

RESPONSIBLE SUSTAINABLE COMMITMENT

Our vision is unconstrained by any boundaries; we strive to apply our creative flair and use the right technology and talent to publish high-impact content.

We aim to engage the audience by building an innovative brand story to create meaning.

In running our business, we put our **fundamental values** into action every day : positive energy, good will, friendliness, earning loyalty, passion, sharing, respect, enjoyment, consistency.

In 2019 we obtained the **ECOVADIS silver label** and formalised our Ethical, Social and Environmental charter, and following on from that, we wanted to strengthen our **Sustainable Development** commitment by implementing a responsible management system based on the ISO 20121 standard.

Each of these challenges incorporates cross-functional duties of inclusion, vigilance, and issues of integrity and transparency.

Antoine Dray, Chairman, 21 may 2021

ADR is a communication agency that specialises in designing experiences for the luxury goods, beauty, and cinema sectors. We create custom concepts that blend stagecraft with storytelling, using a digital and physical approach.

Our priority challenges for France will therefore be as follows :

ENVIRONMENTAL

Reducing the greenhouse **gas emissions** caused by our business-related travel.
Contributing to global **carbon neutrality**.
Optimising the sorting and recycling of waste from our events.
Planning **eco-responsible** events.

SOCIAL

Looking out for the **well-being** of our employees :
Maintaining our working conditions and **comfortable** environment.
Strengthening our internal **communications**.

ECONOMIC

Being sensitive to the needs of our stakeholders:
Improving our economic and social performance
Reinforcing our **local roots**.

This means that, for our activity in **France**, we are committed to :

Obtaining and maintaining **ISO 20121** international certification according to the principles of continual improvement • Observing our **Ethical and Social** code • Sustainably integrating the Ten Principles of the UN **Global Compact** into our strategy and our operations • Complying with the legal and other requirements that apply to us • Devoting the necessary human and material resources to meeting our commitments and achieving our goals.