

Ethics charter: The Editorialist's content

As a provider of expert editorial solutions, The Editorialist undertakes to provide its customers with high-quality editorial content, including texts, videos, motion design projects, podcasts and other products. This quality is underpinned by the application of five core commitments:

- To offer our customers editorial content that is perfectly tailored to their needs, we produce content to a high standard that meets journalistic best practices. We strive for clarity, rigour and accuracy. We organise information by importance and always cite our sources.
- To be able to offer expert yet readable content, to reach out to target audiences through the right communication channels, to help customers place their companies within their ecosystems, our editorial teams rely on sector expertise, specialist partners and specific monitoring tools. We organise cross-divisional in-house training courses to ensure that all our employees have the same information and can provide an informed and consistent service to customers.
- We believe that storytelling is key to accelerating the transition to a truly sustainable world. With over 25% of what we produce dealing directly with environmental topics, we are constantly on guard against the inevitable risks of greenwashing. Besides the obligatory requirement to comply with the relevant laws and regulations in this area, we impress on our customers the need to tackle sustainability issues in a way that is transparent, accurate and humble. We urge them to make sure that their sustainability communication is consistent with their commitments and what they are actually doing. Here again, our experts rely on regulatory monitoring and ongoing training in best practices.
- We are always on the lookout for ways to improve our services and we are closely monitoring the rise of generative artificial intelligence (AI) solutions. While we are keenly aware of the benefits associated with these technologies, we are equally cognisant of the risks inherent in their use, which include unreliability, inaccuracy, security risks, content uniformity and ethical issues. For this reason, we strictly regulate their use and prohibit the use of generative AI to draft texts directly. We have also shared a charter with our external editorial partners that strictly regulates the use of generative AI in content.
- Pursuant to the laws in force in France and Europe, we are committed to ensuring the protection, confidentiality and security of data to which our customers give us access. We also comply with Europe's General Data Protection Regulation (GDPR) and ensure that our partners are mindful of the need for the digital media and newsletters that we provide to be GDPR-compliant.

**THE
EDITORIALIST**
ACCELERATING POSITIVE CHANGE
THROUGH CONTENT


1, Cité Paradis - 75010 Paris
T : +33 1 89 53 09 53
contact@the-editorialist.com
www.the-editorialist.com

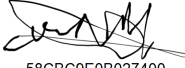
Signed by

Agathe Giros, CEO

Solène Collignon, Managing Director

Caroline Thabeault, Editorial Director

DocuSigned by:

D22F65DE697744F...

DocuSigned by:

58CBC9E0B027400...

DocuSigned by:

15B15747E4A9493...