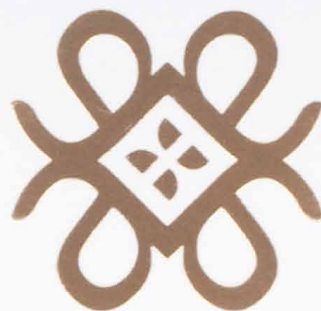


MISSION REPORT 2025

Leverage our innovations to fulfill our commitments and create a customer experience that combines emotion and responsibility



COMMITMENT 1

Constantly challenge our products' social and environmental with our stakeholders.

COMMITMENT 2

Ensure our employees are engaged and fulfilled daily to contribute positively to our ambitions.

COMMITMENT 3

Support our customers in choosing mindfully more virtuous products



FRÉDÉRIC DELLOYE

Shareholder & President of the Strategic Committee

Our Compass

The geopolitical environment and its economic consequences are undermining companies' environmental and social commitments.

Within our ecosystem, we observe that certain stakeholders are faced with trade-offs: economic considerations are taking precedence in the current context.

Lack of time, resources, skills... Many excuses are used to justify putting CSR on the back burner or postponing it.

Being a Mission-Driven Company is highly strategic: CSR is not a constraint to be weighed against economic choices, but rather a true compass that guides our decisions. During these challenging times, the Anaïk Mission has guided us and enabled us to accelerate the transformation of our business model.

The benefits we measure:

- A clearer vision that aligns shareholders and executives
- Greater employee engagement
- An innovation accelerator
- Professionalization of business lines and processes
- The ability to strengthen partnerships with customers, suppliers, and service providers

As you will read in this 2025 Mission Report, Anaïk has made significant progress this year. We are truly proud of this! Rather than giving up or putting things off, we were able to harness

our collective intelligence to accelerate our progress.

I would like to extend my warmest thanks to the Anaïk team. I thank our clients for their trust, recognizing Anaïk as their best ally for their CSR challenges. I thank our various partners: suppliers, service providers, NGOs, and consultants. Together, with transparency and trust: let's follow our compass.

GUILLAUME DE LA DÉBUTRIE

CEO

Do what we say. Really.

For nearly 20 years, at Anaïk, we've made a simple choice: not to wait for the market to force us to change before transforming our business model.

We're moving forward now.
In concrete terms.
On our own terms.
Every day.

Because we believe it is possible to create desirable, high-performance, and responsible products. Because we believe a company can grow without losing its integrity. Because we believe creativity has more impact when it is accompanied by high standards and transparency.

This conviction changes the way we work.

It drives us to reevaluate our materials. To rethink our supply chains. To better measure our impacts. To strengthen our standards. To build stronger, more sustainable partnerships.

This shift is already evident in our work, in our decisions, and in the projects we develop with our clients.

At Anaïk, our Mission shapes how

we design, produce, make decisions, and move forward together. We know that no serious transformation can be imposed. It is built over time, through daily trade-offs, operational details, and our collective ability to stay the course.

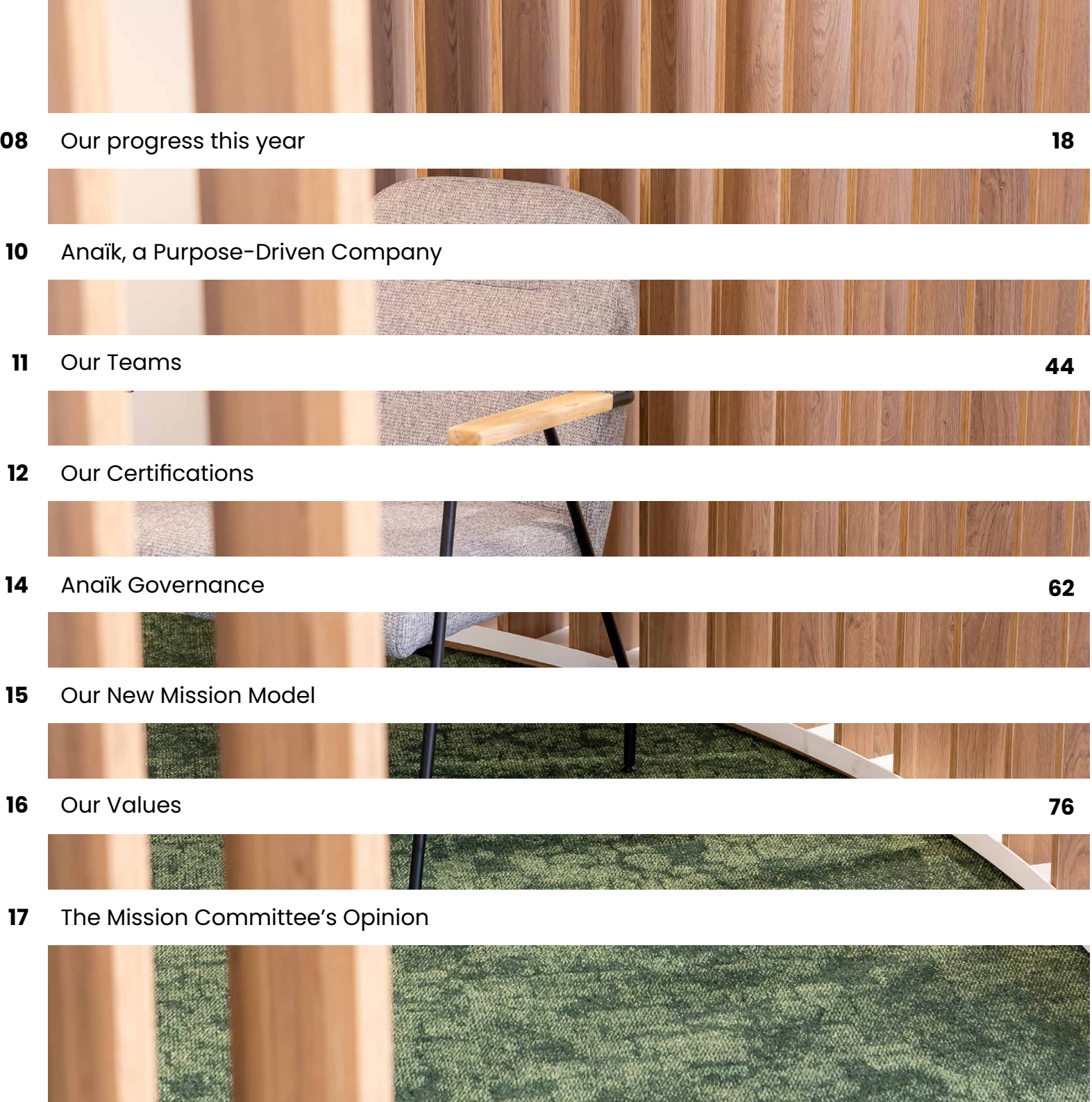
This is exactly what the Anaïk teams continued to do in 2025 with commitment, energy, and clarity.

This mission report reflects this dynamic.

A company that does more than it promises. A company that strives to improve rather than appear perfect. A company that wants to make a tangible contribution to advancing its industry.

And we move forward with the conviction that the most meaningful transformations are often those that become irreversible.





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Commitment #1
Constantly challenge our products' social and environmental with our stakeholders.
Commitment #2
Ensure our employees are engaged and fulfilled daily to contribute positively to our ambitions.
Commitment #3
Support our customers in choosing mindfully more virtuous products
Conclusion and OTI's Opinion

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Intro

- Our Progress This Year
- Anaïk, a Purpose-Driven Company
- Our Teams
- Our Certifications
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- Our New Mission Model



Key figures of this report

Anaïk is evolving its mission...

In 2025, Anaïk revamped its Mission Statement to articulate a vision that is more concrete, more ambitious, and better aligned with its role as a mission-driven company.

Continued on pp. 15–16

58%

of the products we sold were sold without packaging or in plastic-free packaging

Continued on p. 23



-16%

in carbon emissions for Anaïk

Continued on pp. 26–27

Hands-on management that supports our teams

In 2025, Anaïk strengthened its management structure to provide close support to every employee and foster long-term collective commitment.

Continued on pp. 52–53



Measuring to Improve Transformation

With EcoDesignCloud, Anaïk is systematizing the measurement of its environmental impacts and integrating eco-design into the heart of every product decision.

Continued on pp. 24–25

€28,000

allocated to support the local agricultural transition

Continued on pp. 28–29

The Lodge: A New Headquarters Designed with People and Nature in Mind

Set to open in 2025, The Lodge embodies Anaïk’s vision of a sustainable, collaborative, and inspiring workplace dedicated to well-being and innovation.

Continued on pp. 58–59

90%

Nearly a 90% reduction in the size of our corporate website

Continued on p. 73

Strengthen the CSR culture at all levels of the company

In 2025, Anaïk stepped up efforts to raise awareness and build the skills of its teams in order to firmly embed CSR issues into its business operations and day-to-day practices.

Continued on pp. 54–55

106.5

Renewal of our B Corp™ certification with a score of 106.5 points

Continued on p. 70

Collections designed to guide more responsible choices

By 2025, our eco-designed upstream collections have established themselves as valuable decision-making tools, helping our customers choose more sustainable solutions.

Continued on pp. 66–67





ANAÏK, A PURPOSE-DRIVEN COMPANY

WHAT WE DO

Anaïk is a **designer and manufacturer of custom gifts, packaging, and accessories**. As an international leader in a wide range of specialties—including luggage, packaging, and accessories—Anaïk serves the beauty, retail, and e-commerce markets.

OUR ADDED VALUE

Delivering innovative solutions while upholding our CSR commitments and ensuring **the compliance, traceability, and eco-design of our products**. As a committed company, Anaïk has integrated CSR into its strategies for nearly 20 years.



96

Employees
worldwide

6.5

Years of service

79%

The % of women

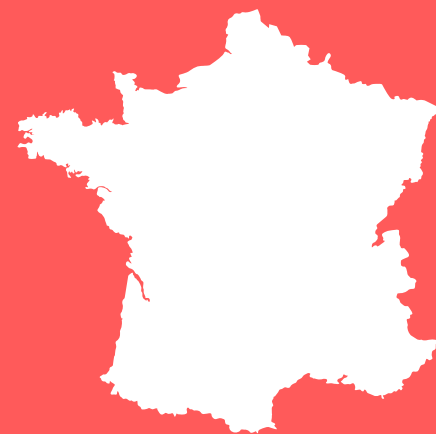
38.1

The average age

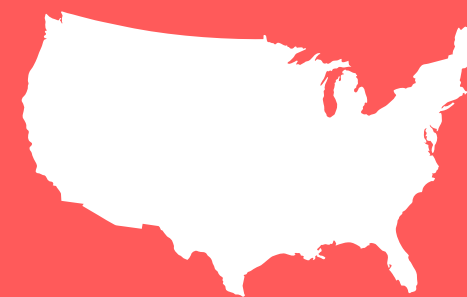
21%

The % of men

6 offices
in 4 countries



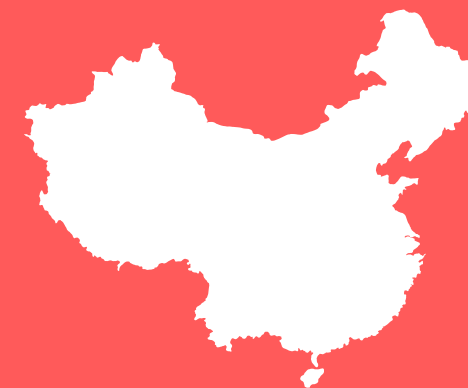
France
Lille – Paris



USA
New York



UAE
Dubai



China
Shanghai – Hong Kong

OUR CSR CERTIFICATIONS



Product Certifications



For the fifth consecutive year, Anaïk has received the EcoVadis Platinum Medal, the highest distinction awarded by this independent CSR performance assessment organization. With a score of 88 out of 100, we rank among the top 1% of companies with the highest ratings



After earning its first B Corp™ certification in 2022, Anaïk is now taking another step forward with the renewal of its certification in 2025. Our new score of 106.5 points represents an increase of more than 22 points since the initial assessment.



Anaïk has maintained its CDP Climate B rating for 2025. Since 2022, Anaïk has actively participated in the climate change questionnaire, driven by a strong commitment to responsibility and continuous improvement.



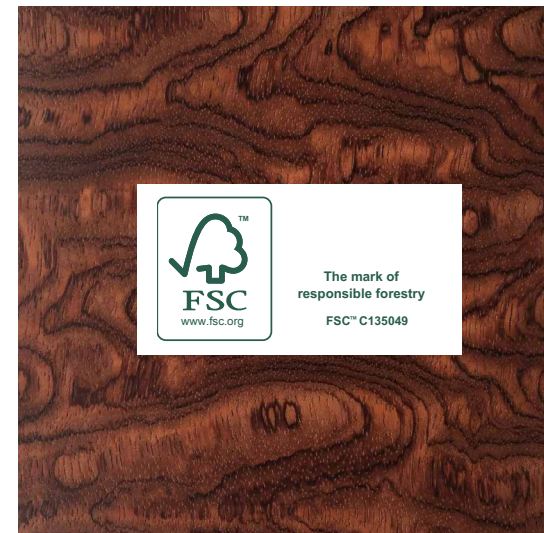
Since becoming a Mission-Driven Company in 2020, Anaïk has strengthened its commitment to helping clients achieve their environmental and social transition goals.



Anaïk is now a certified ambassador for EcoDesignCloud. This new milestone reflects a shared ambition: to organize environmental data and foster a collective shift toward more responsible product development.

SINCE 2017: FSC® CHAIN OF CUSTODY CERTIFIED

Since 2017, Anaïk has been FSC® Chain of Custody certified (FSC® C135049). FSC® certification establishes forest management standards and ensures the traceability of FSC®-certified materials and products throughout the supply chain. As part of its projects, Anaïk can offer 100% FSC® Certified, FSC® Recycled, or FSC® Mixed solutions depending on customer specifications, particularly for packaging, paper products, wooden boxes, and accessories.



SINCE 2019: OEKO-TEX® STANDARD 100 CLASS II CERTIFIED (PRODUCTS IN CONTACT WITH THE SKIN)

Every product certified to the Oeko-Tex® Standard 100 ensures that every component has been tested for harmful substances according to a very strict and evolving list mandated by the standard. This list is more restrictive than current regulations and guarantees that the product is harmless to human health.



SINCE 2020: GOTS® CHAIN OF CUSTODY CERTIFIED

The GOTS® (Global Organic Textile Standard) guarantees the organic origin of textile fibers, from their cultivation in the fields to the finished product. It also sets strict environmental and social requirements throughout the production chain. The “supply chain” certification ensures the continuity and reliability of certified material flows at every stage of the process.



SINCE 2021: GRS® CHAIN OF CUSTODY CERTIFIED

The GRS® (Global Recycled Standard) aims to ensure that recycled materials are incorporated into products, while setting guidelines for social, environmental, and chemical practices. The “chain of custody” certification makes it possible to track and secure the flow of recycled materials throughout the entire process, from their source to their incorporation into products developed by Anaïk.





STRATEGIC COMMITTEE 6 MEMBERS

Once a quarter

Define, measure, analyze, and adapt the Group's strategy, and draft the Executive Committee's roadmap.

EXECUTIVE COMMITTEE 6 members

Once a month

Oversee Anaik's roadmap and make decisions that have a significant impact on the group.

MISSION COMMITTEE 6 members

Once a quarter

Ensure effective monitoring of the company's mission, assess the progress of non-financial indicators, and make recommendations to the Strategic Committee.

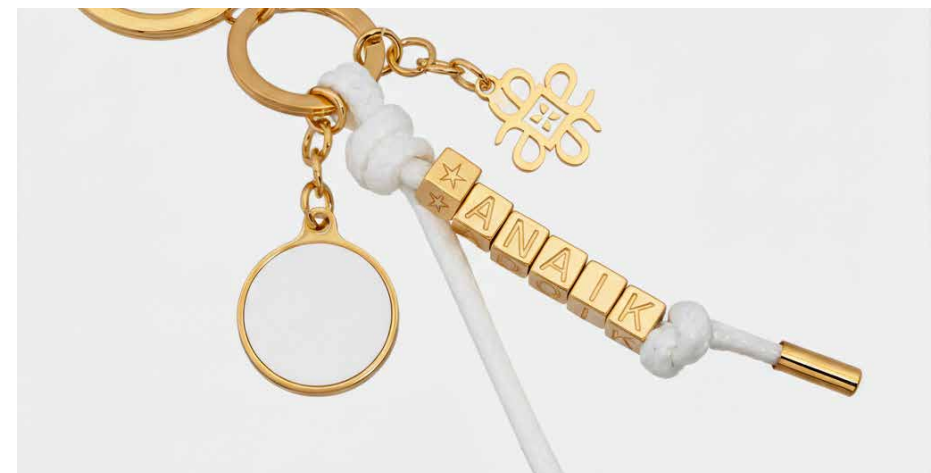


Anaik is expanding its mission!

2025 was marked by the implementation of our new Mission Model! Developing this model reflected our desire to make our Purpose even more specific to Anaik and to eliminate the use of vague terms that were not aligned with our level of ambition (e.g., positive impact, sustainable, 0% impact). After consulting with employees and the Executive Committee, the Mission Committee formulated a Purpose that concretely described Anaik's business, incorporating the concepts of emotion and pleasure while highlighting the importance of innovation and CSR at Anaik.

The reformulation of our Purpose had a direct impact on the entire Mission Model, particularly on the statutory objectives and impact indicators. In particular, a statutory objective dedicated to supporting customers in choosing more sustainable products was added, as supporting our customers in their transition is a priority at Anaik. This new Mission Model was reviewed by a third party, La Machine à Sens, a leading player in the Mission-Driven Business Community.

Our new Mission Model drives collective and ongoing engagement from our teams. It is at the heart of Anaik's transformation to continue playing a leading role in the adoption of responsible practices, in line with our status as a Mission-Driven Company. This overhaul of the Mission Statement was also an opportunity to revisit Anaik's values, so that everyone can identify with them. Working as a team also means coming together around shared values that resonate with everyone.



Anaik is

Leveraging our innovations to fulfill our commitments and create a customer experience that combines *emotion and responsibility*

Anaïk, a designer and manufacturer of custom gifts, packaging, and accessories since 1973



Our Values:

Conscious Innovation The Power of Sharing Transparency Builds Trust Bold by nature

MISSION COMMITTEE’S OPINION

2025 Review

2025 was a year of transition marked by the implementation of our new Mission Model, led by the Mission Committee and the CSR department in collaboration with our operational teams. The discussion regarding Anaïk’s causes, initiated by the Mission Committee, also led to a refocusing on a critical operational issue for our teams: the end-of-life management of our product samples in partnership with the Agence du Don en Nature.

Regarding the progress of our impact indicators, 2025 marked the introduction of new indicators (No plastic packaging, CSR awareness, CSR complementary services to clients, etc.), with significant progress observed but also stagnation for some of our key KPIs, notably Anaïk Now (35% eco-designed products). 2025 was also a year of renewal with the implementation of the new Mission Model, as well as new tools (EcoDesignCloud to guide our eco-design choices, sales training, enhanced CSR initiatives—impact order, monthly sales & purchasing manager meetings, CSR bonus). In this way, the Mission Committee encourages Anaïk to continue its efforts in the eco-design of its products.

Finally, the Mission Committee commends Anaïk’s significant improvement in its B Corp™ score, which rose from 84.6 to 106.5 in 2025: a commendable effort that confirms Anaïk’s maturity in its CSR commitments and its Mission.

Looking Ahead to 2026

By 2026, Anaïk will need to maintain strong CSR engagement with our teams, continue integrating our eco-design tool (EcoDesignCloud) into the daily work of our operational teams to guide their decisions, ensure the reliability of our CSR data, continue improving our Sustainable Procurement policy, establish and communicate our Cause, and further develop our thinking on the transition model we aim to champion at Anaïk.

You will find our detailed assessment of each of our indicators at the end of this report.



01

Constantly challenge our products' social and environmental with our stakeholders



IN OUR OWN OPERATIONS

01 Strengthening our *eco-design approach*

ANAIK NOW Eco-design Policy

35%

With 35% of our products being eco-designed in 2025 (according to our internal eco-design policy, ANAIK NOW), compared to a target of 50%, we remain committed to improving this metric by providing our teams with the best possible tools to help our customers transition to more sustainable products.

Our internal eco-design criteria: Anaik Now

01

Recycled

A primary material or component made from at least 60% recycled content.

02

Certified

A product or primary material/component certified under FSC, Oeko-Tex Standard 100, GRS, GOTS, Tencel/Lenzing, or any other certified innovation.

03

Natural

A primary material or component consisting of at least 60% organic cotton, linen, jute, or hemp.

+ Optimize the product's weight, size, and lifespan

Anaik Now Products sold in 2025

66%

Recycled

23%

Certified

6%

Certified recycled

5%

Natural

NATURAL MATERIALS/FIBERS (derived from natural raw materials)

Minerals
Zinc, zamak,
steel, asbestos,
gold, silver...

Mineral Resource
Exploitation

Animal-based
Wool,
silk, cashmere...

Animal welfare

Plant-based
Cotton, linen,
hemp, wood...

Chemical inputs,
water consumption,
traceability

CHEMICAL MATERIALS/FIBERS

Artificial
(cellulose derivative)
Viscose, acetate...

Deforestation, water
and soil pollution

Synthetics
(petroleum-based)
Polyamide,
polyester,
polyurethane...

Extraction of fossil
fuels, plastic pollution,
microplastics

To avoid

MINERAL
Raw metal

PLANT-BASED
Conventional cotton
Conventional wood/paper

ARTIFICIAL
Viscose/Lyocell

SYNTHETIC
Virgin plastic/polymer

To encourage (Anaik's preferred materials)

MINERAL
Recycled metal (aluminum & zamak)

PLANT-BASED
Linen, hemp, jute, recycled or organic cotton
FSC-certified and/or recycled wood/paper

ARTIFICIAL
Tencel™ Lyocell
Viscose Ecovero™

SYNTHETIC
Recycled plastic/polymer, rPET, rPA, rPU, etc.



PREFERRED MATERIALS

In 2025, Anaik continued to strengthen its eco-design approach by further structuring the tools made available to its teams, with a clear objective: to help guide customer choices toward solutions with a reduced environmental and social impact.

As part of this effort, extensive work was carried out to define our "Preferred Materials." This initiative aims to clarify and objectify the concept of "more sustainable" materials by providing concrete guidelines for both our teams and our customers.

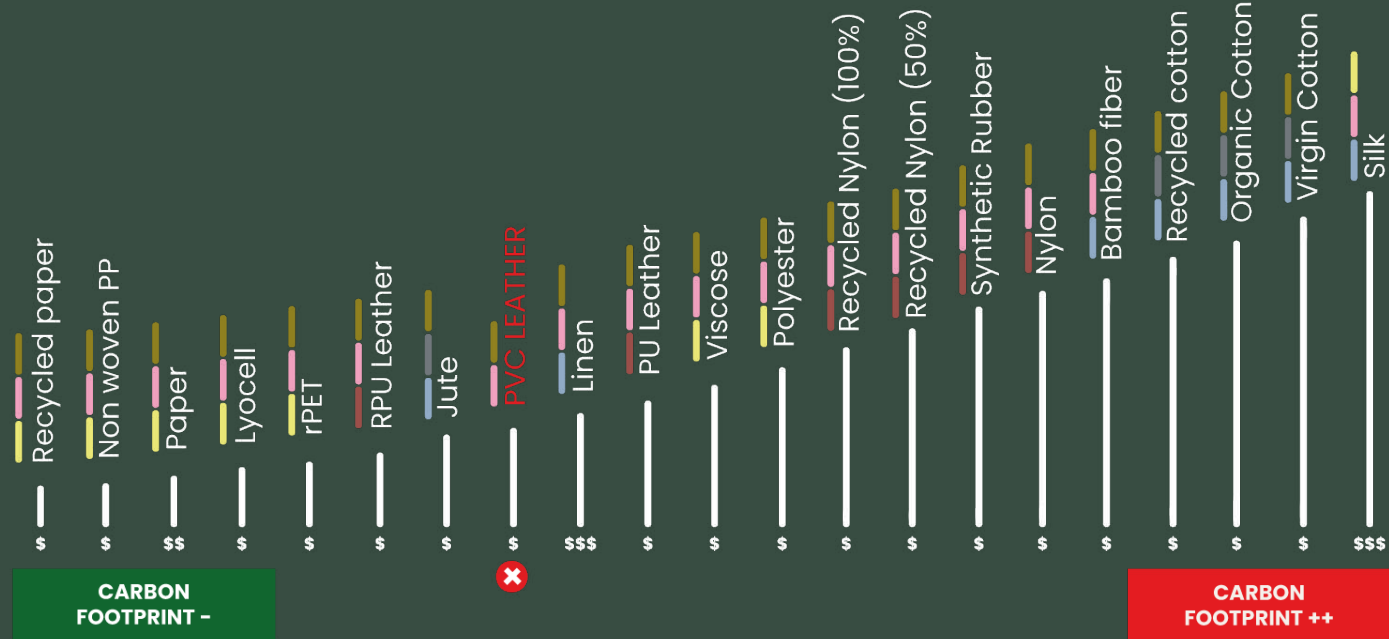
The approach is based on identifying and classifying fibers and materials that incorporate environmental and/or social improvements compared to conventional options.

To support this initiative, Anaik has implemented two complementary tools:

- General guidelines defining the principles of our eco-design policy
- A classification of materials based primarily on their carbon footprint, enabling more objective decision-making.

By structuring its materials framework in this way, Anaik strengthens its ability to offer solutions aligned with its CSR commitments and those of its clients, while helping to evolve industry practices toward more transparent standards.

Carbon footprint of materials



Main environmental impacts

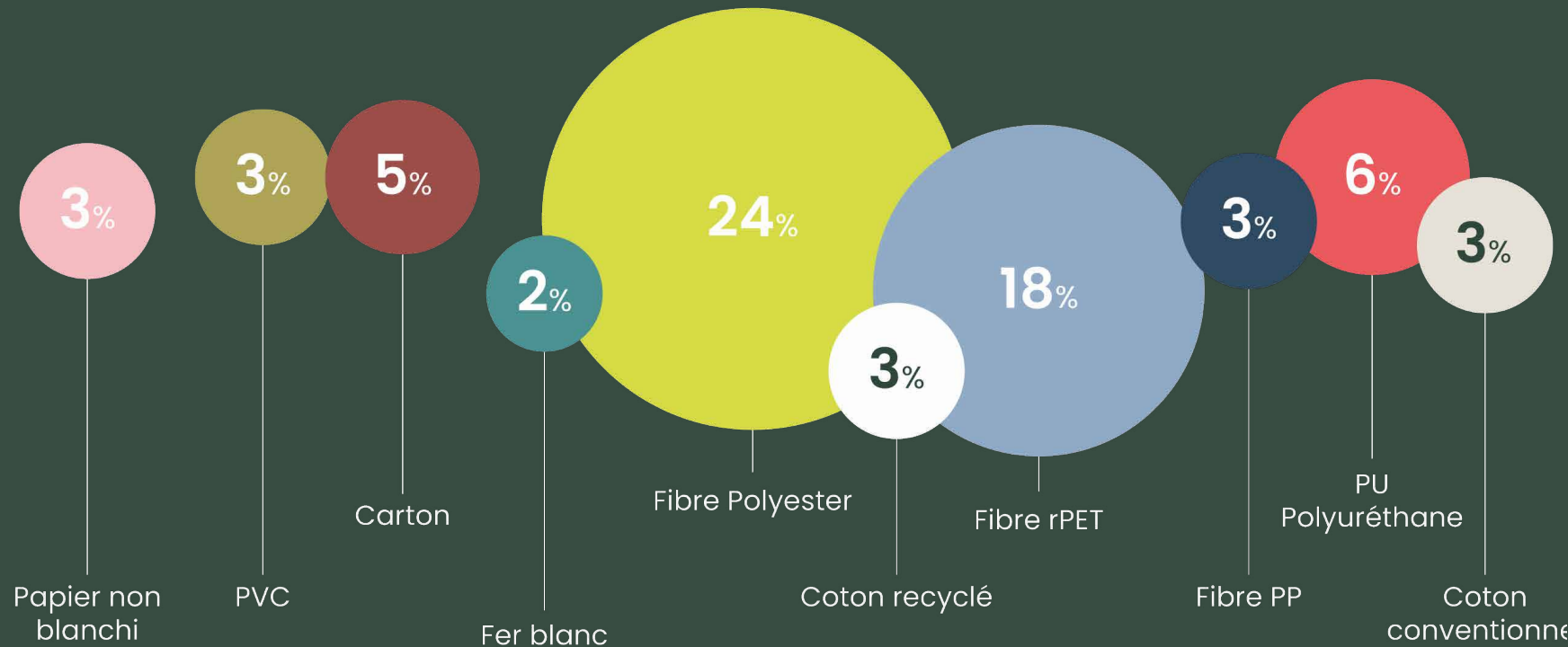
- Acidification
- Particulate matter
- Fossil resource use
- Mineral & metal resource use
- Water use
- Pollution
- Human toxicity - cancer

Prices

- \$ 9450 - 50 000 (rmb/ton)
- \$\$ 50 001 - 120 000 (rmb/ton)
- \$\$\$ 120 001 - 240 000 (rmb/ton)

Prices are listed in RMB per ton to facilitate comparisons between textiles and materials. This unit allows for a direct comparison of materials against one another.

Top 10 Materials Used in Our Products



NO PLASTIC PACKAGING

In 2025, Anaïk took a significant step forward in its sustainable packaging strategy by significantly raising the bar. Initially focused on reducing virgin plastic, our approach is now shifting toward a more ambitious goal: moving toward “zero plastic,” whether virgin or recycled.

This strategic shift addresses several key challenges. First and foremost, it aims to reduce our dependence on fossil resources and limit the impacts associated with plastic pollution. It also aligns with our strategy to anticipate regulatory changes, particularly at the European level with the upcoming PPWR (Packaging and Packaging Waste Regulation), as well as national tax measures, such as plastic taxes in Spain. Finally, it meets our customers’ growing expectations for more responsible and transparent packaging solutions.

To support this transition, Anaïk prioritizes simple, practical alternatives. This is reflected in particular in the development of solutions that do not use individual packaging, favoring bulk packaging, as well as the use of paper- and cardboard-based materials, preferably recycled and/or certified. Among the solutions deployed are glassine paper, kraft envelopes, and cardboard sleeves and cases, which combine functionality, product protection, and reduced environmental impact.

The results achieved in 2025 demonstrate the momentum gained, with 58% of our packaging now plastic-free, significantly exceeding the initial target of 40%. This achievement demonstrates Anaïk’s ability to rapidly evolve its practices by rallying its teams and partners around a shared vision.

By further strengthening its approach to sustainable packaging, Anaïk reaffirms its commitment to developing increasingly streamlined solutions aligned with its environmental goals and those of its ecosystem.



02 Measuring and reducing our environmental impacts, *particularly our carbon footprint.*

EcoDesignCloud and measuring our environmental impact

In 2025, Anaïk reached a major milestone in measuring and managing its environmental impacts with the rollout of the EcoDesignCloud platform, an industry benchmark dedicated to promotional products and point-of-sale displays, co-developed with L'Oréal and adopted by industry leaders such as LVMH and PUIG.

This tool enables us to reliably and consistently quantify the environmental footprint of our products throughout their entire lifecycle, using the European PEF (Product Environmental Footprint) methodology. Each product is thus assigned an eco-score, calculated based on 16 impact indicators, providing a transparent, multi-criteria assessment of its environmental performance.

Beyond mere measurement, EcoDesignCloud serves as a true decision-making tool, fully integrated into our development processes. Deployed as early as the briefing phase, it helps guide key decisions (materials, design, accessories, logistics) by comparing different options and objectively assessing their

respective impacts. This approach strengthens our ability to steer the eco-design of our products, in line with our internal ANAIK NOW policy and the growing demands of our customers.

The gradual integration of this tool across all our projects also helps structure the collection and analysis of environmental data, which is now handled with the same level of rigor as financial data, enabling us to generate auditable data.

By connecting our entire value chain—internal teams, suppliers, and customers—around a common methodology, EcoDesignCloud helps foster a shared language for environmental performance. It thus serves as a key lever for making decisions more objective, enhancing transparency, and accelerating the transformation of our practices and those of our ecosystem.



What does an eco-score represent?

A score has no unit of measurement (it is also referred to as a “point”).

To make it easier to understand, the score has been converted into micro-points. This means that if the displayed score is 1, it is 1 micro-point, which is equivalent to 0.000001 points.

The closer the score is to 0, the better the environmental impact.

One point corresponds to a person's global environmental impact on a worldwide scale in 2010. This is a standard method for assessing a product's overall impact. To compare two products, you must compare their ecological scores. The higher the score, the greater the product's environmental impact.



VOUS AVEZ UN ECO SCORE DE

91

MIN
10

MAX
100000

An eco-score is calculated based on 16 impact indicators:

Climate



Climate change

Water



Water use

Natural Resources

Mineral/ metal resource use



Land use

Fossil resource use

Ecosystems

Freshwater ecotoxicity

Acidification

Freshwater eutrophication

Terrestrial eutrophication

Marine eutrophication

Human Health

Ozone depletion

Photochemical ozone formation

Human toxicity non-cancer

Human toxicity cancer

Particulate matter

Ionising radiation

SAC SOLAIRE – version PP STRAW



161

MIN 10 MAX 4000

Body material : 100% **PP straw**
Lining : 100% **polyester**
Handles : 100% **polyester**

IMPACTS

2,07 kg CO₂ eq
0,47 m³ water world eq
31,96 MJ fossil ressource use

SAC SOLAIRE – version PAPER STRAW



66

MIN 10 MAX 4000

Body material : 100% **paper straw**
Lining : -
Handles : 100% **rPET**

IMPACTS

0,78 kg CO₂ eq = **-62%**
0,31 m³ water world eq = **-34%**
9,06 MJ fossil ressource use = **-72%**





REDUCTION OF CARBON EMISSIONS

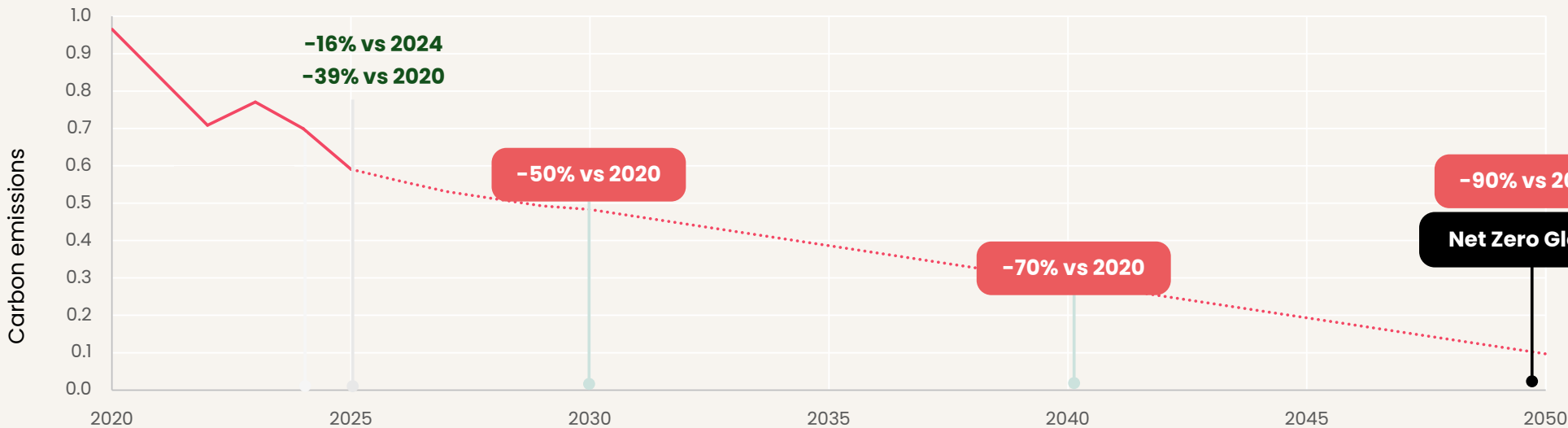
In 2025, Anaïk continues to rigorously manage its carbon footprint using the Greenly methodology, with a focus on continuous improvement and alignment with a reduction trajectory compatible with the 1.5°C scenario.

Since 2020, this momentum has resulted in a significant reduction in our emissions, reaching a 39% decrease in intensity and a 16% decrease in absolute terms. These results confirm the effectiveness of the actions we have taken and reinforce our commitment to achieving our goal of a 50% reduction in emissions intensity by 2030.

Focus on 2025:

The year 2025 marks a new milestone in the reliability and accuracy of our measurements, with a carbon footprint calculated using 94% physical data. This methodological advancement allows us to significantly refine our analysis of our environmental impacts and strengthen the robustness of our management.

For the fiscal year, emissions totaled 32,118 metric tons of CO₂, with performance exceeding our annual targets: a 16% reduction in intensity compared to 2024 and a 9% reduction in absolute terms. These results are primarily driven by several key initiatives, including the optimization of our product portfolio with a focus on solutions with a lower carbon footprint, the phase-out of electrical and electronic equipment (EEE), and ongoing eco-design efforts, particularly regarding the reduction of our products' weight.



Beyond simply measuring emissions, this carbon footprint assessment serves as a strategic management tool, enabling us to identify the main sources of emissions and to focus our reduction efforts in a targeted and prioritized manner.

Our actions in 2026:

In line with this approach, Anaïk will continue in 2026 to implement concrete operational measures, including optimizing its product offering in alignment with its reduction goals, strengthening eco-design, reducing the volume of samples, and minimizing the use of air freight

Reduction trajectory (in carbon intensity) consistent with our reduction potential:

-90%

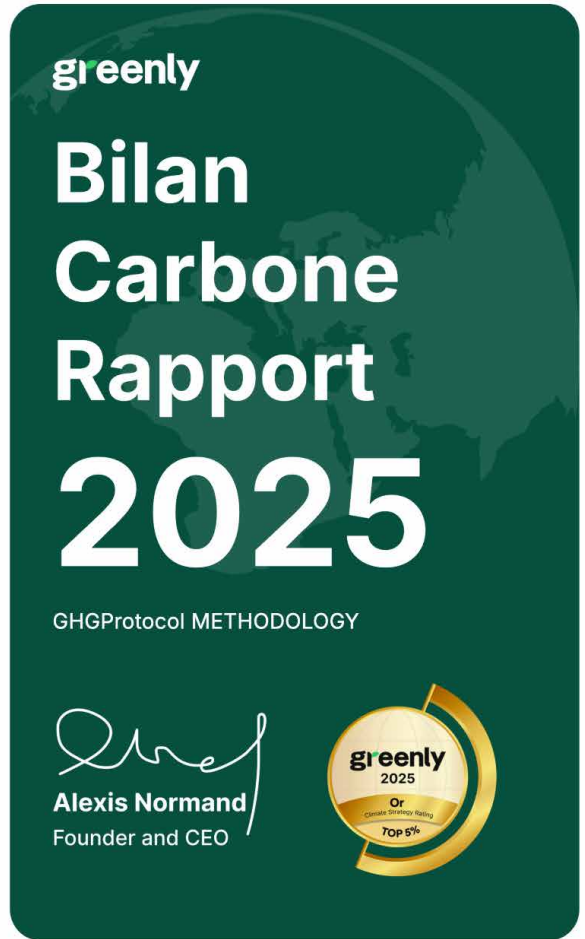
reduction in carbon intensity by 2050

-50% by 2030;
-70% by 2040;
-90% by 2050.

-6%

Average annual reduction through 2030

-6% per year



84.2%
Achat de produits

10.6%
Fret

2.6%
Déchets

0.9%
Achat de services

0.8%
Immobilisations

0.6%
Déplacements

0.3%
Autres

32,12 kt
of CO₂e
321,2 tCO₂e / Employé

Décerné à **Anaïk Group**

Comparatif

✈️ 17814 Nombre de vols aller-retour Paris / New York

🇫🇷 3381 Nombre d'habitants français pour un an



 **Agoterra**

2025 Carbon Offset Projects: A Commitment That Starts Right Here at Home

A two-pillar climate strategy

Our climate policy is based on two complementary pillars: **reducing our emissions at the source and supporting carbon reduction and sequestration projects** when certain emissions cannot be avoided. Reducing our carbon footprint—both in our operations and throughout our value chain—remains our top priority.

The Carbon Fund: Turning a Constraint into a Catalyst for Action

Certain operational constraints remain, particularly the occasional need for air transport. To address this, we have established a contribution mechanism: **the carbon fund**.

Each client project requiring air travel generates a contribution of **€100 per ton of CO₂ emitted**, which is paid into a dedicated fund. This initiative allows us to turn a constraint into a lever for climate action by financing concrete carbon sequestration projects.

A local project in Villeneuve-d'Ascq with Agoterra

We have invested nearly €23,000 in a project located near our headquarters. Certified under the Low Carbon Label, this project aims **to reduce or sequester 547 tons* of CO₂ over five years, 419 tons of which are funded by our contributions**.

It is based on changes in agricultural practices: enriching the soil with organic matter, incorporating grasslands, reducing the use of chemical nitrogen fertilizers, and leaving crop residues on the fields.

Beyond its carbon footprint, this project has a strong local dimension: it supports a local farmer committed to the transition and makes our approach tangible and observable for our teams.

**€28,000 invested
in 2025**

**In 2025, this fund
enabled us to invest
€28,000 in carbon
offset projects, primarily
focused on the local
agricultural transition.**

A complementary project in Germany

In addition, we have invested **€5,000 in a soil carbon sequestration project in Germany**, certified by CSA Group, which we are supporting for the second consecutive year.

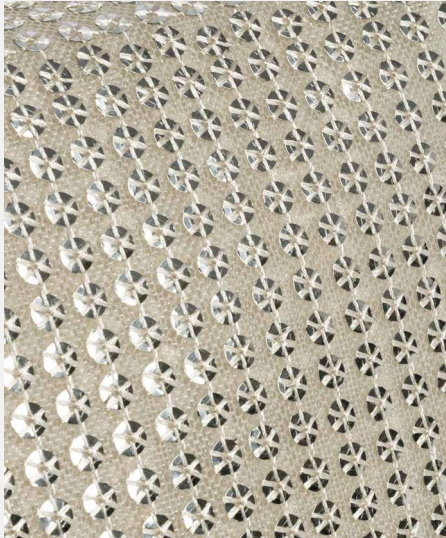
A complementary approach to reduction

This carbon offset initiative complements our efforts to reduce emissions. It reflects **our commitment to turning our operational constraints into a**

positive impact, while supporting concrete projects that advance the low-carbon transition.

* The final value of the estimate will not be determined until the project has been verified by an independent auditor and an administrative verification decision has been signed.

EVOLUTION OF THE ECONOMIC MODEL



The transition of our business model is deeply intertwined with our Mission Model. Becoming a Mission-Driven Company and obtaining B Corp™ certification was not simply a matter of adding a CSR dimension to our business. It has gradually transformed the way we make decisions, design, sell, and create value.

Our business model has undergone a profound evolution. Historically built around three pillars—creativity, competitiveness, and on-time delivery—our performance now

also hinges on environmental impact, traceability, and social responsibility. This transformation is evident at every stage of our value chain. CSR criteria are considered early in the bidding process; material choices are made based on their environmental impact rather than just their cost; and eco-design considerations are incorporated from the design phase onward.

Our value proposition has thus been enriched: we now design responsible solutions aligned with our strategic ambitions and those of our clients.

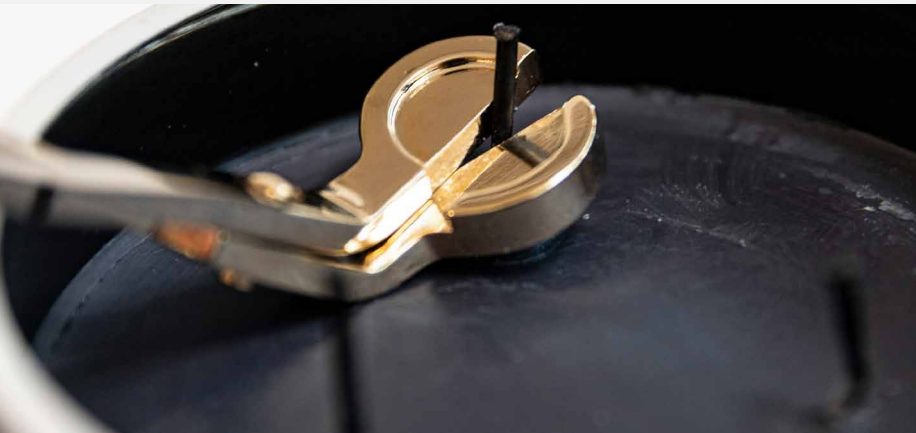
In 2025, this took shape with the

rollout of EcoDesignCloud, our eco-design tool, which enables us to get involved earlier in the process, challenge project briefs, and guide our clients toward more sustainable products, supporting their efforts to reduce their environmental footprint, ensure regulatory compliance, and meet reporting requirements.

The Mission Model also influences our internal decision-making and governance. The evolution of our bonus system illustrates this dynamic: CSR objectives are now individual to better guide our progress and strengthen the alignment between intention and action. These objectives are tailored to each employee's business unit and market.

This transformation also involves evolving our product offerings and range.

We are placing greater emphasis on our packaging and retail offerings



featuring lighter or higher-quality materials, longer lifespan, more precise volumes, and increased value for the consumer. We are seeing growth in the retail sector, a sign that our model is evolving. This lever needs to be further strengthened to ensure a long-term transition.

Finally, the Mission acts as a strategic filter applied across our entire value chain: facilitating eco-design decisions, streamlining logistics, and optimizing transportation. Within the context of an ambitious strategic plan, this consistency strengthens team commitment and enables us to combine economic performance with social impact.



DEVELOPMENT OF INNOVATIVE MATERIALS AND PRODUCTS

Context

In 2025, we are pursuing a dynamic of open and collective innovation, applied to both products and materials. Our proven methodology is based on close collaboration with the entire ecosystem.

This approach mobilizes:

- Our internal experts, guided by a responsible innovation strategy, nurtured by market trends and the expectations of our clients;
- Our tier 1 and tier 2 suppliers, whose increasing involvement is essential, particularly on topics related to materials, in order to ensure the technical, economic, and regulatory feasibility of innovations;
- Active monitoring, particularly through market reviews and trade shows, which allows us to identify inspirations from related sectors, such as retail, and to adapt them to the specificities of our market.

We favor an innovative ecodesign approach, reconciling sustainability and desirability. The latter is a key success factor, by promoting ownership and longevity of products. Materials play a central role in this attractiveness, through

their sensory properties (texture, touch, weight, visual rendering).

Moreover, use remains at the heart of our thinking. We seek to design products that are versatile, durable and adapted to the uses of target markets, while respecting their consumer codes.

Advances

As the material remains the main driver of impact across our products, we have deepened their classification in order to better guide our choices. Based on available data, we confirm the relevance of recycled materials



(in particular rPET) while maintaining an active watch on natural fibers and artificial cellulosic materials.

Finally, all our collections in the upstream phase are now evaluated via EcoDesignCloud, allowing us to anticipate environmental impacts and guide decisions from the development phases onwards.

100+

Anaïk Collections

A hundred inspirational and eco-designed products in the luggage, packaging & accessories categories.

100+

Fabric Library

Enriched with hundreds of new low-impact materials to meet customer briefs.

+28%

Increase in the number of recycled products* sold

+28% between 2025 & 2024

*Is considered recycled, any product whose main material is composed of at least 60% recycled material (rPET, recycled cotton etc.)

Focus on our Open Innovation solutions to serve all of our markets.



Textile focus : Reinventing the leather effect without compromise

In 2025, leather effects and their variations (grained, suede, vinyl, glossy) are emerging as major trends on the 2025-2026 markets. Long kept at a distance for reasons of eco-design, artificial leather is now making a comeback, driven by strong customer demand.

Faced with this challenge, Anaïk has chosen to develop innovative alternatives, reconciling desirability, technical performance and reduction of environmental impact.

Two main areas were explored:

- A trompe-l'œil approach, based on 100% recycled textiles (rPET) worked via surface treatments (embossing, scraping) to recreate visual and tactile effects similar to leather (veined, grained, crust, suede), without the use of surface resins (this approach also allows for a significant reduction in the weight of materials)

- On the other hand, an alternative to conventional PU structures has been developed through lamination processes applied to recycled textile bases – these solutions allow for shiny or vinyl finishes, while maintaining a lighter structure. the lamination represents a marginal share of the total weight.



Weights focus: Lightening the structures to reduce the impact

The weight of products is a major lever for environmental optimization, especially in the luggage and accessory categories, where internal reinforcements represent a significant part of the overall footprint.

After exploring alternatives in recycled materials, Anaïk engaged in a more structural reflection by rethinking in depth the design and assembly methods of products.

The challenge: to design products that are both aesthetic and functional, and that can be delivered flat, while reducing

their weight and the number of components. This approach notably involves the elimination or substitution of traditional reinforcements (non-woven, foam), in favor of innovative textile structures.

The 2025 collection thus made it possible to experiment with solutions based on 100% recycled mesh (rPET), which are both lightweight, technical and visually distinctive. These transparent structures, in line with current trends, make it possible to reconcile impact reduction and maintaining a high level of desirability.

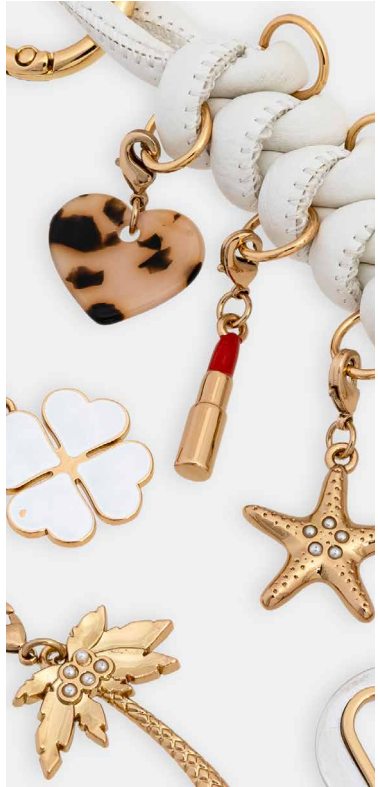
Pack focus : Innovating the design of format discovery kits

In a context of strong growth in «discovery kit» formats, in 2025 Anaïk developed a high-value packaging solution from its Inno Pack collection, in collaboration with a European partner.

This innovation is based on a functional and environmental approach. The pack is designed to be delivered flat, thus optimizing transport and reducing logistical volumes. Its mounting system is based on a clipping mechanism that allows the inner wedge to be shaped in volume, without the use of glue.

This device is a significant step forward in terms of eco-design, by simplifying the structure of packaging while facilitating its recycling.

On the aesthetic level, a premium interpretation of the groove has been developed, notably via dark shades, making it possible to address demanding worlds, including the luxury sector. This model, submitted by Anaïk, has been particularly well received during customer presentations and events such as the Luxepack trade show.



Metal focus: Explore new alternatives to the zamak

In 2025, the comeback of metal accessories is accompanied by new challenges regarding environmental impact. If recycled zamak remains a widely used solution, Anaïk has initiated discussions to diversify its alternatives and further reduce the footprint of these components.

One of the areas of work is to explore materials with a better weight/volume ratio, making it possible to reduce impacts related to the material and transport. In this context, solutions such as recycled galvanized plastics or aluminum have been studied.

This approach is part of an Open Innovation logic, mobilizing a dedicated working group, including in-house metal purchasing expertise. The goal is to develop technically reliable, aesthetically qualitative solutions ready to be deployed on a larger scale by 2026.



IN OUR VALUE CHAIN

01 Ensure better control of our value chain by *strengthening our audits and traceability*

SECURITY OF THE SUPPLIER FLEET

In 2025, Anaïk significantly strengthened the security of its production chains in a context of internal and external developments.

The year was marked by cases of social non-compliance among certain major clients, which received wide media coverage, leading to reputational impacts and a tightening of their requirements, notably in terms of social scoring. In addition, some clients have extended their audits beyond the first tier of suppliers to tiers 3 and above.

Anaïk was also confronted with a case of attempted corruption at a tier-two supplier, leading to an immediate strengthening of preventive measures, with corrective actions and training initiatives both internally and externally.

In this context, the company has reinforced its requirements for selecting and monitoring suppliers, by broadening its attention to the components and materials used. An update of the supplier mapping has been initiated, accompanied by increased demand for transparency from tier 1 suppliers. This approach made it possible to more precisely identify critical components and adjust the standards accordingly.

In parallel, 2025 saw the deployment of the supplier portal with strategic and collaborative partners. Connected to the ERP WebStore, this tool improves value chain tracking and transparency.

The portal allows real-time updating of information (social audits, certifications, regulatory compliance), as well as monitoring orders and productions, ensuring that audits are carried out and corrective action plans are followed up.

The year 2025 is a phase of gradual deployment. Ultimately, this tool aims to further structure monitoring practices and sustainably strengthen the transparency of the ecosystem.



120

Tier 1 suppliers.

32

Best Partners covering 83% of our procurement volumes.

02 Selection and animation *of our suppliers*

CSR MANAGEMENT OF OUR SUPPLIERS

As part of the management of its value chain, Anaïk relies on a structured compliance and evaluation system for its suppliers, aimed at ensuring compliance with social and environmental requirements throughout production.

This system is based in particular on an audit system, making it possible to secure purchases made from suppliers who comply with our standards. In addition, Anaïk evaluates the CSR performance of its partners through the EcoVadis platform, which is a benchmark recognized internationally.

To date, 29 suppliers in our fleet have been evaluated via EcoVadis. Their average score is 53.5, reflecting an intermediate level of maturity, with room for improvement identified. Among them, 12 suppliers improved their score, representing 75% of the partners evaluated, demonstrating a positive engagement dynamic.

Although no specific action to coordinate or monitor EcoVadis scores was formalized in 2025, these results nevertheless provide a solid basis for structuring, in the future, a more proactive approach to support and enhance the skills of our supplier ecosystem.



Myanmar has been excluded from our supplier pool due to the political context and the presence of the military junta, which does not ensure sufficient access to factories or compliance with our transparency and compliance requirements.

TRACEABILITY AND TRANSPARENCY IN VALUE CHAINS: SHARING BEST PRACTICES TO MOVE FORWARD FASTER!

The issues of traceability, duty of care and reduction of environmental impacts are closely linked to our stakeholders. To make progress on these complex issues, we chose in 2025 to draw on external experiences by creating a unique space for exchange.

The «Supply Pause» is a format born of a collective need. We gathered around a round table actors who are like us: committed companies, concerned by the same supply chain issues, and facing the same regulatory and environmental challenges. This format, which we call the «Supply Break», was born out of the belief that we move forward better together.

The first edition took place in November 2025, bringing together participants from the furniture trade, the coffee industry, customs, and logistics, and focused on a subject as strategic as it is complex in its implementation: the European EUDR regulation against deforestation.



The Supply Break allowed us to collectively discuss our understanding of these regulations, identify concrete implementation difficulties and share best practices between sectors. The diversity of participants enriched perspectives and provided insights that we could not have obtained in isolation.

Building on the success of this first edition, we have decided to repeat the Supply Break in 2026 with new topics. This agile and collaborative format is a valuable lever for making progress on issues that go beyond our core business but directly impact our ability to meet the growing demands in terms of CSR and regulatory compliance.



Focus on the EUDR Regulation

The European regulation against deforestation (EUDR), originally planned for the end of December 2025, has been postponed to the end of 2026. It imposes absolute traceability from the forest plot to delivery to the final consumer, mobilizing the entire value chain.

03 Transport optimization & logistic

In 2025, our supply chain continued its transformation through targeted and measured actions. The efforts undertaken in 2024 have borne fruit: we have significantly reduced our use of air transport, strengthened our decision-making processes, and consolidated the CSR culture within our teams.

A major result: the reduction of air travel

We worked in depth with our most intensive airline customer. Thanks to the joint involvement of the sales and logistics teams during a new briefing, we have achieved a drastic reduction in the number of air shipments on this account. This result illustrates the power of inter-service collaboration when directed towards a clear environmental objective.

Concretely, the sales team played a pivotal role: it engaged the client in a reflection on their deadlines and constraints, making it possible to identify maritime or road alternatives that had been underused until then. The logistics team supported this transition by ensuring the reliability of the proposed solutions.

A GO/NO GO decision integrated further upstream from the brief

Building on the success of the validation process initiated in 2024, we have reached a new milestone: the GO/NO GO decision is now taken as soon as the brief is issued, well before the order. This major change makes it possible to anticipate trade-offs and avoid emergency situations that lead mechanically to the use of air transport.

A logistician is now involved in this initial phase, alongside the sales teams and management. Their presence at the briefing, if there is an «air» issue, ensures that operational and environmental constraints are integrated from the start. Each request is subject to a formal validation, validated or



invalidated by the Supply Chain Director and the CEO, in direct contact with the lead logistics specialist and the sales representative.

Ongoing actions throughout the year

The results achieved in 2025 are the result of in-depth work carried out throughout the year, with several levers being activated in parallel:

- Increased awareness among operational teams about the CO2 impacts of air transport, with regularly updated indicators
- Support for salespeople in the dialogue with clients: sharing alternatives, explaining environmental issues, proposing carbon offsets when air travel is unavoidable
- Proactive tracking of shipments in collaboration with buyers and customers, making it possible to anticipate needs and secure deadlines without resorting to emergency measures

A renewed process and reformed teams

Given the positive results of all these actions, we have decided to extend the GO/NO GO decision-making process for 2026, permanently anchoring it in our operations.

In this context, the operational teams have been retrained on the new procedures and responsibilities. This training aims to perpetuate the acquired reflexes and to onboard new recruits in our CSR transport approach.

92%

By sea

6%

By road

1%

By air

1%

By train

93%

Transport rate delivered on time



REVIEW

Commitment #1: Constantly challenge the social and environmental standards of our products with our stakeholders.

Strengthen our eco-design approach

Strategic indicator	2022	2023	2024	2025 Results	Goal 2025	Goal 2030	
ANAIK NOW % of products that incorporate our internal eco-design criteria	35%	34%	33%	35%	50%	75%	 To reinforce
WITHOUT PLASTIC PACKAGING % of products sold without packaging or with plastic-free packaging*	76%	83%	93%	58%**	40%	100%	 Reached

Methodological notes:
* Until 2024, the «No Plastic Packaging» indicator valued products without packaging as well as non-virgin plastic packaging (recycled plastic, cardboard, paper...).

** Given the level of performance achieved, Anaïk increased its standards in 2025: the indicator now values only products without packaging or with plastic-free packaging. in order to encourage the overall reduction of plastic use and dependence on fossil resources.

Develop innovative materials and products, and challenge our business model to improve the environmental and social quality of our offer.

YEAR	2020	2021	2022	2023	2024	2025
STRUCTURING STEP	Adoption of the status from Enterprise to Mission	Completion of the first carbon footprint assessment with EcoAct	Obtaining the B Corp certification™	Completion of the first carbon footprint assessment with Greenly	Creation of the New Retail: development of an offer designed for products with higher use value and sustainability	B Corp™ re-certification Acceleration of New Retail Integration of EcoDesignCloud Implementation of an individual CSR bonus

The recommendations of the Mission Committee

The Committee encourages Anaïk to pursue its efforts in developing its business model, by continuing to challenge its practices and offerings with regard to its environmental and social ambitions.

The recommendations of the Mission Committee

ANAIK NOW
The Mission Committee recommends an individual CSR bonus dedicated to this indicator for sales teams (planned for 2026), greater synergy with the purchasing teams, and a CSR training session dedicated to purchasing teams for the year 2026. and a more systematic integration of the EcoDesignCloud ecodesign tool in the daily lives of teams.

NO PLASTIC PACKING
The Committee encourages Anaïk to strengthen its commitment to eliminating plastic packaging, by making plastic-free packaging a strategic priority when market conditions allow it.

Measure and reduce our environmental impacts, notably carbon.

Strategic indicator	2022	2023	2024	2025 Results	Goal 2025	Goal 2030	
REDUCTION OF CARBON EMISSIONS EVOLUTION OF GHG EMISSIONS IN INTENSITY	/	+13%	-10%	-16%	-5%	/	 Reached

Ensure better control of our value chain by strengthening our audits and traceability

Strategic indicator	2021	2022	2023	2024	2025 Results	Goal 2025	
CONTROLLED PURCHASES Share of purchases from audited factories (in Asia)	79%	74%	75%	85%	88%	85%	 Reached
MONITORED PURCHASES Share of tracked purchases	/	/	/	/	Structuration de la donnée en cours*	15%	

Methodological notes:
* IT developments are underway to make the extraction and consolidation of traceability data more reliable.

Engage our suppliers in social/environmental transformation

Strategic indicator	2020	2021	2022	2023	2024	2025 Results	Goal 2025	Goal 2030	
BEST PARTNERS ECOVADIS Share of purchases made from Best Partners Asia evaluated by EcoVadis	23%	35%	22%	26%	30%	65%	50%	90%	 Reached
EVOLUTION OF THE ECOVADIS SCORE Evolution of the average EcoVadis score for monitored suppliers in Asia	/	/	/	48	50	52.5*	+3 pts VS 2024	60	 To reinforce

Methodological notes:
* This is an increase of +2.5 points compared to 2024.



The recommendations of the Mission Committee

REDUCTION OF CARBON EMISSIONS
The Committee stresses the importance of fully integrating the lessons learned from the 2025 Carbon Assessment into the Anaïk commercial strategy, by prioritizing the promotion of products that emit the least and by directing sales prospecting towards customers who are receptive to this carbon reduction approach.

CONTROLLED PURCHASES
The Committee welcomes the progress made in improving the reliability of procurement data and encourages Anaïk to continue its efforts to strengthen traceability and control over its value chain.

MONITORED PURCHASES
The Committee considers it a priority to establish tools that allow for reliable and consolidated monitoring of procurement traceability.

BEST PARTNERS ECOVADIS
The Mission Committee recommends carrying out a consolidated mapping of suppliers evaluated via EcoVadis in order to have a clear and updated view of coverage, then to continue the mobilization of unevaluated Best Partners by encouraging them to complete the EcoVadis questionnaire annually.

EVOLUTION OF THE ECOVADIS SCORE
The Mission Committee recommends clarifying the distribution of lead buyers by supplier and plant, so that everyone has precise visibility on the panel for which they are responsible and can ensure more effective management. Finally, to better support suppliers and ensure their progress in terms of sustainability, the Mission Committee recommends strengthening the sustainable purchasing policy by establishing a more rigorous selection process based on CSR criteria.



02

Ensure our employees are engaged and fulfilled daily to contribute positively to our ambitions.



INCREASING THE LEVEL OF PROFESSIONAL DEVELOPMENT OF EMPLOYEES

01 HR barometer



Implemented in 2020, the HR barometer is a central tool for measuring employee engagement and development at Anaïk. Distributed every quarter, and rated out of 5, it evaluates several key dimensions of the employee experience, such as pride of belonging, quality of management, compensation policy or well-being at work.

Beyond quantitative indicators, this system also offers employees the opportunity to provide comments and suggestions. It thus constitutes a true listening channel, allowing to identify expectations, to nourish reflection and to bring out avenues for evolution and concrete actions.

Over the past two years, and more particularly at the beginning of 2025, however, a decline in participation has been observed. The response rate thus rose from 70% in 2023, 67.6% in 2024, and 60% in 2025, reflecting a form of shortness of breath among employees regarding this exercise. At the same time, the overall average earnings have also been declining for three years, standing at 3.78 in the first three quarters of 2025, compared to 3.87 in 2024, 3.90 in 2023, and 3.91 in 2022.

Faced with these findings, Anaïk has initiated a reflection aimed at better understanding the causes of this decline in mobilization and refining the reading of results, in order to implement more targeted actions tailored to the realities of teams.

In this context, a new barometer format was tested as early as the last quarter of 2025, with a variation per office. This development has made it possible to give new impetus to the system and to achieve encouraging results. The participation rate thus reached 65% during the October broadcast, compared to 61% at the beginning of 2025.

This new format offers a finer reading of the results and makes it possible to identify specific levers for action in each geographical area. In particular, it has made it possible to highlight issues related to communication, expectations regarding the evolution of certain social benefits in Asia, as well as a greater need for feedback in France.

By adapting its internal listening system in this way, Anaïk is strengthening its ability to better understand the expectations of its employees and to implement targeted actions, in line with its ambition to foster their commitment and fulfillment on a daily basis.



Detailed results for the year 2025

On a more global analysis of the barometer (2022-2025), the results highlight contrasting trends according to the dimensions analyzed:

- The perception of management continues its progress, which began in 2024, and confirms a positive dynamic in 2025, linked to the actions taken to support teams and strengthen managerial rituals.
- Quality of Life at Work has been steadily declining since 2022. Indeed, expectations remain on these collective moments, revealing the need to find a better balance between performance and conviviality. Furthermore, the level of comfort in working environments also influenced these results, with contrasting situations depending on the sites:

conditions at the Creative Village in Villeneuve d'Ascq were deteriorated between 2022 and early 2025, while the installation at the Lodge in 2025 significantly improved the experience of the teams on this site. Projects are under consideration for the New York and Paris offices, with improvements planned in Paris in 2026. These findings will feed into future action plans, with particular attention paid to QWL as of 2026.

Actions implemented in 2025 compared to the 2024 results:

Clarify the remuneration policy for a better understanding
Implementation of the BSI (individualized social assessment)

Comfort at work highly criticized in the creative village
Moving to the Lodge

Negative feedback on communication
Communication of all information to managers and the CSE to have relays





02 Compensation policy, value sharing

In 2025, Anaïk strengthened its compensation policy with the implementation of the BSI (Individual Social Balance Sheet), in a logic of increased transparency and better readability of compensation mechanisms.

This initiative addresses an issue that has long been identified within the company. Understanding the compensation policy is indeed a point regularly questioned as part of the HR barometer, where differences in perception were observed between the compensation levers valued by the company and the

employees' perception of them in terms of actual compensation.

In this context, the deployment of the BSI aims to provide a global, clear and individualized vision of compensation. It makes it possible to better value all the components that make it up, beyond just the salary, and to strengthen understanding of the mechanisms for sharing value within the company.

The company's desire through this BSI is to meet three objectives:

Communicate

Transparency:
Fosters Anaïk's trust and willingness to clarify our policy

Improve the clarity and understanding of the components

Plan

Personal financial management as a collaborator across all levers

The company's HR rituals as part of the compensation policy

Engage

By promoting financial recognition and benefits

By supporting everyone's career development

Beyond being a communication tool, the BSI is part of a broader approach aimed at strengthening transparency, meeting the expectations expressed by teams and consolidating the relationship of trust between the company and its employees.

03 Managerial rituals

Interview rituals are a structuring and recognized pillar of Anaïk's HR policy. Appreciated by both employees and managers, they actively participate in the support of teams and the quality of labor relations within the company.

These devices have many beneficial effects. First of all, they make it possible to control individual performance in a regular and structured way. They also offer a framework for measuring and supporting everyone's commitment, while strengthening the relationship between managers and employees. Finally, the formalization of exchanges through written media helps to secure collaboration and clarify mutual expectations.

In a logic of continuous improvement, the frames of the EFA (End-of-Year Interviews) and the various interviews are reworked each year. In 2025, particular attention was paid to the quality of feedback, with the aim of promoting more detailed, concrete and useful feedback for employee development.

The challenge of these developments is twofold. On the one hand, allowing managers to support their teams in managing their individual performance at a quarterly pace. On the other hand, offer employees a structured framework to define and monitor concrete actions, in line with their roadmap objectives, in order to promote their progress and achieve their goals.



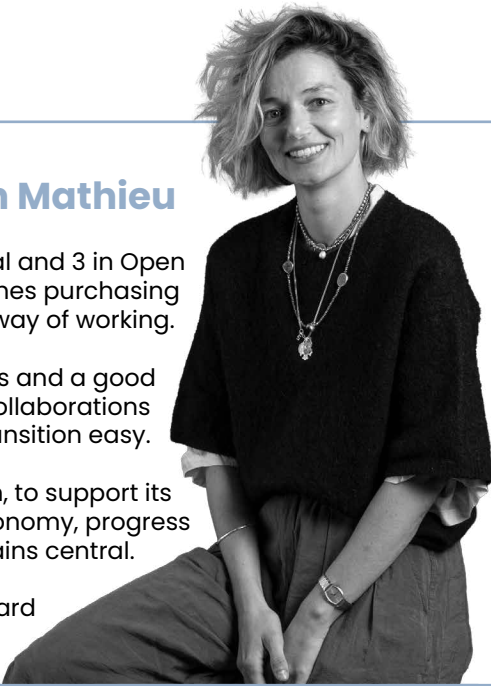
Sarah Perrin Mathieu

«After 15 years with the Anaïk group, including 11 in Procurement Europe and International and 3 in Open Innovation, I am now Head of Purchasing Performance & Open Innovation. A role that combines purchasing expertise and collective intelligence, at the heart of my way of working.

The choice of COMEX to favor internal mobility reflects the desire to rely on existing skills and a good knowledge of our ecosystem. My experience with offers, partners, processes and internal collaborations made this transition easy.

Beyond the organization, this position is an opportunity to support a team over the long term, to support its development and to strengthen collective skills. Creating an environment that promotes autonomy, progress and sustainable performance remains central.

This role thus allows me to build a dynamic where performance and fulfillment move forward together, in the service of a sustainable collective ambition.»



Amenis Miladi

«I started my adventure at Anaïk as a work-study student in purchasing, an experience that allowed me to learn a lot and confirmed my interest in this field. At that time, I was convinced that I wanted to move solely into purchasing.

Throughout my experience, I discovered other professions within the company and expanded my vision. When I was offered a permanent contract as Product Manager, a hybrid role between purchasing and sales, I initially hesitated, as the sales aspect was less in line with my initial profile.

Thanks to the support of my manager and my colleagues, I gradually found my bearings and gained confidence in this new dimension, while maintaining a link with purchasing.

Finally, this experience allowed me to realize that I thrive more in a hybrid role than in a 100% procurement position. This complementarity makes my daily life richer and more stimulating.



01 Internal mobility

In 2024 and 2025, Anaïk recorded an internal mobility rate of 11.45%, illustrating the development dynamic of pathways. This mobility is based on three dimensions: geographical, hierarchical and evolution of the operational scope.

Mobility mainly concerns hierarchical changes (75%) and scope changes (25%), without geographical mobility over the period. This distribution reflects the desire to shift responsibilities while capitalizing on internal expertise.

In 2025, Anaïk evolved its sales organization with the creation of the role of Head of Sales, in a context of failure to achieve results in the beauty market. This evolution aims to enhance efficiency, streamline interactions and improve performance. Heads of Sales have increased responsibility for their portfolio, including strategy and decisions, with a managerial role as appropriate.

The appointment of Séverine Toutain as Chief Operating Officer is a key step. Present since 2020 and a member of the COMEX, she now leads the Sales and Purchasing teams in France and internationally on the beauty market, contributing to performance and innovation within the framework of the 3-year strategic plan.

In addition, the role of Adeline Fouquet, Asia Business Development & Sourcing Manager, has been strengthened to support business development in Asia and consolidate Anaïk's presence in this strategic market.



02 Formations

In 2025, Anaïk continued to develop its employees' skills through targeted training initiatives, with 70% of teams having completed at least one training course over the year.

These training sessions covered a variety of topics related to business challenges and company developments, such as artificial intelligence, English, logistics and quality, CSR, materials, packaging, and sustainable procurement.

However, the training dynamic can still be improved. Few needs were formalized during the year, both for managers and employees, limiting the structuring of a more ambitious training plan. Furthermore, no training measures have been implemented for our international teams, notably due to the difficulty of identifying external bodies capable of effectively supporting the teams on topics specific to our business lines.

In this context, a key challenge for the coming years is to strengthen the structuring of the training approach, by identifying partners or appropriate tools to better support the development of skills. The goal is to offer a more readable, more accessible and more aligned with the operational needs of the teams and the strategic challenges of the company.





03 Team of *managers*

In 2025, Anaïk continued to strengthen its managerial organization by further structuring team support, with the establishment of dedicated management for each team.

This evolution meets a central objective: to allow each employee to thrive in their work environment by benefiting from local support. The role of managers is thus at the heart of the collective dynamic, with the mission to strengthen communication, engagement, performance and employee development, while promoting team cohesion.

In this context, the tasks of managers at Anaïk revolve around several key areas. First of all, they strive to establish direct and regular communication with their teams in order to maintain a fluid and constructive dialogue. They also provide frequent feedback, which is essential to support everyone's motivation and commitment. Their role also consists of supporting the progress of employees in a more

responsive manner, by identifying needs and facilitating their development.

At the same time, the role of managers in corporate governance has been strengthened. They are now consulted in advance to validate changes in HR policy, whether regarding the compensation policy or interview rituals. They also benefit from monthly access to COMEX debriefs, allowing them to have a clear view of strategic directions and to more effectively support the implementation of decisions by their teams.

By consolidating its managerial organization, Anaïk is strengthening its talent support model, placing local management at the heart of engagement and collective performance.

INCREASE THE LEVEL OF EMPLOYEE ENGAGEMENT

01 Transmitting CSR

As part of the deployment of its CSR strategy, Anaïk continues its work to raise awareness and increase employees' skills on environmental and social issues related to our activities. The goal is to allow everyone to understand the issues but also to identify concrete levers for action in their field.

The Fresque du Climat is now systematically integrated into Welcome Days. These workshops deepen the collective understanding of climate change, its causes and consequences. They also make it possible to identify the actions that each person can take to act at their own level. By focusing on both personal and professional impacts, the Anaïk teams acquire a common base of knowledge to support the company's CSR policy.

Furthermore, as the sales teams play a key role in promoting Anaïk's commitments to our clients, an internal tool has been developed specifically for them in order to centralize essential CSR information. It brings together the issues related to our sector, Anaïk's strategy and commitments, as well as the main operational levers of action,

particularly in terms of ecodesign.

The goal is to facilitate their appropriation of CSR topics and to give them the necessary elements to convey a clear and coherent message to clients. Several training sessions were thus rolled out in 2025 in a workshop format to promote exchanges between teams and the sharing of operational experiences.

The design and purchasing teams in particular benefited from training dedicated to ecodesign. The goal is to develop good reflexes in the choice of materials, identify the main levers for environmental improvement and become familiar with the EcoDesignCloud environmental scoring tool, which was integrated into our product development processes this year.

The purchasing teams have also been retrained on product certifications (FSC®, OEKO-TEX® STANDARD 100, GRS, and GOTS). These training sessions made it possible to review the internal processes necessary to ensure the compliance of certified orders, but also to reaffirm the strategic



importance of these labels and to identify the levers that will enable us to offer more certified products to our clients.



02 Leading CSR

At Anaïk, CSR facilitation is a central lever for mobilizing teams around our CSR and Mission policy. It relies on rigorous management through monthly and quarterly reporting, regularly presented to the Executive Committee and teams. This CSR reporting allows us to monitor our progress and engage everyone in action. But it also relies on dedicated tools, notably the monthly Impact Order, which highlights the most virtuous order of the month (and the team that worked on it!), and the order notifications are systematically commented/highlighted if they present an effort by the teams in terms of CSR (choice of material/certifications, etc.).

CSR also ensures a dynamic of transparency/dialogue with the teams by sharing our progress as much as possible through reports or dedicated training sessions (examples: annual climate strategy report, aviation review, ethical review, sales training, BA-ba ecodesign training). Finally, from a governance perspective, CSR ensures regular monitoring by business line –



directly with market/business line managers (management, purchasing, communication, design). It is also a key player in the proper functioning of the Mission since it is responsible for implementing the recommendations of the Mission Committee, and feeds them with the results observed throughout the year.

This animation, repeated and embodied, is key: it ensures the strategic coherence of our mission, mobilizes teams, accelerates transformation, and makes CSR a sustainable driver of performance and innovation.



Impact Orders

Impact Orders, what's this?

Each month, we highlight the most impactful order, reflecting Anaïk's CSR commitments – and in particular our commitment no. 3: «To support our customers in choosing more virtuous and thoughtful products.»

To amplify the positive impact of this order, the selected team/order receives a donation of €100 to be refunded to the association of their choice via Charitips, a solidarity platform bringing together many high-impact associations. In just a few clicks, the winning team can support a cause close to their heart: environment, health, education, inclusion...

This is our way of acknowledging their commitments.



Guerlain pencil case – Aqua nude

2026: flat pouch made of 100% recycled GRS-certified materials (body in matte rPU / rPET lining / reinforcements in rPP / zipper in Zamak) + pouch made of FSC-certified recycled paper



1.

2.

My Little Box Duo Kits:

made from GRS-certified recycled cotton outer fabric and GRS-certified rPET lining.



3.

Fresh pouch: body made from 100% recycled cotton and rPET lining. GRS Certified pouch



4.



L'Occitane spring kit: body material & lining 100% RPET, GRS certified, no packaging

5.



Bensimon banana for Prescription LAB: rPET/ recycled cotton mix certified GRS, rPET lining, 100% matte body, +50% recycled material, no packaging





The Breeam Label level «Very Good» takes into account:

The responsible sourcing and environmental impact of materials

The energy performance of buildings

The movement of users to and from the site (for example, the creation of a bicycle parking lot)

Biodiversity in the surrounding soils

The end of life of buildings.

There are less than 1 million buildings in the world with a Breeam label.



03 New headquarter

Anaïk inaugurates The Lodge, its new headquarters in Villeneuve d'Ascq

As a symbol of our commitment to innovation, employee well-being, and environmental conservation, our new headquarters, The Lodge, was inaugurated in September 2025 in the presence of our clients, partners, and other stakeholders, and also hosted our annual seminar in the presence of all our French collaborators.

Anaïk was looking for a place capable of welcoming its teams in a modern and functional environment. The post-Covid energy crisis has accelerated reflection on a more environmentally responsible building that is better suited to employees' needs. After several years of research, design, and consultation with the partners Créer Promotion, Arrow Immobilier, Concept Archi, and the Villeneuve d'Ascq town hall, the building permit was submitted in April 2023. Work began in January 2024 and the building was delivered in July 2025.

The Lodge is distinguished by a sober and elegant architecture, perfectly integrated into a green environment. The building, labeled BREEAM level «Very Good», meets the highest standards in terms of environmental performance and quality of life at work. Its

«Each space has been designed to stimulate creativity, collaboration and well-being, while offering flexibility adapted to the needs of 80 employees for the next ten years.»



concrete structure, timber-framed facades, outdoor terraces and modular spaces illustrate a sustainable and functional approach.

«The Lodge embodies our DNA and values: reducing our environmental impact, improving our economic performance and fostering employee development,» explains Frédéric Delloye, President of Anaïk «Each space has been designed to stimulate creativity, collaboration and well-being, while offering flexibility adapted to the needs of 80 employees for the next ten years.»

The workspaces were designed around the design workshop and support teams, with particular attention paid to meeting points, meeting rooms and relaxation areas, including fitness facilities, terraces and gardens. The showroom, more intimate, allows you to discover the products as in a shop. The involvement of employees was strong: 22 of them actively participated in the thematic groups to define the layout, furniture, traffic flow and relaxation areas. The name The Lodge refers to lodges visited by Frédéric Delloye during humanitarian missions in Nepal: places integrated into their natural environment and designed to welcome with respect for nature. The



philosophy of this new headquarters is also reflected in its logo, made up of interlocking circles evoking human, nature and community. The color palette (fir green, moss green, off-white and anthracite gray) and the typography with rounded curves reflect the balance between durability, human warmth and modernity.

The Lodge is therefore more than a headquarters: it is a place of cooperation, creation and conviviality. On the ground floor, an undergrowth welcomes visitors, on the first floor the workspaces, and on the second floor, a place of conviviality and product discovery welcomes employees and customers. «Come take your lessons in nature, that's where our future lies», a quote by Leonardo da Vinci affixed to the entrance, reflects the philosophy of the place and its integration with respect for the environment.

With The Lodge, Anaïk confirms its position as a pioneer combining innovation, responsibility and quality of life at work. This new headquarters symbolizes the company's desire to build a harmonious future, connected to nature and centered on humans.

REVIEW

Engagement #2 : S’assurer que nos collaborateurs soient engagés et épanouis au quotidien pour contribuer positivement à nos ambitions

Increasing the level of professional development of employees

Strategic indicator	2020	2021	2022	2023	2024	2025 Results	Goal 2025	Goal 2030	
HR BAROMETER Average level of professional development of employees (/5)	3.9	3.8	4	3.9	3.9	3.7	4	4	 To reinforce

Développer les compétences et fidéliser les talents

Strategic indicator	2025 Results	Goal 2025	Goal 2030	
INTERNAL MOBILITY % of employees who underwent internal mobility over the last two years*	11.5%	10%	10%	 Reached
TRAINING % of employees who have completed at least one training course in the year**	70%	100%	100%	 To reinforce

Methodological notes:
* New indicator monitored starting in 2025. Historical data was previously tracked by the number of employees concerned.

** New indicator monitored starting in 2025. Historical data was previously tracked in the average number of training hours per employee.

Increasing the level of employee engagement

Strategic indicator	Goal 2025	2025 Results	
CSR AWARENESS Deploy a common CSR culture within the company*	• Deploy CSR awareness measures for all employees; • Train key professions in CSR to guide business practices; • Structure and strengthen ongoing training in CSR.	• Climate mural integrated into the welcoming path for new entrants; • CSR training rolled out to sales teams; • CSR training cycles launched by profession (eco-design, sustainable purchasing, etc.); • Creation of a common CSR training repository; • Strengthening the skills of CSR teams.	 Atteint

Methodological notes:
* New structured and monitored objective starting in 2025.

The recommendations of the *Mission Committee*

HR BAROMETER
The Mission Committee recommends to strengthen the use of the results of the barometer by implementing action plans targeted on the least successful themes, especially in offices with the lowest scores. It also recommends integrating a measure of sense of equity (gender, age, origin, etc.) in order to better monitor issues of inclusion and equality within the company. Finally, in order to improve participation, it is recommended to strengthen communication around the barometer and to better highlight the concrete actions implemented as a result of employee feedback, in order to restore meaning to the process and encourage commitment in the next waves of response.

INTERNAL MOBILITY
The Mission Committee recommends moving this indicator towards a more qualitative approach, making it easier to measure the impact of internal mobility (skills development, talent retention, employee satisfaction)., and to support this dynamic by implementing mechanisms that promote the visibility of opportunities and support pathways.

TRAINING
On this indicator, the Mission Committee recommends strengthening the integration of international teams into training programs by identifying local partner organizations and/or appropriate digital tools to facilitate their access and participation.

CSR AWARENESS
The Mission Committee recommends that CSR training be rolled out in the current 2026 procurement professions. And to build a training «expert ecodesign» for the design teams (provided by the Paris design team).





03

Support our customers in choosing
mindfully more virtuous products



01 Additional CSR services for our clients: *EcoDesignCloud*

Anne-Sophie Meyer
Head of Sales,
Anaïk

Marco Stefanovic
Key Account Manager,
EcoDesignCloud

ENGAGING OUR CLIENTS IN SOCIAL AND ENVIRONMENTAL TRANSFORMATION BY OFFERING THEM COMPLEMENTARY SERVICES THAT ENABLE THEM TO CHOOSE MORE RESPONSIBLE PRODUCTS



1) Today, how have customer expectations changed on environmental issues?

Anne-Sophie Meyer: Today, brands are much more exposed, whether to consumers or the groups they belong to. They have carbon reduction targets and must integrate these issues into their developments. They therefore expect their suppliers to provide them with support in order to better understand their impact and, above all, to identify how to reduce it, without distorting their DNA.

Marco Stefanovic: Yes, clearly, the environmental issue has become a real decision criterion. Between the CO2 commitments for 2030 and regulations such as the CSRD (Corporate Sustainability Reporting Directive), the pressure is accelerating. What is also changing is that it is no longer just a CSR issue: it is now integrated into the purchasing, design, or sales teams.

Anne-Sophie Meyer: And that changes everything, because today we manage to speak a common language, where before the concepts were more complex and sometimes blurred.

Marco Stefanovic: Exactly, standardization makes it possible to compare what is comparable and to have truly usable analyses.²⁾ Concrètement, à quel moment EcoDesignCloud intervient-il dans vos échanges avec les clients ?

Anne-Sophie Meyer: We can use it right from the creation phase to offer more responsible options directly to the client. Then, during the development phase, it helps us arbitrate between different leads. And finally, it is also used after production, notably to feed carbon balances or analyze the impacts related to transport. It's really a tool used from A to Z.

3) How does EcoDesignCloud help to make these exchanges more concrete and objective?

Marco Stefanovic: Before, we were a lot on declarative, on intentions. Today, we put figures on the table, based on recognized scientific criteria. It allows you to go from a perception to a demonstration. The reports are readable, comparable, and understandable by all project stakeholders, which greatly facilitates exchanges.

4) How does EDC change the way decisions are made on a project?

Anne-Sophie Meyer: It already allows you to work at a very precise level. We can compare a specific component without questioning the whole product.

Marco Stefanovic: And above all, the comparisons are almost immediate. Where an analysis could take weeks, today we obtain results in a few minutes. This makes it possible to integrate ecodesign from the brief, at a key moment when the majority of the impact is decided, and to balance issues such as cost, aesthetics, and environmental impact.

5) At Anaïk, how do you use EDC to support your clients without restricting

their choices?

Anne-Sophie Meyer: We stick to the logic of advice. We don't question a brief, but we systematically propose more responsible alternatives, while respecting the brand's codes. This is what customers expect today: to be accompanied, challenged, and benefit from concrete solutions. It's a real lever of differentiation for us.

6) Why is it essential to leave the choice to the client, even with impact data?

Marco Stefanovic : Parce qu'EcoDesignCloud est un outil d'aide à la décision, pas un outil de prescription. Le client a toujours d'autres contraintes – budget, délais, stratégie – que l'outil ne prend pas en compte. L'objectif est de le responsabiliser, de lui permettre de faire des choix éclairés et de progresser étape par étape.

7) Qu'est-ce que vos clients retirent concrètement de l'utilisation d'EcoDesignCloud ?

Marco Stefanovic: Because EcoDesignCloud is a decision support tool, not a prescription tool. The client always has other constraints—budget, deadlines, strategy—that the tool does not take into account. The goal is to empower them, to enable them to make informed choices and to progress step by step.

8) In your opinion, what role will these tools play in the years to come?

Marco Stefanovic: We are clearly moving towards a standardization of the market. With regulations such as the CSRD or

the PPWR (Packaging and Packaging Waste Regulation), these tools will become essential, just like a technical specification. Leading companies, like Anaïk, are already one step ahead.

9) If you had to summarize EcoDesignCloud in one sentence on the client side?

Anne-Sophie Meyer: The LCA is key to designing truly more sustainable gifts and packaging based on reliable data rather than conventional wisdom.

Marco Stefanovic: EcoDesignCloud is what transforms an environmental commitment into a concrete, measurable act, shared with the entire chain, from the brand to the supplier.





Cécile Béniguel
Product Director,
Anaïk

«Supporting our customers in
choosing more virtuous products.»

02 Positioning ourselves as a leader of virtuous change for the *sales promotion sector*

Ecodesigned upstream collection

What role do eco-designed upstream collections play today in supporting our clients?

Today, these collections go far beyond a simple style exercise. They are real decision-making tools. They allow customers to plan very concretely on product leads, from the early stages of reflection. We bring them something tangible, which speeds up discussions and structures their thinking before their marketing briefs.

Why is it important to materialize ecodesign through concrete collections?

Because as long as we stay at the level of discourse, it can seem abstract. Seeing, manipulating, testing a product completely changes perception. This removes many obstacles, particularly with regard to quality or desirability. We show that more responsible choices (beyond their environmental scoring) can also be very attractive, very sensory, and fully aligned with market codes.

How do these collections help guide customers' choices without forcing them?

We are really in a supportive position. Collections open up possibilities, they do not close them off. They make it possible to illustrate different scenarios, different levels of engagement, and to explain the associated impacts. Then, the client remains free to make their choices, but they do so with a much clearer vision and reliable data.

How do you work on the balance between product desirability and environmental requirements in these collections?

For us, desirability is key. If the product does not make

you want it, it will not be chosen and therefore it will have no impact. We work a lot on the use, materials, textures, finishes, to maintain a qualitative and premium perception. The challenge is to prove that we can reconcile aesthetics, product experience and a more responsible approach, without any visible compromise.

How do these collections foster exchanges with customers on a daily basis?

They create a common language, facilitate understanding and make it possible to move faster towards co-constructed solutions. We gain efficiency and precision in exchanges, without hindering creativity.

What do customers actually get out of these eco-designed collections?

First, a better readability of the options available to them. Then, a lot of reassurance: on performance, feasibility, and also on economic balances. They have access to solutions that have already been tested and developed, which secures their choices and saves them time in their development.

How do you see the role of these collections evolving in the coming years?

They will become even more strategic. We will enrich these collections with more data and product solutions to inform decisions, while remaining in something very accessible. There will also be more customization, to better match each client's challenges and market

trends. The idea is really to make it a complete and evolving tool that is both creative and decision-making.

If you had to summarize the contribution of ecodesigned upstream collections for a client in one sentence?

Eco-designed upstream collections allow you to transform responsible intentions into concrete, secure and efficient choices in terms of Gifts, Packaging and Accessories.

What eco-designed upstream collections allow:

Quickly plan for a responsible product

Compare different options

Facilitate arbitration

Securing the choices





Coralie Paris
Supply Chain Director,
Anaïk

Improving Data

In the promotional gifts sector, the supply chain is rapidly evolving. Between large-scale import procurement, CSR requirements, and cost optimization, data is becoming central. Meeting with a Supply Chain Director who manages quality, CSR, logistics, and traceability for our major retail and beauty brands.

Your company obtains 80% of its supplies in China and Asia. How do you manage the complexity of these supply chains?

Complexity is part of our daily lives, but our ability to manage it has greatly evolved thanks to data. Today, all our activities (quality, CSR, logistics) are based on structured data. Data is no longer a by-product: it has become an essential strategic lever.

Your customers, major retail and beauty brands, are increasingly sensitive to environmental issues. How do you support them concretely?

Our customers are no longer just looking for a product at the right price, they want to understand its environmental impact. Thanks to tools like EcoDesignCloud, we measure precisely this impact and offer comparisons between different options. Data thus makes it possible to transform CSR into concrete decision-making criteria and positions us as a true consulting partner.

Traceability is a sensitive issue when we source our supplies in Asia. How do you ensure the compliance of your products?

We rely on certifications such as GRS or GOTS, which guarantee full traceability of the value chain. This certified data allows us to respond quickly to our clients' requirements, but also to anticipate risks. With the strengthening of European regulations, having reliable and verifiable data has become essential to continue importing.

Let's talk logistics. How does data help you optimize your transport costs?

Logistics from Asia remain complex, but data allows us to refine our forecasts, optimize container filling, and better manage contingencies. A key indicator guides our performance: the OTIF (On Time In Full), which measures our ability to deliver on time and in full. It is also a tool for collaboration with our clients to continuously improve our operations.

Does predictive supply chain really work?

The predictor remains complex because the variables are numerous, but it brings valuable visibility. For example, the analysis of a supplier's quality data makes

it possible to anticipate risks and adapt action plans. In a context of very constrained promotional campaigns, this better anticipation greatly reduces uncertainty.

What advice would you give to your clients about the role of the supply chain today?

The supply chain is no longer an operational end-of-chain function. It is becoming a data business, where control and sharing of information are essential. Brands now expect partners able to provide transparency, prove their CSR commitments and anticipate risks.

A final word?

The supply chain is at a turning point. Data has become a common language used to address key issues: environmental impact, securing supplies, and optimizing costs. Investing in tools and training teams is no longer an option: it is what makes it possible today to move from being a service provider to becoming a strategic partner.



03 Our labels and recognitions

Entreprise Renewal of our certification B Corp™



Certifiée

After obtaining its first B Corp™ certification in 2022, Anaïk is now taking a new step with the renewal of its certification in 2025. Our new score of 106.5 points reflects an increase of more than 22 points since the first evaluation.

Several actions contributed to this improvement:

Between 2022 and 2025, our B Corp™ score rose from 84.3 to 106.5 points, with progress in all five areas. The largest increases are in “Workers”, “Community” and “Environment”:

- **On the team side:** evolution of HR policy (compensation, benefits, development and fulfillment);
- **On the community side:** strengthening Sustainable Procurement, economic impact in the value chain, and support for inclusion;
- **On the environment side:** strengthening the Climate and Eco-design strategy, as well as monitoring consumption (energy, water, waste).

The governance and client aspects are also progressing, confirming the soundness of the approach.



Adherence to the UN Global Compact

The United Nations Global Compact, also known as the UN Global Compact, is the largest international initiative on sustainable development with more than 13,000 members in 170 countries. The Global Compact is also the starting point for adherence to the 17 Sustainable Development Goals (SDGs) adopted in September 2015 by the UN, which offer a universal agenda to be achieved by 2030 to build a **more sustainable and inclusive world**.

Since 2015, Anaïk has been committed to the social responsibility initiative of the United Nations Global Compact and its 10 principles around human rights, labor standards, environment and the fight against corruption. This international reference framework is also the foundation of the company's responsible purchasing policy.



EcoVadis Platinum Medal

For the fifth consecutive year, Anaïk has been awarded the EcoVadis Platinum Medal, **with a score of 88/100, placing it in the top 1% of companies evaluated in 2025**.

A pioneer since 2007 with a Sustainable Purchasing policy (validated by EcoVadis in 2012), the company confirms the strength of its commitments. This result reflects the concrete actions taken by the teams to address social and environmental issues, as well as a dynamic of continuous improvement.

In a logic of transparency, EcoVadis identifies areas for progress: definition of **scope 2 and 3 emission reduction targets, and formalization of objectives aligned with scientific data**.

These recommendations feed into the CSR roadmap for the coming years.



Our climate commitment with the CDP

Anaïk renewed its B score in 2025 at the

Carbon Disclosure Project (CDP), reflecting its ongoing efforts to improve its environmental impact. This international questionnaire, to which more than 25,000 companies respond, assesses the maturity of strategies on climate, water and forests.

Since 2022, Anaïk has been participating in the climate module with a strong commitment to **transparency and sustainability**. Our clients thus benefit from a committed partner, committed to continuous improvement and contributing to a more controlled supply chain, **in support of their own environmental objectives**.

Annual participation in the CDP is both a lever for progress, a tool for regulatory anticipation and a strategic guide to go further.

EXTERNAL CSR COMMUNICATION



01 Our participation in CSR public events

Back on the B Corp™ Party of Hauts-de-France 2025: an inspiring and resolutely collective edition.

On June 3, 2025, the B Corp Party of Hauts-de-France brought together more than 200 participants in Lille for a festive, immersive, and engaged 4th edition. This year, the event was punctuated by the B Corp Challenge, a **fun and educational course made up of 20 challenges** designed to explore the 7 themes of the new B Corp™ standards. The principle was simple: each participant had to take on at least one challenge per theme. This 2025 challenge is the result of several months of collaborative work carried out with 23 B Corp™ companies from Hauts-de-France.

As a historical member of the movement in the region, Anaïk naturally took part in facilitating one of these challenges. In this context, CSR conducted a workshop dedicated to human rights. Through the game «Human

Rights Battleship», participants were invited to assess the severity and likelihood of risks related to human rights issues, a concrete, fun and structured exercise to question the maturity of their organizations.

Beyond the proposed content, this B Corp Party was above all a strong moment to strengthen ties with the B Corp™ community of Hauts-de-France, a committed, dynamic, and inspiring network that collectively supports the movement's transformation ambitions.

In 2025, Anaïk also participated in the World Forum organized by the Alliance Network in Marcq-en-Barœul, which brought together nearly 2,000 participants.

On this occasion, Frédéric Delloye, President of Anaïk, acted as an ambassador, contributing to discussions around the challenges of business transformation. This participation is part of Anaïk's commitment within the

Enterprise Community in Mission, whose company is also an active player, notably by hosting a meeting at its premises in 2025.

Beyond these events, Anaïk also leads courses for post-baccalaureate students, notably at IESEG and HEI.

Through these actions, Anaïk affirms its desire to actively contribute to the collective dynamics and evolution of the practices of its ecosystem.



02 A Communication Team *in the service of CSR*

In 2025, Anaïk strengthened its CSR communication strategy with a clear ambition: to make it a lever of influence and transformation of the sales promotion sector, beyond a simple logic of valorization.

In a context of growing demand for transparency, communication has been structured around educational content with high added value, aimed at making accessible complex topics such as ecodesign, traceability, and the measurement of environmental impacts. The goal is to support clients, partners and collaborators towards a better understanding of the issues and solutions.

Throughout the year, Anaïk has developed regular, educational and inspiring presentations based on concrete cases, product innovations and feedback. This approach illustrates the levers for action and demonstrates the feasibility of more virtuous models.

At the same time, the company has strengthened its transparency by sharing its progress, indicators and areas for improvement in a structured way, thereby consolidating the credibility of its discourse and the trust of its stakeholders.

This approach supports the positioning of Anaïk as a committed player and driving force in its sector, contributing to changing market standards. New in 2025: the launch of the Anaïk blog, designed as a space for further exploration to decipher complex CSR topics (carbon contribution, CDP commitments, carbon sequestration) with a clear, educational, and transparent approach, thus strengthening its role in supporting the ecosystem.

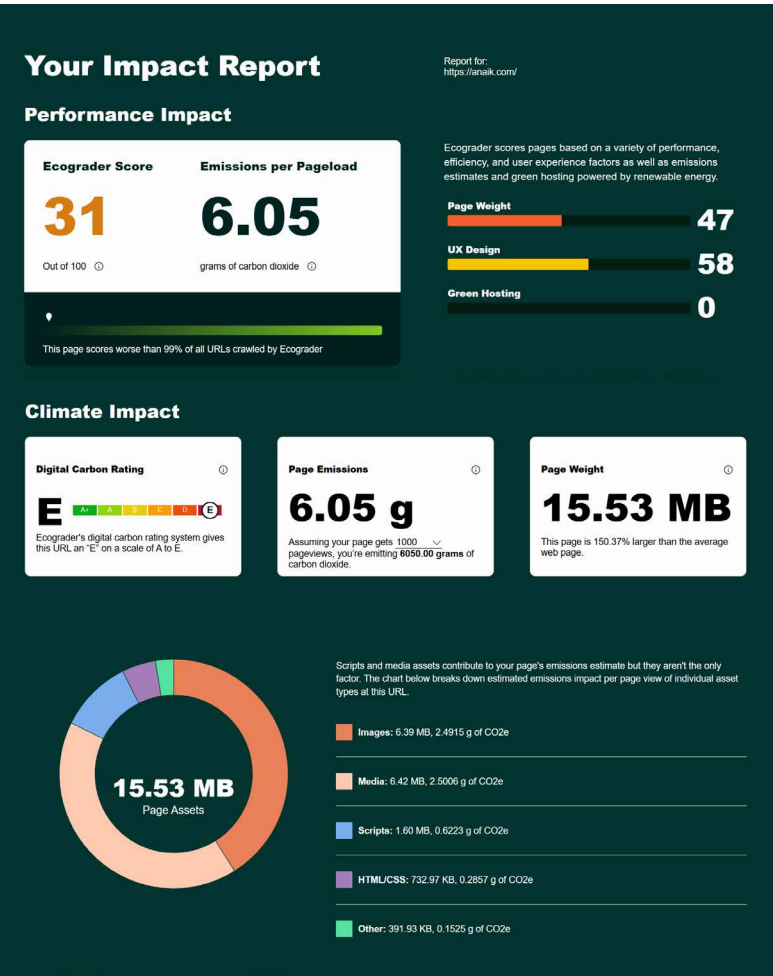
8 CSR topics highlighted: CDP, carbon contribution, carbon footprint assessment, Mission report, new Mission Model, EcoScore / EcoDesignCloud, EcoVadis, B Corp TM renewal.

10 Mobilized channels: social networks, internal and external newsletters, Mission report, webinars, blog, press, internal quarterly broadcast, video, event.

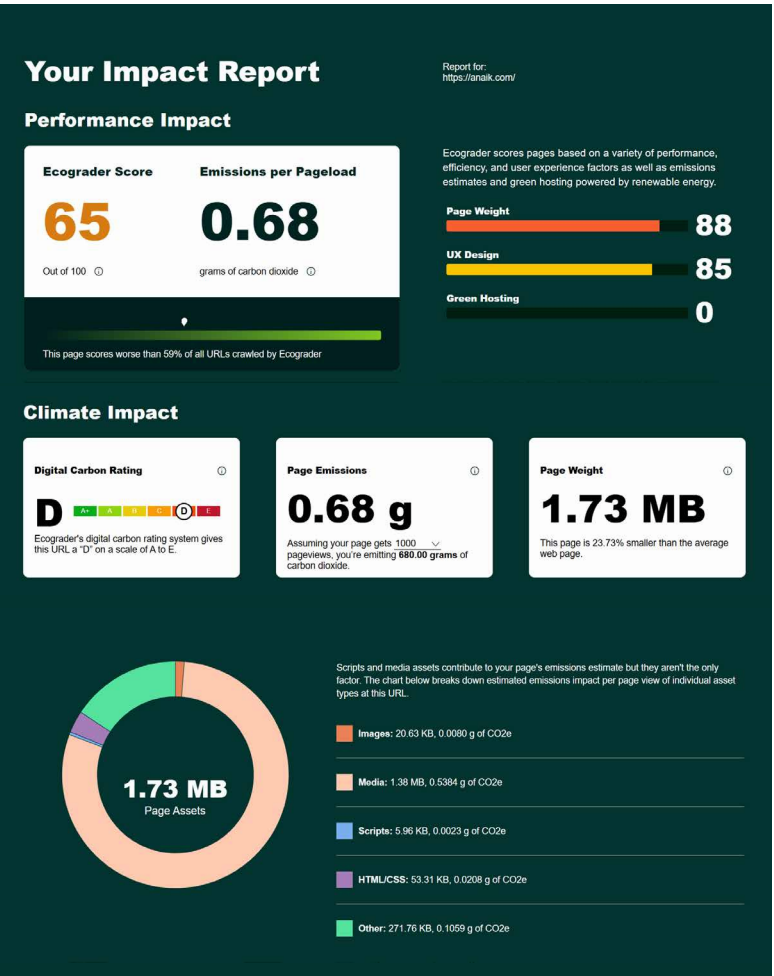


Optimization of the environmental footprint of our website: a continuous improvement approach

AUGUST 2025 (BEFORE THE SITE REDESIGN)



OCTOBER 2025 (AFTER THE SITE REDESIGN)



As part of the redesign of our website in 2025, we have significantly improved the environmental performance of our pages. **According to the Ecograder tool, the page weight went from 15.53 MB to 1.73 MB, a reduction of nearly 90%, leading to a decrease in emissions per load from 6.05 g to 0.68 g of CO2.**

This optimization is accompanied by a significant improvement in the Ecograder score, from 31 to 65 out of 100. These results illustrate our desire to align our communication tools with our CSR commitments, by integrating the principles of digital eco-design at the heart of our strategy.

These results show significant progress, even if areas for improvement remain, and reflect our commitment to continue optimizing the environmental impact of our digital tools by pursuing a continuous improvement approach.

Source : Ecograder



REVIEW

Commitment #3 : Helping our customers make informed choices about more sustainable products

Offering our customers complementary services to choose more responsible products.

Strategic indicator	Goal 2025	2025 Results		
CSR COMPLEMENTARY SERVICES FOR OUR CLIENTS Develop CSR services integrated into the commercial offer*	Integrate CSR services into the commercial offer	Integration and deployment of the EcoDesignCloud environmental scoring tool	 Reached	Methodological notes: * New structured and monitored objective starting in 2025.

Engaging our clients in social/environmental transformation.

Strategic indicator	2022	2023	2024	Résultat 2025	Objectif 2025	Objectif 2030		
ANAIK NOW % of products incorporating our internal ecodesign criteria	35%	34%	33%	35%	50%	75%	 To reinforce	Methodological notes: * Until 2024, the indicator focused on certified parts sold (products + packaging). Starting in 2025, tracking focuses only on certified products sold, with a more demanding scope.
CERTIFIED PRODUCTS SOLD % of products sold without packaging or with plastic-free packaging*	7%	16%	18%*	5%	10%	75%	 To reinforce	

Positioning ourselves as a leader of virtuous change for the sales promotion sector

Strategic indicator	Objectif 2025	Résultat 2025	
CSR EXTERNAL COMMUNICATION Strengthen the external outreach of CSR commitments*	50% of social media posts addressing CSR topics 30% of newsletters dealing with CSR topics	61% of social media posts related to CSR topics 42% of newsletters related to CSR topics 8 CSR topics highlighted through 10 communication channels 4 articles published in the specialized press	 Atteint

Methodological notes:
* New structured and monitored objective starting in 2025.

The recommendations of the Mission Committee

CSR COMPLEMENTARY SERVICES FOR OUR CLIENTS

If the objective is considered to be achieved by 2025, the Mission Committee recommends continuing to integrate the EcoDesignCloud tool into the daily lives of operational teams, as a tool that also allows them to systematize the proposal for more virtuous alternatives. Finally, the Mission Committee recommends strengthening CSR reports during annual business reviews for clients.

ANAIK NOW – CERTIFIED PRODUCTS SOLD

The Committee encourages Anaïk to continue strengthening its partnerships with suppliers engaged in certification processes, while further enhancing the environmental and social benefits of these certifications for clients.

CSR EXTERNAL COMMUNICATION

The Mission Committee recommends drafting a responsible marketing/communication policy to guide our communication practices and move towards greater transparency.





Conclusion & OTI's opinion



ReLooking Forward

The opinion of the Independent Third Party Organization confirms the sincerity of our approach, the reality of the actions taken and the progress made in light of the objectives we have set ourselves.

We welcome this evaluation as we approach our Mission: with rigor, transparency and humility.

Because a Mission is not only measured by the achievement of objectives. It is also measured by a company's ability to learn, challenge itself, and make progress over time.

The report you have just read is a testament to a year of acceleration, structuring, and collective commitment. But above all, it marks a stage in a longer trajectory.

At Anaïk, we are convinced that the environmental, social and economic challenges facing our industry require new ways of designing, producing and collaborating.

We will continue to move forward with the same requirement, the same transparency and the same desire to build useful solutions for our customers, our partners, our employees and our entire ecosystem.

The path continues... And we look forward to writing it with you.

Opinion of the Independent Third Party Organization

Verification of the implementation of social and environmental objectives

ANAIK GROUP
99 bis rue Louis Constant
59650 Villeneuve-d'Ascq

Scope of the verification
ANAIK GROUP on all its subsidiaries
From 1 January 2024 to 31 December 2025

Verification agency
The Cabinet de Saint Front is an independent third-party organization, accredited by Cofrac Validation Vérification, no. 3-1860 rev. 2 (list the locations and scope available under www.cofrac.fr)
We have carried out work aimed at formulating a reasoned opinion expressing a moderate assurance conclusion on the achievement of social and environmental objectives that the entity has set within the specified verification scope.above and attached to the management report pursuant to the provisions of Article L 210-10 of the Commercial Code and our SAM program REV11_06-11-2025.

Social and environmental objectives
OS No. 1: Constantly challenging the social and environmental standards of our products with our stakeholders
OS No. 2: Ensure that our employees are committed and fulfilled every day to contribute positively to our ambitions
OS No. 3: Supporting our customers in choosing more virtuous products with awareness

PRESENTATION OF THE INTERVENTION

This verification notice sets out our conclusions regarding ANAIK's compliance GROUP, social and environmental objectives enshrined in its articles of association as a company with a mission. After the first two audits carried out in 2022 and 2024, the company once again entrusted us with conducting this regulatory audit.

The year 2025 was a year of transition for ANAIK GROUP, with the modification of its statutory social and environmental objectives and the implementation of a new mission model.

These developments have led society to define new indicators and results to achieve. Our work took place in a climate conducive to exchanges thanks to the involvement of teams, an efficient provision of requested documents and information, as well as the availability and participation of internal and external stakeholders.

REGULATORY COMPLIANCE

Based on the procedures we implemented, as described in the «Nature and extent of the work» section, and the elements we have collected, we did not identify any significant anomaly likely to call into question, in the scope concerned by the status of company with a mission and at the end of the period covered by our audit:

- The link between the raison d'être stated in its articles of association and the company's activities;
- The link between the social and environmental objectives enshrined in its statutes and the company's activities;
- The monitoring of the execution of the assignment by the assignment committee;
- The composition of the mission committee/the presence of a mission manager;
- The favorable conclusions of the mission committee on the relevance of the objectives;
- The ability to verify the execution of objectives.

Consequently, the company ANAIK GROUP complies with each of the conditions of Article L 210-10 allowing it to claim the status of a limited liability company.

CONCLUSIONS ON COMPLIANCE WITH SOCIAL AND ENVIRONMENTAL OBJECTIVES

Based on the procedures we implemented, as described in the «Nature and scope of the work,» and the items we collected, we did not identify any significant discrepancy likely to be called into question. on the scope concerned by the status of company with mission and at the end of the period covered by our audit, the following opinion on the achievement of social and environmental objectives:

N°OS	Résultats 1	Moyens 2	Atteinte 3	Conclusion
1	Oui	Oui	Non (avec circonstances)	Objectif statutaire respecté
2	Oui	Oui	Oui	Objectif statutaire respecté
3	Oui	Oui	Oui	Objectif statutaire respecté

The conclusions presented above are based on the decision tree of the Mission Enterprise Community presented in the methodological guide Towards an OTI audit contributing to the progress of the mission company published in January 2024.
1. The «Results» column presents our conclusions regarding the question: «Has the entity identified verifiable (quantitative/qualitative) indicators to be achieved for the statutory objective (if applicable operational) and relevant according to the engagement committee?» from the decision tree
2. The «Means» column presents our conclusions regarding the question «Has the entity mobilized adequate resources consistent with its objectives and resources?» from the decision tree
3. The «Reached» column presents our conclusions to the question «Are all results achieved?» in the decision tree.

Therefore, the company ANAIK GROUP respects the social and environmental objectives it has set itself to pursue, in line with its raison d'être and its activity with regard to its social and environmental issues.

CROSS-FUNCTIONAL COMMENTS

Beyond the synthetic elements presented above, it seems important for the reader to highlight the following strengths:

- The statutory amendment made by ANAIK GROUP has strengthened the precision and the specificity of the mission and thus to better reflect one's ambitions. The integration of its stakeholders' vision in a structured way following a broad consultation process should be highlighted.
- The indexation of part of the variable compensation of employees to mission indicators constitute a particularly structuring lever, promoting both the ownership of the mission and the mobilization of operational resources for its deployment.
- The framing and coordination of the mission carried out by the CSR Department were a key factor in structuring and implementing the system. over the period, ensuring consistency and continuity in the actions undertaken.
- ANAIK GROUP has made a structuring choice in terms of strategic orientation, by renouncing an activity representing about 2% of its revenue, in order to support a significant lever for reducing its carbon footprint, estimated at 20%.
- The appointment of Guillaume de La Débutrie to the position of CEO did not call into question the momentum built around the company by his predecessor. His good understanding of the mission's issues ensured the continuity of the vision and deployment of the approach.

Without calling into question the conclusions expressed above, we make the following observations:

- The high number of results to be achieved leads to dilute the measurement of the overall impact of the mission. The system still seems too focused on a logic of actions, to the detriment of indicators more directly oriented towards impact.
- The definition of ambitions and associated trajectories remains to be consolidated, notably in connection with the Mission Committee. The objectives set sometimes appear difficult to achieve in view of the initial results observed, which leads us to note that certain results have not been achieved despite the mobilization of relevant resources.



COMMENTS ON THE VARIOUS SOCIAL AND ENVIRONMENTAL OBJECTIVES

STATUTORY OBJECTIVE 1

- The expected result of «50% ANAIK NOW products sold at the end of 2025» was not achieved, with a result of 35%, despite having put in place measures deemed adequate. For comparison, the rate observed in 2024 stood at 34%. The ambition is to increase this by 16 points in one year, on an indicator that strongly depends on customer choices, appears to be particularly high and calls for a recalibration of the results to be achieved in order to reconcile ambition with achievability.
- The expected result of «75% of Best Partners Asia evaluated Ecovadis at the end of 2025» was not achieved, with a result of 65%, despite the mobilization of adequate resources. This observation follows the same logic as that outlined above and refers to the need for an adjustment of ambition levels in light of the levers that can actually be controlled by the company.
- The target result to be achieved of «15% procurement tracked by the end of 2025» was not reached, as the measurement indicator is still being deployed over the period. Setting a quantitative target before the full implementation of the indicator and without prior calibration phase appears premature and invites ANAIK GROUPE to structure its trajectories by stages, by clearly distinguishing the phases of deployment of the tools and those of performance measurement.

STATUTORY OBJECTIVE 2

- The target result of «a score of 4/5 in the HR barometer at the end of 2025» was partially achieved, with a score of 3.7/5, despite having mobilized resources deemed adequate. This result calls for the efforts already made to be continued, in particular by improving the participation rate so as to provide a more representative reading, and for «strengthen the use of the results of the barometer by implementing action plans targeted on the least successful themes,» as recommended by the Mission Committee.
- The target to be achieved is for «100% of employees to have completed a training course by 2025.» This difference is explained by a change in the scope of the indicator that occurred after the goal was set, with the exclusion of CSR training from the accounting field. This observation highlights the importance of defining the scope of monitoring indicators in a stable manner before setting the level of ambition, in order to ensure the consistency and readability of the results.

STATUTORY OBJECTIVE 3

- The result to be achieved, aiming for «50% of ANAIK NOW products sold at the end of 2025,» has also been selected as an analysis of compliance with this statutory objective. However, it was not taken into account in this context, as this indicator appears to be more relevant for assessing compliance with the first statutory objective, to which it is more directly linked.
- The expected result of «10% certified products by the end of 2025» was partially achieved, with a rate of 5%, despite the mobilization of resources deemed adequate. The ambition to reach this level as soon as the launch year, on an indicator that strongly depends on customer choices, appears particularly high and invites ANAIK GROUPE to adjust its results to be achieved in order to reconcile ambition and achievability.



PRESENTATION OF WORK

The absence of a generally accepted and commonly used framework or established practices on which to base the assessment and measurement of information relating to social and environmental objectives allows for the use of different measurement techniques, but acceptable, which may affect comparability between the entities and over time.

Therefore, information related to the implementation of social and environmental objectives must be read and understood with reference to the mission report.

ENTITY’S RESPONSIBILITY

It is up to the entity to appoint a mission committee or a mission contact responsible for preparing an annual report in accordance with the provisions of Article L. 210-10 of the Commercial Code. This report is attached to the management report.

LIABILITY OF THE INDEPENDENT THIRD PARTY

In accordance with the provisions of Article R. 210-21 of the Commercial Code, it is our responsibility, based on our work, to issue a reasoned opinion expressing a moderate assurance conclusion on the entity’s compliance with the social and environmental objectives that it has set for itself within the scope concerned by the status of company with a mission.

As we were not involved in the preparation of information related to the execution of social and environmental objectives, we are able to make an independent conclusion of moderate assurance on said information.

REGULATORY PROVISIONS AND APPLICABLE PROFESSIONAL DOCTRINE

Our work described below was carried out in accordance with the provisions of Article R. 210-21 of the French commercial code and the ISO 17029 standard

INDEPENDENCE AND QUALITY CONTROL

Our independence is defined by the provisions set out in Article L. 822-11-3 of the Commercial Code. Furthermore, we have implemented a quality control system that includes documented policies and procedures to ensure compliance with applicable legal and regulatory texts. We apply the SAM program REV11_06-11-2025.

NATURE AND EXTENT OF THE WORK

We planned and carried out our work taking into account the risk of material misstatement.

The proceedings we conducted by exercising our professional judgment allow us to draw a moderate assurance conclusion.

We have reviewed the activities of the entity within the scope concerned by the quality of company with a mission, the formulation of its raison d’être as well as its social and environmental issues.

Our work focused on:

- The analysis of the mission model (containing the raison d’être of the entity as specified in its statutes, the social and environmental objectives adopted pursuant to Article L. 210-10 and included in its statutes, the translation of these objectives into results and, if applicable, operational objectives and key monitoring indicators);
- The review of the adequacy of resources;
- The review of the achievement of the social and environmental objectives selected pursuant to Article L. 210-10, 2° and listed in its statutes.

Regarding the analysis of the mission model:

- We have checked the presence in the articles of association of the raison d’être and social and environmental objectives, as well as the presence of the mention of the quality of a company with a mission on the kbis;
- We checked the presence of an employee on the assignment committee or an assigned employee;
- We conducted a critical review of the mission report and collected various documents related to the assignment;
- We have reviewed the coherence of the mission model (consistency between the raison d’être, social and environmental objectives, results, and, where applicable, operational objectives and key monitoring indicators);
- We appreciated the coherence between the mission model and the company’s activity in terms of its social and environmental issues;
- We asked the body in charge of managing the company about the implementation of the mission-oriented quality of the company and how the company fulfills its social and environmental objectives.

Regarding the adequacy of resources:

- We inquired about the existence of actions taken and resources allocated to achieving social and environmental objectives;
- We identified evidence to be collected on some of these means and actions, then carried out, where appropriate, tests on the consistency of developments and detailed tests consisting of verifying the correct application of definitions and procedures and reconciling data with evidence;
- We asked stakeholders about the actions taken and the resources allocated in light of business developments over the period.

Regarding the achievement of objectives:

- We inquired about the existence of outcome measures (historical qualitative or quantitative data in the form of operational objectives and/or key monitoring indicators) achieved by the company at the end of the period covered by the audit for each social and environmental objective;
- We have reviewed the procedures for measuring these results (collection, compilation, development, processing, and control procedures) and the scope of these results;
- We identified evidence to be collected on part of the results (qualitative and quantitative). For the quantitative results, we carried out tests on the consistency of changes and, if necessary, detailed tests consisting of checking the correct application of definitions and procedures and reconciling data with evidence.
- We inquired about the assessment of the implementation of social and environmental objectives with the mission committee or the mission advisor. We inquired about the analysis in the mission report, of the results achieved by the company at the end of the period covered by the verification with regard to their expected trajectories.
- We corroborated this information collected with the stakeholders’ perception of the effects and impacts on the entity.
- We verified the successful achievement of results at the end of the period covered by the audit for each social and environmental objective and, where applicable, the existence of circumstances external to the company that affected compliance with these objectives.

The procedures implemented in the context of moderate insurance are less extensive than those required for reasonable insurance carried out according to the professional standards applicable in France; higher-level insurance would have required more extensive audit work.

Done at Toulouse, on 03/06/2026

L’ORGANISME TIERS INDEPENDANT

SAS CABINET DE SAINT FRONT

3 rue Brindejanc des Moulinais
31500 TOULOUSE
Candice Lourdin
Directrice Générale



Anaïk

CONTACT US :

www.anaik.com
digital@anaik.com