


THIS IS HOW

WE LIVE



Corporate Social Responsibility Report 2022

 **CROSSCALL**

The background of the page is a close-up photograph of water with numerous bubbles of various sizes. A dark teal rectangular box is centered horizontally and partially overlaps the bubbles. Three small yellow plus signs are placed around the box: one to the left, one to the right, and one above the box.

This report describes the actions taken in fiscal year 2022
which ran from 1 April 2021 to 31 March 2022.

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THIS IS HOW WE LIVE

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INTRODUCTION TO CROSSCALL

Founded by Cyril Vidal in 2009, Crosscall offers smartphones, mobiles and tablets with a five-year warranty, as well as a range of accessories designed to respond to a need that is common to professionals and the general public: **to be able to communicate on the move with a device capable of working durably in all environments.**

Based in Aix-en-Provence, Crosscall is the only 100% French-owned mobile phone manufacturer. The company, which currently employs 173 people, has sold more than 4.7 million units since its creation. Its revenues for the year 2021/22 amounted to €134 million. Crosscall addresses the B2C, B2B and public administration markets. It supplies the Ministry of the Interior, equipping more than 230,000 law enforcement officers.

— Governance of Crosscall

Crosscall is headed by a President and a CEO who sit together on a management board under the control and oversight of a Supervisory Board which meets quarterly and includes an independent member. For the exercise of their functions, the President and the CEO receive fixed and variable remuneration which is set and may be adjusted annually by the Remuneration Committee. Neither the President nor the CEO are members of the Remuneration Committee.

An Executive Committee, composed of a President, a Vice-President, three Deputy General Managers and a General Secretary develops the strategic of the business. Lastly, the Management Committee is the link between the operational teams and the business strategy. 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 CSR (Corporate Social Responsibility) department with two full-time employees defines and implements Crosscall's CSR strategy. The Purchasing and QCSR Director regularly updates the Management Committee (of which she is a member) and the Executive Committee on CSR matters.

— Sustainability and employee wellbeing, Crosscall's DNA

2009

- Creation of Crosscall: devices designed with a very distinct DNA: resistant, waterproof, with long-lasting battery life.

2014

- Introduction of profit-sharing incentives / employer's contribution to collective savings scheme in advance of any legal obligation.
- First company-wide seminar.

2018

- Development of the first Crosscall Standards, highly demanding technical specifications, which ensure the manufacturing quality and the durability of our products.

2019

- Crosscall signs up to the UN Global Compact.
- Creation of a gym at the headquarters.

2020

- Crosscall implements a three-year warranty for its smartphones and tablets.
- Crosscall devices are AER-certified (Android Enterprise Recommended).

2021

- Crosscall smartphones awarded one of the top scores at the launch of the French reparability index (8.8 out of 10).
- The brand commits to ten-year availability of its spare parts.
- Launch of refurbished smartphones on Crosscall's website.

2022

- Crosscall implements a five-year warranty for all its 5th generation smartphones and future devices.

ACTION AS PROOF OF OUR COMMITMENT

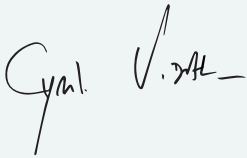
— Foreword by Cyril Vidal, President and Founder of Crosscall

Conscious of our environmental and social responsibilities and impacts, we have for some years been endeavouring to transform our way of creating and producing. Our ambition is to contribute to making the telephony industry evolve towards more sustainable models.

Crosscall signed up to the UN Global Compact in 2019 and has committed to complying with its Ten Principles. This is a voluntary initiative which reflects the way we see our activity, and a day-to-day commitment towards our employees so that they can feel proud to work for a responsible company.

In 2021, Crosscall embarked upon a new stage in its CSR strategy by defining five pillars of engagement. Proposing products and services that are responsible in both environmental and safety terms; maximising our positive local impact and further embedding our industrial activities in France and Europe; working with our whole ecosystem to create the conditions necessary for change in the industry; committing to our teams, providing them with a motivating and engaging working environment; and assuming our business responsibilities as citizens, particularly as regards the climate and data protection. The combination of these commitments allows us to maximise our positive impact and our contribution to the Sustainable Development Goals.

I invite the whole company and our partners to join us in this responsible and collective approach!



CYRIL VIDAL
President and founder of Crosscall



USING INTERNATIONAL FRAMEWORKS AS A REFERENCE AND BEING ASSESSED AGAINST THEM

– ISO 26000, an international reference framework

The ISO 26000 standard clarifies the notion of social responsibility and helps businesses to translate their commitments into concrete actions. Crosscall relied on the guidelines of this international standard in formalising its CSR strategy.



[Find out more](#)



[Find out more](#)

– EcoVadis, an external assessment of our CSR performance

EcoVadis is an independent third-party that evaluates the CSR performance of more than 90,000 businesses of all sizes in 160 countries on the basis of four criteria: environment, social impact, ethics and responsible purchasing.

In 2021, Crosscall's proactive CSR practices enabled it to gain 12 points in its annual CSR performance evaluation. In recognition of this commitment, we were awarded a new silver medal. This achievement demonstrates our consideration of all the CSR factors pertinent to the business and our level of maturity in how we address them.

– The UN Global Compact: a voluntary commitment

In signing up to the UN Global Compact in 2019, Crosscall committed to complying with its Ten Principles relating to human rights, international labour standards, environmental protection and the fight against all forms of corruption.

[Find out more](#)



— The Sustainable Development Goals, an alignment with global challenges

Adopted by the UN in 2015, the Sustainable Development Goals (SDGs) cover the great social challenges that all actors (states, businesses and civil society) must address by 2030 in order for development to be socially equitable, environmentally sure, and economically prosperous and inclusive.

There are seventeen SDGs, and each one is accompanied by detailed targets, objectives and actions to be taken. Given the nature of our business activities and of our CSR strategy, our actions fall within five of these seventeen Goals:



SDG 5

Achieve gender equality and empower all women and girls.

Discover how Crosscall contributes to it p.27



SDG 8

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

Discover how Crosscall contributes to it, pp.19, 23 & 27



SDG 9

Build resilient infrastructure, promote sustainable industrialization and foster innovation.

Discover how Crosscall contributes to it p.19



SDG 12

Ensure sustainable consumption and production patterns.

Discover how Crosscall contributes to it, pp.13, 19, 23 & 33



SDG 13

Take urgent action to combat climate change and its impacts.

Discover how Crosscall contributes to it, pp.13 & 33

**DISCOVER ALL
17 SUSTAINABLE
DEVELOPMENT GOALS**

Find out more

A MATERIALITY STUDY TO BUILD OUR CSR PILLARS

A materiality matrix and a strategy

In order to give greater structure to our CSR approach, and with a view to continuous improvement, we formalised our commitments in a single comprehensive, clear and specific strategy in 2021. To make sure it took account of our stakeholders' expectations, we first carried out a materiality study. This approach was based on ISO 26000, the international CSR standard.

Accompanied in this exercise by a CSR consultancy, we first identified the CSR challenges that were most pertinent for our business. We then submitted them to our internal and external stakeholders (employees, customers, suppliers, investors, the media, business associations, NGOs, etc.)

to find out their level of expectations and their perception of Crosscall's performance on the issues identified.

This work led to the emergence of five pillars of CSR engagement, which form the foundations of our strategy and of our action plan for the years ahead.

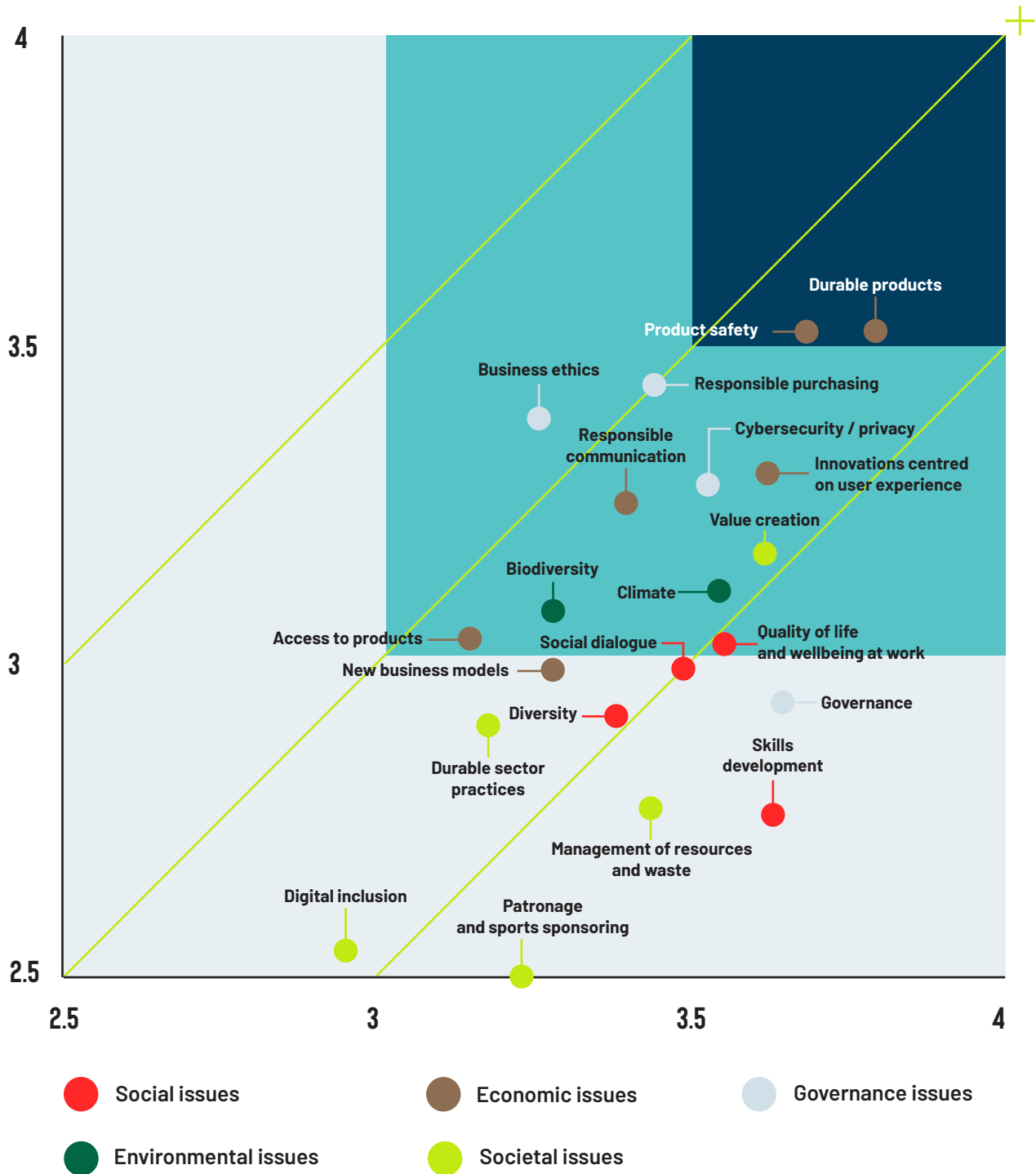


"We chose to structure our actions based on the results of a materiality study and to include all the actors in our ecosystem in this exercise. This step was necessary for a fair and shared definition of the issues facing us, our responsibilities and the objectives deriving from them."

Magalie Laederich, CSR Manager



The materiality matrix



The priority issues revealed by our materiality matrix

The notion of materiality represents the internal and external factors that have a significant impact on a business. The materiality matrix is a tool that helps companies to rank CSR issues by identifying those that are recognised as priority by both the business and its stakeholders.

Crosscall's materiality study showed a consensus among internal and external stakeholders on the level of expectation as regards CSR issues. The pillars of the CSR strategy therefore respond to shared priorities.

THIS IS HOW WE...



MAKE DURABLE PRODUCTS AND SERVICES

Design responsible products and services that extend the useful life of our products



THINK LOCAL

Maximise 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

Create the conditions necessary for change in our industry by working together with the actors in our ecosystem



CARE FOR OUR TALENTS

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 impact on the environment, keeping a close watch on safety and conducting business ethically



MAKE DURABLE PRODUCTS AND SERVICES

THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES

As a manufacturer of products with electrical and electronic components, 75% of our products' environmental impact comes from their manufacturing stage. The impacts from the mining, transformation and transportation of the raw materials used to manufacture the devices weigh particularly in their overall life-cycle¹. It is for this reason that we must maintain our responsible approach to product development and seek to continuously extend our devices' useful life.

The Crosscall brand was built on a promise to its users: to provide robust mobile phones, tablets and accessories that conform to demanding technical specifications.


Crosscall is increasingly embedding its product strategy in a circular economy model.

This process begins with eco-design work, in particular to develop devices that are ever more resistant, easy to repair and to refurbish at the end of their life.

To prolong their useful life during the use-phase, we promote our products' second life, for example by means of repair services or new sales practices such as our five-year warranty and the sale of refurbished smartphones.

Our determination to 'Make durable products and services' translates into both the design of our products and new business models geared towards extending the useful lives of our products.

OUR ACTIONS IN THIS PILLAR CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS (SDGs):

 See p.7 for more information



Key figures

5 YEARS

The duration of our warranty, as compared to the two years legally required and generally offered

8.8/10

One of the top repairability scores in the market in 2021, for our CORE-X4 et CORE-M4 smartphones

>80

The number of laboratory tests carried out on our products to make sure they are resistant and waterproof

6

Refurbished phone models sold in 2021

0.2%

Our very low percentage of screen breakages over a period of more than two years²

1: ADEME (French Agency for Ecological Transition) study: The impacts of the smartphone – December 2019. <https://librairie.ademe.fr/cadic/1866/guide-pratique-impacts-smartphone.pdf?modal=false>

2: Percentage of screen breakages over a period of more than two years on 20,000 TREKKER-X4 devices in the context of a B2B deal with intense daily use.



THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES

EXTENDING THE USEFUL LIFE OF OUR PRODUCTS

— Extension of the warranty to 5 years

As early as 2020, Crosscall implemented a three-year warranty on its products, as compared to the regulatory two years generally seen on the market.

At the beginning of 2022, Crosscall extended this warranty to five years for all 5th generation smartphone models (CORE-M5, ACTION-X5, CORE-X5 and CORE-T5) and future devices. This extension demonstrates the company's commitment to encouraging more responsible consumption and contributes to limiting the wastage associated with overly frequent replacement of equipment.

— Availability of spare parts

To extend the useful life of its products beyond the warranty period, Crosscall commits to making spare parts for its smartphones available to professionals and private individuals for a period of ten years.

DEVELOPING NEW AFFORDABLE MODELS

— Launch of a refurbished phones offering

To give a second life to its products and extend their useful lives, in September 2021 Crosscall launched its first range of refurbished phones on its French website.

Unlike a second-hand device sold 'as is', a refurbished phone is restored to perfect condition: all data are erased, the device is cleaned and disinfected, its functioning verified, and any parts replaced as necessary. At Crosscall we use only original spare parts made by the constructor.

Crosscall ensures a high level of quality of its devices thanks to rigorous quality checks and monitoring throughout the refurbishing process. No fewer than 35 quality control points are inspected before the refurbished phones are placed back on the market. Crosscall offers a one-year warranty on its refurbished phones, and this includes waterproofing, which is rarely seen in the market.

Out of concern for the environment, and in order to avoid wasting resources, we have chosen to deliver these products without charger or charger cable.

100%

of refurbished phones offered by Crosscall are refurbished in France.

20%

one in five smartphones sold on Crosscall's website are refurbished.³

87%

According to ADEME⁴, buying a refurbished phone saves an average of 82 kilos of raw materials and 87% of GHG emissions compared with buying a new phone.

3: Figure calculated between September 2021, when the sale of refurbished smartphones was launched on the French website, and March 2022.

4: ADEME study: Why prefer a refurbished smartphone? - February 2022. <https://librairie.ademe.fr/cadic/5311/infographie-preferer-smartphone-reconditionne.pdf?modal=false>



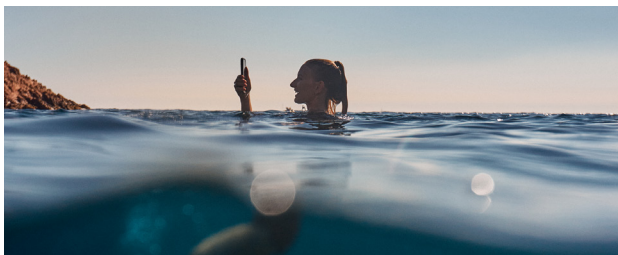
THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES

ECO-DESIGNING OUR PRODUCTS

At Crosscall, eco-design takes several forms:

– Durability: preserving resources thanks to the robustness of the products

Crosscall has been built around a promise: reliable and resistant products that last even in the most demanding conditions of use. To keep this promise, we put our products through a battery of tests which simulate real-life conditions of use as closely as possible. This series of tests is formalised in our Crosscall Standards.



Some of these tests are “combined.” For example, we test the waterproofing of a phone after testing its resistance to breakage, which goes beyond current industry practice. In this way we wish to obtain assurance that our phones are waterproof not only when they leave the factory but throughout their life cycle.

We run field tests of our products with the support of members of our “community of innovators.” They receive the first prototypes and test them in their daily lives. Their feedback allows us to perfect the products before launching production and also to ensure that the products we sell match real needs.



All our phones and tablets conform to the IP68 standard: they can be used underwater to a depth of two metres for 30 minutes.

Drop tests on smartphones, reproduced 100 times, are conducted from a height of two metres onto marble and concrete, on the six surfaces of the phone – whereas the usual tests generally consist of just one drop onto a softer surface.

When manufacturers offer them, we choose processors and components with extended life-cycle support, in order to be in a position to support our customers in the long term.

Crosscall also tests its devices in chlorinated and salt water.

To protect against screen breakage we have opted to integrate Corning Gorilla® Glass for all our phones and tablets. This protection allows us to attain level IK05⁵, as against IK02 for a thinner standard glass.

Our secondary components (camera, battery, etc.) are deliberately chosen from among common sources for added assurance as to the long-term availability of components.

5: A screen's degree of resistance to shocks is represented by the IK index. IK05: Resistance against 0.7 joules of impact, equivalent to the impact of a 0.25 kilo mass dropped from 28 cm above the impacted surface.



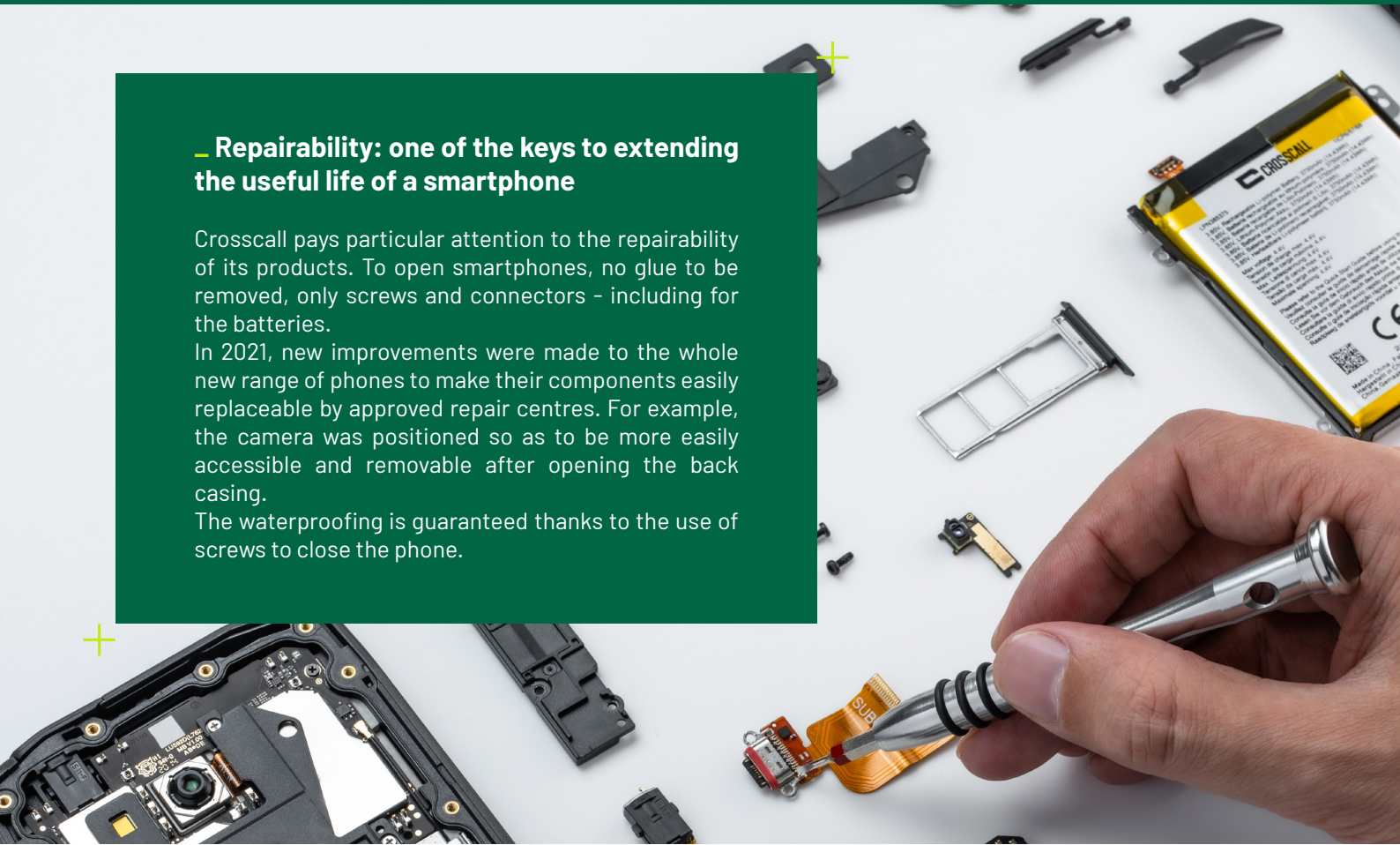
THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES

– Repairability: one of the keys to extending the useful life of a smartphone

Crosscall pays particular attention to the repairability of its products. To open smartphones, no glue to be removed, only screws and connectors - including for the batteries.

In 2021, new improvements were made to the whole new range of phones to make their components easily replaceable by approved repair centres. For example, the camera was positioned so as to be more easily accessible and removable after opening the back casing.

The waterproofing is guaranteed thanks to the use of screws to close the phone.



8.8 out of 10 for the CORE-X4 and CORE-M4.

The repairability of a product directly impacts its useful life: a repaired product will be kept for longer. Right from the introduction of the repairability index in France, Crosscall obtained some of the highest scores in the market!

Explanation: the repairability index is a score out of 10 assigned 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 Ministry of Ecological Transition and take into account how easy it is to dismantle the product, and the availability and prices of spare parts.

To attain these high scores for repairability, Crosscall carried out a design work to simplify the dismantling of its devices and facilitate their repair – work which we will continue for future product ranges.





THIS IS HOW WE MAKE DURABLE PRODUCTS AND SERVICES

— Packaging

In order to reduce our environmental impact, we pay attention to the eco-design not just of our products but of their packaging too. We had already reduced the volume of our packaging by more than 30% for our latest generation of phones relative to the previous generation.

As part of our continuous improvement approach, we were determined to go further with our new range:

0%

plastic is used in
manufacturing the packaging

Up to
75%

of the materials
of which they consist are recycled

100%

of the inks used
are plant-based



To make durable products and services in 2022, we will:



Continue to develop recovery loops for the phones we place on the market - with a view to their refurbishing



Study the possibility of including recycled plastic in our phones while maintaining their performance in terms of robustness and durability



THINK LOCAL

THIS IS HOW WE THINK LOCAL


Crosscall is an international company but a French brand, with its headquarters in Aix-en-Provence. Crosscall's ambition is to strengthen its independence and its industrial sovereignty. We will do this by more and more autonomously guiding the key stages of product design and industrialisation, and by mastering the procurement of components and product conformity. Enhancing our control of our production processes will enable us to act effectively on the levers of eco-design, localisation of procurement, the re-use of materials and the environmental footprint of our logistical circuits.

Our local roots represent a token of security and reliability for our customers. It is also a way of contributing to the local economy of our home country and in due course, reducing our environmental footprint thanks to shorter manufacturing circuits.

Lastly, we aim to maximise our local impact by getting involved wherever we are established through sponsoring and patronage activities, developing our local industrial activities and expanding our ecosystem of European suppliers and partners.



OUR ACTIONS IN THIS PILLAR CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS (SDGs):

 See p.7 for more information



Key figures

12

new jobs created -
indefinite contracts in France⁶

100 %

of our capital
is French

⁶: For fiscal year 2022: April 2021 to March 2022.



THIS IS HOW WE THINK LOCAL

RELOCATING PART OF OUR INDUSTRIAL ACTIVITIES IN EUROPE

In 2021, in order to lay the foundations for a high added value industrial activity in France, Crosscall created its subsidiary, Crosscall Engineering, and recruited an Industrial Manager.



“ Crosscall wishes to greatly expand its R&D activities but also to have an industrial assembly plant in France. We also have the ambition of developing an ecosystem of French and other European suppliers within a few years’ time to design and produce, in France, the first Franco-European 5G smartphone. This project intersects with several of our CSR commitments: thinking local, sustainable production and the fight against climate change.”

Antoine Le Gall, Industrial Director



— The X-LAB, first milestone of Crosscall’s industrial project

Crosscall wished to insource the means of testing used to validate the quality of products designed and manufactured by its industrial partner. In 2020 we therefore launched the X-LAB, an in-house innovation laboratory. It is equipped with machines designed to reproduce extreme usage situations: waterproofing to two metres, screen breakage, bending, resistance to extreme temperatures. This laboratory is also used to conduct research to increase the devices’ battery life, tests on new materials, etc. Designed as a first milestone of Crosscall’s industrial project, this laboratory benefited from the support of the government’s France Relance recovery plan in 2021.



“ The current objective of this laboratory is to ramp-up Crosscall’s technical know-how. For now, it allows us to insource our testing and prototype stages. In due course the X-LAB will become a lever for strengthening our design capabilities and insourcing the research unit. This laboratory will allow us to improve the control and monitoring of our production chain and therefore the quality and eco-design of our devices.”

Nicolas Leclerc, R&D Manager



THIS IS HOW WE THINK LOCAL

COMMUNITY INVOLVEMENT

— Crosscall, a team to surpass limits and make dreams come true

Crosscall supported the Ultra-Trail de Mont-Blanc (UTMB), a global trail-running event that brings together the world's greatest mountain ultramarathon runners around Mont-Blanc. In August 2021, several employees covered the course in relays over several days with a precise goal: to wheel a person suffering from Lou Gherig's disease over the line in a Joëlette (an all-terrain one-wheeled chair) so that this person could realise the dream of crossing the line of the UTMB, over a course that was slightly adapted (155 kilometres instead of 170).

— Crosscall, sponsoring local events

Green Odyssey is an initiative combining sport and environmental awareness raising, by collecting waste all along the Rhône on paddle boards, on foot and by bicycle. In 2021, Crosscall, contributed financial support to the project and provided phones and a cyclist kit to the organising teams.

— Under full sail with the Crosscall Sailing Team!

Since 2020, Crosscall has sponsored Aurélien Ducroz, both skier and skipper of the Crosscall Sailing Team. Together, they embarked upon a nautical adventure: the construction of a Class 40 prototype combining innovation and durability. In 2021, they took part in the Transat Jacques Vabre, a yachting race that follows the historic coffee trading route between France and Brazil.

The design of the boat combines performance and respect for the environment through the use of bio-sourced materials and local construction: the architecture was carried out in La Rochelle, the dies were made in Legé (Loire-Atlantique) and the boat was built in Caen.

This sporting and technical adventure is also about building strong human connections. Crosscall's teams directly took part in the project by designing the boat, integrating Crosscall technology on board and providing communications and marketing support.

Crosscall's employees were also invited to participate: real-time monitoring of the race was organized and video-conferences were held with the skipper during the Transat Jacques Vabre.

To think local in 2022, we will:



Launch of the first accessory made in France



CHANGE OUR ECOSYSTEM

THIS IS HOW WE CHANGE OUR ECOSYSTEM

The extension of the useful life of devices and being alert to the social impacts of our activities are prerequisites to the development of a more sustainable telephony industry. This ambition, which is that of Crosscall, 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 CSR commitments find expression in our purchasing practices, selecting suppliers that can provide us with the products and services we need while at the same time contributing to the CSR objectives we have set ourselves.

As part of our responsible purchasing approach we commit to acting as a responsible buyer and to involving our partners in this process.

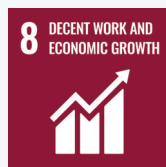
This also extends to how we sell our products and our marketing practices. We gear our sales pitch to promoting the extended useful life of our products and contributing to changing consumer habits.

Lastly, it is by collaborating with the other players in the telephony sector, particularly on regulatory developments, that we will be able collectively to bring about more sustainable practices, in a spirit of continuous improvement.



OUR ACTIONS IN THIS PILLAR CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS (SDGs):

🌱 See p.7 for more information



Key figures

2

The number of recruitments to the Purchasing Team in 2021

3

The number of 'green' marketing campaigns



THIS IS HOW WE CHANGE OUR ECOSYSTEM

IMPLEMENTING RESPONSIBLE PURCHASING PRACTICES

In order to strengthen our actions in the area of responsible purchasing, we fortified our teams with two new positions in 2021 :

- **A Procurement and QCSR Director**, is responsible for putting in place the group's purchasing strategy and policy so as to ensure the continued quality and stability of our relations with our partners, suppliers and subcontractors, while at the same time monitoring and optimizing the environmental and social impacts of our purchases.

- **A CSR Manager**, based in Hong Kong. This key position aims to strengthen the traceability of our supply chain and collaboration with our main industrial partners on environmental, social and ethical issues in a spirit of continuous improvement.

— Key responsible purchasing achievements in 2021

- We formalised processes clarifying the roles and responsibilities of each. In 2022, we will go one step further and draw up a Responsible Procurement Policy.
- We strengthened our collaboration with our main industrial partner around CSR themes such as the traceability of conflict minerals.
- Pursued our mapping of our tier 2 and 3 suppliers to improve our supply chain visibility.

— The approval audit, an essential step in selecting a new supplier

Crosscall carries out audits to assess each new direct supplier. These audits evaluate the potential partner's processes, production capacities, quality system and maturity regarding CSR. They allow us to verify, *in situ*, that they conform to our requirements in terms of working conditions, respect for human rights, environmental conservation and ethics and integrity.

Despite the constraints imposed by COVID-19, **we carried out ten such audits *in situ* in 2021.**



"The Purchasing Team seeks to purchase the goods and services that Crosscall needs while at the same time managing the environmental, social and ethical risks in our value chain. To do this, we must both implement the right processes and in-house training, and select partners who share our values."

Virginie Brulfert, Procurement and QCSR Manager



THIS IS HOW WE CHANGE OUR ECOSYSTEM

ENCOURAGING MORE SUSTAINABLE CONSUMPTION

Sales operations aimed at changing habits

In 2021, Crosscall launched several actions aimed at encouraging consumers to extend the useful life of their devices.



"Organising these campaigns gives meaning to our sales activities. No unjustified rebates: all our campaigns must reflect our values of environmental responsibility and sustainability. They are designed to encourage sustainable consumption, to favour changes in habits and to boost our customers' brand loyalty. Reflecting on this kind of campaign changes our way of thinking, allows us to challenge assumptions, to leave the beaten path and develop innovative concepts perfectly suited to Crosscall."

Sabrina Montagard, Digital Manager



Green Thursdays

During these campaigns, Crosscall customers obtained an extra year of warranty on their devices, free of charge. This operation, which was repeated twice during the year, benefited nearly 700 consumers.⁷



Repair Week

During one week, Crosscall repaired all devices for which the warranty had expired free of charge.



Green Week

A week during which prices of refurbished phones were reduced by 30%. This operation, aimed at encouraging a more sustainable consumer practice than buying a new phone, led to savings of nearly 40 metric tons of raw materials.⁷

⁷: According to ADEME, buying a refurbished phone saves an average of 82 kilos of raw materials.

To change our ecosystem in 2022, we will



Formalise a Responsible
Procurement Policy



Formalise a Responsible
Communication and Marketing Charter



CARE FOR OUR TEAMS


THIS IS HOW WE CARE FOR OUR TEAMS

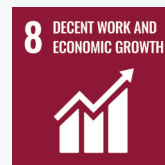
It is the people who work at Crosscall who carry its ambition to be a manufacturer of more sustainable phones and who contribute to the company's transformation, particularly as regards CSR. And just as they are fundamental to the company's performance and development, so is their personal development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

We commit to our teams by developing a working context that is favourable to their wellbeing and true to our sporting and durable DNA. Our HR policy focuses on developing training, favouring diversity, facilitating integration and strengthening team spirit.

In 2021, we continued our actions aimed at proposing a Crosscall experience focused on wellbeing at work and skills development.

OUR ACTIONS IN THIS PILLAR CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS (SDGs):

 See p.7 for more information



Key figures

173

employees
at 31 March 2022

62% vs 38%

Men vs Women⁸

91

persons trained⁹

78/100

The women-men
equality index⁹

8: For all our sites, for fiscal year 2022. 19: Results for the year 2021. In accordance with French legislation and as part of the fight against the pay gap between men and women, businesses with more than 50 employees have to calculate and publish an index out of 100 measuring equality.



THIS IS HOW WE CARE FOR OUR TEAMS

WORKING TO IMPROVE EMPLOYEES' WELLBEING

A nutrition programme to complement our sports offerings

Crosscall makes a gym plus advice and training with an in-house sports coach available to its head office employees. As an extension of this approach to wellbeing and encouraging healthy lifestyles, a nutritional project called 'Crosscall Food' was put in place in our Aix-en-Provence headquarters in October 2021. A similar arrangement was also set up in February 2022 at the Courbevoie site.



33%

The proportion of each 'Crosscall Food' meal paid for by the company to enable employees to eat well at a reasonable price

1/3

of employees at the Aix-en-Provence site order each week through the 'Crosscall Food' programme



"Actions in favour of wellbeing at work were already a well-established feature of the company. 'Crosscall Food' rounds out the 'nutritional' aspect through a catering solution for employees based in Aix-en-Provence, in partnership with local restaurants and a nutritionist. Employees order their meals online via a dedicated platform and they are delivered to the office. These meals adhere to the CSR approach: they are delivered in glass which are re-used at the end of every day and the organic waste is recycled in partnership with a local pig farm."

Marie Decoeur, HR Project Manager



THIS IS HOW WE CARE FOR OUR TEAMS

STRENGTHENING TEAM COHESION

Team building moments

Two seminars are held each year to keep people up to speed on the company's projects and to reinforce team cohesion. In 2021, they were held in spite of the COVID-19 crisis, albeit in formats adapted to the situation. The events, held remotely and broadcast live, with simultaneous spoken interpreting and written translation into English, were followed by all employees live! Music had pride of place in the winter seminar: our employees were invited to a concert which was live broadcasted and take part in a musical blind test competition.

Organising onboarding days for new hires

Looking after new employees when they first arrive is indispensable for favouring rapid and smooth integration. In 2021, the HR team organised onboarding days during which employees discover the various departments of the company and have the opportunity of conversing with Directors.

Organised every quarter over a whole day, they favour cohesion by means of team building activities. The CSR strategy is presented during these onboarding day, thus ensuring that every new hire understands what it represents and how he or she can contribute to it in the everyday practice of his or her business line.

1 Report on first impressions requested of new employees after 60 days in order to promote continuous improvement in-house.



THIS IS HOW WE CARE FOR OUR TEAMS

— New premises for the Hong Kong office

2021 marked the move of our Hong Kong office to more spacious premises. These feature a gym, a large meeting room and a break space for meals.

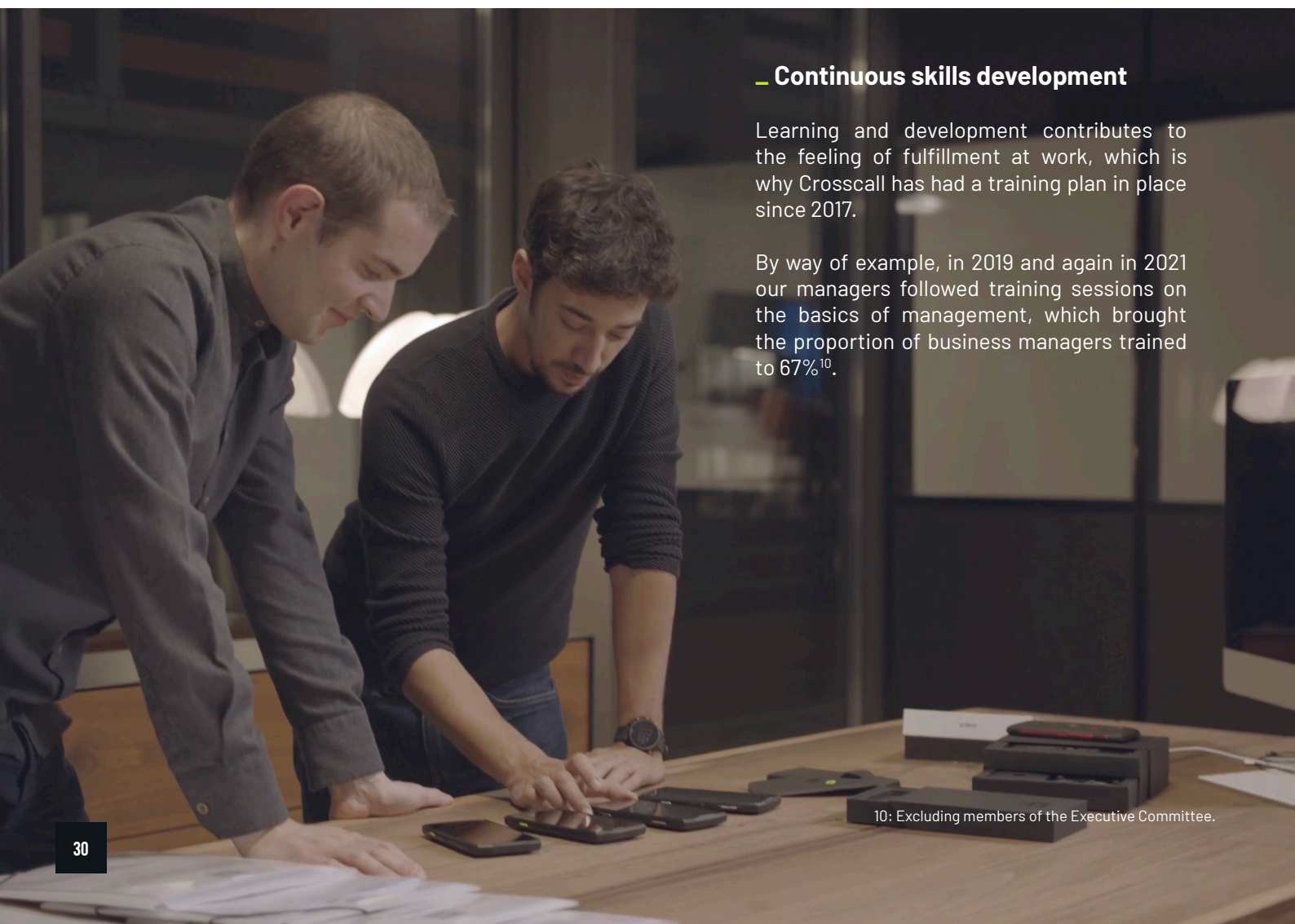
The objective is to create a pleasant working atmosphere that favours employees' development.



— Continuous skills development

Learning and development contributes to the feeling of fulfillment at work, which is why Crosscall has had a training plan in place since 2017.

By way of example, in 2019 and again in 2021 our managers followed training sessions on the basics of management, which brought the proportion of business managers trained to 67%¹⁰.



10: Excluding members of the Executive Committee.



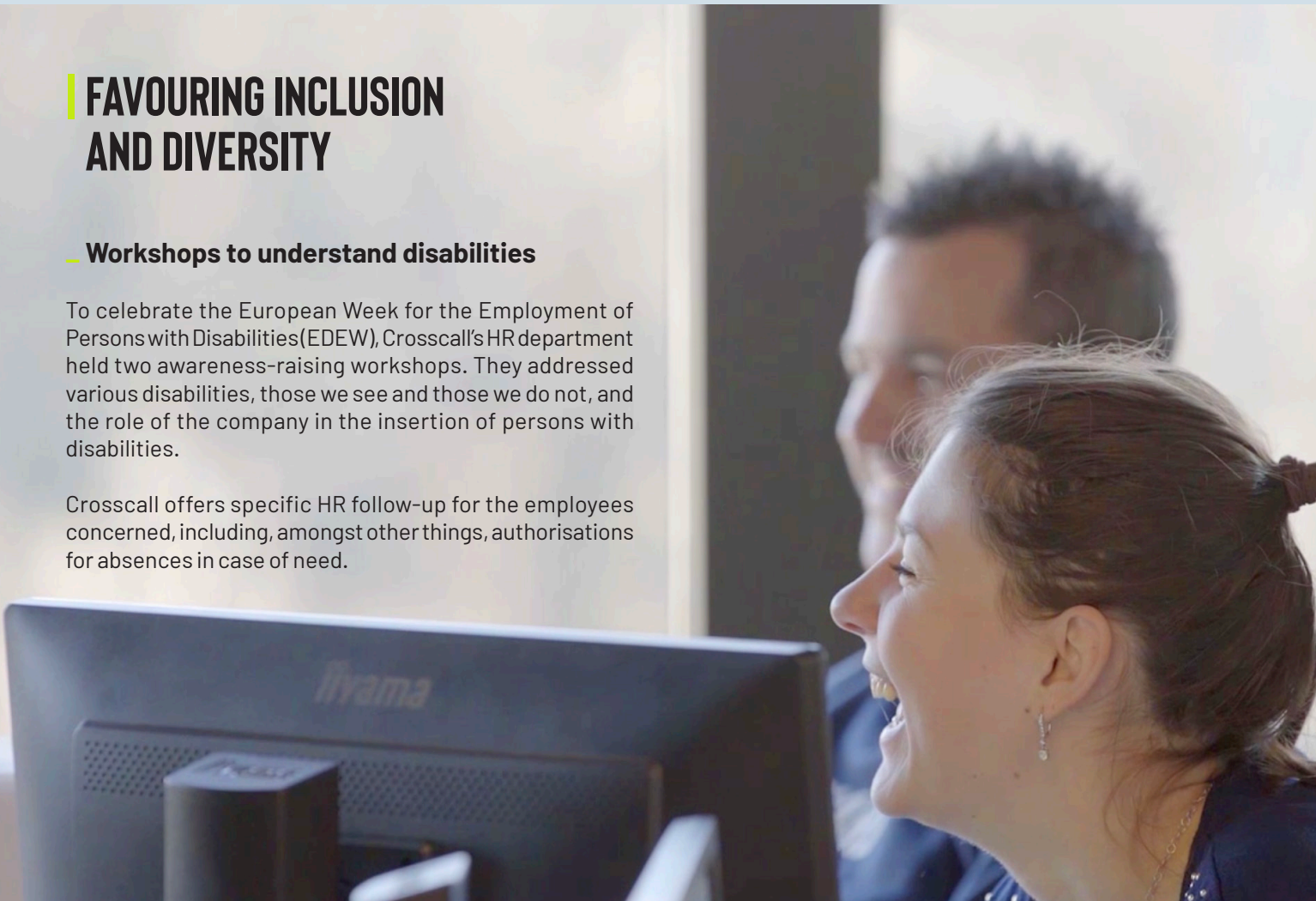
THIS IS HOW WE CARE FOR OUR TEAMS

FAVOURING INCLUSION AND DIVERSITY

Workshops to understand disabilities

To celebrate the European Week for the Employment of Persons with Disabilities (EDEW), Crosscall's HR department held two awareness-raising workshops. They addressed various disabilities, those we see and those we do not, and the role of the company in the insertion of persons with disabilities.

Crosscall offers specific HR follow-up for the employees concerned, including, amongst other things, authorisations for absences in case of need.

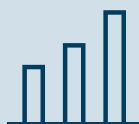


A disability representative

The company has appointed a disability representative, who has followed the training modules of the AGEFIPH¹¹. Her roles are to guide, inform and support persons with disabilities, but also all Crosscall employees, in order to fight unconscious biases regarding disabilities. This is a voluntary initiative in that the legal obligation applies only to companies with more than 250 employees.¹¹

11: AGEFIPH: The Association of Fund Management for the Insertion of Persons with Disabilities was established by the French law of 10 July 1987 to favour the insertion, maintenance and occupational development of persons with disabilities in private sector businesses.

To care for our teams in 2022, we will



Develop a skills matrix to identify current / critical / missing skills so as to have a view of the company's needs



Deploy offers of sports and nutrition in all our offices



ACT ETHICALLY AND RESPONSIBLY

THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY

As a responsible business and as good citizens, it is our duty to contribute to the fight against global warming by reducing our GHG emissions.

It is also our responsibility to work on constantly raising the safety bars for our products and users and to safeguard the security of our employees' and partners' data.

Lastly, in accordance with the ethical principles of the UN Global Compact to which we have signed up, we have expressed our determination to fight against all forms of corruption and always act in strict accordance with the principles of business ethics and integrity.

In all these areas we work, at our scale, to go voluntarily beyond the legal and regulatory requirements and to act with a permanent desire for progress.



OUR ACTIONS IN THIS PILLAR CONTRIBUTE TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS (SDGs):

✦ See p.7 for more information



Key figures

55,000

phones transported
by sea



First carbon balance
sheet drawn up in 2021

100%

of employees trained
in cybersecurity

22

subjects covered
in our ethical charter



THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY

MANAGING OUR ENVIRONMENTAL IMPACT

Calculating our carbon footprint

In 2021, Crosscall calculated its carbon footprint for the first time, analysing fiscal years 2019 and 2020. Drawn up in accordance with the GHG Protocol¹² methodology, the assessment covered scopes 1 to 3 of our business, that is to say direct and indirect emissions. This was a first step, which will allow us to get a better grip on our emissions and in due course reduce them. The result produced no great surprises for a company in the telephony industry: most of our emissions, 70%, come from the production of our devices.

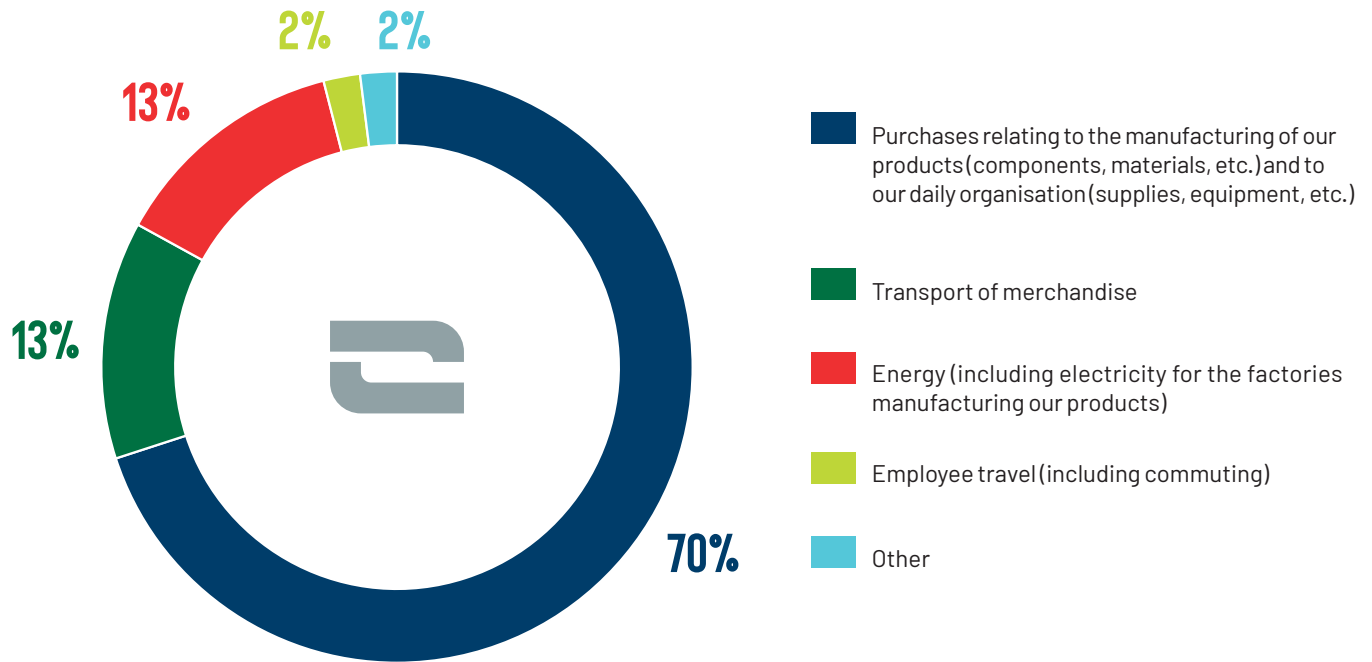
WHAT IS THE CARBON FOOTPRINT ASSESSMENT?

A company's carbon footprint is the GHG emissions linked to its activity. Its purpose is to identify the main sources of GHG emissions in order to define and the appropriate course of action to reduce them.



THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY

Summary of our main sources of GHG emissions for fiscal year 2020



The first action items identified by Crosscall



Working on the eco-design of our products (see p. 15)



Reducing air transport in favour of sea and/or rail transport (see p.36)



Extending the useful lives of our products (see p.14)



THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY

— Optimisation of packaging and logistics

In 2021, to reduce its GHG emissions, Crosscall made several changes to aspects of its logistics.



OPTIMISATION OF PALLETS

The company standardised the height of its transport pallets so that they would each carry more products – as much as 33% more for some pallets.



PRODUCT PACKAGING

In the context of a specific contract, Crosscall rethought the packaging to deliver the products in bulk, thus allowing more than twice as many phones to be transported per pallet compared with classic packaging. This enabled us to save on the raw materials associated with packaging and to reduce the GHG emissions associated with the transport.



CHANGES IN MODES OF TRANSPORT

We started transport by sea. 99% less emissions than air transport¹³, and also less expensive.

— Management of day-to-day impacts

1 In 2021, all our employees once again underwent awareness-raising on **selective sorting**. At the Aix-en-Provence site, waste is collected and compacted by a welfare-to-work organisation and then sent to approved EU recycling plants to be valorised.

2 A one-off operation called **“Bon débarras”** (in English, “good riddance” but also meaning “a good way of disposing of things you don’t need”) was carried out to recover small electronic devices from employees with a view to recycling them.

3 Another way in which we sought to reduce our environmental impact in 2021 was by starting to change the fleet of vehicles to **hybrid models**.

4 In pursuit of its commitments, Crosscall also decided to cease offering “goodies” and to eliminate the use of paper when taking part in trade fairs.

¹³: According to the following ADEME emissions factors: Air: air cargo – more than 100 metric tons, >3,500 kms, 2018 – WITH contrails: 1.08 kgCO₂e/t.km. Maritime: Container ship – Dry – Average value: 0.00847 kgCO₂e/t.km



“As we change our modes of transport, we must take the longer travel times entailed by maritime transport into account. We are working hard to develop new, viable business models that allow us to anticipate these new transport times, which are much longer than those by air, without causing delays to our customers.”

François Garrido, Logistics Director



THIS IS HOW WE ACT ETHICALLY AND RESPONSIBLY

DRAWING UP OUR ETHICAL CHARTER

As a UN Global Compact signatory committed to the Ten principles, Crosscall has formalised its ethical charter. Its role: to indicate to employees the behaviour expected of them in the professional context to help them make decisions that comply with applicable laws and corporate values. It sets out the principles relating to:

Business ethics:

The fight against corruption, gifts and invitations, conflicts of interest, prevention of fraud, combating money laundering and anti-competitive practices, the protection of confidential data, safety and quality of products and services, political activity and third-party intellectual property.

Respect for employees:

privacy, health and safety, human rights, quality of life at work, career and skills development, diversity and inclusion, harassment and discrimination, responsible management.

Corporate responsibility:

respect for the environment, responsible purchasing, responsible marketing and communication, patronage and sponsoring.

ENSURING THE SAFETY OF OUR PRODUCTS

We attach great importance to the quality of the phones that we sell on the market. Consumer safety is covered by the Radio Equipment Directive (RED). All our devices comply with this Directive and with EU regulations applying to the sector, notably REACH and RoHS and more recently Commission Delegated Regulation (EU) 2019/320 on emergency communications. They undergo numerous tests relating to emission of waves (SAR), battery safety and things like flammability of materials, sensitivity to temperature, drop tests, etc.

Security updates are made every three months for three years, with an update of the OS for AER certified products, thus reducing security failures.



To act ethically and responsibly in 2022, we will:



Set objectives for reducing emissions on the basis of our first carbon footprint analysis



Train our employees in ethics



Strengthen our actions in the area of cybersecurity

SUMMARY OF OUR ACTIONS

PILLARS

OUR ACTIONS FOR FISCAL YEAR 2022

OUR ACTION PATHS FOR FISCAL YEAR 2023



MAKE DURABLE PRODUCTS AND SERVICES

Design responsible products and services that extend the useful life of our products

- Extension of warranty to 5 years.
- Launch offering of refurbished phones.
- Among the highest reparability scores in the market.

- Continue to develop recovery loops for the phones we place on the market - with a view to their refurbishing.
- Study the possibility of including recycled plastic in our phones while maintaining their performance in terms of robustness and durability.



THINK LOCAL

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

- The X-Lab, first step of Crosscall's industrial project.
- Sponsorship actions in support of sport and/or the environment with the support for the Crosscall Sailing Team, Green Odyssey or the UTMB.

- Launch of the first accessory made in France.



CHANGE OUR ECOSYSTEM

Create the conditions necessary for change in our industry by working together with the actors in our ecosystem

- Development of our responsible purchasing: recruitment of two employees and formalisation of the processes.
- 10 approval audits of new suppliers carried out.
- three marketing campaigns linked to responsible consumption.

- Formalise a Responsible Procurement Policy.
- Formalise a Responsible Communication and Marketing Charter.



CARE FOR OUR TALENTS

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

- Launch of a nutrition program.
- Organisation of onboarding days for new hires.
- Organisation of workshops to understand disabilities.

- Develop a skills matrix to identify current / critical / missing skills so as to have a view of the company's needs.
- Deploy offers of sports and nutrition in all our offices.



ACT ETHICALLY AND RESPONSIBLY

Assuming our business responsibility by limiting our impact on the environment, keeping a close watch on safety and conducting business ethically

- Calculating our first carbon footprint.
- Optimisation of packaging and logistics.
- Preparation of our Ethical Charter.

- Set objectives for reducing emissions on the basis of our first carbon footprint analysis
- Train our employees in ethics.
- Strengthen our actions in the area of cybersecurity.



WE THANK THE NUMEROUS CONTRIBUTORS TO THIS DOCUMENT.

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