

2024 Company Impact Report



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Mission and Vision

Akeneo in Numbers

2013

Founded

430

Teammates

6

Countries

20

Nationalities

34

Age average

\$196

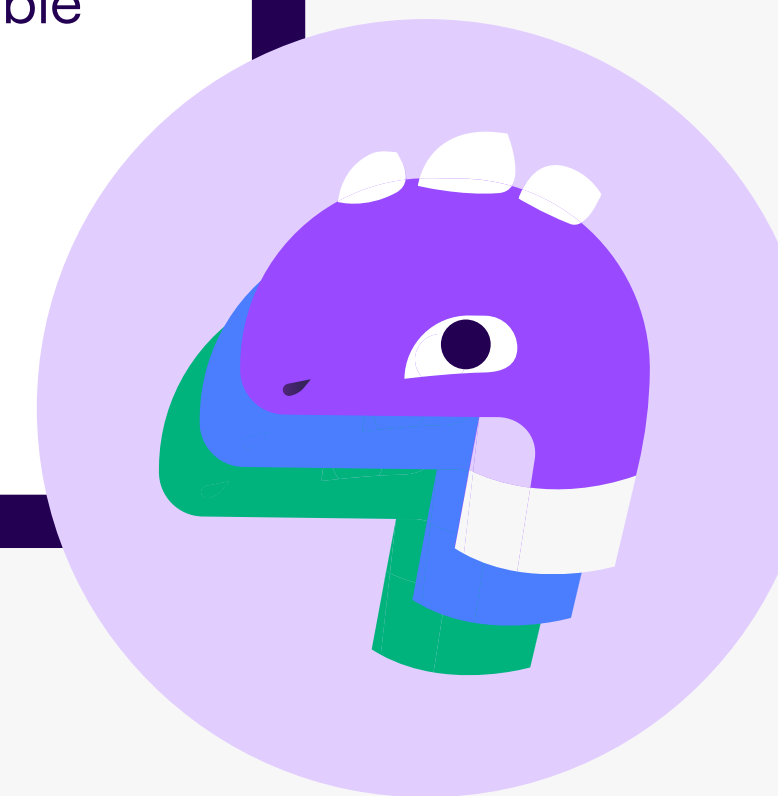
Million raised
in total

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



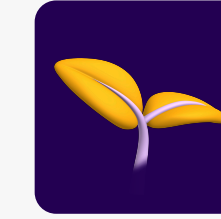
Diligent Benevolent

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

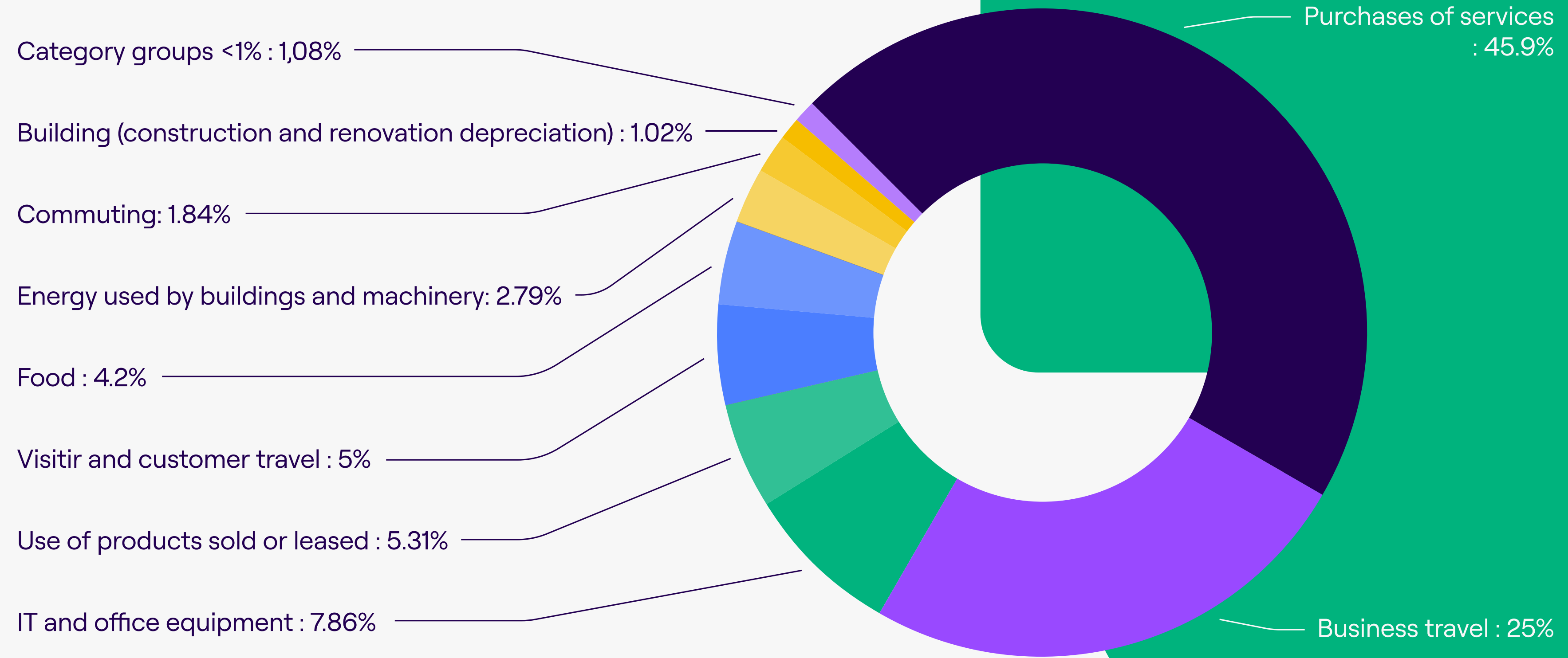


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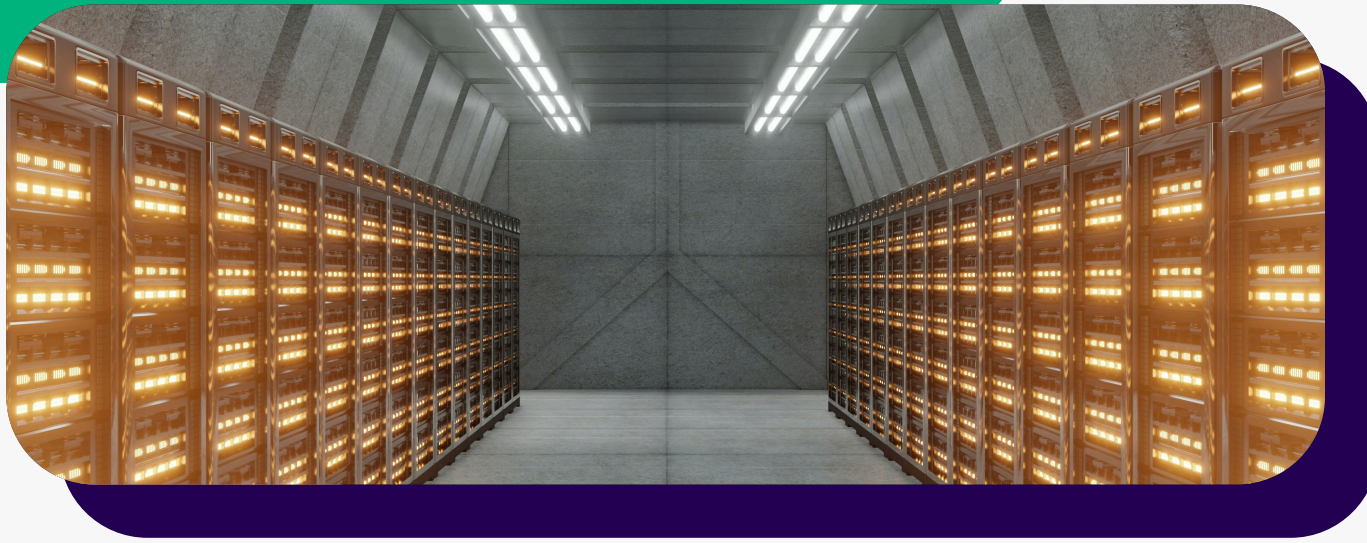
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Measuring our Carbon Footprint

Total:
3,065 tCO2e



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 of X% in average.

Laptop Recycle Day

We have successfully launched this year **Akeneo Recycle Day**. The aim of this initiative is to integrate circular economy into our business operations and laptops came first to our mind. We give them a second life into our employees's hands. Once a year, we organize an event to sell our **unused laptops** to Akeneo's employees. The money earned has been given to charity. In the future, we plan to extend this program to other unused materials (cables, adaptors, ...)



A Word from our Chief People Officer, Sabrina Jaksa



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At Akeneo, we believe our **people are our greatest asset**. This year, we've significantly invested 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 Essential Program and Women in Leadership Program, have empowered employees 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**.

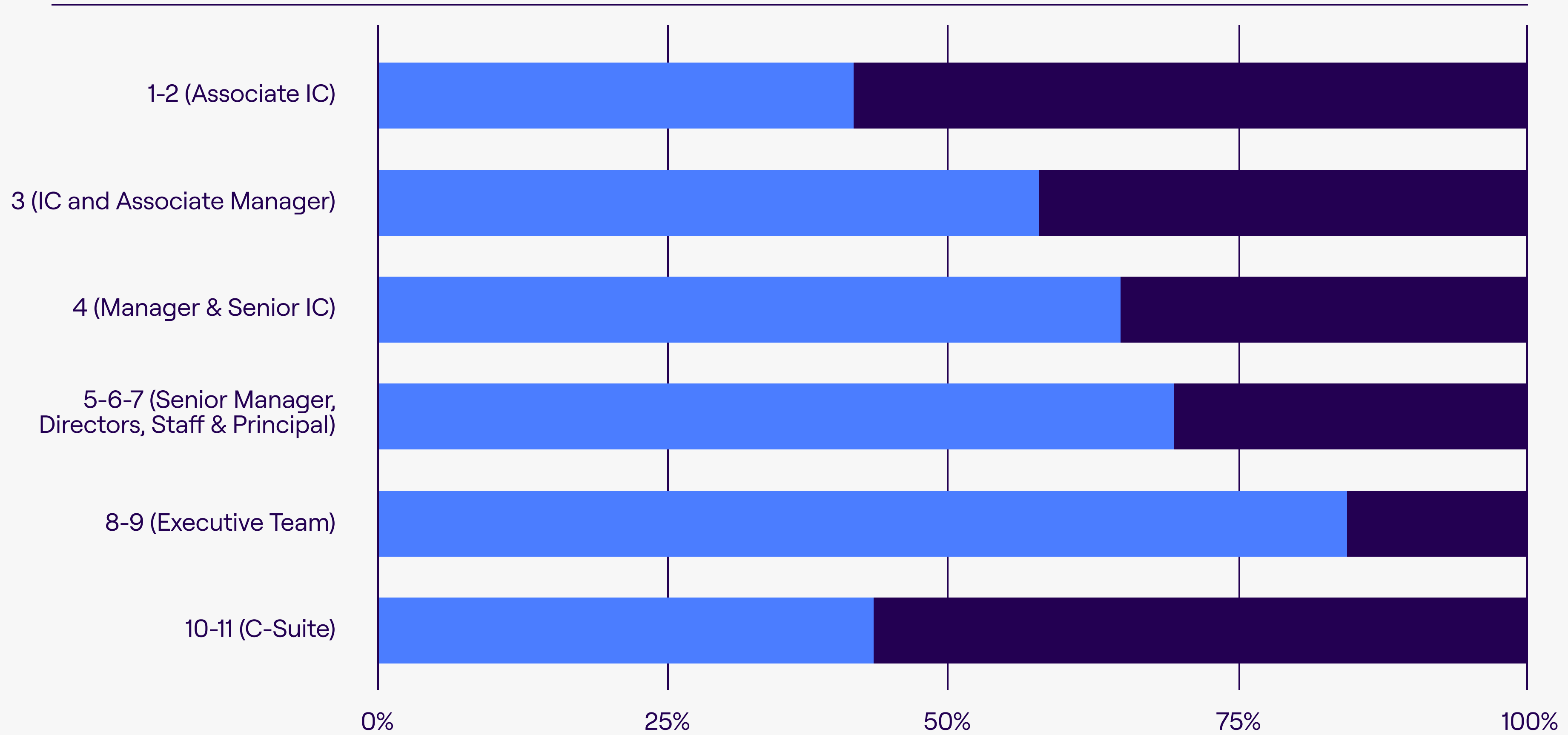
We've seen positive trends in employee satisfaction and retention. We are confident that our continued focus on our people will drive even greater success in the future. **We're committed to fostering a culture where every employee can thrive, both personally and professionally.**

Workplace Key Figures

Gender Ratio per Career Ladder Level

IC= Individual Contributor

Men  Women 



Promoting a Flexible and Stimulating Work Environment

Future of work

Akeneo supports **flexible and hybrid workplace** practices that assist employees in managing their work and personal lives. Working from home can allow greater flexibility between work and personal needs. Akeneo is a flexible working environment by default. This means all employees can decide when, where, and how they work, within set parameters. This can include options such as flexible start and finish times and self-management of their schedule.

Here are our four working arrangements, with hybrid working as our main pattern. [Read the full policy for a complete overview.](#)

👍 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 this Future of Work vision and encourage our employees to work from Akeneo offices we have created an additional Sustainable Program Allowance. It is designed to **promote environmental friendly commuting options** for employees in all our regions by providing incentives for our employees to adopt eco-friendly commuting methods such as public transportation, biking, and carpooling.



Learning and development

At Akeneo, a culture of learning and development contributes to both professional and personal growth. Developing to roles our team's skills and knowledge ensures everyone has the tools and opportunities they need to excel in their roles. We value individual and team growth and see it as a pillar of our success. Employees are the pilot of their skills development. They can use their annual credit to develop skills that are beneficial for both themselves and Akeneo.

Employee Volunteering Program

We want to further **give and share with the world and communities** surrounding our business, and engage our employees on this journey by reinforcing their sense of purpose at work and contributing to their professional and personal development, we provide all employees with 2 working days per calendar year, to participate in volunteering activities for non-profit/charities/social action, according to what makes sense to them personally and professionally, as well as to Akeneo.

When joining the volunteering program, we grant every employee a special 🎉 20 EUR worth of donation credit 🎉 to fund the cause they feel the most connected with.

In 2024, we have reached 11 office activities: from the Amsterdam team who participated in “plastic fishing” with the local organization Plastic Whale, to a group of running fans from the Nantes office who took part in the charity run in September or The Boston team had a volunteering day with the Esplanade Association to make a positive impact in the local community. All in all, our employees used more than 362 hours to support local communities.



Diversity, Equity and Inclusion and Wellness



Maternity 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 are all going through different phases in life, professionally or personally, we may feel the need to pause and reach out to someone new who will be able to give us a fresh outlook on things. **As we want every Akeneo teammate to know there is a place for them to go to find extra support,** in full confidentiality, should they feel the need or just to start exploring their mental well-being, Akeneo offers all employees 4 individual sessions per calendar year.

To complete this individual session 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. They 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 HR-related topics (Well-being in the workplace, Culture, and Values...).

Employee Resource Groups

Akeneo is committed to providing a friendly, safe, and welcoming environment for everyone who works for or with us, regardless of gender identity and expression, sexual orientation, disability, physical appearance, medical condition, race, age, family status, religion (or lack thereof) and other personal features and preferences. We create the right 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 ERG

- Akeneo Women and supporters
- Akeneo LGBTQIA+ and supporters
- Akeneo Neurodiversity and supporters
- Akeneo Parents and Supporters
- Akeneo Neurodiversity and Supporters

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 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 got 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>

