

CSR Report



2025



COGNACQ-JAY IMAGE



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Editorial

Philippe BONPUNT

Chief Executive Officer
Cognacq-Jay Image



The year 2024 marks the structured starting point of our CSR approach.

Aware of our role in a changing sector, we have undertaken rigorous work to lay solid foundations. Assessing actions already taken, setting up a CSR team, conducting our first carbon assessment: these are all steps that demonstrate our commitment to building a coherent and engaging trajectory.

This report reflects our ambition to integrate social, environmental and economic issues into our strategy in a sustainable manner. CSR is not an option, but a necessary evolution for building the future of CJI.

I would like to thank all of those who are actively participating in this dynamic.





Our commitments



Preserving the environment



Developing fulfilling relationships and working conditions



Respecting our customers' interest



Cultivating ethics in business relationship



Promoting responsible governance



Taking action for local development



Our values, our businesses



Satisfying our customers:
through services and
platforms that promote their
content in a sustainable and
responsible manner



Valuing people: our value is
created by women and men



Innovation: nurturing our
technical creativity, sharing
our ideas and preparing for
our future



Live content management

Secure, stream, monitor 24/7



VOD content management

Flexible VOD solutions, multi-screens broadcasting



AI - Ignifai

For media workflows



SmartJog

Secured file transfers



Smart OTT

Scalable OTT broadcasting on all devices



Content delivery

Smart Playout | FAST | DRP



Consulting

Experts at your disposal, staff delegation

1995

Date of creation
30 years of expérience

164

Employees, including 63 on
secondment to our clients

1300

Services provided with
2,500 lives per month

50

TV channels operated
+ 500 IP channels

2020

New shareholders

23M€

in turnover in 2024



Stakeholders

The success of a CSR approach depends on **dialogue and interaction** with all the company's stakeholders. At CJI, we make sure to identify, listen to and involve those who contribute directly or indirectly to our business.

Our stakeholders fall into several categories:

Internal

Employees, staff representatives,
governance bodies



Business Partners

Audiovisual sector players,
professional networks,
technology partners



Economic partners

Customers, suppliers,
subcontractors, service
providers



Regulatory and institutional environment

Public authorities, regulatory bodies,
legislators



Societal stakeholders

Associations, training providers,
local organisations, local
authorities, the education sector



This ongoing dialogue helps to guide our actions, fuel our commitments and strengthen our positive impact.





Promoting a responsible governance

INDICATORS

60%

WOMEN
on the CSR committee

30%

WOMEN
on the Management Committee

25

MAN DAYS
mobilised per year for CSR

In order to structure and manage our CSR approach, a multidisciplinary team has been set up to coordinate, monitor actions and raise awareness internally.



Gender diversity in our key bodies

Executive Committee: 2 women & 5 men.

In a sector that is still largely male-dominated, particularly in technical professions, this representation of women is significant.

CSR Committee: 3 women & 2 men.

This illustrates our desire to promote diversity in decision-making bodies and to change the balance within the company.

Transparency

Transparency strengthens **trust and commitment** among teams. CJI regularly organizes **information and discussion meetings** led by management to share results, projects, and prospects. In 2024, **73% of employees** participated, demonstrating a genuine interest in these opportunities for dialogue.

Employee share ownership

At CJI, **the opening of 10% of the capital to employees** is a concrete lever **for value sharing** and collective commitment.

This approach reflects a strong desire to involve employees in the success of the company, in a spirit of collaboration, trust and loyalty.

3 major challenges

-  **Customer satisfaction**
-  **Skills development**
-  **Technological innovation**



While ensuring that an economic balance is maintained to guarantee its development.

Joint involvement

Following on from our initial carbon assessment, our ambition for 2025 is **to involve our key stakeholders** in a shared drive for progress.

We will ask our main suppliers and employees about their own **carbon footprints** in order to better understand our impact and define levers for action together.

This participatory approach aims to strengthen the consistency of our low-carbon trajectory while promoting collective awareness of environmental issues.

Committed incentive

CJI has implemented an incentive scheme aligned with collective performance and customer satisfaction.

Employees benefit from a **voluntary profit-sharing** scheme, and managers receive a **bonus** indexed to objectives, particularly service quality (QOS).

This choice reflects our desire to value everyone's involvement in the company's success and to make **quality a shared responsibility**.



Promoting responsible governance has enabled us to align our CSR strategy with customer expectations. By strengthening skills development and integrating technological innovation, we are continuously improving the quality of our services.

This approach creates a virtuous circle between performance, commitment, and satisfaction.



Nicolas BASDEVANT
Chief Executive Officer
Cognacq-Jay Image



Developping relationships & working conditions that foster fulfilment

INDICATORS

164

EMPLOYEES

160 permanent contracts - 4 temporary contracts

2,1%

TRAINING BUDGET

% of payroll devoted to continuing education (1,8% in 2023)

9,5

YEARS

average length of service of employees

Decrease in turnover in 2024: 18 % versus 30 % in 2023.

This improvement is mainly due to better induction and training procedures for newly hired video operations technicians.



25

NEW HIRES

including 13 under the age of 25

36/40

PAY GAP

between women and men - index score

Work-life balance

- **Teleworking** agreement
- **Right to disconnect** policy
- **End-of-career** arrangements

Collaborative working

- Implementation of **innovation workshops**, brainstorming sessions on products and strategies.
- **Consultation with employees** prior to projects to reorganize a department.



Mutual support, collaboration, the common good, and success are part of our core values. This is what enables us to successfully complete our client projects.



Damien SCHNELL
Software Designer
Cognacq-Jay Image

■ Development & employability

- **Strategic workforce planning:** an approach to **maintain the employability of employees** and **boost the company's competitiveness** (an agreement was signed in 2024)
- **Training budget increased in 2024**

■ Fighting discriminations

- Systematic opening of **positions to people with disabilities**
- Collaboration with Pôle Emploi since 2023 **to recruit the long-term unemployed**
- Recruitment of profiles **trained for employment** (specific to the audiovisual sector)

■ Quality of life at work

- **Ergonomic** and high-performance **equipment** has been deployed to improve working conditions
- Creation of a **relaxation area/cafeteria**
- **Team-building events**, integration seminars
- Rest room/shower room
- Canteen available with a unique feature: **connected refrigerators** allowing our staff working irregular hours to access a continuous supply of food

■ Training our employees in CSR

Building the skills of our teams on CSR issues is an essential lever for transformation. CJI benefits from **dedicated support from SAMI** and the expertise of the **EthicRSE** consultancy, in order to gradually integrate the principles of responsibility into the company's daily practices.



Integrating a CSR approach into HR strategy is essential to meet employee expectations, attract talent, strengthen commitment, and contribute to the company's overall performance. Aware of the vast scope of this subject, we are beginning to work with the CSR committee to structure this approach, which is intended to develop sustainably



Béatrice SERFASS

*Director of Human Resources
Cognacq-Jay Image*



Respecting our clients' interests

Client satisfaction is at the heart of our organization and is one of the pillars of our CSR approach. As a service company, CJI positions itself as a trusted partner, attentive to needs, guaranteeing **quality of service** (QOS) and committed to long-term relationships.

Our model is based on **close proximity, rapid adaptability** and an integrated end-to-end approach, which allows us to take overall responsibility for the services entrusted to us. This commitment to quality is reflected in our quality management system, which is certified according to ISO 9001:2015.

Our model is based on close proximity, rapid adaptability, and an integrated end-to-end approach, which allows us to take overall responsibility for the services entrusted to us. This quality requirement is formalized contractually and embodied by all employees involved.

We cultivate long-term relationships with our clients, based on a spirit of **co-construction, transparency, and agility**. This approach is also supported by our profit-sharing policy, which is partially indexed to the quality of service delivered.

INDICATORS

+60

CHANNELS

broadcasted
from our
control rooms
in France

99,99%

QOS

quality of service

40%

DELEGATION

of staff
to TOP 10 clients

80%

RENEWAL

% of contracts renewals

30

CHANNEL LAUNCHES

in 24 months



Thanks to Cognacq-Jay Image, we benefit from excellent service quality for the broadcasting of our HD channels. We also have complete confidence in the teams' ability to provide us with technical support for our ambitious projects.



Olivier BRAMLY

Managing Director

FOX NETWORKS GROUP FRANCE

Being close to our clients

On-site staff delegation (Île-de-France, Strasbourg, Rennes) and seamless integration of partners from our platform in Issy-les-Moulineaux.

This delegation is **a true extension of our services** within our clients' structures and represents **a major strategic development focus** for CJL.

Being responsive and agile

Our teams have proven their ability to manage complex projects, particularly channel launches, within tight deadlines.

The aim is to **strengthen the agility of teams** in customer environments or those under significant time pressure.

Optimized service offering

The development of **shared services** is underway to improve economic efficiency.

Our ambition is to **consolidate our role as a single point of contact** for end-to-end services, with overall management.

Quality of services (QOS)

Our profit-sharing policy includes a component linked to quality of service. In 2025, we will be strengthening training to continue to **develop the skills of our teams in order to exceed QOS standards**.

Long-term customer relationships

We build long-term relationships with our customers, such as Arte since its creation. We will promote new customer testimonials to illustrate our uniqueness and implement a customer satisfaction indicator to better manage our actions and strengthen our commitment.



Cultivating ethics in business relationships

INDICATORS



LONG-TERM COMMITMENT
10 years on average



EQUITY
in partner compensation

SUPPLIERS LONGEVITY

Long-term relationships with several strategic partners:

- **CVS**, supplier for 18 years
 - **On Cloud**, supplier for 3 years
 - **Pebble**, supplier for 16 years
- demonstrating **mutual trust**.

CONTRACTUAL COMMITMENTS

In the event of a change in circumstances, CJI favors **renegotiation** rather than unilateral revision of agreements in order to preserve a **healthy and sustainable relationship**.



Cognacq-Jay Image prioritizes lasting relationships based on trust with all of its partners. Respecting commitments to both customers and suppliers is at the heart of healthy collaboration and shared success.

Ethics guide every exchange and help to create a climate of transparency, conducive to strong and responsible relationships. Our financial commitments are a concrete reflection of these values.



Charline DU SORBIER

*Finance Director
Cognacq-Jay Image*

Data protection

CJI reinforces confidentiality in all its professional relationships.

Non-disclosure agreements (NDAs) are systematically signed with clients and partners, particularly during sensitive operations.

Internally, each employee is also bound by a **confidentiality clause** included in their employment contract.

Ethics charter

The Ethics Charter and **Anti-Corruption Policy** were formalized in 2024 thanks to the work of the CSR Committee.

This formalization provides a reference framework for all teams. It must now be fully shared, understood, and embodied on a daily basis.



Ethics is not an abstract principle: it is a commitment that we translate every day into our practices, our decisions, and our relationships.

At Cognacq-Jay Image, we firmly believe that the trust of our clients, partners, and employees is based above all on the clarity of our values and the consistency of our behavior.

Our ethics charter is not just about meeting regulatory or societal requirements, but about building a shared culture based on respect, responsibility, and transparency.



Philippe BONPUNT
Chief Executive Officer
Cognacq-Jay Image



Protecting the environnement

INDICATORS

927

TONS OF CO₂
greenhouse gas
emissions

137 979

KILOMETERS
traveled for business
in one year

5-6

YEARS
extended lifespan of
digital equipment

Instead of 3 years.

Donations of spare parts and
equipment to employees and schools.



Source: Cognacq-Jay carbon footprint assessment Image produced by the consulting firm Sami – 2024

Raising awareness among our employees

In 2024, several campaigns were launched to encourage **eco-friendly actions**: newsletter on digital footprints, internal displays, survey on carbon footprint, and participation in the Issy building's "Green Committee."

In 2025, we will strengthen these actions and offer more engaging formats (workshops, internal challenges, etc.).

Equipment fleet management

CJI takes a **responsible approach** to managing its IT fleet and technical equipment.

Repairs are prioritized whenever possible, and old equipment is reused, **redistributed to employees**, or donated to external organizations (schools, associations), thereby extending its lifespan beyond the standard norm.

Joint purchases also help to limit systematic orders.

Spare parts management is optimized. **A 3D printer** is used to model and **produce spare parts**, including for certain customer equipment, with a view to **self-repair, reducing waste**, purchases, transport, and therefore lowering our carbon footprint.

Optimizing waste management

Concrete solutions have been implemented: dedicated paper bins, reusable cups, selective sorting in common areas.

Responsible digital technology

In 2024, awareness campaigns were conducted on **best practices** (email sorting, sensible storage, digital sobriety).

A first **Digital Cleanup Day** was organized to encourage the cleaning of unnecessary email inboxes and files. This initiative will be reinforced in 2025 with support tools.

Reducing consumption

CJI takes action from the design stage of its solutions to **limit the energy impact of its equipment**. This involves simplifying and optimizing our technical architectures to reduce resource requirements during the deployment and operational phases.

A complete overhaul of our system architecture has been carried out, accompanied by the selection of a committed data center provider that hosts both our internal infrastructure and that of our customers.

This partner, based in Montigny-le-Bretonneux, is **ISO 50001** certified for its energy management and shares our requirements in terms of performance and environmental responsibility.



Preserving the environment is now a major challenge for our society. Throughout the year, we raise awareness among all stakeholders: from our employees to our partners. Our activities are committed to limiting our carbon footprint, from the design to the operation of our systems. "Reduce, optimize, repair, reuse, recycle" take on their full meaning in our daily maintenance services.



Philippe NICKLES

*Head of an Operation Unit at Arte
Cognacq-Jay Image*



Taking action for local development and the public interest

INDICATORS

28

EMPLOYEES

took part in the
Course de la
Jonquille charity run

13

EMPLOYEES HIRED

under the age of 25

7000

FP2 MASKS

collected for
donation to
hospitals (COVID)

1800€ donated to
the Institut Curie
thanks to this
connected race.

2

IMPACTFUL INITIATIVES

Solidarity initiatives

- Office equipment for an orphanage in Africa
- Collection of medicines for the La Gamelle association (2021-2022)

Solidarity commitment

CJI actively supports its teams' participation in impactful initiatives:

- 28 employees took part in the Course de la Jonquille race, **converting their kilometers run into donations** to the Institut Curie.
- The **Rosember** movement with awareness-raising and wearing ribbons for Pink October and Movember.
- Support for the organization of a charity concert in June 2024 and January 2025 for cancer research, by providing **its video resources**.

Professional integration

Every year, CJI welcomes interns and work-study students with a view to **passing on skills** and opening up opportunities to young talent. These initiatives aim **to boost local employability** while ensuring a renewal of profiles in the audiovisual sector.

In 2025, CJI will continue and strengthen its commitment to solidarity by mobilizing its teams even more and carrying out material donations, particularly computer equipment for schools and associations.

Our purpose: to put our technical expertise in audiovisual technology at the service of our clients' success.

Because satisfying our clients also means meeting their expectations in a rapidly changing world.

Because valuing people means recognizing that our teams and partners are the key to our success.

Because innovating means imagining new, responsible, and sustainable solutions.

We hereby affirm our commitment to a responsible, sustainable, and realistic approach in order to build the audiovisual industry of tomorrow.

