organization**, our employees based in France were issued water bottles made of Tritan®, which is bisphenol-A free, and kinder to the environment. Our water coolers, available in all our offices, will be equipped with **recyclable cardboard cups** by the end of the year. Finally, in order to reduce consumption of disposable cups, we will provide reusable recipients when possible.

Sidetrade also participates in Nespresso's sustainable development initiative for systematic **collection of all used capsules** in employee coffee areas.



Supporting alternative mobility

We have been changing our travel policy to reduce our carbon footprint, by promoting rail travel and carpooling.

In Ireland, we implemented **Bike to Work**, whereby employees may buy a bicycle, with a tax credit. Sidetrade advances the cost and deducts the monthly installments from the employee's pay. A similar system was set up in Britain.



Opting for smart lighting

Workplace health regulations have accelerated the transformation of our offices, **already under way to reduce our environmental impact.**

For our renovation of Sidetrade headquarters, we have chosen lighting with occupancy sensors. Furthermore, conventional light bulbs at all Sidetrade offices **will be replaced by energy-saving LEDs or equivalent by 2021.**



Planting trees

Our environmental responsibility does not stop at our doorstep.

Sidetrade is committed to supporting Tree Nation, the platform to reforest the world.

By the end of 2021, between 5,000 and 10,000 trees will be planted. Sidetrade will offer a tree to each new recruit, and to each employee taking personal or professional action dedicated to sustainable development.

The ultimate aim is to convince all our employees to support Tree Nation, for the good of the planet. This CSR initiative will help compensate for Sidetrade's carbon footprint. In fact, this reforestation effort would offset the company's direct CO2 emissions for one year.



**OUR
COMMITMENT TO
GOOD
PRACTICES,
TO GO
EVEN
FURTHER**



We are committed to meeting our stakeholders' needs for a safe and secure environment, in full compliance with all regulations and laws applicable to our business.

We act responsibly and make continuous progress because we are faithful to our corporate principles and those established by global agencies such as the Global Compact (UNGC) and the International Labor Organization (ILO). **Ethics, integrity and safety are core values for all Sidetrade business.**

Safeguarding confidential information: ISO 27001 certification

At a time when AI is imposing algorithmic processing of massive data, and when 39% of large European companies admit to having been victims of a cyberattack, **protection of information systems and data has become strategic, and even a national security issue.**

Sidetrade is one of the rare companies in its industry to be ISO 27001 certified for all its information systems and processes.

ISO 27001 is the international standard for information security management. It reflects our commitment and expertise in the field of data protection as well as the integrity, reliability, and traceability of our processes.

In every country where we operate, our customers trust us to faultlessly protect their precious information, and continuously adapt to new cyber risks.

Acting fairly, transparently and impartially



Integrity guides our behavior well beyond compliance with laws and regulations. Sidetrade rejects all forms of corruption in commercial transactions.

Our Code of Conduct establishes our policy in matters such as integrity, business ethics, loyalty and transparency.

Responsible procurement

To do business responsibly, we expect our main suppliers and sub-contractors to adhere to social and environmental responsibility principles comparable to our own.

Suppliers are selected carefully and fairly, according to documented purchasing policy, based on capacity to meet Sidetrade's needs in terms of quality, service, price, reliability, technical requirements, safety, and coherence with our ethical and environmental values.

Recognized and transparent sustainability engagement

In 2020, Sidetrade was awarded a bronze medal sustainability rating by **EcoVadis**, in their first assessment. We rank above average in our category (“Data processing, hosting and related activities, web portals”), especially for the sustainability themes “Environment, Labor & Human Rights, and Ethics”.



Sidetrade’s CSR approach demonstrates our commitment to having all the tools necessary to carry out a proactive social and environmental policy. A reporting protocol will be put in place as an internal guide for operational managers. It will be updated each year in line with changes in society.

The September 2020 report is an up-to-date review of the social, **environmental and labor impacts of Sidetrade’s business.**

