



# THIS IS HOW WE LIVE



2023 Corporate Social  
Responsibility Report



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## | SUMMARY OF OUR ACTIONS





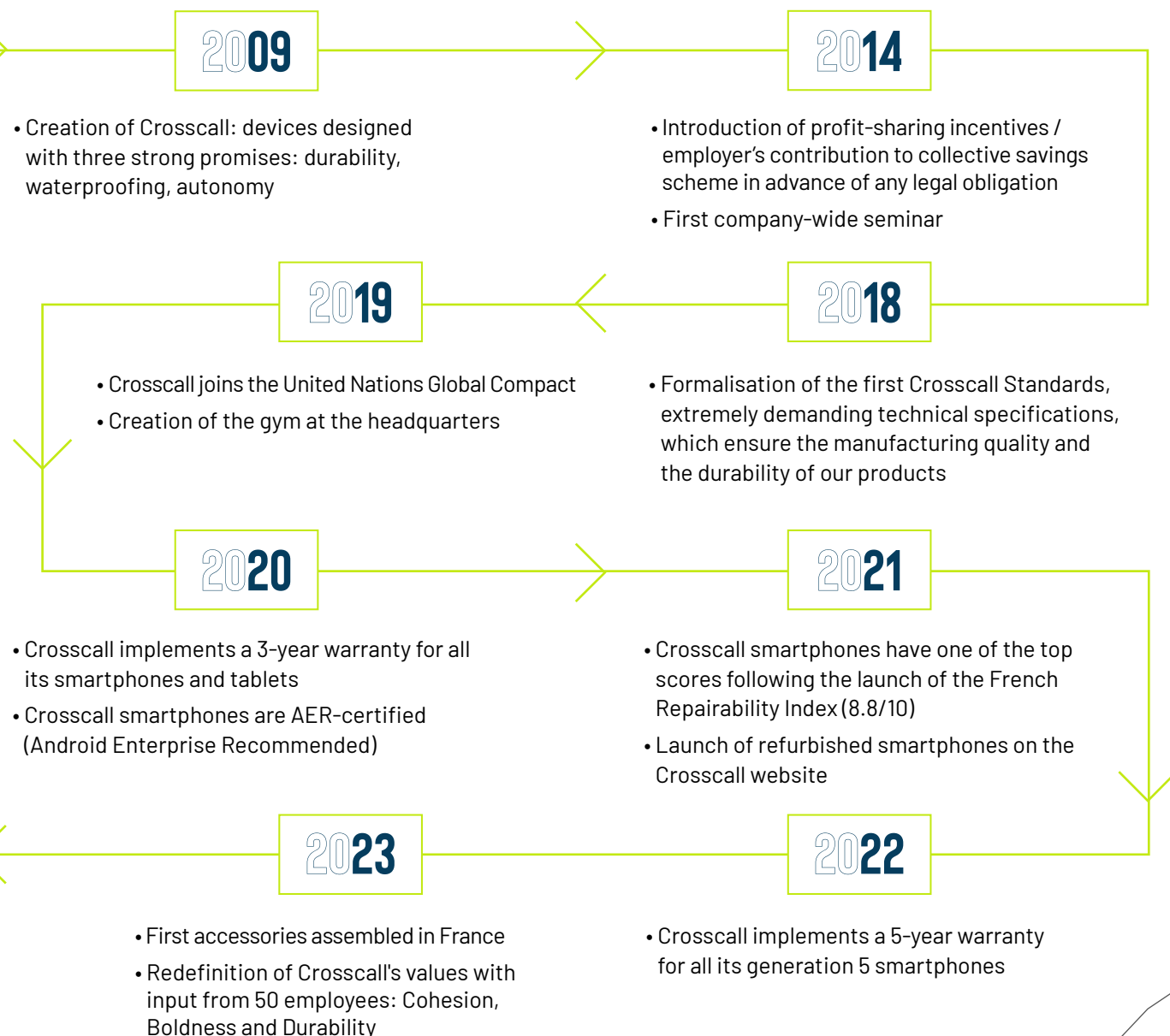
# INTRODUCTION TO CROSSCALL

Founded by Cyril Vidal in 2009, Crosscall is a French brand of smartphones and tablets with a 5-year warranty, designed to respond to a common usage requirement encountered by professionals and the general public: communicating on the move with a device designed to stand the test of time no matter the environment.

Based in Aix-en-Provence, Crosscall is the only telephony company with 100% of capital held in France. The company, which employs 173 individuals, sold more than 780,000 products over the 2023 fiscal year, with revenue recorded at €101 million. Crosscall simultaneously addresses the B2C, B2B and B2G (for public and government administrations) markets. It is notably the supplier of the French Ministry of the Interior, having equipped more than 230,000 national and local police agents in 2021.

Unless noted otherwise, this report describes the actions taken in fiscal year 2023 which ran from 1<sup>st</sup> April 2022 to 31 March 2023.

## CSR AT CROSSCALL OVER THE YEARS



# A YEAR OF ACHIEVEMENT

## Foreword from Cyril Vidal, President and Founder of Crosscall

After having joined the United Nations Global Compact in 2019, we took on another big step forward with our Corporate Social Responsibility in 2021 by conducting a materiality assessment, the outcome of which was a CSR Policy built around 5 pillars of engagement. This year, we've continued to promote the Ten Principles of the Global Compact and have started to roll out this strategy, through the hard work and efforts of various departments within the company.

Corporate Social Responsibility entirely resonates with the protocol at the heart of Crosscall's business: developing products which last for as long as possible in the hands of our users. To achieve this, we thus need to anticipate their impact throughout their life span.

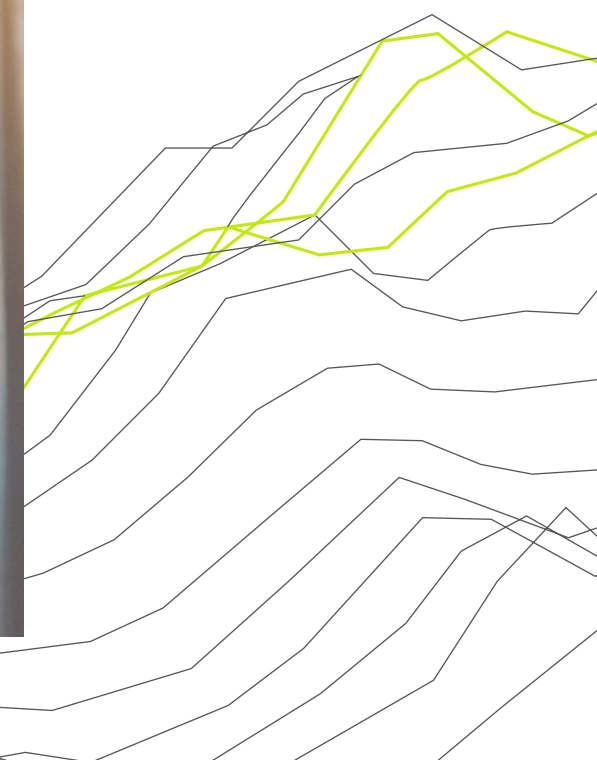
The challenges of eco-design to which I'm referring only constitute one aspect of CSR: as a business leader, it is also my duty to establish and maintain a working environment that is conducive to employee well-being, in order to ensure that they each feel important and valued in this big, human-centric adventure that we're on together.

More and more ethical and responsible criteria are now incorporated into the calls of tender that we respond to. This shows the extent to which this is a modern challenge that concerns all actors along the production and distribution value chains. It is therefore not solely with rigour but also with confidence and enthusiasm that we tackle this challenge, as we are certain that this is how we will lead the company into a successful future.



**CYRIL VIDAL**  
President and Founder  
of Crosscall

A handwritten signature in black ink, appearing to read 'Cyril Vidal'.





# BEING ASSESSED AND USING REFERENCE FRAMEWORKS

## ISO 26000, an international reference framework

The ISO 26000 standard clarifies the notion of corporate responsibility and helps companies to translate their commitments into concrete actions. Crosscall has used the guidelines set out by this international standard to formalise its CSR strategy.



[Find out more](#)

## EcoVadis, external assessment



[Find out more](#)

EcoVadis is an independent third party which assesses the CSR performance of more than 100,000 companies of all sizes and across 175 countries, based on 4 categories of criteria: environment, social, ethics and responsible purchasing.

Each year, EcoVadis' assessment criteria are upgraded in terms of requirements. For the 2023 fiscal year, Crosscall's proactive policy enabled the company to improve its assessment rating by 6 points. For example, Crosscall has formalised its CSR commitments through seven charters and policies, delivered ethics training to its employees, and organised awareness-raising workshops on diversity and inclusion. This commitment has been rewarded with a new silver medal, demonstrating the consideration of all of the CSR challenges relevant to the company and its level of maturity in tackling these challenges.

## The Sustainable Development Goals, aligning with global challenges

Adopted by the UN in 2015, the Sustainable Development Goals (SDG) refer to the key social challenges that need to be tackled by all actors within society (governments, companies, communities) by 2030 for socially equitable, environmentally safe, economically prosperous and inclusive development.

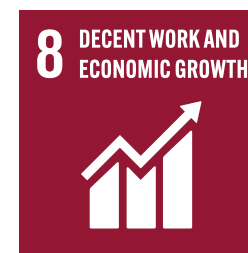
There are 17 SDGs in total, each broken down into targets, objectives and initiatives to implement. Given the nature of our company's activities and our CSR strategy, our actions focus on five of these SDGs:



### SDG 5

Achieve gender equality and empower all women and girls.

*Discover how Crosscall is playing its part*  
**p.24**



### SDG 8

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

*Discover how Crosscall is playing its part*  
**p.16, 20, 24**



### SDG 9

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

*Discover how Crosscall is playing its part*  
**p.16**



### SDG 12

Ensure sustainable consumption and production patterns.

*Discover how Crosscall is playing its part*  
**p.10, 20**



### SDG 13

Take urgent action to combat climate change and its impacts.

*Discover how Crosscall is playing its part*  
**p.10, 20, 30**

## DISCOVER THE 17 SUSTAINABLE DEVELOPMENT GOALS



[Find out more](#)

## The United Nations Global Compact, a voluntary action

By adhering to the United Nations Global Compact in 2019, Crosscall made a commitment to follow the Compact's Ten Principles on respecting human rights, international labour standards, environmental protection and the prevention and measures against all forms of corruption.

[Find out more](#)





# CROSSCALL'S CSR STRATEGY

## A materiality study and a strategy

To structure our Corporate Social Responsibility (CSR) approach, in 2021, we formalised our CSR strategy around five pillars. To ensure that it fully takes into account the expectations of our stakeholders, we conducted a materiality assessment (more details on page 9 of the [2022 CSR Report](#)).

During the 2023 fiscal year, fundamental work was carried out to deploy this CSR strategy.

We emphasised internal awareness-raising and led projects which brought together almost all of our departments in an effort to start making this CSR strategy more concrete and operational.

The internal awareness-raising campaign organised for European Sustainable Development Week (ESDW) played a part in driving all our CSR pillars. In total, 114 employees participated in various activities across all our sites - a great success!



*This year we really focused our efforts on making our CSR strategy more concrete for our colleagues. To achieve this, we've supported various teams with concrete projects relating to our CSR pillars. For example: drafting a Responsible Marketing and Communications Charter (p.22) with the Marketing and Communication teams, conducting studies on alternative materials with a view to eco-designing future products with the R&D teams (p.14), and organizing workshops on the theme of diversity with the HR teams (p.25).*

**Magalie Laederich,**  
CSR Manager

## Governance and CSR

Crosscall is directed by a President and a Managing Director. This directorate is controlled and supervised by a Supervisory Board, which meets quarterly and features an independent member.

The President and the Managing Director receive, for the fulfilment of their roles, fixed and variable remuneration and which may be amended annually by the Remuneration Committee - on which neither the President nor the Managing Director sit.

The Executive Committee, composed of a Chair, a Vice-Chair, seven Directors and a General Secretary, develop the company's strategic focuses.

Lastly, the Management Committee acts as a liaison between the company's strategy and its operatives. It is a place for exchanges and decision-making, and it is also the body to which the Executive Committee delegates the implementation and monitoring of operational actions.

A Corporate Social Responsibility (CSR) team, with three full-time employees, defines and leads Crosscall's CSR strategy, whilst the Director of Purchasing and QCSR - who is a member of the Executive Committee herself - reports on these topics to the various committees.

# OUR 5 CSR PILLARS

## THIS IS HOW WE



### MAKE SUSTAINABLE PRODUCTS AND SERVICES

Designing responsible products and services that extend the useful life of our products duration of use.



### THINK LOCAL

Maximising our positive impact on local communities wherever we are established and take part in the development of the French and European economies.



### CHANGE OUR ECOSYSTEM

Creating the conditions necessary for change in our industry by working together with the stakeholders in our ecosystem.



### CARE FOR OUR TEAMS

Attracting, developing, rewarding and engaging a diverse workforce while caring for their well-being.



### ACT ETHICALLY AND RESPONSIBLY

Assuming our business responsibility by limiting our environmental impacts, and by ensuring safety and compliance with ethical regulations.







# THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES



The digital industry represents approximately 2.5% of France's carbon footprint and 20 million tonnes of waste are produced each year across equipment life cycles just within France<sup>1</sup>. The majority of the digital industry's environmental impacts come from devices (televisions, computers, smartphones, connected objects, etc.). The manufacturing phase of these devices contributes the most to these impacts, which confirms the relevance of practices aiming to keep products in use as long as possible.

This is the approach taken by Crosscall. We are committed to pursue our efforts to continuously increase the life span of our products and to incorporate them into a circular economy approach.

Eco-design work is carried out, particularly to develop devices which are increasingly resistant and easy to repair or reuse at the end of their lifespan. We also opt for prolonging our products' durations of use through new commercial practices, such as the sale of refurbished smartphones and our 5-year warranty.

**Our initiatives for this pillar contribute to the following sustainable development goals:**



See p.7 for further information

## 5-YEAR warranty

## 9.1/10

Repairability Index  
for our CORE-Z5 and CORE-X5 models

## 40

number of falls from 2 metres that we put our smartphones through to test their robustness

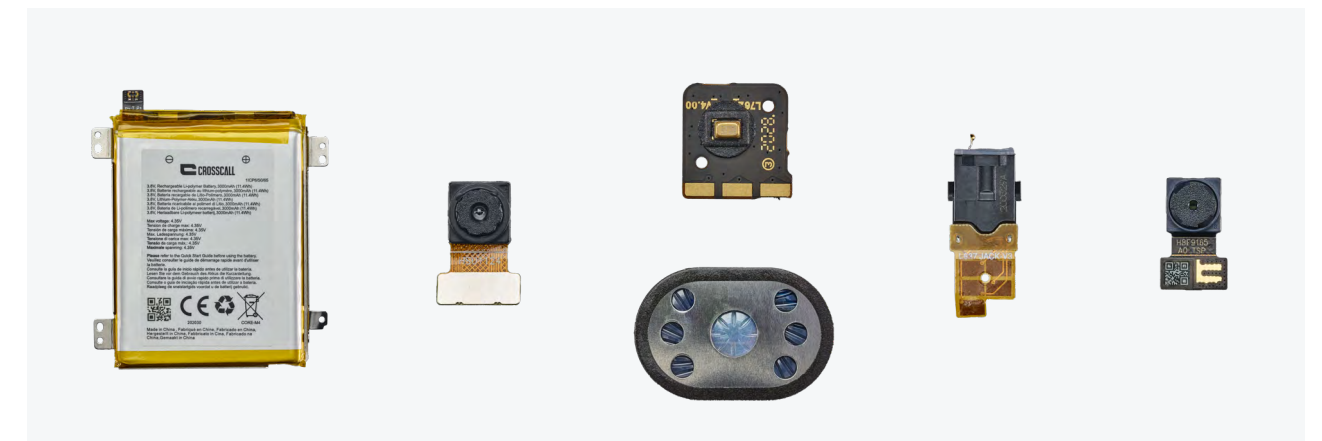
1. Study conducted by the ADEME: Evaluation of the environmental impact of the digital sphere in France and prospective analysis. <https://librairie.ademe.fr/cadic/6700/impact-environnemental-numerique-rapport2-synthese-.pdf>

## CONSTANTLY PROLONGING PRODUCTS' LIFESPANS

### A 5-year manufacturer's warranty extended to other products

In early 2022, Crosscall extended its manufacturer's warranty to 5 years for all generation 5 device models (CORE-M5, ACTION-X5, CORE-X5 and CORE-T5). This extension demonstrates the company's commitment to encouraging more responsible consumption and contributes to reducing waste associated with the excessively frequent replacement of hardware.

In spring 2023, our latest product, the X-SCAN, became the first Crosscall accessory to also offer this 5-year warranty.



### One of the best Repairability Indices on the market

The Repairability Index takes the form of a score out of 10 given to each smartphone. It is intended to inform consumers of the extent to which and ease with which a product can be repaired. The calculation criteria were defined by the French Minister for Ecological Transition and namely take into account the ease of dismantling the product, the availability and price of spare parts, and the availability of documentation to facilitate the dismantling process.

To achieve a high Repairability Index, one of the best on the market for the CORE-Z5 and CORE-X5 at 9.1/10, Crosscall ensured that it allowed for the simple dismantling of these devices, which makes them easier to repair.



**9.1**  
/10  
REPAIRABILITY INDEX  
for our CORE-Z5 and CORE-X5 models



## DEVELOPING NEW BUSINESS ACTIVITIES

### Giving our smartphones a second life through refurbishing

To give its products a second life and to prolong their duration of use, Crosscall launched its first range of refurbished phones on its French website in September 2021. Unlike a second-hand device, which is sold as is, a refurbished smartphone is restored to perfect working order: data wiping, cleaning and disinfection, verification of working order and, if needed, replacement of certain parts.

Crosscall ensures a high level of quality for its devices thanks to rigorous control and monitoring during the refurbishing process - 100% of which is carried out in

France. We only use original spare parts. No less than 35 control points must be passed before the device is marketed.

Crosscall also offers a one-year warranty for its refurbished phones, which also covers waterproofing - a rare feature on the refurbished device market. Lastly, in order to avoid wasting resources, we have opted to deliver these products without chargers or charging cables.

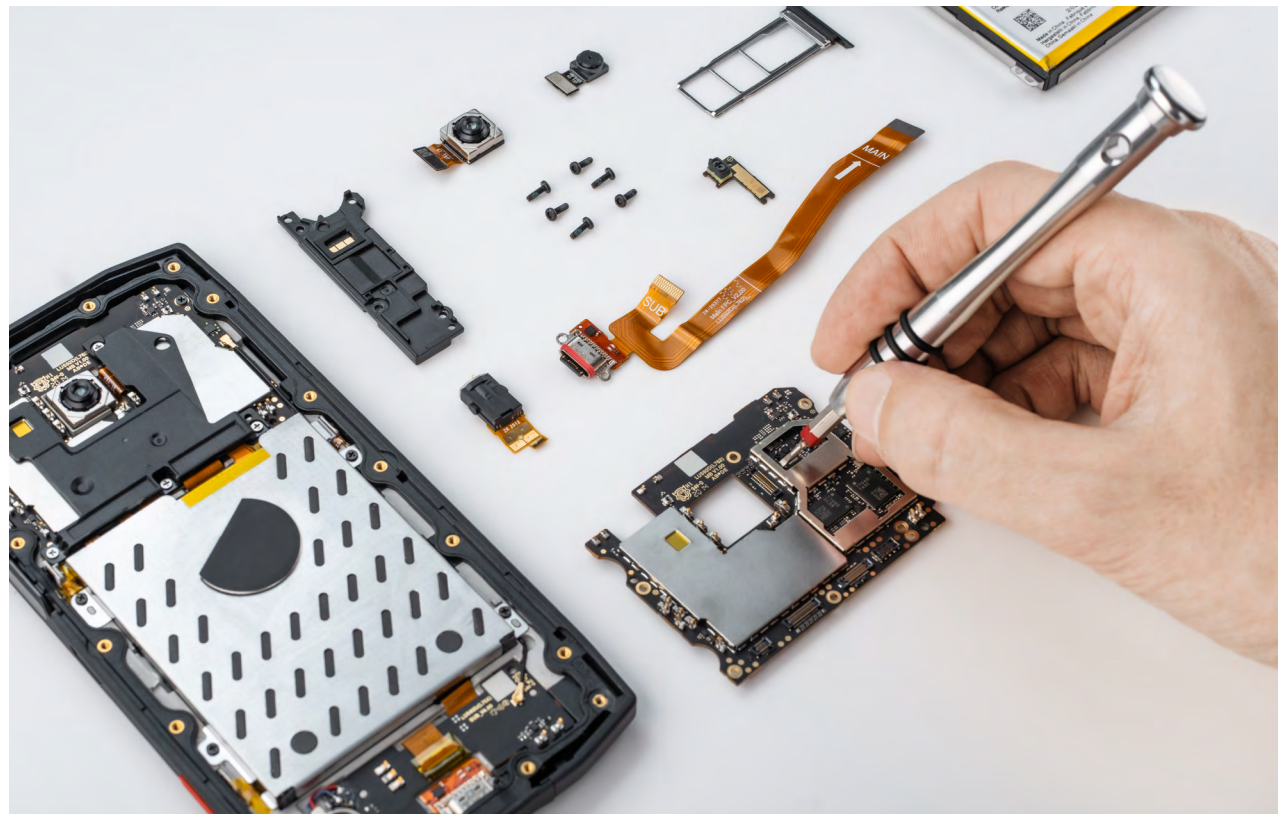
15%

of all smartphones sold on the Crosscall website over the 2023 fiscal year were refurbished devices

131

tonnes of raw material were saved thanks to our refurbished smartphone sales<sup>1</sup>

Over the 2023 fiscal year, we worked on building buy-back circuits for phones that we sell, in order to make this process durable. The logic consistently remains the same: delaying the end-of-life of our products for as long as possible, and offering high-quality alternatives with lower impacts for the environment which are more economical to purchase than new products (see p.23 More sustainable offers).



1. Data calculated over the 2023 fiscal year. According to the ADEME, purchasing a refurbished phone allows for 82 kg of raw materials to be saved on average compared to the purchase of a new smartphone : <https://librairie.ademe.fr/consommer-autrement/4398-pourquoi-preferer-un-smartphone-reconditionne-.html>

## ECO-DESIGNING OUR PRODUCTS

Crosscall has been built on a promise: offering reliable and resistant products which last, even in the most challenging conditions of use. Today, we are forging ahead with these efforts and are reinforcing our approach to eco-design in an effort to improve our products' impacts throughout their life cycles.

### Consistently robust products

To guarantee the resistance of our products, we put them through a relentless series of tests, described in our Crosscall Standards, which replicate real conditions of use as closely as possible:



All our phones and tablets meet the IP68 standard. This requires product resistance in immersions in more than 1 metre of water for 30 minutes. To better correspond to our users' uses (snorkelling, swimming in pools, etc.), Crosscall conducted this test at a depth of 2 metres for 30 minutes.

Some of these tests are "combined". For example, we test the waterproofing of a phone in chlorinated and salt water, just after subjecting the phone to 40 drops from a height of 2 metres!

Furthermore, to prevent the risk of a broken screen, we chose to integrate Corning® Gorilla® Glass protection for all our phones and tablets. This protection allows our products to achieve the level IK05<sup>2</sup>, versus IK02 for classic, thinner glass.

For our phone ranges designed for intensive use, we made our tests even more demanding this year. For example:

**The Push-to-Talk button**, is a button found on one of the sides of the device, enabling it to be used like a walkie-talkie. It is tested to be used almost 700,000 times! That's more than 370 presses per day for 5 years.

**We tripled the number of insertions and removals** of the cables. This test simulates the phone being plugged in and unplugged for charging or transferring data.

**Battery charging cycles<sup>3</sup>** have also been increased, rising from 600 cycles for the CORE-X5 to 800 cycles for the CORE-Z5 or the X-COMM to optimise products' lifespans.

All of these tests are conducted internally by our lab, but we also count on our community of 4,000 innovators who test our products in real conditions, hence playing a key role in the development of our future smartphones, tablets and accessories.

2. A screen's degree of resistance against impacts is represented by the IK index. IK05: Protected against 0.7 joules of impact (the equivalent to the impact of a 0.25 kg mass dropped from 280 mm above the impacted surface).

3. We guarantee 80% of the initial battery capacity after 800 discharging cycles.



## — An increasingly structured eco-design approach

We want to expand the fields of eco-design that we are working on. To do this, we:



Established an internal working group to identify certain eco-design leverage points for future products (benchmarks for current practices, regulations and literature).



Incorporated eco-design criteria, particularly in terms of robustness, into our contracts with industrial partners (e.g., the tests referred to on p. 13).



Carried out research on alternative materials to reduce the need for virgin resources. We want to incorporate alternative materials, such as recycled and/or bio-sourced metals and plastics, into our future products.



*Our stand-out point and our forte, as a resistant telephony brand, is that we thoroughly test each and every one of our products. We're constantly pushing our tests further in order to make products even more reliable throughout their durations of use, which we want to be as long as possible. Now, we're focusing our efforts on researching innovative materials to optimise the environmental impacts of our products throughout their life cycle.*

**Pierrick Claverie,**  
Mechanical Engineer

## — Packaging that aligns with our values

We consider the eco-design of our products right down to their packaging. We use 100% plant-based inks and up to 75% recycled materials in our product packaging.



**Over the 2022 fiscal year, we pushed this ambition even further:**

- Our CORE-Z5 phone, released in November 2022, does not come with headphones.
- The packaging for our new X-SCAN accessory was made by a French company with entirely recycled kraft.

**TO MAKE DURABLE  
PRODUCTS AND SERVICES  
IN 2024 WE WILL**

Carry out a life cycle  
assessment for a  
smartphone

Study the feasibility  
of a leasing offer for  
our smartphones





# THIS IS HOW WE THINK LOCAL

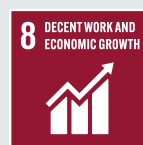


Crosscall is a French brand with headquarters based in Aix-en-Provence. Our local roots are a source of pride for us and they symbolize reliability for our clients. We want to strengthen our industrial independence by steering, with increasing autonomy, the key design and industrialisation steps for our products. Crosscall's aim is to pave the way for industrial sovereignty and to establish a new leader in European telephony.

Building this closer control over our industrial ecosystem will enable us to act effectively on eco-design leverage points, such as the localisation of our purchasing and the reuse of materials.

We also want to maximise our local impact by getting involved wherever our operations are based, through charity work, sponsoring and patronages, aligning with our company values.

**Our initiatives for this pillar contribute to the following sustainable development goals :**



See p.7 for further information

**100%** of our capital is held in France

**31** new jobs created with permanent contracts in France for the 2023 fiscal year

**2** accessories assembled in France

**1** non-profit supported through the roll-out of ARRONDI (round-up donations) on our website

## RECENTRING OUR INDUSTRIAL ACTIVITIES IN EUROPE

Crosscall wants to develop its R&D activities in France and more broadly in Europe, offering telecommunication solutions with greater sovereignty and enhanced control over its value chain. To achieve this, we are focusing on three first steps:

- Boosting our hardware and software design capacity in Europe
- Aiming for a more localised supply chain within Europe
- Assembling, refurbishing and testing some of our products in France.

In 2021, with this in mind, we created our subsidiary Crosscall Engineering, based in Aix-en-Provence, and we also inaugurated our research & development lab, the X-LAB (see p. 20 of the 2022 CSR Report).

During the 2023 fiscal year, Crosscall Engineering has started to build a hub of excellence, composed of leading European industrial and technological actors, united in the mission of accelerating the localisation of the smartphone ecosystem.

Our next steps, driven by the ambition of developing a French-European secure 5G smartphone, will be to identify and qualify suppliers and materials in Europe.



**3** recruitments made for our subsidiary Crosscall Engineering during the 2023 fiscal year

### Accessories assembled in France

While Crosscall Engineering's medium term goal is to produce a smartphone in France, it started with the manufacturing of accessories. This catalyst project enabled Crosscall Engineering to perfect its industrial model and its production process.

That's how the X-BLOCKER, the fixation device that fixes Crosscall's ecosystem of accessories to the brand's smartphone and tablets, was the first accessory produced locally. To date, 20,000 units have been produced in France.

In line with its goal of industrial sovereignty and innovation, Crosscall bought into the capital of WARE-ID (Calvados-14), with a view to co-developing a range of logistics accessories.

This collaboration, launched in February 2023, resulted in the production of the first device designed and assembled in France. This accessory, the X-SCAN, is central to the logistics range and transforms a Crosscall smartphone into a fully-fledged traceability and goods identification tool.

The next steps will be design iteration of the X-SCAN and industrialisation, in order to improve the industrial cycle's profitability. Two other elements from the range will soon be launched in production, following the same process.

**1** accessory designed and assembled in France in late March 2023

**1** accessory produced in France



## COMMUNITY INVOLVEMENT

### Preserving our living spaces

In September 2022, to mark European Sustainable Development Week (ESDW), the CSR team organised an awareness-raising campaign based around Crosscall's five CSR pillars. The activities offered included: collective litter-picking around the Aix-en-Provence and Hong Kong sites. There was a dual objective: contributing to the cleanliness of the cities where we are based, and raising employee awareness of the importance of preserving the environment.

21

people took part in the litter-picking event

188 KG

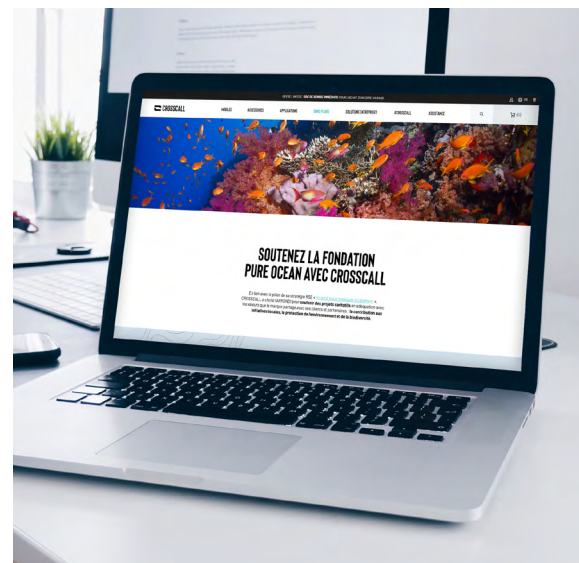
of waste was collected



### The launch of MicroDON to support a local foundation

In March 2023, Crosscall deployed the MicroDON system on its website. When making a purchase, users have the option of donating by choosing to round-up their basket total to the next euro. Crosscall chose to donate 100% of the funds raised to the Marseille-based foundation [Pure Ocean](#).

Nature, and particularly the water, have always been elements highly valued at Crosscall, which has its headquarters based on the Mediterranean coast. It therefore seemed only natural to select Pure Ocean, which supports innovative projects that contribute to the fight against global warming and preserve marine biodiversity.



### Crosscall Sailing Team, a uniting project

Since its creation, Crosscall has been proud to support elite athletes in their projects, like Aurélien Ducroz, two-time ski freeride champion and Class40 world champion. In 2019, Crosscall and Aurélien Ducroz united under the Crosscall Sailing Team banner to take on open-sea racing with the construction of a Class 40 prototype that combined innovation, sustainability and local manufacturing processes

This project rallied all our employees around it. In addition to following Aurélien Ducroz's updates throughout the year, 74 employees were able to board the Crosscall Class40 during its passage in the Mediterranean. This was an initiation into the sport for many of them, which made for a great teambuilding experience and gave employees the chance to (re)discover the region's iconic landmarks with a new perspective.



TO THINK LOCAL  
IN 2024 WE WILL

Develop two other accessories assembled in France

Qualify industrial partners and suppliers in Europe for the French-European secure 5G smartphone project





# THIS IS HOW WE CHANGE OUR ECOSYSTEM



Extending the useful life of our devices and monitoring the social impacts of our activities are crucial to the development of a more sustainable telephony industry.

This ambition requires collective commitment and action. Our objective in this pillar of our CSR strategy is to move our entire ecosystem - our partners,

our suppliers, our customers and users, even our competitors - towards more responsible ways of producing and consuming.

Our initiatives for this pillar contribute to the following sustainable development goals:



See p.7 for further information

**87%** of our key tier-1 and tier-2 suppliers audited on-site

**67%** of Repair Week participants avoided the purchase of new hardware thanks to this campaign

**3** logistics and commercial options offered proactively to our professional clients to reduce the carbon footprint of their fleet

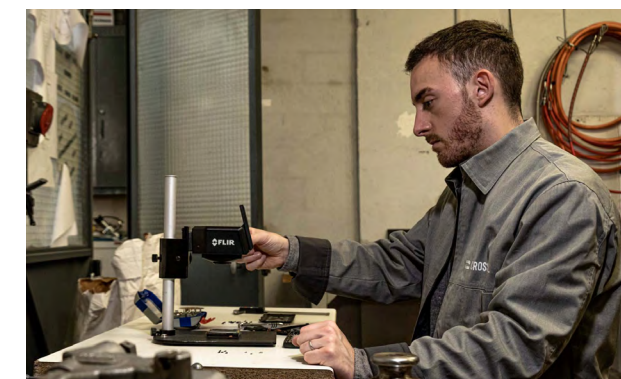
## DEPLOYING RESPONSIBLE PURCHASING

### Structuring responsible purchasing

During the 2023 fiscal year, Crosscall pursued the structuring of its Purchasing department and of its responsible purchasing approach. The objective is to reinforce our relations with suppliers and to limit the risk of unknowingly contributing to practices which are incompatible with our values.

To this effect, a Responsible Purchasing Policy was drafted. It describes how Crosscall has applied its CSR commitments to its purchasing and procurement practices in order to select suppliers capable of providing the products and services we require, while contributing to the CSR goals the company has set for itself. It also shows Crosscall's desire to establish and maintain mutually beneficial relations built on trust with its partners.

Over the 2023 fiscal year, we reinforced our collaboration with our main industrial partner around CSR themes, such as reporting on products' environmental impacts, eco-design and conflict minerals.



### The traceability of conflict minerals

Conflict minerals are part of the challenges that we face in regard to responsible purchasing. As a reminder, mineral conflicts are minerals which are mined and traded in conflict-affected or high-risk areas, such mining and trading being likely to contribute to or be associated with serious negative impacts, including severe violations of human rights and conflicts<sup>1</sup>. The minerals principally cited are tin, tantalum, tungsten and gold.

During the 2023 fiscal year, reporting was carried out by our main industrial partner to identify the sources of the tin, tungsten, tantalum and gold found in our products. This reporting was conducted based on the Conflict Minerals Reporting Template (CMRT), which is a reporting template provided by the Responsible Minerals Initiative (RMI).

This work allows us to have increase visibility and traceability within our supply chain. It also reinforces our capacity to work on eco-designing our products.

### Audits of key tier-1 and tier-2 direct suppliers

Crosscall updated its supplier mapping to identify key tier-1 and tier-2 direct suppliers and audit them. These audits, conducted on-site by independent third parties, have a dual objective:

- Verifying, in the field, our suppliers' compliance with our requirements in terms of working conditions, respect of human rights, environmental preservation, and ethics.
- Supporting suppliers in their efforts to continuously improve their CSR performance, particularly in cases where anomalies are detected.

To do this, Crosscall collaborates with our industrial partners to implement corrective action plans that are followed in the long term. We implemented an action plan with all suppliers audited during the 2023 fiscal year.

For example, certain anomalies associated with security elements were identified and corrected on site (obstruction of emergency exit and/or fire alarm, personal protection equipment, etc.)

**13** audits conducted on our key direct suppliers' sites over the 2023 fiscal year

<sup>1</sup>. Definition referenced from: OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas. <https://www.oecd.org/daf/inv/mne/OECD-Due-Diligence-Guidance-Minerals-Edition3.pdf>



# SETTING AN EXAMPLE TO ENCOURAGE MORE SUSTAINABLE CONSUMPTION

## Formalisation of our Responsible Communication and Marketing Charter

Drafted through collaborative work undertaken by the Communication, Marketing and CSR teams, Crosscall's Responsible Marketing and Communications Guidelines details how the company incorporates its CSR commitments into its communication and marketing practices, in order to guarantee ethical and transparent commercial practices.

- In terms of substance, this implies the careful choosing of messages and promotional practices which encourage the prolongation of our products' duration of use.

- In terms of form, we aim to be exemplary from an environmental and social point of view in the way we execute our campaigns and events.

These guidelines apply to all of Crosscall's marketing and communication channels: digital, events, displays, media relations, marketing campaigns, etc. In November 2022, 78% of the teams concerned received training in this charter and on these themes.

## A marketing campaign that prolongs the duration of use of devices

Crosscall is striving to fulfill its responsible marketing commitments through campaigns which encourage responsible consumption habits.

In 2023, we organised Repair Week for a second time. This event aimed to encourage consumers to keep their devices in use for longer instead of replacing them with new products. During this campaign, with no purchase obligation, we covered the costs of all repairs for devices with expired warranties. This allowed 79 consumers to avoid the purchase of new phones or tablets<sup>1</sup>, thus avoiding the equivalent of 2.5 tonnes of CO<sub>2</sub> emissions<sup>2</sup>.



**79** purchases of new devices avoided thanks to the Repair Week campaign<sup>1</sup>

1. People who answered "Yes" to the question "Could this repair be an alternative to buying a new phone for yourself or a friend/relative?" on the Repair Week participation form.  
2. According to the emission factors of the ADEME: for a 5.5-inch smartphone: 32.8 kg of CO<sub>2</sub>/unit

## More sustainable offers

In the 2023 fiscal year, Crosscall further developed the support it offers to its professional clients, guiding them towards more sustainable consumption modes.

Therefore, when possible, we proposed:

### A bulk packaging option:

Products are packaged in bulk when leaving the assembly site: eliminating individual packaging for each product more than doubles the number of devices that can be transported per pallet in comparison with classic packaging. In turn, this allows for both savings in the raw materials associated with packaging and reductions in the greenhouse gas emissions associated with transport.

### Delivery via maritime transport:

According to the ADEME, this transport method generates 99% less emissions than air transport<sup>3</sup>. During the 2022 fiscal year, we had our first products transported by sea. During the 2023 fiscal year, 14% of our transport was maritime. This enabled us to avoid 300 tonnes of CO<sub>2</sub>e.

### Buy-back offers:

Crosscall offers its clients the possibility of including a buy-back option in the contract, whereby the devices will be bought back from the client at the end of the contract at prices which have been determined in advance. On the one hand, this enables us to offer our clients more competitive prices, and on the other hand, the devices can be refurbished, thus prolonging their useful life.

3. According to the following ADEME emission factors: Air: Cargo aircraft - more than 100 tonnes, >3,500 kms, 2018 - WITH vapour trails: 1.08 kgCO<sub>2</sub>e/t.km. Maritime: Freight shipping - Dry - Average value: 0.00847 kgCO<sub>2</sub>e/t.km



## TO CHANGE OUR ECOSYSTEM IN 2024 WE WILL

Roll-out internal training on responsible purchasing

Deploy marketing initiatives that incite customers to keep their devices in use

Make buy-back offers in B2B contracts systematic





# THIS IS HOW WE CARE FOR OUR TALENTS



It is the people who work at Crosscall who carry its ambition to contribute to a more sustainable telephony industry, and who contribute to the company's transformation, particularly as regards CSR. And just as they are fundamental to the company's performance and development, so is their personal development essential.

We are committed to supporting our teams' development in a positive professional setting that promotes their well-being and aligns with the company's values. As part of this commitment, we are implementing actions to: develop skills, promote diversity, facilitate integration and reinforce team spirit. These practices are described in our Human Resources Policy, which we formalised in the 2023 fiscal year.

This year we conducted an internal audit and interviewed over 50 employees from various

departments to identify their needs and the challenges that they face.

The results of this audit highlighted the need to reorganise teams in order to give intermediary managers more responsibility by allowing them more autonomy, but also to make communicating between departments and with Executive Management a smoother process.

To respond to these challenges, we created a Management Committee and arranged regular meetings between it and the Executive Committee. Organised on a quarterly basis, with an agenda covering strategic topics, these meetings allow for essential points to be communicated from and to all departments - thus guaranteeing improved collaboration between teams.

**Our initiatives for this pillar contribute to the following sustainable development goals:**



See p.7 for further information

**173** employees on permanent contracts as of 31 March 2023

**61%** men and **39%** women

**2** female members sitting on the Executive Committee

**84/100** gender equality score<sup>1</sup>

1. Results from 2022. In accordance with French regulations and in order to combat employee gender inequalities, companies with more than 50 employees must calculate and publish an equality score out of 100.

## PROMOTING INCLUSION AND DIVERSITY

### Workshops to help us better understand our differences

Crosscall organised multiple awareness-raising sessions on diversity-related topics throughout the year:



**19 employees** around the world took part in workshops on diversity and inclusion in the workplace, organised as part of European Sustainable Development Week (ESDW) in September 2022.



**20 employees** took part in workshops aimed at improving our understanding of disabilities during European Disability Employment Week (EDEW) in November 2022: a blindfolded sports class and a lunch "in the dark" were hosted to give employees an idea of what it's like to experience blindness.





# PROMOTING THE WELL-BEING OF ALL OUR EMPLOYEES

## Sports and nutrition programmes for all our offices

Crosscall expanded the gym at its head offices and offers classes led by a sports coach, along with yoga classes. As developing healthy habits also involves diet, Crosscall has set up a nutrition programme giving employees access to healthy, well-balanced meals that are subsidised by the company.

Equivalent offers have been rolled out across the company's various sites:

### In Courbevoie:

Employees now have access to "Fraiche Cancan", which is a healthy and balanced meal delivery solution towards which Crosscall contributes up to 4 euros per meal, per person.

### In Aix-en-Provence:

Employees working at Crosscall's headquarters also have access to a company-subsidised meal delivery solution called «Crosscall Food». In addition, they have the option of having fruit and vegetable baskets delivered directly to their workplace thanks to Crosscall's partnership with Potager City. This French start-up offers weekly deliveries of seasonal produce, harvested locally and responsibly, while also guaranteeing fair pay for producers.

### In Hong Kong:

The site has its own gym, where yoga classes have been held since 2023, at employees' request. A custom nutrition offer has also been developed: the teams are partially reimbursed for any meals enjoyed in a selection of healthy restaurants.



## Moments for everyone to come together

Two seminars are held each year to give all employees insight on the company's projects and ambitions, and to reinforce team bonding. In the 2023 fiscal year, these moments were once again shared in person, rather than online, after the two previous years were disrupted by the COVID-19 pandemic. The Hong-Kong teams travelled over for the winter edition: a special moment for all employees who were able to meet and spend time together.

These events reflect our CSR commitments. For example, during the December 2022 seminar, several initiatives were implemented:

- Soft transport modes were used: the majority of employees attending travelled to the event by bus and/or train<sup>1</sup>. There were no motorised activities organised at the location.
- One of the meals was vegetarian for all employees<sup>2</sup> and vegetarian options were offered for the others, which allowed for the event's environmental impact to be reduced.
- During this seminar, outdoor activities were organised: through group games, teams were able to get to know one another outside of the work environment. These moments of putting hierarchical connections to one side allowed teams to bond and to build team spirit.



As part of its well-being at work initiative, Crosscall offered its employees in France two free individual sessions with a nutritionist.

45 employees took up this offer of personalised nutritional support, which provided guidance tailored to their specific needs and that encouraged them to adopt healthy habits for the long term.



Bringing together our employees from head offices and other sites during the latest seminar was a wonderful occasion. It allowed us to maintain the strong bond between teams, both professionally and personally. I even made the most of the occasion by joining the music band formed by some of my colleagues from the Aix-en-Provence site. Together, we surprised the whole company with a performance!

**Jan Ng,**  
Finance and Administration Manager in Hong-Kong

## Subsidised daycare solutions for young parents

We believe that companies should also consider the big steps in their employees' personal lives, so Crosscall offers employees cribs in company-funded daycare centers in France. Young parents can thus reserve a place in a private daycare close to their home for the same price as a public daycare. This takes away the stress associated with time-consuming processes at a time when the employee is striving to find a good balance between their new family life and their professional life.

15

employees currently use  
company-funded spots  
in daycare

1. 170 kg of CO<sub>2</sub>e avoided by opting for bus or train (in comparison with bus only)  
2. 252 kg of CO<sub>2</sub>e avoided thanks to an imposed vegetarian meal (in comparison with a meal with meat)



## DEVELOPING SKILLS AND CAREERS

### Implementing a skills and job management initiative

In order to get a clear vision of the company's short- and medium-term requirements, the Human Resources teams have undertaken a career and skills management project. A reference document for managerial skills was drafted and work on defining transversal skills for each job position is underway.

This will enable us to define the skills already within the company or which are missing, to plan the training required, and to optimally support employees with their career development plans.

#### An annual training plan

Training is a key factor to ensure that employees thrive at work, which is why Crosscall implements an annual training plan, enabling employees to develop their expertise and to acquire new skills. During the 2023 fiscal year, the company added to its programme with internally-led training sessions.

Led by the company's own employees, they promote skill-sharing whilst also highlighting those giving the sessions. For example, 46 employees took the Excel training session led by the Management Control department.

**86%** of employees have taken internal and/or external training over the 2023 fiscal year

### Training for employee safety

Safety is something that concerns each and every one of us, which is why 99 employees from France completed fire training. Through this training, they were able to learn what to do should this type of incident arise.

A new Workplace First-Aider training session was also organised in France, so that now a total of 15 employees have been trained in first aid. Therefore, there is a sufficient number of employees trained to provide first aid that can save lives in any situation, even if some first-aiders are working remotely, on holiday or on business trips.



**18** managers took part in one of the exchange sessions on responsible recruitment

### Creating the Managers' Guidelines

In order to support its continuous development, Crosscall has restructured its internal organisation, basing the new structure around key skill hubs. It was thus essential for the company to provide support to managers taking on new roles.

To do this, the Human Resources department created the "Managers' Guidelines": this document was drafted to clarify and provide further details on what is expected of our managers, and to give them everything they need to optimally take on their roles. In addition, quarterly workshops have been organised, along with a manager support programme combining group training and individual coaching sessions which will continue to be rolled out over the course of 2023.

Wonderful opportunities for exchange and learning, they allow managers to share their experiences and to be made aware of issues and important points around certain topics.

### The launch of a referral scheme

Crosscall set up a referral scheme in order to help to identify and recruit the best talents.

Through this scheme, each employee can recommend someone they know and, if that person goes on to be employed by Crosscall, they receive a referral bonus.

Employees are therefore involved in the recruitment process and contribute to the company's development.



**3** employees have benefited from the referral scheme

### Career development

Here at Crosscall, we believe that internal mobility is a key part of employees' professional development. Over the course of 2022, there were various internal promotions:

**11**

employees promoted, including 5 women

**2**

work/study contracts converted to permanent contracts after completion of training

**2**

employees who have transferred to another department within the company

**60%**

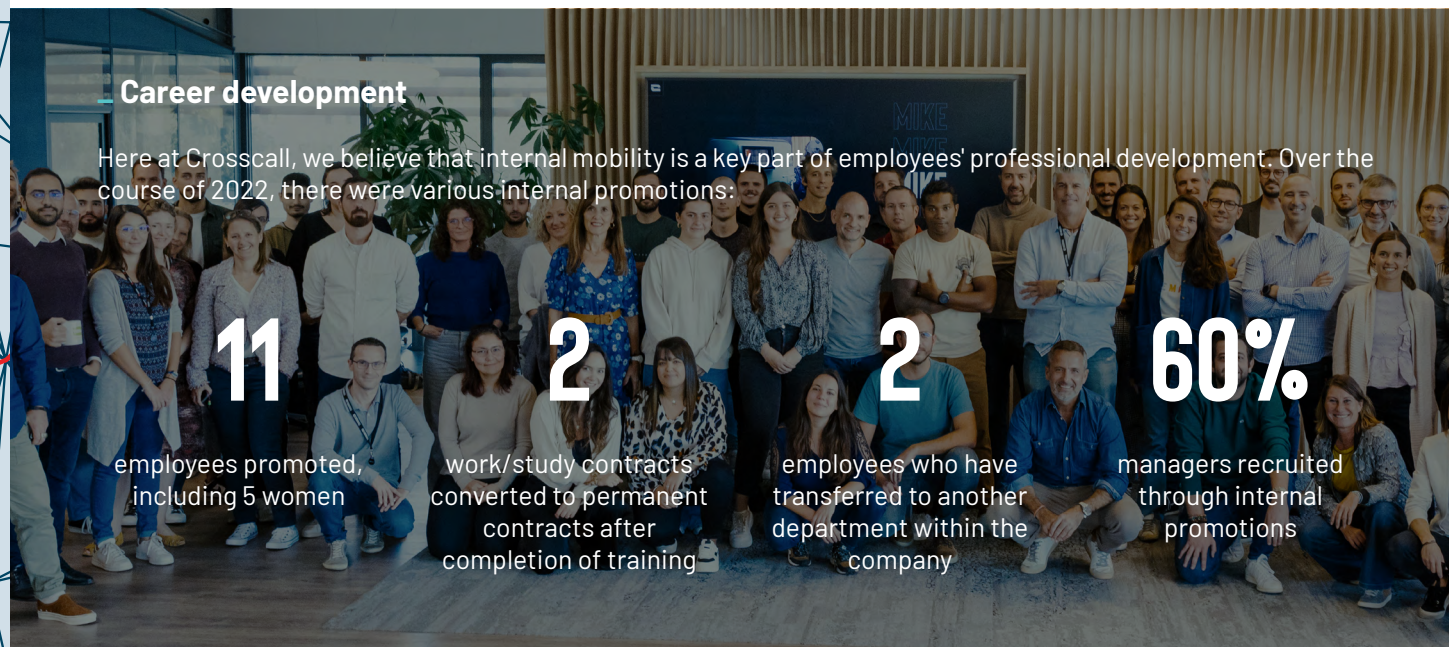
managers recruited through internal promotions

**TO CARE FOR OUR  
TEAMS  
IN 2024 WE WILL**

Provide training to develop effective interpersonal skills

Define a gender equality action plan

Develop internal training and awareness-raising initiatives







# THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY



As a responsible business and good citizen, we have a duty to play our part in the fight against global warming by reducing our greenhouse gas (GHG) emissions. We are also responsible for working to constantly raise the security criteria for our products and our users, and to ensure the security of our employees' and partners' data.

Lastly, in compliance with the Ten Principles of the United Nations Global Compact to which we adhere, we have expressed our commitment to preventing and combating corruption of any form, and to acting in strict respect of business ethics.


**Our initiatives for this pillar contribute to the following sustainable development goals:**



**14%** of our products were shipped by maritime transport

**100%** of our employees trained in ethics

**37,600** tonnes of CO<sub>2</sub> eq. for the 2022 fiscal year (scopes 1, 2 and 3)

 See p.7 for further information

## I MANAGING OUR ENVIRONMENTAL IMPACT



### — Raising awareness amongst our employees

Everyone needs to be aware of and contribute to reducing environmental impacts on their own level, each employee can play a part. This dynamic must be driven by the company, which is why we regularly raise awareness amongst our employees of climate issues. Throughout the year, employees were informed of key topics associated with the climate, such as the COP 27 or Earth Overshoot Day.

To mark European Sustainable Development Week, the following environmental topics were addressed:

- Eco-design: our R&D Manager, Nicolas Leclerc, hosted a presentation to describe the research that had been conducted, in collaboration with one of our suppliers, in view of using recycled materials in one of our next smartphones. 74 people attended this presentation raising awareness of eco-design.

- The environmental footprint of digital tools and the actions each employee can take to reduce theirs. Thanks to a challenge organized for employees, 21 GB of emails were deleted: the equivalent of 436 kg of CO<sub>2</sub> or 2,000 km travelled by car!<sup>1</sup>

### — Soft mobility encouraged

Employee commutes, from their home to the workplace, represent 1% of Crosscall's greenhouse gas emissions. In order to reduce the impact of mobility in our carbon footprint, we promote soft modes of transport:

- Parking spaces reserved for electric vehicles have been created at the headquarters. Employees can then easily recharge their vehicle while they are at work.

- Employees are encouraged to car-share: a dedicated file was created for employees to offer to share their cars, or to find an employee travelling the same route as them. As of 31 March 2023, 41 had signed up in this file.

In early 2023, Crosscall issued a questionnaire to identify the modes of transport used by employees. Objective: to measure their impact and to implement actions to decrease it.

33% of employees have already opted for soft mobility for at least one day a week: bike, walking, car-sharing and public transport.

Furthermore, soft mobility was also used to transport 14% of our products by maritime methods over the 2023 fiscal year, representing a saving of 300 tCO<sub>2</sub>e<sup>2</sup> (p.23).

1. According to the ADEME, 1 email of 1 MB = 20 g of CO<sub>2</sub>; [https://ademe.typepad.fr/files/acv\\_ntic\\_synthese\\_courrier\\_electronique.pdf](https://ademe.typepad.fr/files/acv_ntic_synthese_courrier_electronique.pdf)

2. According to the following ADEME emission factors:

— Air: Cargo aircraft - more than 100 tonnes, >3,500 kms, 2018 - WITH vapour trails: 1.08 kgCO<sub>2</sub>e/t.km

— Maritime: Freight shipping - Dry - Average value: 0.00847 kgCO<sub>2</sub>e/t.km



## Our commitments for the environment

Over the 2023 fiscal year, Crosscall formalised its Environmental Policy. This document, sent to all employees, highlights the three commitments made by the company to limit the consequences of its business on the environment:

### Commitment No. 1:

To measure our impacts and better identify our main sources of emissions in order to better prioritise actions to reduce them

### Commitment No. 2:

To prolong the life span of our products in order to encourage users to keep them for longer, thus limiting impacts associated with the production of new products

### Commitment No. 3:

To encourage our employees and users to adopt more responsible behaviours through awareness-raising initiatives

## What is the company's carbon footprint?

A Corporate Carbon Footprint is a measurement of the greenhouse gas (GHG) emissions associated with the company's activity. It aims to identify the main sources of GHG emissions in order to define areas for improvement and to enable reductions in these emissions.

There are several methods available for accounting for greenhouse gas emissions. Crosscall has opted for the GHG Protocol Standard, which is globally recognised.

## A reliable carbon footprint

This year, Crosscall built upon the corporate carbon footprint calculations it had done for fiscal years 2019 and 2020 and updated its calculations for the 2022 fiscal year covering scopes 1 through 3 of its activities (see insert p.33).

We equipped ourselves with a carbon footprint calculation tool in the aim of improving the reliability and accuracy of the annual calculation of our greenhouse gas emissions. This will allow us easier control over the emission reduction trajectory, which we will work on afterwards.

For this financial year, and in the spirit of continuous improvement, fundamental work has been carried out to calculate a more realistic corporate carbon footprint. We have:

- Reinforced the level of detail, particularly for the most emissive items, in order to improve our capacity to identify leverage points for emission reductions.

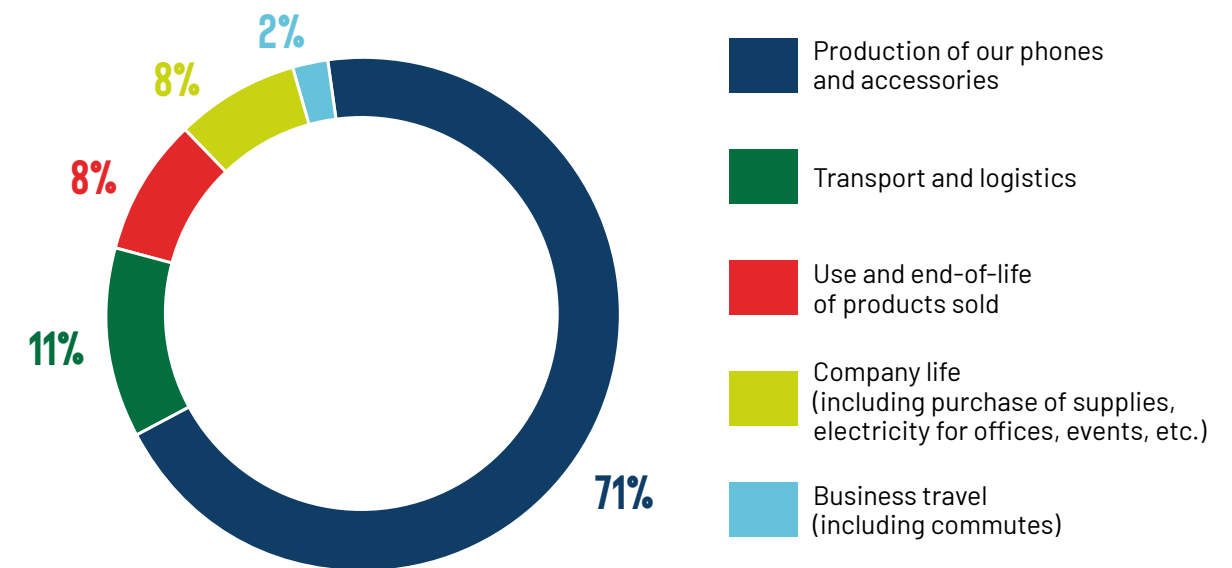
- Increased the precision of the data
- Enriched our calculation scope with emission items which we had not been able to integrate during the first carbon footprint calculations. For example, we took into account emissions associated with secondary packaging during the transport of goods, and the emissions associated with the transport and hosting of visitors in our premises.

These methodological improvements, combined with the growth in our product sales over the 2022 fiscal year, have resulted in an increase in our greenhouse gas emissions.

# SUMMARY OF OUR CARBON FOOTPRINT RESULTS FOR THE 2022 FISCAL YEAR

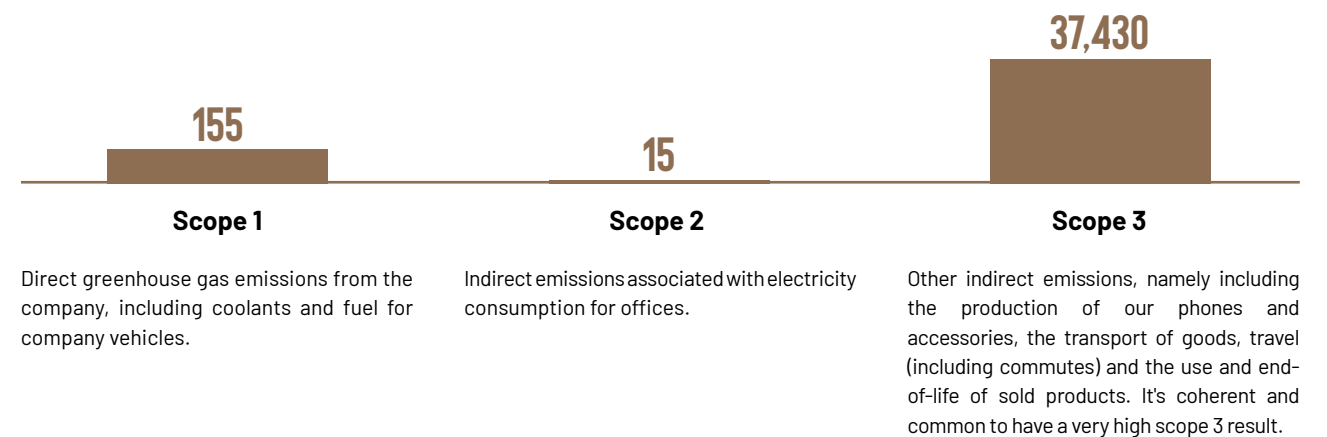
## Summary of our main sources of greenhouse gas emissions

Our total emissions for fiscal year 2022 amount to 37600 tonnes CO<sub>2</sub>eq, equivalent to the annual emissions of 3,475 French people<sup>1</sup> or 12,800 round-trip Marseille - Hong Kong flights for 1 person<sup>2</sup>.



1. Based on 10.8 tCO<sub>2</sub>e/person/year. Source: Report «Doing Your Fair Share for The Climate? The Power and Responsibility of Individuals, Businesses and the State in the Fight Against Climate Change. A French Case Study.», Carbone 4, June 2019  
2. According to ADEME emissions factor - 23.0: Long-haul passenger aircraft, 2018 WITH drag - 0.15200 - peq.km

## Our sources of greenhouse gas emissions broken down across the three scopes (in tonnes)



## Our next steps

Firstly, as is the case each year, we will continue working towards reducing the uncertainty of our carbon footprint and improving its level of detail.

Next, we want to set ourselves carbon emission reduction targets, starting with:

- The highest-emissivity items: for example, we will continue with our efforts regarding eco-design (see p. 15).
- The emission items that we can act on most directly: for example, proactively offering lower-emission transport options to our clients (see p. 23).



## GUARANTEEING THE SECURITY OF OUR PRODUCTS

It is of great importance to us that we release high-quality phones to the market. Consumer security is regulated by the RED Directive. All our devices comply with this directive and also comply with the sector's European regulations (including REACH and RoHS). They undergo numerous tests on wave emissions (DAS), battery safety, material flammability, temperature resistance, drop resistance, etc.

The quality control process involves three key steps: upon the components' arrival on the production site, during the production process on the assembly lines, and lastly, the finished products also undergo inspection tests.

These steps are monitored by both our industrial partners and a team of Crosscall quality inspectors assigned to our industrial partner's assembly site.



## ACTING ETHICALLY AND RESPONSIBLY

### The creation of an Ethics Committee

In 2021, we initiated the drafting of our Ethics Charter, which formalises the behaviours expected of each and every person in a professional context. This document covers the topics of business ethics (anti-corruption measures, anti-money laundering, etc.), respect of employees and human rights, and corporate responsibility (all themes are listed in the [2022 CSR Report](#)) and is signed by all employees when they join the company.

This year, we continued with this approach by delivering training to all employees on this topic.

In addition, an Ethics Committee has been created. The employees sitting on this committee are thus points of reference for anyone with questions.

**100%** of employees have received training on ethics

### Launch of a whistleblowing platform

We set up a whistleblowing platform.

Found on the Crosscall website, it is accessible to all and allows anyone to confidentially report an issue related to ethics. No alerts have been reported so far.



### Cybersecurity

Crosscall attaches great importance to the protection of data belonging to employees, clients and other parties who put their trust in us. We adopt a responsible and rigorous approach in order to guarantee the security of data that is in our possession. Our approach on this topic was formalised this year with the drafting of our Information System Security Policy.

In parallel, employees consistently receive training on the theme of cybersecurity and several tools have been implemented, such as a software which blocks suspicious emails. To date 100% of new recruits have been trained. Service providers and suppliers are also audited to assess their cyber risk and to identify the measures that they take in order to ensure the security of their partners' data.



**48,500**

emails blocked over the first quarter of 2023 by MailInBlack, our incoming email security tool



*This year, we doubled down on our efforts to raise awareness of cybercrimes amongst employees. If they're trained, they'll effectively become strong links in the Crosscall digital chain, and their actions could spare us from multiple attacks.*

*We chose to handle this topic in a fun way, with online quizzes, film screenings with free popcorn, and even false attack simulations in order to get as many people on-board as possible, and we can confidently say that this topic forms an integral part of our company culture.*

**Thomas Vella,**  
Information System Security Manager

## TO ACT ETHICALLY AND RESPONSIBLY IN 2024 WE WILL

Define targets for reducing greenhouse gas emissions

Develop our eco-design initiatives to reduce our products' carbon footprint

Continue with the roll-out of awareness-raising programmes on the topics of ethics and cybersecurity



# SUMMARY OF OUR ACTIONS

THANKS TO  
THE MANY CONTRIBUTORS  
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Design, copy and creation:  
Crosscall Marketing and CSR departments

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OUR CSR PILLARS	OUR ACTIONS FOR THE 2023 FISCAL YEAR	IN THE 2024 FISCAL YEAR WE WILL
<b>MAKE DURABLE PRODUCTS AND SERVICES</b>  Designing responsible products and services that extend the useful life of our products	<ul style="list-style-type: none"><li>• Extended our 5-year warranty to other products</li><li>• Further raised the bar for our Crosscall Standards, the series of durability tests that our new products are subjected to</li><li>• Researched alternative materials such as recycled plastics with a view to incorporating them into future products.</li></ul>	<ul style="list-style-type: none"><li>• Carry out a life cycle assessment for a smartphone</li><li>• Study the feasibility of a leasing offer for our smartphones</li></ul>
<b>THINK LOCAL</b>  Maximising our positive impact on local communities wherever we are established and take part in the development of the French and European economies	<ul style="list-style-type: none"><li>• Launched our two first accessories assembled in France via our subsidiary Crosscall Engineering</li><li>• Integrated the MicroDON system into our website to raise funds for Marseille-based foundation Pure Océan</li></ul>	<ul style="list-style-type: none"><li>• Develop two other accessories assembled in France</li><li>• Qualify industrial partners and suppliers in Europe for the French-European 5G secure smartphone project</li></ul>
<b>CHANGE OUR ECOSYSTEM</b>  Creating the conditions necessary for change in our industry by working together with the stakeholders in our ecosystem	<ul style="list-style-type: none"><li>• Formalised a Responsible Purchasing Policy</li><li>• Formalised our Responsible Communication and Marketing Charter</li><li>• Conducted 13 CSR audits of key direct suppliers</li></ul>	<ul style="list-style-type: none"><li>• Roll-out internal training on responsible purchasing</li><li>• Deploy marketing initiatives that incite customers to keep their devices in use</li><li>• Make buy-back offers in B2B contracts systematic</li></ul>

OUR CSR PILLARS	OUR ACTIONS FOR THE 2023 FISCAL YEAR	IN THE 2024 FISCAL YEAR WE WILL
<b>CARE FOR OUR TEAMS</b>  Attracting, developing, rewarding and engaging a diverse workforce while caring for their well-being	<ul style="list-style-type: none"><li>• Launched a nutrition programme</li><li>• Organised integration days for new recruits</li><li>• Organised awareness-raising workshops on diversity and inclusion</li><li>• Defined a skills matrix to identify actual/critical/missing skills within the company</li></ul>	<ul style="list-style-type: none"><li>• Provide training to develop effective interpersonal skills</li><li>• Define a gender equality action plan</li><li>• Develop internal training and awareness-raising initiatives</li></ul>
<b>ACT ETHICALLY AND RESPONSIBLY</b>  Assuming our business responsibility by limiting our environmental impacts, and by ensuring safety and compliance with ethical regulations.	<ul style="list-style-type: none"><li>• Trained our employees in ethics</li><li>• Launched a whistleblower platform</li><li>• Rolled-out a carbon footprint calculation tool to make the information collected more reliable</li></ul>	<ul style="list-style-type: none"><li>• Define targets for reducing greenhouse gas emissions</li><li>• Develop our eco-design initiatives to reduce our products' carbon footprint</li><li>• Continue with the roll-out of awareness-raising programmes on the topics of ethics and cybersecurity</li></ul>





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