

# 2024 Company Impact Report



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# Mission and Vision

Akeneo in Numbers

2013

Founded

430

Teammates

7

Offices

20

Nationalities

34

Average Age

\$196

Million Raised  
In Total

# A Word From Our CEO, Romain Fouache



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At Akeneo, we consider environmental, social, and governance (ESG) concerns to be not just regulatory constraints or challenges reserved for larger companies but key success factors of our business. Sustainability is a growing concern not only for ourselves, but also for our broader ecosystem, and Akeneo’s approach plays a central role in our ability to drive innovation and performance, and to attract and retain talent and customers. We understand that building a sustainable future is a long-term commitment with significant challenges ahead. Recognizing that every step is crucial, we will implement concrete measures, define measurable objectives, and ensure transparent, organization-wide progress tracking.





# Corporate Values



## Our Purple Fire

Our values serve as our anchor, guiding us daily and helping us make our most important decisions. We work every day to shape a first-class work environment and culture,

which is rooted in our core values of Humble Hunger, Diligent Benevolence, Responsible Pioneers, and Inclusive Community! Our Purple Fire isn't just a set of values; it's our unique way of igniting passion and driving excellence; bold and fun, with a hint of the unexpected – it is the essence of who we are.



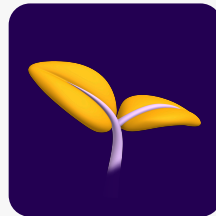
## Diligent Benevolence

We thrive as a unified force, caring deeply for one another, celebrating victories, and growing together. Openness and kindness are our cornerstones, but we steer clear of complacency. We strive for excellence, knowing it demands constant, honest feedback within a supportive environment.



## Responsible Pioneers

Our decisions boldly navigate new frontiers, always aligned with our customer-first compass. We navigate with responsibility, recognizing our resource limits. We're a crew of accountable owners.



## Humble Hunger

We have big ambitions and aim to be the best at what we do. But we recognize that this is a long and imperfect road. There is no recipe for success. Arrogance and self-conceit will not drive us anywhere. It's a journey of learning, minus the ego trip.



## Inclusive Community

More than an inner spark, our Purple Fire forges a community where everyone's seen, heard, and valued. It's our diversity – of thought, background, and culture – that fuels this fire, creating an impactful, united, and passionate collective that aims to create and inspire.

# A Word From Our Head of Corporate Social Responsibility, Camille Fant



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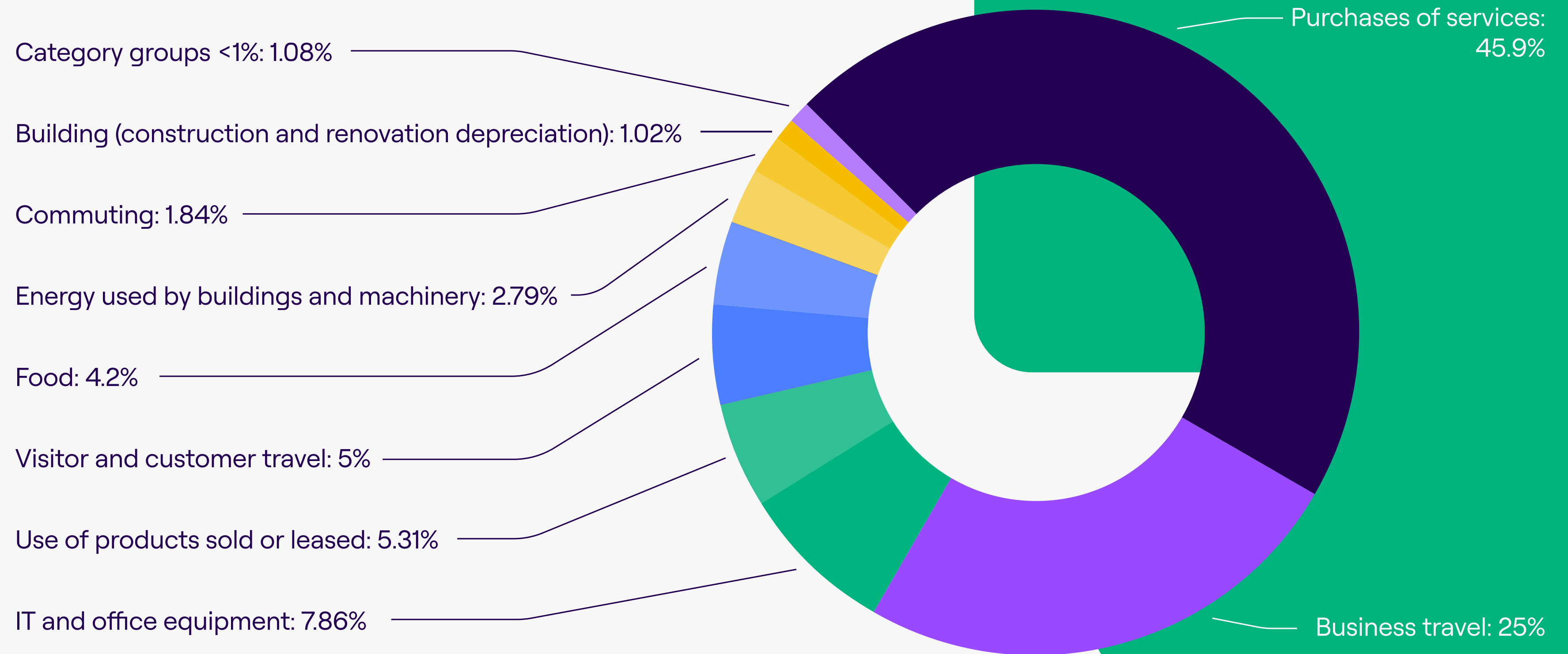
Our commitment to conducting business ethically, responsibly, and sustainably is at the core of everything we do. As a global leader in technology, we recognize the profound impact our operations can have on society and the environment, and we are dedicated to driving positive change through every facet of our business.

Our approach is deeply rooted in internationally recognized frameworks, including the UN Guiding Principles on Business and Human Rights and the conventions of the International Labor Organization (ILO). These frameworks serve as our compass, guiding us to uphold the highest standards in human rights, labor practices, and ethical governance across our operations, supply chains, and partnerships.



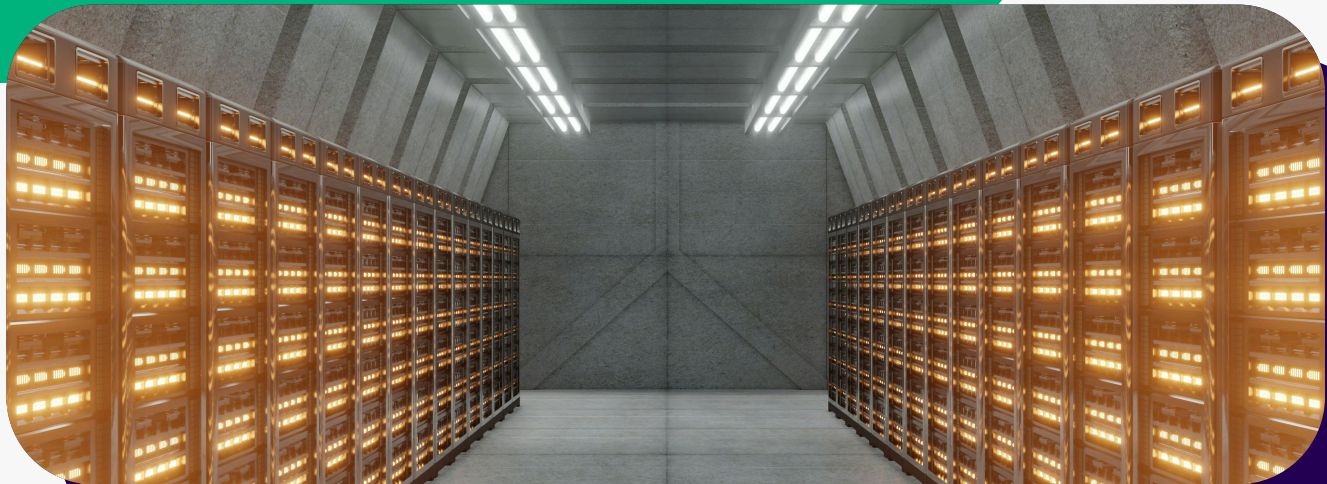
# Measuring Our Carbon Footprint

Total:  
3,065 tCO<sub>2</sub>e



Our 2024 carbon emissions decreased by nearly 30% compared to 2023, thanks to major initiatives rolled out throughout the year. By the end of 2025, we plan to have our transition plan and targets officially certified by the Science Based Targets initiative (SBTi).





## Cloud Infrastructure Optimization

We decreased our carbon emissions due to our Cloud infrastructure by 40% over the last 2 years thanks to two main initiatives:

- We **relocated some of our servers** to less carbon-intensive countries.
- We optimized and **rationalized the architecture and hosting** of our SaaS applications for more performance, scalability, and security. The resource mutualization also allowed us to improve the efficiency of the hosting infrastructure.
- We **streamlined our SaaS application architecture** and hosting to improve performance, scalability, and security. Resource sharing enabled us to significantly improve the efficiency of our hosting infrastructure.

## Key Initiatives



### Traveling Wisely

While we need to travel to operate efficiently, we acknowledge that we can optimize our travels. This is the reason why we integrated sustainability as a criterion to organize our flagships events. By integrating sustainability in business operations, we aim at reducing the carbon footprint by an average of 30%.

### Laptop Recycle Day

In 2024, we kicked off our very first **Akeneo Recycle Day**, an event we plan to hold every year. The idea behind it is simple: we want to integrate the principles of the circular economy into our daily operations.

To start, we focused on giving unused laptops a second life by selling them to our employees. In the future, we hope to expand the program to include other unused items like cables and adapters. All the money raised from the sales went to charity.





# A Word From Our Chief People Officer, Sabrina Jaksa



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At Akeneo, we believe our **people are our greatest asset**. In 2024, we have made significant investments in programs designed to foster employee growth, **well-being**, and a truly diverse, equitable, and inclusive (DE&I) environment.

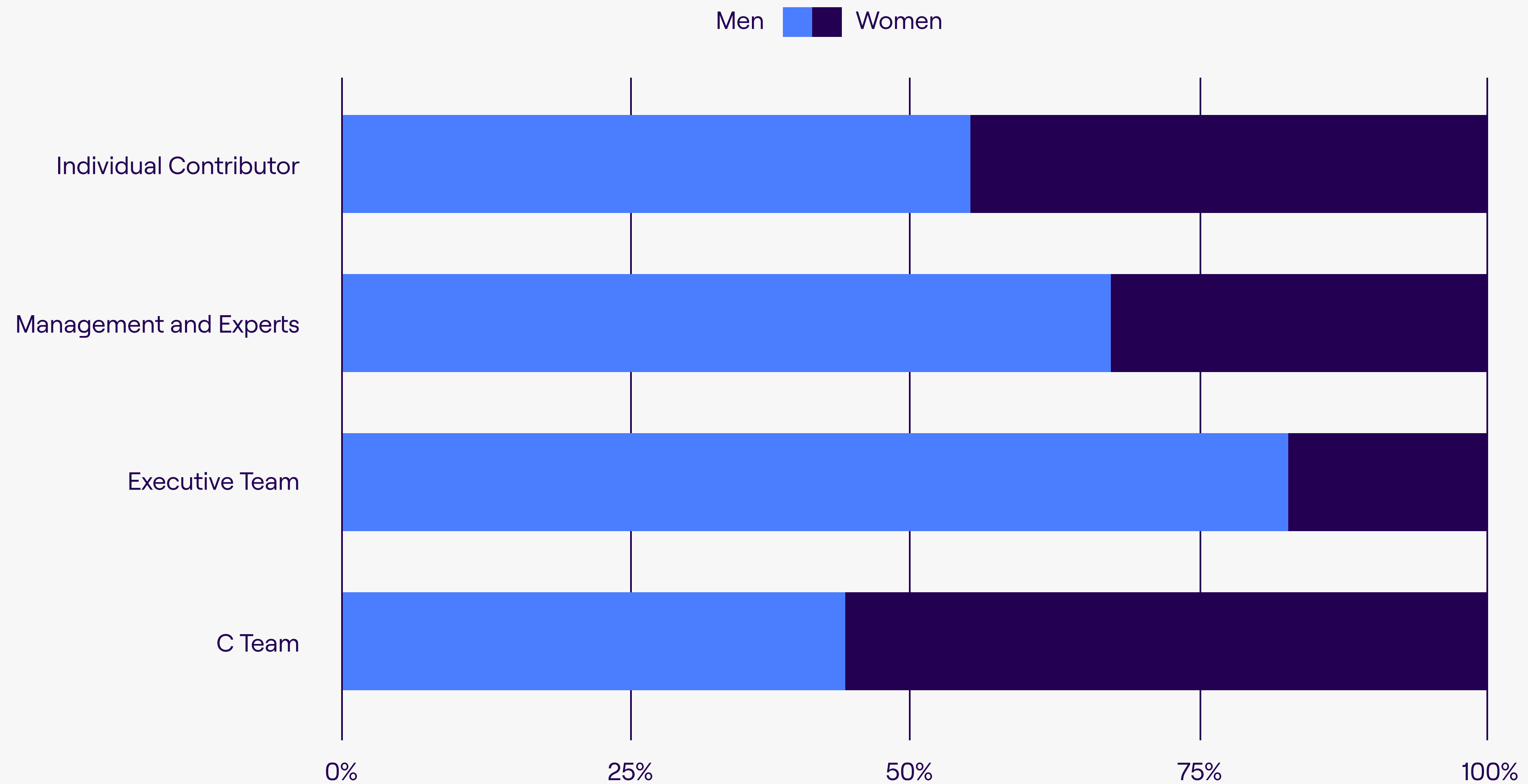
Our robust **learning and development initiatives**, including our Manager Essentials and Women in Leadership Program Programs, have empowered employees across the organization to enhance their skills and advance their careers within the company.

We've prioritized well-being through mental health prevention coaching sessions and a revamped maternity leave program, recognizing the importance of a healthy work-life integration. Our **DE&I efforts**, such as the launch of employee resource groups and the unconscious biases workshops have strengthened our commitment to building a **workplace where everyone feels valued and respected**.

We've seen positive trends in employee satisfaction and retention. We are confident that our continued focus on our people will drive even greater success in the future. **We're committed to fostering a culture where every employee can thrive, both personally and professionally.**

# Workplace Key Figures

## Gender Ratio Per Career Ladder Level





# Promoting a Flexible and Stimulating Work Environment

## Future of Work

Flexibility has long been at the heart of our culture. Even before shifts in global trends, we prioritized flexible working arrangements - from adjustable hours to a balanced mix of office and remote work. We further solidified our commitment to flexibility by publishing our hybrid guidelines. Typically 1–2 days a week in office, this reflects our employees' individual needs for balance, and also the irreplaceable benefits only in-person work brings. By empowering our team in this way, we strive to create an environment where everyone can thrive.

Here are our four working arrangements, with hybrid working as our main pattern:

👍 **Hybrid working:** 1-2 days in the office, 3-4 days working from home - Akeneo sees this model as the “new normal”, attendance is not tracked.

🏠 **Working from home:** 100% working from home is not the default as Akeneo values meaningful office connectivity.

🌐 **Working from anywhere:** Working away from the home base of employment in any timezone. This is a discretionary benefit offered to eligible Akeneo staff for up to one month per year.

📄 **Remote work:** Employees on remote work contracts can stay as remote workers, however, new remote work contracts will be issued only with special approvals of direct line manager, C-team and People Partner.





## Sustainable Transportation Allowance

To support our Future of Work vision and encourage employees to work from Akeneo offices, we've introduced the Sustainable Transportation Allowance program. This initiative **promotes eco-friendly commuting options** by offering incentives for employees to choose sustainable methods, such as public transportation, biking, or carpooling, when coming to the office.



## Learning and Development

At Akeneo, a culture of learning supports both personal and professional growth. Developing our team's skills ensures everyone has the tools and opportunities to succeed in their roles. We see individual and team development as a key pillar of our success. Every employee drives their own growth and can use their annual **Professional Development Allowance** to build skills that benefit both themselves and Akeneo.



# Employee Volunteering Program

Our Employee Volunteering Program encourages employees to give back to the community with **two days of Volunteering Time Off each year**. This initiative allows our team to support the charities of their choice and make a meaningful impact.

In just two years of our Volunteering Program, our global team has contributed **more than 1,100 hours** to local causes through individual volunteering and office activities. In 2024, we organized **11 office volunteering events** and contributed **362 volunteering hours**. A highlight was our first-ever global volunteering activity - a virtual Walkathon in July 2024. A total of 128 employees participated in our virtual steps challenge, helping us donate e-bikes to Secours Populaire and SOS Children's Village in France to support mobility programs for those in need.

But our Volunteering Program is about more than just the numbers. It's about connecting with teammates, sharing new experiences, and giving back to support the communities that matter most.





# Wellness



## Parental Leave

We believe that Parental Leave policies should be aligned with the realities of today's world. As family structures evolve and work-life balance becomes increasingly important, **Akeneo is committed to supporting all our employees on their journey as parents.** Our policies are designed to be inclusive, flexible, and supportive. Whether it's time to bond with a newborn or care for an adopted child, we believe that mothers and fathers deserve the time and resources necessary to fully embrace their roles without compromising their career aspirations. Our goal is to create a workplace where parenthood and professional growth go hand in hand.

By providing mental health support (4 × 1-hour counseling sessions with an expert), a buddy from the ERG parents at Akeneo, and a gradual return to work we aim to give mothers at Akeneo the opportunity to balance their family responsibilities in the way that works best for them.



## Mental Health

As we all go through different phases in life, whether personally or professionally, we may feel the need to pause and seek a fresh perspective. With our mental health platform, we want every Akeneo teammate to know there is a confidential space for support. Akeneo offers all employees 4 individual sessions per year to explore their mental well-being or seek guidance when needed.

To complete these individual sessions we also organize company-wide sessions to open up to topics that are not necessarily business-oriented but just as crucial because they help strengthen our cohesion as a team, our corporate culture, and our values. These sessions put a variety of topics and speakers in the spotlight and tackle topics related to Corporate Responsibility (Diversity & Inclusion, social and environmental impact...) and wider people experience-related topics (Well-being in the workplace, Culture, and Values...).



# Diversity, Equity and Inclusion

## Employee Resource Groups

**At Akeneo, we are committed to fostering a safe and welcoming environment for everyone, regardless of gender identity, sexual orientation, disability, race, age, family status, religion, or any other personal traits.**

**We strive to create the conditions for you to feel safe and be yourself.**

We have created different Employee Resource Groups (ERG) to support our Inclusive community value. They provide resources and support, organize events, and enrich the community.

By providing a safe place for underrepresented groups (URGs) and advocating for the needs and concerns of URGs they play a significant role in promoting diversity and inclusion and reinforce Akeneo's commitment to Diversity, Equity, and Inclusion.



### Our 5 ERGs

- Akeneo Women and Supporters
- Akeneo LGBTQIA+ and Supporters
- Akeneo Neurodiversity and Supporters
- Akeneo Parents and Supporters
- Akeneo People of Color and Supporters

Our 5 ERGs are committed to playing a significant role in promoting Diversity, Equity, and Inclusion. They have organized many events such as conferences with external speakers, newsletter publications, and First Aid training for Infants and Children.



# A Word From Our Chief Financial Officer, Nadine Pichelot



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A key pillar of Akeneo’s continued success is **building and maintaining trust** – with our customers, partners, employees, and the wider community. This includes a **strong focus on sustainability**.

Proactively managing our environmental and social impacts is essential for protecting our brand reputation and ensuring the long-term sustainability of our business. This translates into ethical operations, data privacy, transparency and integrating sustainability into our core strategy.

**By acting with integrity and embracing these principles, we strengthen Akeneo’s reputation as a trusted, responsible leader.** We believe that sustainability is not just a responsibility, but an opportunity to create more value and a better future for all.



# Sustainable and Ethical Business

At Akeneo, we are committed to conducting our global business ethically and responsibly. This commitment is rooted in our core values and is aligned with international frameworks such as the UN Guiding Principles on Business and Human Rights and the International Labor Organization standards.

**Anti-Corruption and Anti-Bribery:** We maintain zero tolerance for corruption and bribery in all forms. We comply with all applicable anti-corruption laws and regulations, including the Foreign Corrupt Practices Act (FCPA) and the UK Bribery Act.

**Anti-Modern Slavery:** We are committed to eradicating modern slavery and human trafficking from our supply chains. We have implemented robust due diligence processes to assess and mitigate risks.

We partner with EcoVadis to assess and improve our sustainability performance. EcoVadis provides comprehensive evaluations of our environmental, social, and ethical practices. By working with EcoVadis, we gain valuable insights and identify areas for improvement. In 2024, we were rewarded with the “Committed Badge” and aim to reach the Silver Medal in the upcoming years.

By integrating sustainability into every aspect of our business, we strengthen trust with our stakeholders and create a foundation for long-term success. We believe that by working together, we can build a more sustainable future for all.





## About Akeneo

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale their commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding, and an app marketplace and partner network to meet business and buyer needs.

For more information:

<https://www.akeneo.com>

