



2 0 2 2  
**CSR**  
REPORT



**Olivier Novasque**  
Chairman and CEO  
@Sidetrade

S

**idetrade's teams have always been passionately committed to putting their capacity for innovation at the service of companies.** Since our inception, we have been a driving force in the evolution of working

practices, fostering close collaboration, speeding up processes and securing the economic environment of companies. Our ambition is **to reduce inefficiency, uncertainty and complexity in large organizations - in short, to make life easier for our customers.** To achieve this, we are determined to create a world where innovation and human expertise combine harmoniously to offer limitless opportunities.

However, cash culture, productivity, financial performance, visibility and predictability in business today take on a new dimension. These values can only blossom harmoniously if they are integrated into an essential reflection and a global approach consistent with the societal and environmental responsibility of the economic world. I'm convinced that by integrating these

values, we can create a sustainable environment where business success is aligned with the well-being of society and the preservation of our precious planet.

**We are taking decisive action to embrace a more virtuous approach as a whole.** Together - with our employees, partners and customers - we can shape a future where every person and company are a catalyst for positive change.

In May 2023, Sidetrade took a significant step forward by carrying out a comprehensive Carbon Footprint (scopes 1, 2 and 3) for the 2022 financial year, encompassing all its geographical activities. This in-depth assessment has enabled us to identify the main sources of greenhouse gas emissions (GHG) and implement concrete actions to control them.

The completion of this CSR report in July 2023 represents a major new step in our commitment to social and environmental issues. Through this initiative, Sidetrade wishes

to contribute to the alignment of its sector with the ambitious targets set by the Paris Agreement and those of the European Union to achieve carbon neutrality by 2050. As the inventors of tomorrow's world, high-tech companies have a special responsibility. **Sidetrade wishes to contribute to the development of a learning, stimulating and pleasant working environment for its employees, while striving to be exemplary and helping to promote this responsible attitude within our economic environment.**

**We can shape a future where every person and company are a catalyst for positive change.**

As you read these lines, we hope that you, like us, will be inspired by the opportunities open to us to become an agent of sustainable change. After 23 years in business, it's a refocused ambition that we take on with enthusiasm and determination.

**This commitment is fundamental and is a core part of Sidetrade's DNA.**

## Welcome to our world at Sidetrade!

---

- 4 About Sidetrade
- 6 23 years of Order-to-Cash progress
- 7 Our guiding principles

**OUR CSR APPROACH:**  
tomorrow's world depends on today's decisions

- 9 Our CSR strategy
- 10 Our CSR priorities
- 11 Sidetrade's contribution to the sustainable development Goals (SDGs)
- 11 The recognition of our CSR engagement

## SIDETRADE'S JOURNEY TOWARDS SUSTAINABILITY

### Control our carbon footprint and foster sustainability

---

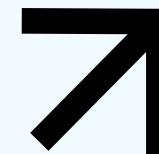
- 13 Sidetrade's carbon assessment
- 14 Committing to low-impact IT efficiency
- 15 Encouraging sustainable business travel
- 16 Supporting environmentally friendly mobility
- 16 Practicing the three R's (Reduce, Reuse and Recycle)

## SECURING DATA FOR A SECURE FUTURE

### Ensuring digital responsibility

---

- 28 Mitigating cybersecurity risks
- 29 Protecting data and respecting customer confidentiality



Interactive

# TABLE OF CONTENTS

## COLLABORATIVE EXCELLENCE = COLLABORATIVE GROWTH!

### Drive innovation and invest in talent

---

- 19 Creating and maintaining a diverse workplace
- 21 Championing gender equality
- 22 Unlocking the potential of employees
- 25 Cultivating high-performance solutions
- 26 Creating a high-performance workplace

## BECAUSE TRUST IS BUILT ON RESPONSIBILITY

### Lead with trust and maintain ethical business practices

---

- 31 Build sustainable, ethical and transparent relationships
- 32 Buy responsibly
- 33 Promoting healthy and lasting business relationships

### Sidetrade's voice of commitment

---

# WELCOME TO OUR WORLD AT SIDETRADE!

Supported by its global reach and unrivaled talents, Sidetrade has developed one of the leading Order-to-Cash solutions. Harnessing its all-round expertise and continuous innovation, Sidetrade is the go-to partner for multinationals that seek to secure and accelerate cash flow.

## About Sidetrade

---

### OUR MISSION

**Securing cash flow, accelerating impact.**

Sidetrade's artificial intelligence (AI) capabilities serve to optimize Order-to-Cash productivity, shortening payment delays and, in turn, improving working capital for companies, which is key to achieving financial health. By leveraging one of the industry's cutting-edge technologies, we endeavor **to guarantee effective actions for customer-facing staff** who work with accounts receivable software.

### OUR BUSINESS

**To provide AI-powered Order-to-Cash management solutions.**

Our solutions are impact-driven, with the aim of persistently minimizing negative externalities for both our planet and society at large, while maximizing positive impact on our customer base. **To this end, we see investment in talent diversity as a key element in our success in this mission.**

### OUR VISION

**To reach \$100 million in Annual Recurring Revenue ("ARR") by 2025.**

**This is underpinned by the three major pillars of the Group's Fusion100 strategic plan:**

#### Innovation

Innovation is at the very core of our DNA. Across France, we pioneered SaaS (Software as a Service) and then we were the first to automate Order-to-Cash processes, integrate artificial intelligence, invest in Big Data and build a Data Lake. **Since its inception, Sidetrade has stood out through its technological edge.** With an unrelenting commitment to innovation, our goal is to stay at the forefront of our industry, forever topping the innovation crowd!

**Our vision :  
to reach \$100 million in  
Annual Recurring Revenue  
("ARR") by 2025.**

---

#### Expansion

Established in France, Sidetrade started to gain a foothold in Europe from 2011. On the back of six European acquisitions, the Group decided to step up its development in North America, with the takeover of a company that generated 90% of its revenue in the US in 2021. This strategic move considerably expanded Sidetrade's presence on the North American continent. Then, in 2022, the Group made significant strides forward by winning the largest contract in its history in the US.

#### Growth

In 2022, Sidetrade posted an outstanding performance with revenue up 13% (+22% from SaaS subscriptions) and record bookings that increased 36% to €6.4 million in ARR. In doing so, the Group not only raised its profile but also looks ahead to fiscal 2023 with confidence. **This accelerated momentum reflects the effectiveness of Sidetrade's strategy to expand in North America as well as its leader status in Invoice-to-Cash applications as recognized by Gartner.** Other growth drivers include: 1/ positioning within a buoyant market that remains in short supply; 2/ integration of new platform features; 3/ Europe's regulatory environment; and 4/ opportunities for external growth.

**For 2022, Sidetrade posted a solid financial position,** with double-digit growth in revenue and impressive profitability to rank among the best SaaS players in terms of gross margin performance. We have stringently controlled our finances to ensure profitable growth, employee job security, and stability for customers and investors alike. Our shareholder base has remained virtually unchanged since our founding, which illustrates how Sidetrade is a stable, trustworthy company.



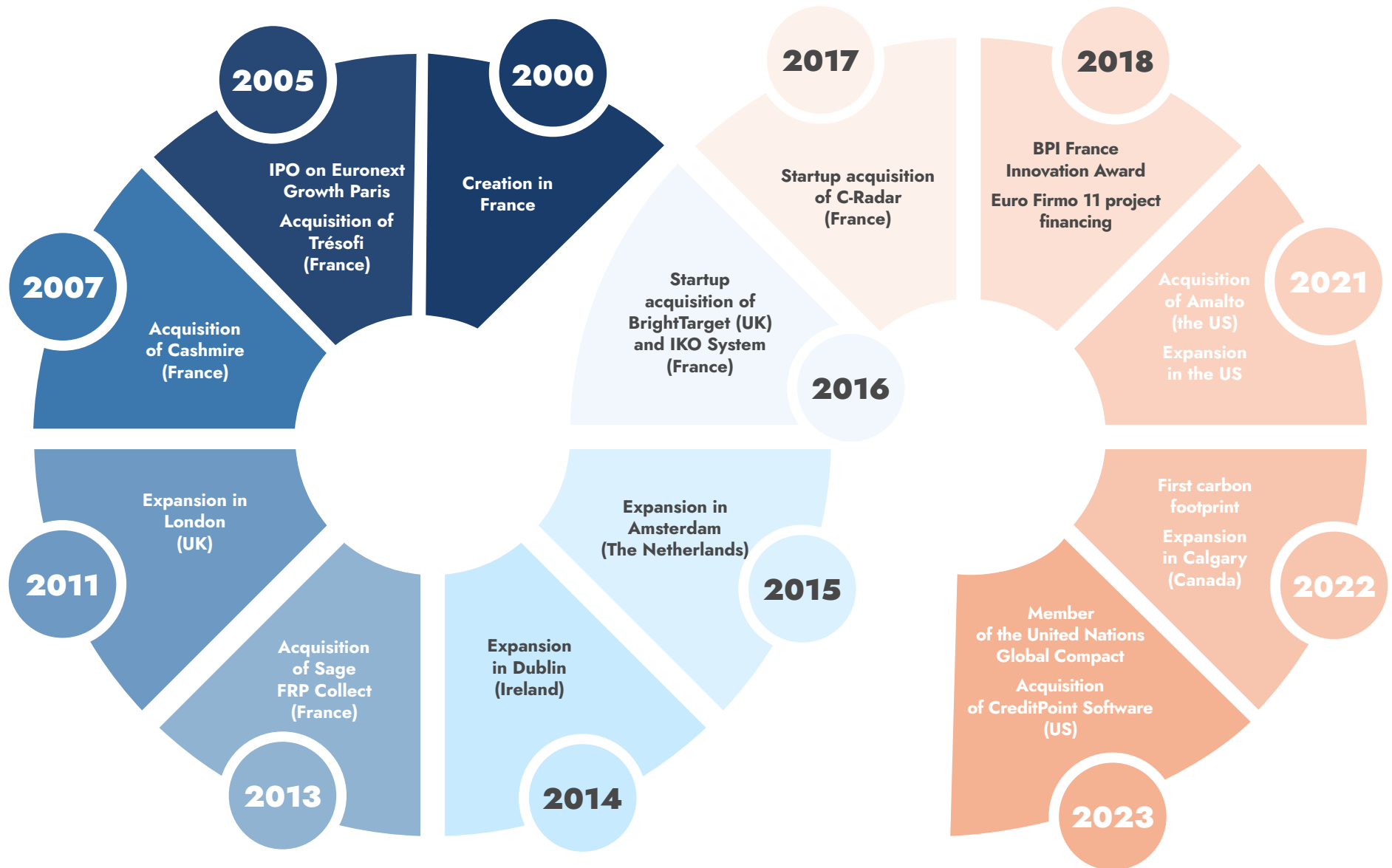
## SIDETRADE'S HIGHLIGHTS IN 2022

- 294** employees
- 32** % women
- 22** nationalities
- \$39.5** million in revenue
- 600** million invoices processed
- \$5** trillion B2B payment experiences
- 21** million companies analyzed for predictive payment intelligence
- 2,106** tCO<sub>2</sub>eq

Sidetrade operates the world over with a presence in the **United Kingdom** (London and Birmingham), **Canada** (Calgary), the **United States** (Houston and Tulsa), **France** (Paris) and **Ireland** (Dublin).

# 23 years of Order-to-Cash progress

## SIDETRADE: THE STORY SO FAR



# Our guiding principles

---

BEYOND INNOVATION, SIDETRADE IS GUIDED BY:

**A customer-centric approach**



**Business simplification**



**Knowledge sharing**



**A results-driven culture**



**Exploration of all possibilities**





**OUR CSR  
APPROACH:**  
tomorrow's  
world depends  
on today's  
decisions



Sidetrade's Management Board recognizes the importance of playing a part in building a more responsible and sustainable future. For this reason - and although Sidetrade is not currently required to publish a Non-Financial Performance Statement (NFPS) - since September 2022, we have taken a proactive approach towards fulfilling our social and environmental responsibilities.

This initiative underlines our commitment to integrating CSR priorities across the entire value chain while building a more sustainable future in anticipation of the Corporate Sustainability Reporting Directive (CSRD) which will take effect in 2025.

## Building a more sustainable future

---

## Our CSR strategy

---

Sidetrade's CSR strategy is shaped around four commitments:

- **Control our carbon footprint and foster sustainability**
- **Drive innovation and invest in talent**
- **Ensuring digital responsibility**
- **Lead with trust and maintain ethical business practices**

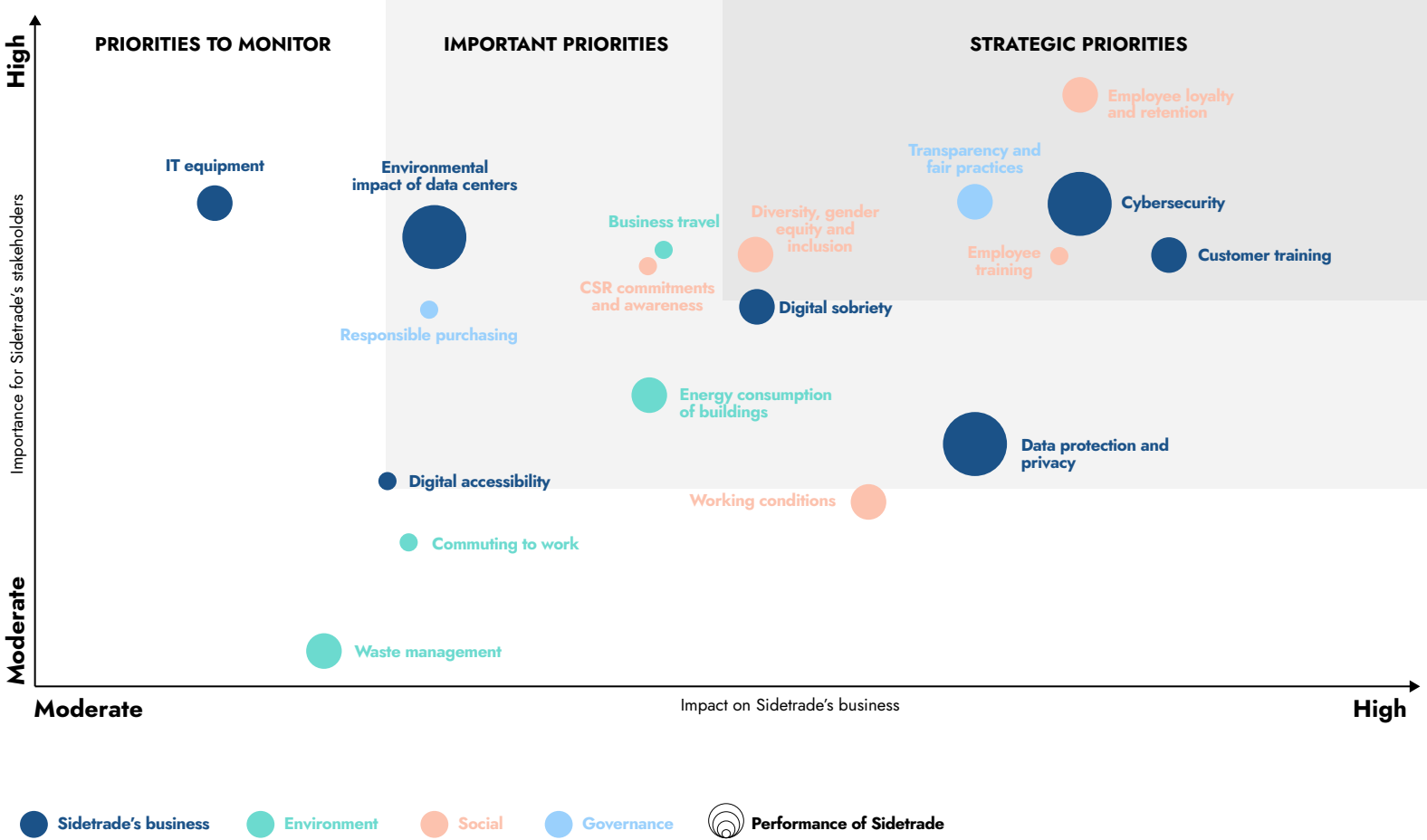
Day in, day out, these commitments influence our decisions and actions with a focus on continuous improvement. **At Sidetrade, our goal is to instill a purpose that drives positive societal change.**

By introducing a dashboard with measurable Key Performance Indicators (KPIs) and clearly defined targets, the Group has stepped up its efforts to adhere to social and environmental responsibility. **To that end, Sidetrade seeks to firm up its commitments and measure its CSR progress in practice.**



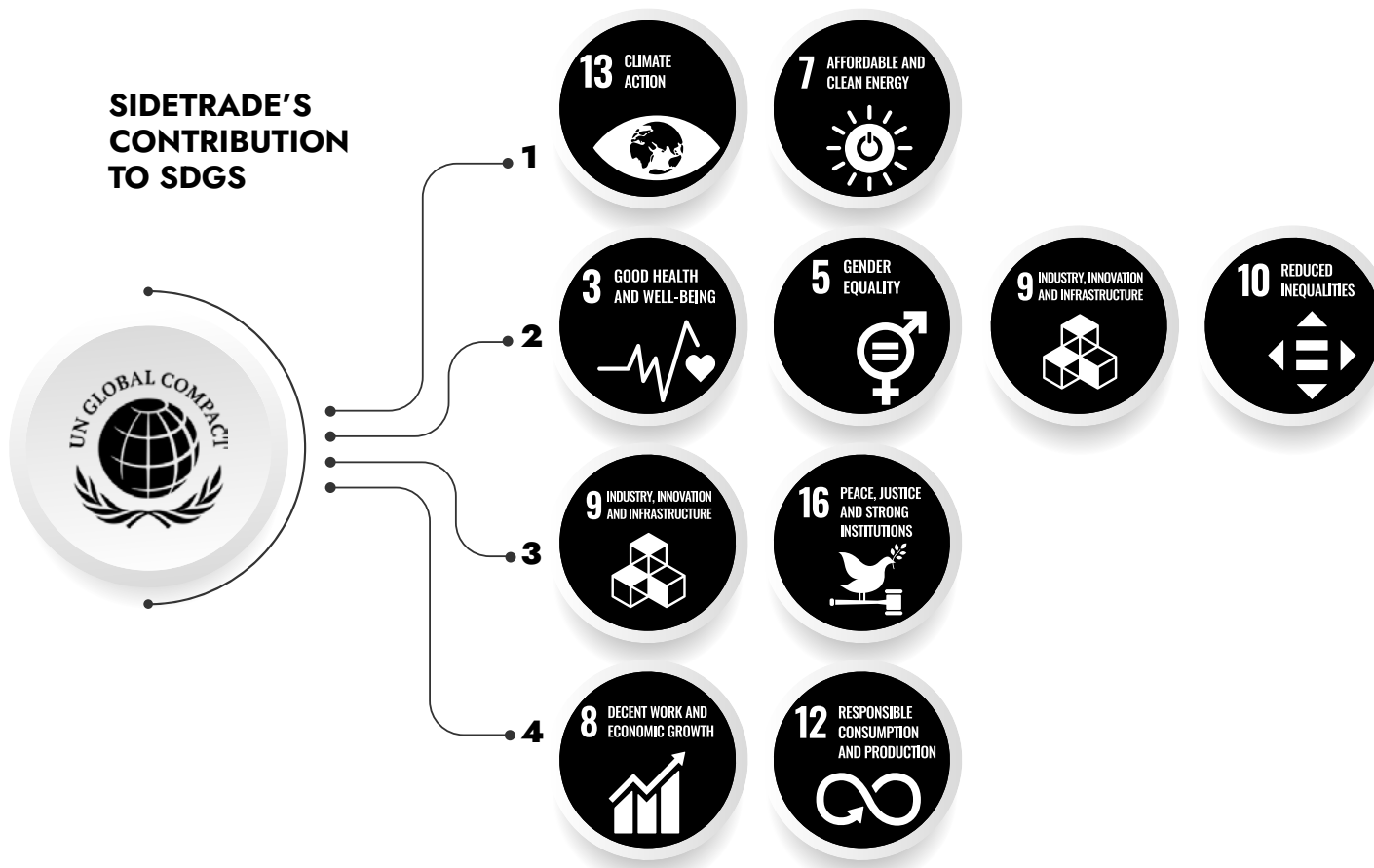
# Our CSR priorities

Our CSR approach is based on a materiality assessment which identifies and ranks our top priorities. After consulting with our main internal stakeholders, this analysis serves to determine the priorities for our CSR strategy.



# Sidetrade's contribution to the sustainable development Goals (SDGs)

In January 2023, Sidetrade joined the United Nations Global Compact (UNGC), demonstrating its dedication to leverage the UNGC's Ten Principles. Our actions align with the UN SDGs as we actively contribute to attaining nine of them:



## SIDETRADE'S CONTRIBUTION TO SDGS

## SIDETRADE'S CSR COMMITMENTS

- 1 Control our carbon footprint and foster sustainability
- 2 Drive innovation and invest in talent
- 3 Ensuring digital responsibility
- 4 Lead with trust and maintain ethical business practices

# The recognition of our CSR engagement

Since 2021, our proactive social and environmental policy has been recognized by external assessment agencies Ecovadis and Ethifinance ESG ratings (ex Gaïa Research). **The scores signal our ambition to continue acting sustainably.**

Ecovadis : 53/100, bronze medal  
Ethifinance ESG ratings : 65/100, silver-level certification

In line with our CSR approach, we pledge to take our Ecovadis and Ethifinance ESG ratings scores to the next level.



# SIDETRADE'S JOURNEY TOWARDS SUSTAINABILITY

The French Ecological Transition Agency (ADEME) reported that digital represents 3.5% of greenhouse gas (GHG) emissions worldwide\*.

**Sidetrade, as a responsible technology firm, is acutely aware of the need to reduce its carbon footprint.**

\*Source : "Transitioning to digital sobriety", ADEME, 2022.



**#MYGREENSIDE**

# CONTROL OUR CARBON FOOTPRINT AND FOSTER SUSTAINABILITY



## Sidetrade's 2022 carbon footprint

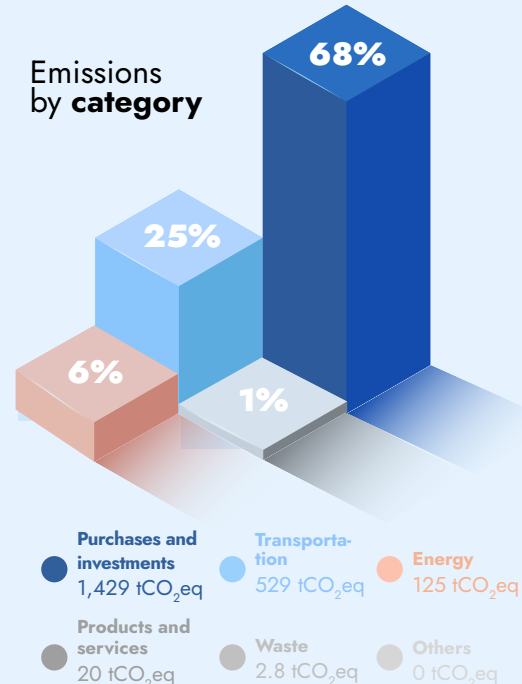
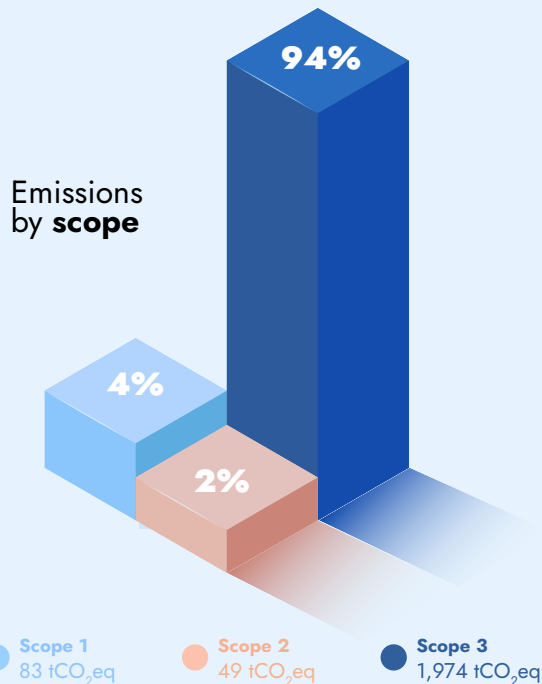
- 57** kg CO<sub>2</sub>e per k€ of revenue
- 11** g CO<sub>2</sub>e per invoice processed
- 68** % attributed to procurement and fixed assets (1,429 tCO<sub>2</sub>e)
- 25** % attributed to business trips and commuting (509 tCO<sub>2</sub>e)

The assessment covers all direct and indirect emissions from Sidetrade's activities during fiscal year 2022 and applies to all locations with active employees. This enables full scope analysis of the Group on a global scale.

This initiative is testament to Sidetrade's commitment to environmental responsibility, ushering in the first steps of a clearly defined journey towards sustainability.

## Sidetrade's carbon assessment

Sidetrade began its journey towards sustainability by taking concrete steps to measure its impact on climate change. With this in mind, the Group performed its first-ever comprehensive carbon assessment (scopes 1, 2 and 3) to record accurate data on its greenhouse gas (GHG) emissions.



Sidetrade is identifying decisive actions to reduce its carbon footprint. We kick-started this initiative by joining forces with **Tree-Nation**, as our employees became planters. **This year has seen us plant more than 2,000 trees to offset the equivalent of 74 tons of CO<sub>2</sub> which covered 89% of our direct emissions in 2022.** Nonetheless, we are all too aware that this step alone is not enough; it's why we performed our first carbon assessment to better manage GHG emissions.

**Our initial carbon assessment has helped us to pinpoint the priorities to control our GHG emissions.** Our efforts are geared towards the most polluting sources under scope 3, i.e., procurement and fixed assets which include IT equipment and server energy consumption (1,429 tCO<sub>2</sub>e), business trips (349 tCO<sub>2</sub>e) as well as commuting (160 tCO<sub>2</sub>e), while simultaneously preserving our business model.

**Sidetrade also encourages its providers to measure and communicate their emissions.** Going forward, this transparent way of working will enable more informed decision-making.

## Committing to low-impact IT efficiency

Sidetrade makes it a priority to limit the environmental impact of its digital technologies and information systems.

A study by the Shift Project, reported that terminals account for nearly 60% of digital energy consumption worldwide, with two-thirds attributable to manufacturing and one-third corresponding to operation. Next comes the use of data centers (19%) and network infrastructures (16%).

As a software developer, Sidetrade must tackle head-on the challenge of combining high-tech solutions with digital sobriety.

We recognize the importance of supplying our teams in IT, R&D and Product with best-in-class equipment as well as servers capable of effectively processing data and guaranteeing a readily accessible platform for our customers. However, we also understand that the balance needs to be struck across our information system as a whole, by considering

**A case in point is that one of our main data centers in Europe is fully powered by renewable energy.**

emissions throughout the entire lifecycle of our products and systems, and not just the energy consumed during use.

Long before our carbon assessment scope, we had included IT efficiency as a priority in our efforts to encourage digital sobriety, focusing on resource saving, recyclability and object durability.

These practices are now ingrained in Sidetrade's DNA and are an unavoidable necessity at a time when we are resolutely committed to controlling our ecological footprint.

At the same time, Sidetrade hosts its own private cloud, which offers a significant environmental benefit. This is reflected in optimized energy consumption and more efficient resource management which helps to drive sustainability and environmental stewardship. A case in point is that one of our main data centers in Europe is fully powered by renewable energy.

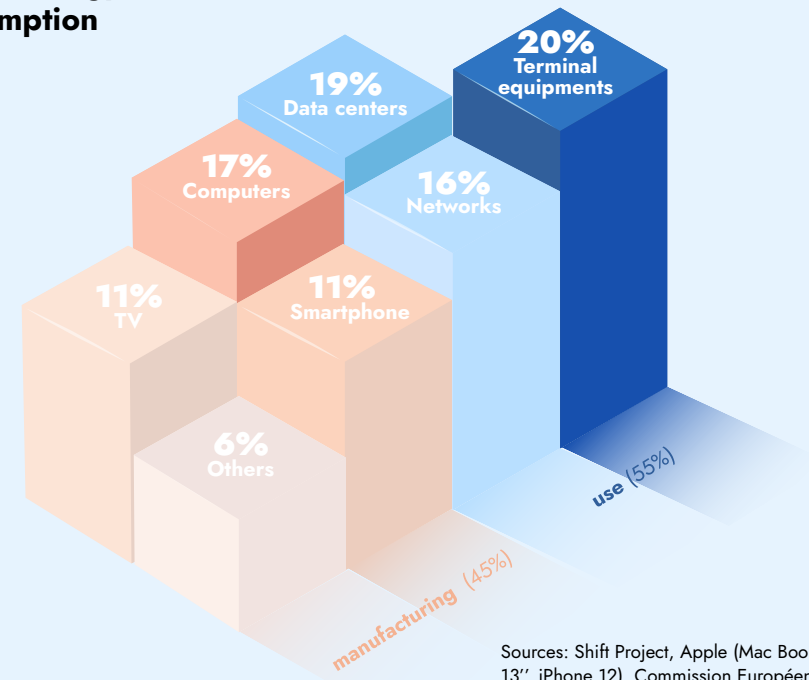
## POLICY

Sidetrade is a paperless organization, dematerializing all its documentation. Not only does this initiative enhance confidentiality best practices, but it also optimizes traceability of processes and substantially reduces printing. We have now fully dematerialized contracts, pay slips, leave, expense reports, and travel management. At Sidetrade, IT efficiency has been a top priority for many years. We are determined to continuously improve our practices and find innovative solutions that reduce our environmental footprint, while maximizing the performance of our technologies.

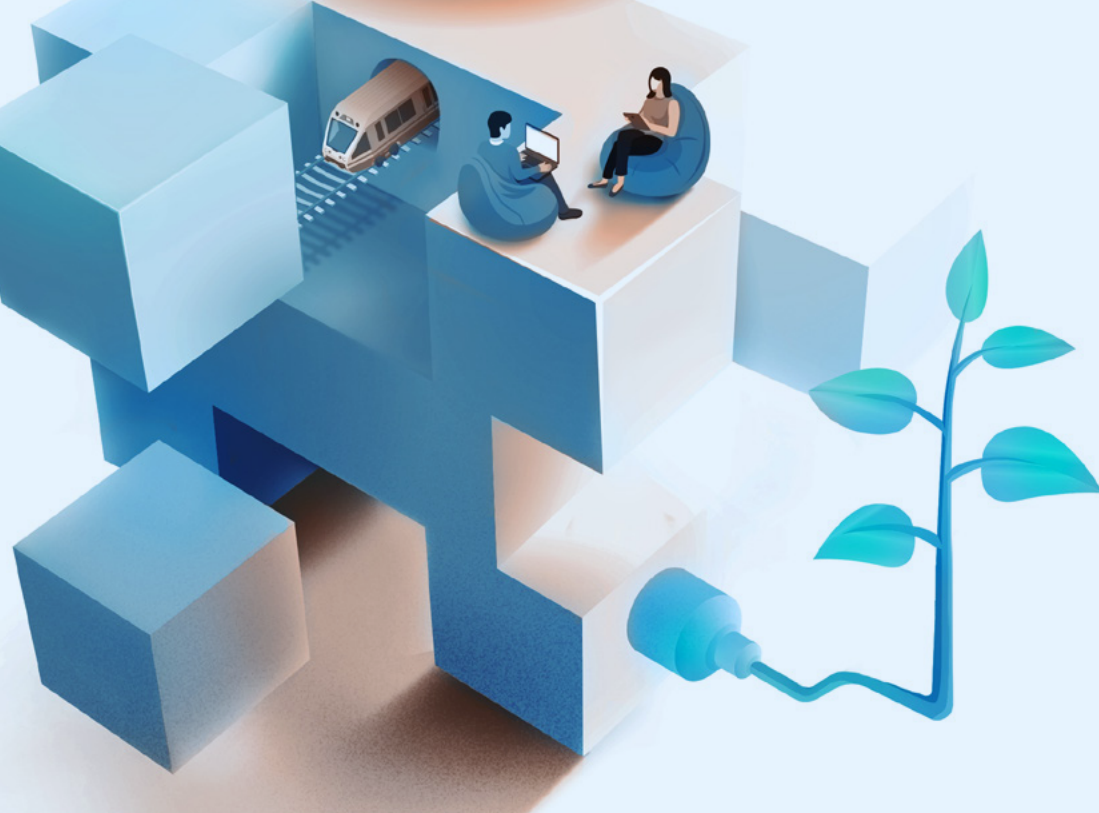
## 2022 KPIS

- > PUE at one of the main data centers (Colt): 1.23
- > 68% of CO<sub>2</sub> emissions from procurement and fixed assets (1,429 tCO<sub>2</sub>e)
- > Optimized calculations and algorithms: 60+ hours' data processing time saved per week

## Digital energy consumption



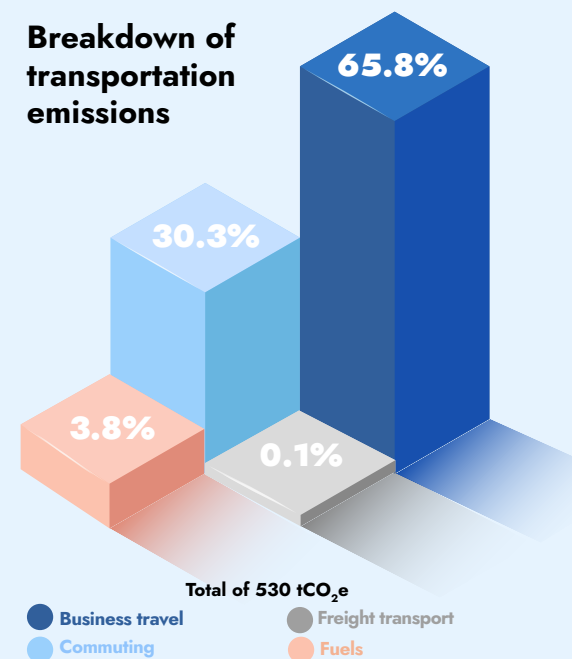
Sources: Shift Project, Apple (Mac Book Pro 13", iPhone 12), Commission Européenne, IEA



## Encouraging sustainable business travel

Business trips are big contributors to Sidetrade's carbon footprint. A fast-expanding company with round-the-world operations, Sidetrade decided to determine non-essential travel and reinforce its travel policy to reduce fossil fuel dependency and, in turn, lessen its environmental impact.

### Breakdown of transportation emissions



### INITIATIVES

- **All employees equipped with a laptop** to add flexibility to work and to decrease energy consumption
- **Majority of Sidetrade servers located in France**, where the energy mix is less intensive (60 gCO<sub>2</sub>e/kWh), thereby cutting energy consumption (which represents 80% of a server's carbon impact) as well as protecting personal data
- **Requirement of data center suppliers PUE** (Power Usage Effectiveness) in an effort to prioritize energy-efficient data centers
- **Selection of a new hosting provider (scheduled for 2023) for our data centers**, together with the Energy Star label and/or ISO 50001 certification and/or ISO 14001 certification, which runs on renewable energy
- **Inventory for servers** to manage their lifecycle
- **Transition to Solid State Drives (SSDs)** to reduce server space, improve energy efficiency and maximize performance
- **Server virtualization** to consolidate multiple virtual servers on a single physical server, leveraging resources and system management
- **Regular IT performance analyses** to optimize calculations and algorithms as well as enhance time, energy and cost efficiency
- **Improved business performance**, aligned with resource saving to lower unnecessary energy consumption and provide better working conditions for customers and teams alike
- **Optimization of IT rooms layout**

### POLICY

Sidetrade has revamped its travel policy, to make business trips more efficient and better optimized.

### 2022 KPIS

- > 17% of CO<sub>2</sub> emissions from business trips (348.5 tCO<sub>2</sub>e)
- > 3.3% of one-way air trips had an alternative rail travel solution, lasting under 4 hours

### INITIATIVES

- **Widespread use of videoconferencing meetings** (includes customer trainings): all employees have access to Microsoft Teams, coupled with robust Internet access and automatic connection to Sidetrade's Wi-Fi
- **Awareness sessions for line managers** regarding the approval of business trips and the promotion of rail travel
- **Partnership project with a taxi company to encourage the use of electric or hybrid vehicles** for business trips, with this transition planned for 2024
- **2023 launch scheduled for a new business travel management platform**, which includes a carbon footprint assessment for each journey and recommendations to lower environmental impact

## Supporting environmentally friendly mobility

As part of the 2022 carbon assessment, mobility diagnosis assessed carbon emissions related to employees' daily travel, and identified ways to support electric and soft mobility that is less GHG-intensive.

### POLICY

Sidetrade actively promotes eco-friendly travel through inspiring programs such as the "Bike to Work" scheme in Ireland and the "Cycle to Work" scheme in the UK. Through such initiatives, employees can purchase a bicycle (mechanical or electric) with a tax credit. On top of that, the Group offers to advance the cost and deduct the monthly installments from their pay. This way, Sidetraders can opt for sustainable mobility while saving money.

### INITIATIVES

- **Extend bicycle use incentives** to France and Canada by 2024
- **Transition to fully electric or hybrid** company cars by Q4 2023
- **Charging points available** in the HQ parking lot by the end of 2023



## Practicing the three R's (Reduce, Reuse and Recycle)

In recent years, Sidetrade has strived to reduce its waste and implement appropriate sorting and recycling systems, particularly for hardware. We responsibly recycle waste from electrical and electronic equipment (WEEE), in addition to the selective sorting system both of which were introduced across our offices in 2022.

To elevate our non-financial performance and reduce our environmental impact, we are also implementing initiatives with a view to internally and externally re-use our hardware, coupled with the purchase of eco-responsible equipment, designed to save resources, lower electricity consumption and encourage sustainability and repairability efforts.

### POLICY

Sidetrade partners with ATF Gaia to manage its hardware end-of-life and ensure device recovery and content destruction, in line with the requirements of the European Union's General Data Protection Regulation (GDPR). Despite the lack of formal policy, Sidetrade has established traceability and logistics to add value to its IT assets and leverage its deployment through reuse strategies. This initiative requires specific expertise.

### 2022 KPIS

- > 3 to 6 years of average computer use
- > 30% of computers to have a second life in-house
- > No reconditioned or recycled equipment, due to limited quantities

### 2022 KPIS

- > 8% CO<sub>2</sub> emissions from daily commuting (160.4 tCO<sub>2</sub>e)
- > 69% electric or plug-in hybrid vehicles in Sidetrade's fleet
- > 73.9% (for 21.1% of the workforce) of travel emissions are attributable to combustion-powered cars

### INITIATIVES

- **Reallocation of IT team computers** to employees working with less resource-intensive apps that do not require next-generation machines
- **Hardware lifecycle extension**, based on detected performance
- **Recycling of WEEE** (waste from electrical and electronic equipment) through collection and processing by ATF Gaia
- **Promotion and celebration of employees' eco actions** through internal challenges



# SIDETRADERS' ECO PRACTICES

**“I use reusable bulk bags** - an ideal replacement for plastic or paper bags - and of course... i use the Sidetrade glass flask exclusively.”



**“I don't use paper napkins** anymore since I sewed my own cloth napkins.”



**“I support local farmers.** In return, I enjoy freshly harvested vegetables and seasonal fruit every week!”



“Morning and evening, sunny or rainy: **I use the bike** whenever I have to move”



“By cooking with vegetables from my garden, **I avoid polluting and unnecessary transport of food.** And there's no fresher vegetable than these!”





# **COLLABORATIVE EXCELLENCE = COLLABORATIVE GROWTH!**

**People are the heart and soul of Sidetrade. Indeed, all our success is down to Sidetraders.** Our people-first culture centers on diversity, equal opportunities and team spirit. Becoming a Sidetrader means embarking on an inspiring journey at a fast-growing global company!

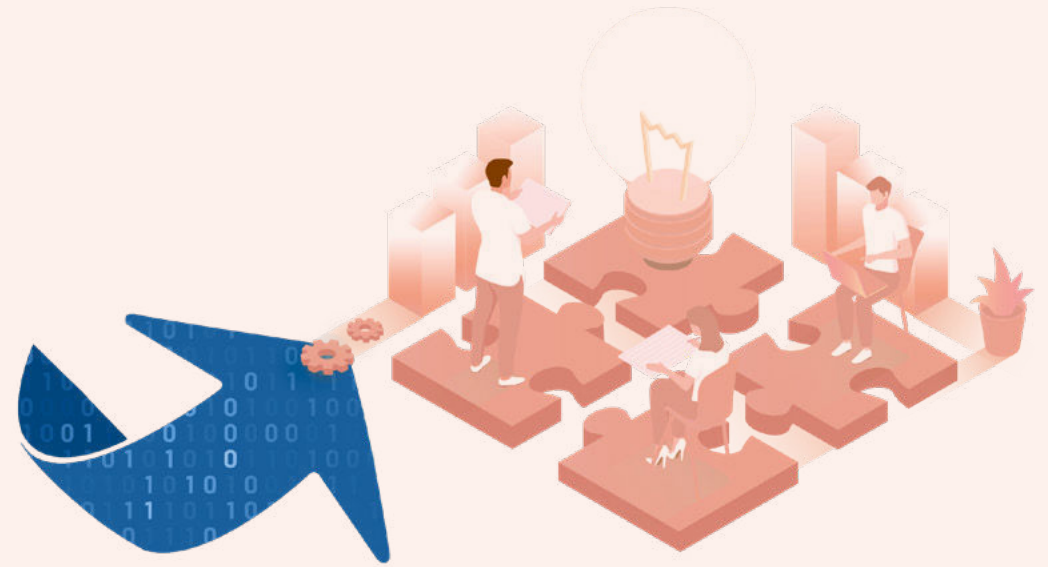
## **#PEOPLEMAKESIDETRADEUNIQUE**

# DRIVE INNOVATION AND INVEST IN TALENT

## Creating and maintaining a diverse workplace

By creating an environment where diverse perspectives, ideas and experiences are valued, we foster the emergence of innovative solutions. This is why diversity forms the cornerstone of Sidetrade's business, as we believe it fosters innovation.

We are proud of our multicultural team and the environment we have created based on human values, where diversity is seen as a source of enrichment. **We do not tolerate any form of discrimination to ensure the well-being of our Sidetraders and sustain creative thinking.** As forward-thinking, welcoming and diverse environments, Sidetrade hubs are designed to build fulfilling careers.



### POLICY

Our code of conduct applies to our entire organization, **establishing the business ethics and core values of Sidetrade** which includes our commitment to Corporate Social Responsibility. Across all locations, it forms the guiding principle of our conduct and relations with employees, suppliers, partners and shareholders.

### KPIS

- > 22 nationalities
- > Average employee age: 38
- > 12 hires since the inception of Sidetrade Code Academy (2018)

### INITIATIVES

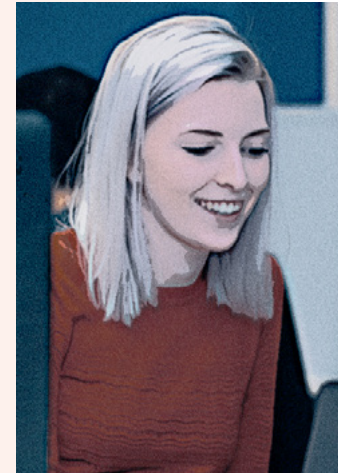
- **Sidetrade Code Academy**, a free training course run by our engineers and data scientists with AI job opportunities on offer at Sidetrade. Since 2018, the Sidetrade Code Academy has been welcoming motivated candidates regardless of their coding experience. Through this course, Sidetrade promotes equal opportunities by enabling anyone with a passion for AI to kick-start a career in Tech. It's a real springboard for all profiles interested in Tech, even if they have no specific studies in this field!
- **Training of all Talent Acquisition staff** on diversity and inclusion in hiring processes by the end of 2023
- **Subscription to Navex's "Inclusion and well-being at work"** training plan covering discrimination, workplace harassment and misconduct (accessible in 2023 on the Sidetrade Academy, our dedicated e-learning platform)

## SIDETRADE CODE ACADEMY'S IMPACT



“I was first inspired to help get Code Academy up and running because of my own experience starting a career in the world of tech. **After taking a 12-month Software Developer apprenticeship, I believed there were better, quicker and more efficient ways to get into the industry.**”

**Luke Hennerley**  
Principal Engineer @Sidetrade,  
creator of Sidetrade Code  
Academy



“Before joining the Code Academy, I was working in a retail job and wanted to try something new. [...] **From the beginning, it became clear that the organizers were much more interested in applicants' attitude and passion for learning than what was on their resume.** The Code Academy didn't just teach me coding skills, it gave me valuable insight into the working world, collaboration with teams, and so much more. I have benefitted so much from my career here at Sidetrade, none of which would have been possible without Code Academy.”

**Natasha Rollason**  
QA Engineer @Sidetrade  
and 2019 Code Academy graduate

“Before I joined, I was selling Hi-Fi gear at a small indie shop. **Now, I'm a full-stack developer working alongside some great people** and helping drive our solution to be the best on the market.”

**Kieran Raine**  
Software Engineer @Sidetrade,  
and 2018 Code Academy graduate



“I am a firm believer in on-the-job training, particularly when it comes to more technical roles. As an employer, I really couldn't care less about whether a new recruit has a degree or years of academic training under their belt. What I am more interested in is their attitude and desire to learn. **The Sidetrade Code Academy is a fantastic initiative for this because it gives individuals – who might otherwise have been deterred from applying for a role in Tech due to limited training – the opportunity to learn, grow and get their foot in the industry.**”

**Mark Sheldon**  
Chief Technology Officer @Sidetrade



# Championing gender equality

Sidetrade strives to increase women's representation in its workforce, working toward gender equality and equal opportunities while celebrating women in Tech. Today, we pride ourselves on our 1% favorable pay gap towards women (Source: Index Egapro)

## POLICY

We are resolutely committed to strengthening gender diversity within our company, demonstrating our determination to promote a policy of gender equality. In 2023, we set up a working group dedicated to this objective.



## INITIATIVES

- **Annual reporting on KPIs** to foster gender equality and gender pay equity via Egapro Index
- **Supporting local women in technology community groups: Hosting local community events with Women in Tech Birmingham** (fall 2022) to encourage the career advancement of women in the technology industry
- **Mandatory gender equality training for line managers** and recruitment teams from 2023, developed by the United Nations Global Compact
- **Gender-balanced recruitment for Sidetrade Code Academy 2023** and increasing women's representation in the 2024 graduating class
- **Promotion of young women's contribution to digital technologies** through school presentations and ongoing exploration of a diversity partnership with an Engineering school specializing in IT (discussions ongoing)

"We are committed to empowering our Sidetraders to become champions of gender equality, to inspire them to take action and create a world where everyone has equal opportunities to succeed."

**Jennifer Bos**  
Chief People Officer @Sidetrade



"One of the things we notice a lot when working in Tech is the lack of diversity. Sidetrade Code Academy is a fantastic initiative for giving anyone of any background **the tools they need to start building an incredibly successful career in technology.**"

**Emily Lamidieu**  
Co-founder @Women in Tech Birmingham



"We're breaking the bias in Tech and advancing gender equality. We don't just celebrate diversity on International Women's Day — we do it every day."

**Christelle Dhrif**  
Chief Communications Officer @Sidetrade

## 2022 KPIS

- > 32% women, 67% men
- > Executive Committee: 33% women
- > HQ professional equality index: 89/100 (up from 2021)
- > Group-wide professional equality index: 94/100
- > Group-wide pay gap index: 1% favorable towards women



# Unlocking the potential of employees

Sidetrade stimulates creativity within its teams, shaping a workspace that fuels groundbreaking endeavors and talent development. As a Group, training our talented Sidetraders is paramount. That's why we are committed to offering them opportunities to develop as we grow.

Priority number one is to help our talents scale excellent heights, by developing a safe and supportive workplace for them to flourish from day one.



## POLICY

2022 saw Sidetrade introduce an all new centralized human resources information system (HRIS) in an endeavor to standardize efficiency, transparency and consistency in human resources (HR) management. This system includes core HR functions such as salary setting, leave management and performance appraisals.

Each new Sidetrader benefits from a fully-fledged onboarding program that features in-depth presentations of our company, departments and solutions. Newcomers are assigned a mentor to fast-track onboarding and take them on a deep dive into the Sidetrade culture.

We have set up an integration program for the first 30, 60 and 90 days, helping

**To ensure the success of all its employees and acknowledge their efforts.**

new hires to discover the organization, its processes and its tools. Regular follow-ups with HR and line managers serve to expedite their adaptation and success.

We recognize the performance of our employees through annual appraisals, KPI and objectives definition, and quarterly reviews. With this approach, Sidetrade seeks to ensure the success of all its employees and acknowledge their efforts. Annual appraisals are used to constructively discuss expectations, performance, and skills development. Appraisals are conducted through our HRIS, providing opportunities for continuous improvement and professional development.

## INITIATIVES

- **2022 launch of the Sidetrade Academy**, an online educational platform for upskilling which can be used by all employees
- **Training segmentation**, tailored to employee profiles, with tracking of training hours (by 2023)
- **Annual hackathon** (Sidehack) to spark creativity and strengthen bonds between teams
- **Annual Sales Kick-Off** (SKO) seminar to share annual targets, strategies and best practices

## 2022 KPIS

- > Onboarding program: 100% participation
- > Access to Sidetrade Academy: 100% of employees
- > Training: 84% of the Group's workforce (4 hours per employee)
- > Internal mobility: 3% of the Group's workforce
- > Promotions: 22% of the Group's workforce
- > Sidehack 2022: 38% of the Group's workforce
- > SKO: 20% of the Group's workforce

## THE ONBOARDING PROGRAM'S IMPACT

### New Sidetraders speak out on B-Side...

"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."

"As a new Business Developer, I can safely say that Sidetrade fully prepares employees to reach their targets in a friendly workplace that is exemplified by intergenerational support."

"At Sidetrade, you're immediately made to feel welcome. No time is wasted in following a diligent hiring process. Team spirit is high, with teammates always on hand to help! Their onboarding runs like clockwork, while the company culture is empowering."



## SIDEHACK'S IMPACT



"A hackathon is a must for companies of all sizes. It's a time of fresh ideas, innovation and the development of an entrepreneurial mindset. A meeting of diverse minds within a creative setting."

**Rob Harvey**  
Chief Product Officer @Sidetrade



"It's one of THE hotly anticipated weeks. A chance for Product and R&D teams from around the world to get creative and share some amazing projects. There's no letup to hackathon days which challenge us to think outside the box. We feel privileged to enjoy this experience, and all the talks, connections, friendships and ideas that go with it!"

**Rachel Garcia**  
Senior Sales Enablement Manager  
@Sidetrade

## SALES KICK-OFF'S IMPACT

“A bit reflective this morning as we kick off Sidetrade SKO 2023. **Looking back, I’m extremely proud of what we did in 2022 and excited about what we’re going to do in 2023.** In a world of uncertainties especially in tech, I’ve never felt better about the opportunities ahead of us.”



**Bill North**  
North America Vice President  
Sales Director @Sidetrade

## BEHIND THE SCENES WITH SIDETRADERS

“**Sidetrade is a great place to work. Managers are open to suggestions from employees and mindful of their challenges.** Hackathons are a golden opportunity to inspire innovation and try out new ideas and new technologies.”

“Incredible career prospects. Salespeople can adapt and flourish because of the Company’s strong sales culture. **Sidetrade is the perfect place to jump-start your career, with a first-class team and hands-on managers and executives who are always there for employees:** you’ll always meet someone who’s happy to help you in any way they can.”

“Sidetrade is an innovation-driven company, with a product that makes all the difference to customers. There’s nothing better than working in a close-knit Product team with a determination to deliver solutions at the forefront of the industry. **The company’s culture is centered on inclusivity and communication: our leadership team encourages feedback and new ideas.** Despite our international presence, every day, we focus on local collaboration to bring world-class products to market.”



# Cultivating high-performance solutions

**Aimie, Sidetrade's AI, is a real game-changer in collaborative intelligence, bringing together the very best of humans and machines. At a time when efficiency is everything, we are committed to developing professional solutions that make life easier for our customers.** Thanks to a user-centric approach, we design a complete suite of best-in-class products – a testament to our commitment to innovation and excellence. Bolstered by automation, artificial intelligence, regulatory compliance and uninterrupted support, 24 hours a day Monday to Friday, we help customers optimize the way they work and concentrate on their core business.

## 2022 KPIS

- > Sidetrade platform uptime: 99.987%
- > Customer efficiency: 31%
- > Heavy-duty activities for our customers: - 51%
- > Retention over 5 years (2018-2022): 95%

In 2022, Sidetrade significantly outperformed the SaaS industry, which averaged a retention rate of 86%.

## POLICY

Working closely with our customers we co-innovate together to fine-tune our AI engine, Aimie. **We actively take on board their comments, suggestions and feature requests to continuously improve our solution to fulfill their every need.** Our customer-centric approach delivers a unique experience with sustained added value.

We provide one-to-one support for all our customers, to guarantee their continued success and satisfaction in deploying our solutions. Formed of seasoned business experts, our Customer Success team offers complimentary expertise to every single customer to maximize their value and results.

## INITIATIVES

- **Compliance with our Service Level Agreements (SLAs)**
- **Round-the-clock technical support**, Monday through Friday, provided by our teams in Canada, France and Ireland

## BEHIND THE SCENES WITH OUR CUSTOMERS

“Nowadays, it is unthinkable to manually manage relationships with 5,000 customer accounts. **Sidetrade's solution confines spreadsheets to the history books!**”

**Professional cleaning product manufacturer**

“Now more than ever, **strict cash flow management** and a strong cash position are top of mind for companies. In this context, Sidetrade is the go-to partner.”

**Investment advisory firm**

“**Thanks to Sidetrade's platform, our teams can telework seamlessly while enjoying** an uninterrupted workflow in their customer-facing tasks.”

**Consulting firm**

“**Sidetrade will boost our development**, enabling us to effectively keep one eye on the present and another on the future.”

**Fortune 500 IT systems integrator**

“**Following an initial teething period, Aimie quickly grasped the situation before** making the necessary recommendations and taking several follow-up actions. As business picks up, Aimie always acts as a tower of support for our teams.”

**High-end glass manufacturer**

“Our decision to partner with Sidetrade boils down to two factors. First, **the advanced features of their solution** which leverages the capabilities of AI, machine learning and automation to expedite the dunning and dispute resolution processes. Secondly, **the quality of our partnership with a global leading company** that boasts proven experience working alongside multinationals.”

**Leader in waste, waste and energy management**

## Creating a high-performance workplace

Sidetrade hubs around the world foster collaboration and productivity. We equip our employees with next-generation office technology and cutting-edge SaaS tools to bring ease to their working day and enable individual skills to be shared.

We regularly hold in-house conferences to share our latest news, provide updates on the company vision and strategy, and create a sense of collaboration and team spirit. Moreover, we arrange for motivational team building exercises to develop a close, cohesive and collaborative workforce. Last but

not least, we are committed to designing a comfortable working environment that enhances well-being and concentration.

## Foster collaboration and productivity



### POLICY

**At Sidetrade, our employees' health and well-being are a priority. To that end, our Employee Handbook sets out clear guidelines.**

We offer a hybrid workplace, allowing employees the flexibility they need.

**Open and transparent communication is a core focus at Sidetrade, and our internal B-Side social network is an essential part of this.** Thanks to this interactive platform, we are able to effectively share our company strategy, mission, news and events. By promoting information sharing, we encourage interaction between employees, helping to forge an engaged company culture.

### 2022 KPIS

- > Absenteeism: 0.5%
- > Accidents: 0%
- > 16 social events
- > Events budget breakdown:
  - France = 77.5%, Ireland = 15.5%, Canada = 7%
- > Active employees on B-Side: 78%
  - 45,000 engagements (posts, likes, shares, clicks)
  - 15,000 likes (up 50% vs. 2021)
- > In-house live talks (3 CEO Lives, 4 Fireside Chats, 9 Sidetrade's Got Talent): 16

### INITIATIVES

- **Employee satisfaction tracking**, using the Net Promoter Score (from 2023)
- **Organizing activities** (rock climbing, laser games, wellness days, work happy hours, etc.) to foster a sense of togetherness, team-bonding and employee well-being
- **Involving the Sidetrade Sport Organization (SSO)** in France and **Social Clubs** in Canada, Ireland and England to ensure shared moments of enjoyment
- **Introducing the IPA** (Intelligent Process Automation) project to save time on repetitive, low value-added tasks and boost employee satisfaction. As an example, the time it takes to activate the digital case module was reduced from one day to two minutes (2021) and the time to commission a new customer was cut from half a day (or even a day) to between five and 10 minutes (2022)

# SECURING DATA FOR A SECURE FUTURE

Closely linked to Sidetrade's core business, cybersecurity and data protection are central priorities. We are committed to strengthening our interfaces to ensure the security and confidentiality of our data, our employees and our customers at all times.



#TOGETHERFORTECH

# ENSURING DIGITAL RESPONSIBILITY

As a SaaS platform selling AI technology supported by a Data Lake of close to 600 million payment experiences, we have a special responsibility when it comes to IT security.

Cybersecurity is one of Sidetrade's greatest strengths, with our efforts firmly focused on maintaining a robust policy to ensure information security and be continuously ISO 27001 recertified.



**“We are proud to be ISO 27001 recertified and provide reassurance to our customers. At Sidetrade, we recognize the importance of addressing IT security and personal data protection issues. Achieving this gold standard certification for the second time attests our dedication to exceptional information security and data management practices.”**

**Laurent Pontier**  
Chief Information Officer @Sidetrade

## Mitigating cybersecurity risks

---

### **POLICY**

- Sidetrade **Data Classification** Policy
- Sidetrade **Information Systems Security** Policy (ISSP)
- Sidetrade **Personal Data Protection** Policy
- Sidetrade **Privacy Notice for Recruitment**
- Sidetrade **Privacy Notice for Employees**
- Sidetrade **Data Processing Addendum**
- Sidetrade **Privacy** Policy
- Sidetrade **Cookie** Policy
- Sidetrade **Personal Data Breach** Policy

### **INITIATIVES**

- **Automatic sleep mode for employee computers**
- **Regular employee awareness sessions** on best practices (emails and posters)
- **Annual cybersecurity training** for employees
- **Annual audit of our ISO 27001 certification**
- **SOC 1 & SOC 2 certification ongoing**
- **Data Lake management** via private cloud infrastructure for comprehensive data control

### **2022 KPIS**

> ISO 27001 recertified for 3 years

## ISO 27001 RECERTIFIED IN 2022

**Practicing rigor  
to oversee information  
security**

**RACI matrices for critical ISMS  
(Information Security Management System)  
processes, with clearly defined roles and responsibilities**

Comprehensive application matrix:  
proprietary, topology and confidentiality of each application,  
password and authentication systems, user access review

Detailed evidence management process  
for post-incident optimization:  
clear chain of custody, logical and physical evidence,  
conclusive probative value

## Protecting data and respecting customer confidentiality

Sidetrade makes every effort to protect the confidentiality and security of user information, aligning its standards with those of the EU's General Data Protection Regulation (GDPR). To achieve this, we have developed robust measures for our technologies and organization. Our teams receive data security training, and we follow strict procedures to prevent data leaks. We also strive to maintain transparency with stakeholders regarding the use of their data. When it comes to data security, our purpose could not be any clearer: we want customers to have peace of mind.

### POLICY

**Sidetrade's Data Protection Policy** including a list of subcontractors likely to be entrusted with the services and processing of personal data.

### INITIATIVES

- **Compliance with the GDPR Privacy by Design principle**
- **Implementation of appropriate technical and organisational measures to facilitate customer compliance with the GDPR**, fulfilling the below obligations:
  - Right of access
  - Right of rectification
  - Right to erasure and Right to object
  - Right to be forgotten
  - Right to restriction of processing
  - Right to data portability



**"Sidetrade is a company that seeks to go far beyond what the law requires of them. It's extremely motivating!"**

**Sylvie Toubeau**  
Legal Manager @Sidetrade

### 2022 KPIS

- > Complaints about GDPR non-compliance: 0
- > Data breaches reported: 0

- Checks and audits of subcontractors with access to customer data
- **Regular review of business continuity plans**, focusing on disaster recovery
- **Employee training on confidential information and intellectual property, starting from onboarding** (target of 100% in 2023)



**BECAUSE  
TRUST IS  
BUILT ON  
RESPONSIBILITY**

At Sidetrade, we aspire to develop long-lasting relationships founded on trust and loyalty, both with our employees and our external partners.

**#AMAZINGSIDETRADE**

# LEAD WITH TRUST AND MAINTAIN ETHICAL BUSINESS PRACTICES

## Build sustainable, ethical and transparent relationships

Committed to being a responsible economic player, Sidetrade cultivates stakeholder relationships that are founded on ethics and transparency. These values apply to our materiality analysis. We strive to uphold high ethical standards and lead by example in the professional world.

### POLICY

Our code of conduct defines Sidetrade's core values, along with the principles and guidelines that govern our dealings. It establishes our policy in matters such as integrity, responsibility, cooperation and transparency. Its key components include:

- **Values and principles:** We advocate Sidetrade's values, the Universal Declaration of Human Rights and other ethical principles. In all lines of our business, we champion the values of integrity, responsibility, cooperation and transparency.
- **Prohibitions:** We strictly prohibit corruption, fraud, bribery and any other such unethical conduct. We expect our employees to identify high-risk situations and take action accordingly.

## As a listed company, Sidetrade is committed to transparency and financial responsibility.

- **Management of conflicts of interest:** We have established clear guidelines for managing potential conflicts of interest. Employees and managers must report any conflict of interest, taking the appropriate measures to avoid damages.

- **Whistleblower policy:** We implement a confidential whistleblower policy to report fraudulent and unethical practices. In a spirit of trust and using a dedicated email address, we encourage our employees to report potential breaches of conduct without fear of retaliation.

- **Responsibilities:** Our code of conduct determines the roles and responsibilities of employees and managers with regard to showing cooperativeness, managing conflicts of interest, preventing corruption, combating fraud and preventing insider trading.

Sidetrade designs, develops and pilots AI that is ethical by design. **We work to minimize risk and bias in our algorithms and learning models, excluding any use of personal data.** Supported by a rigorous approach that uses specific professional data, we prevent all forms of bias in diversity and misappropriation. Our AI models propose well-defined actions and suggestions that can be corrected manually where appropriate.

**As a listed company, Sidetrade is committed to transparency and financial responsibility.**

Every year, the Group publishes its financial statements which are stringently audited by the statutory auditor, Ernst & Young.

By conducting this practice, we instill trust in our stakeholders and demonstrate a commitment to disclosing reliable and readily accessible financial information.

## 2022 KPIS

- > Endorsement of Sidetrade's Code of Conduct (CoC): 100% of employees
- > Reported violations of the CoC: 0
- > Reported anti-competitive practices: 0
- > Confirmed incidences of corruption: 0
- > Reported violations: 0
- > Board meetings: 6
- > Attendance rate at Board meetings: 100%
- > Employee representative on the Board of Directors: 1
- > Women on the Board of Directors: 1
- > Ratio of average Sidetrade CEO salary to average employee salary: 3.3

## INITIATIVES

- **Annual review of Sidetrade's Code of Conduct**
- **Introduction of ethics training** (anti-corruption, conflicts of interest, bribes, insider trading, etc.) by the end of 2023
- **Enhancement of the allegation reporting system**, to ensure confidentiality and protection for whistleblowers (a dedicated system is planned for 2023)
- **Membership of the United Nations Global Compact**, aligning Sidetrade's operations with its ten universally accepted principles and particularly the principle to work against corruption in all its forms (2023)
- **Development of ethical risk mapping to optimize internal control**, and a prevention plan for risks of critical importance (2023)
- **Annual publication of Group financial statements**
- **Existence of a compensation committee**
- **Establishment of a CSR committee on the Board of Directors (2023)**
- **Active search for an independent member of the Board of Directors**

## Buy responsibly

Since 2021, we have updated our supplier safety assessment questionnaire to include a section on CSR, reflecting our growing awareness of the need to develop a more comprehensive approach to this area. We recognize that CSR is a vital component of our responsible procurement policy. We will therefore continue making updates to account for these considerations in full and apply them to our strategic supplier assessment and selection processes.

## POLICY

2022 saw us step up our efforts to integrate CSR issues into our procurement and encourage responsible procurement, keeping in mind the significant impact of this endeavor. In 2023, we will reinforce these actions by strengthening our procurement policy, publishing our supplier Code of Conduct, and integrating CSR performance into the assessment criteria for tenders.

## INITIATIVES

- **Integration of CSR criteria to assess new strategic suppliers**
- **Hiring a buyer committed to responsible procurement (2023)**
- **Gradual alignment with some of the 14 responsible procurement KPIs** recommended by ObsAR (France's association for responsible procurement) in the 2023 CSR report
- **Raising awareness amongst employees of our procurement policy (2023)**

## KPIS

**Pending a joint assessment with our suppliers:**

- > Carbon assessment
- > % of suppliers who have conducted a CSR audit (EcoVadis or equivalent)
- > % of suppliers with CSR action plans
- > % of buyers trained or made aware of responsible procurement



“At Sidetrade, we are firmly focused on applying our CSR policy to procurement, processes and supplier relations. Together, we want to promote accountability in our procurement practices.”

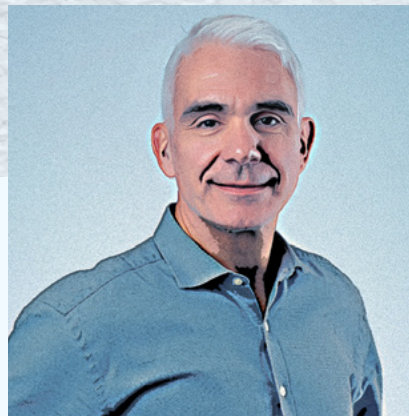
**Sébastien Matias**  
Head of Procurement @Sidetrade



# Promoting healthy and lasting business relationships

Customer satisfaction is a core value that defines the very purpose of Sidetrade. In 2019, we created the Chief Customer Officer position within our Executive Committee as a show of our commitment to customers. Our number one priority is to build healthy and lasting customer relationships. At Sidetrade, we believe that our success is down to our ability to anticipate customer needs and deliver excellence.

That's why we aspire to provide an exceptional experience for customers and gain recognition as an undisputed leader in our industry. To achieve this, our dedicated Customer Success team actively supports our customers in maximizing their return on investment from our solutions. Together, our team provides fresh insights and accurate performance assessment with a clear emphasis on results.



**Emmanuel Thiriez**  
Chief Customer Officer  
@Sidetrade

“Customer Success at Sidetrade is about ensuring customer adoption, usage and satisfaction with our solutions and services throughout their journey. The goal is to build strong relationships, create value and nurture continuous collaboration.”

## INITIATIVES

- Personalized customer follow-up
- Customer satisfaction follow-up via annual surveys

## POLICY

Once our solution is deployed, our customers benefit from its global technical support service operating round-the-clock, Monday through Friday.

And that's just the start of our commitment. The adoption phase with the Customer Success team then becomes a central part of the customer journey. **As a partner, our Customer Success team has direct involvement in reaching customer targets. Our**

## We offer comprehensive support to customers

## 2022 KPIS

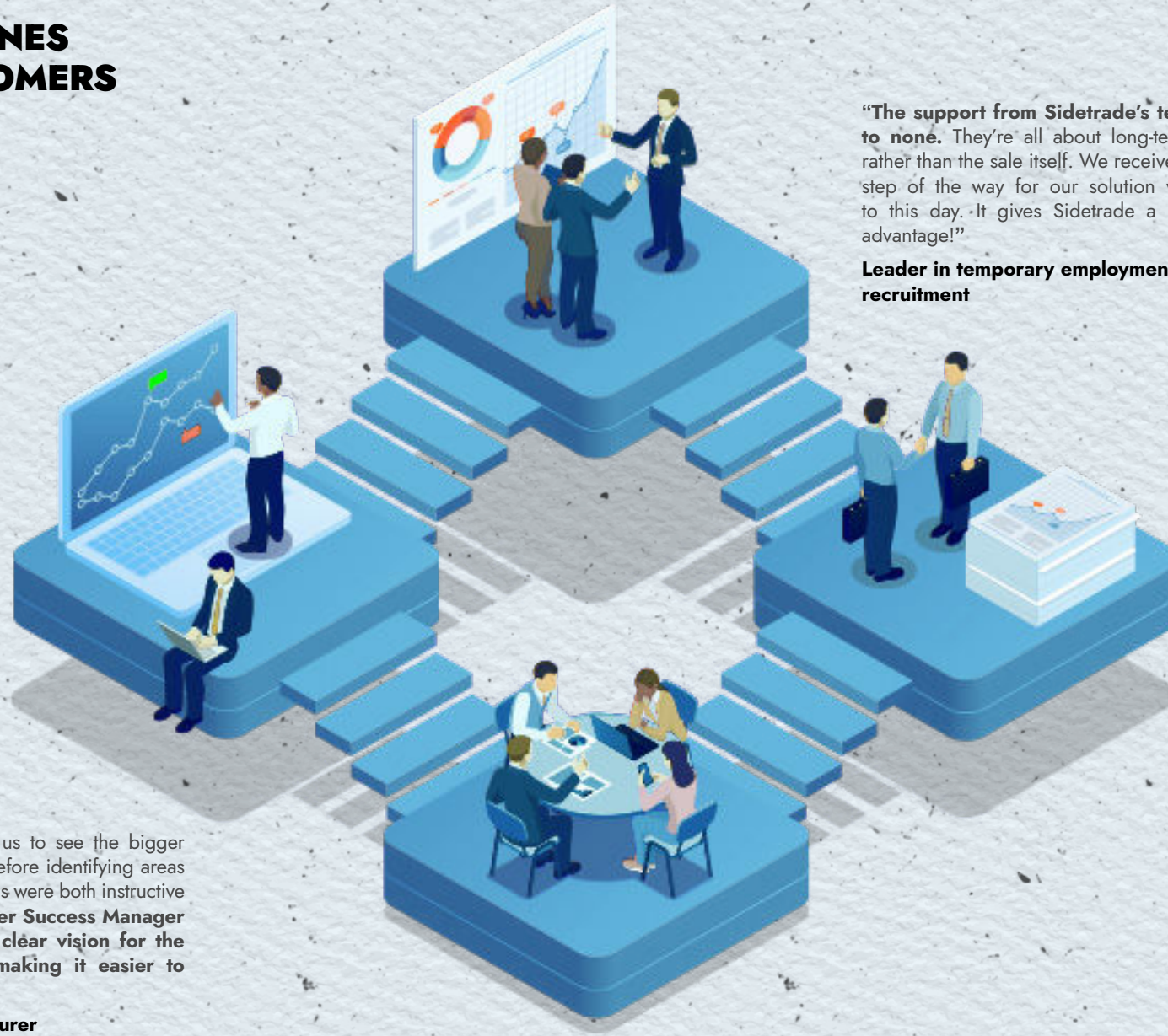
> Customer satisfaction: 7/10

accomplished and certified team of experts have over 15 years' experience in Order-to-Cash, working closely with reputable professional organizations.

We offer comprehensive support to customers, answer their questions on adoption, optimization and continued assistance, at no additional cost. We run an exciting partnership with Customer Success, thanks to their free, continued assistance. With this model, our customers take full advantage of our platform and expertise to produce remarkable results.

Drawing on their solutions expertise and their Order-to-Cash knowledge, our Customer Success Managers leverage the capabilities of our Data Lake and the powerful analytics of Tableau to propel our customers to peak performance. **Our customer-first policy: when you succeed, we succeed.**

## BEHIND THE SCENES WITH OUR CUSTOMERS



“The support from Sidetrade’s teams is second to none. They’re all about long-term relationships rather than the sale itself. We received support every step of the way for our solution which continues to this day. It gives Sidetrade a real competitive advantage!”

**Leader in temporary employment and recruitment**

“This business review helped us to see the bigger picture and take a step back before identifying areas of improvement. The discussions were both instructive and constructive. **Our Customer Success Manager is an active listener with a clear vision for the Credit Manager position, making it easier to interact with them.**”

**Handling products manufacturer**



**Philippe Gangneux**  
Chief Financial Officer @Sidetrade  
CSR Ambassador @Sidetrade

# SIDETRADE'S VOICE OF COMMITMENT

**P**rofitable and sustainable growth, combined with a solid financial base, have always been part of our fundamentals. We have repeatedly demonstrated the resilience of our business model. **This approach, which is natural for Sidetrade, enables us to go further and faster in taking into account our social and environmental responsibilities.**

Our commitment to long-term relationships and value creation with all our stakeholders is at the heart of our strategy. While working on decarbonization this year, our CSR steering committee has gained a profound understanding of the significance of adopting an ambitious yet humanistic and holistic approach to address

environmental and societal issues. **This approach considers economic realism and social acceptability, ensuring a sustainable and balanced path forward.** This means that, just like its financial commitments, Sidetrade is making its CSR commitments a component of its strategy.

**We're only at the beginning of the road. For the coming year, two words will sum up our commitments: humility and ambition.**

Humility, because just as we are convinced of our strengths, we are also aware of the progress that remains to be made. Ambition, because we have chosen to be responsible and to act today without waiting for tomorrow.

**For the coming year, two words will sum up our commitments: humility and ambition.**

**Armed with this vision, Sidetrade looks forward to 2023 with confidence and enthusiasm.**



**csr@sidetrade.com**  
www.sidetrade.com

