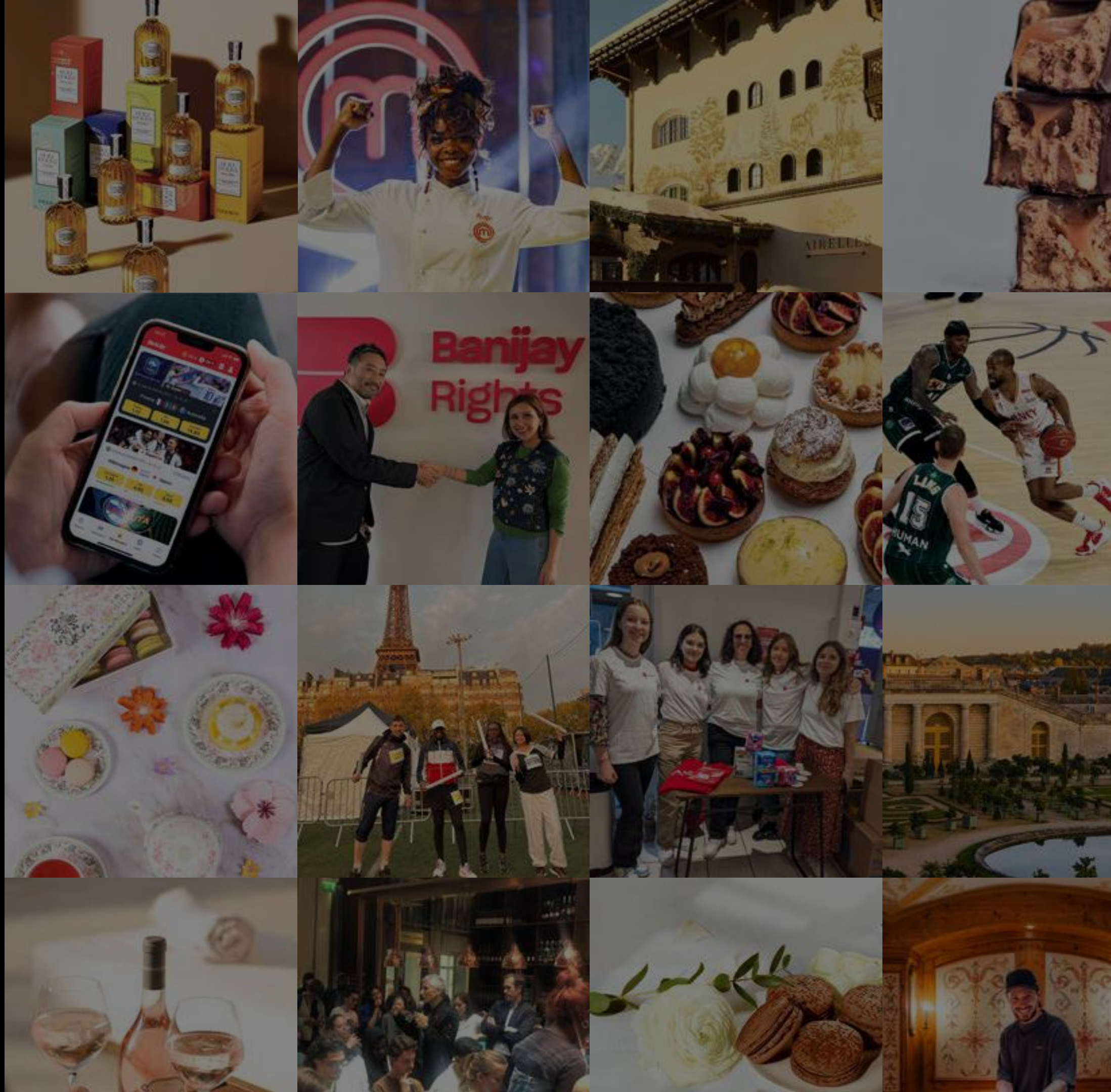


LOV

GROUP

ANNUAL REPORT ESG 2024

*A YEAR OF ACTION
AND COMMITMENTS*





Founded in 2008 by Stéphane Courbit, LOV Group holds strong positions in its various businesses: audiovisual, online gaming, luxury hotels, wine and olive growing, and food.



“

The world is changing. Global warming is having a tangible impact on our lives, and social models are changing. Companies, the guarantors of the economic health of our societies, find themselves at the heart of these upheavals. They are faced with strong universal objectives, such as net zero by 2050, and must demonstrate transparency and responsibility in terms of environmental, social and governance sustainability.

The ecological and social transition is not a brake; it is a tremendous opportunity. Being responsible means guaranteeing a more secure future and building a sustainable model for the future. It also means continuing to develop by integrating the requirements of decarbonisation, while meeting the expectations of new generations, who aspire to work in committed companies that embody sincere values and make a real impact.

At LOV Group, we know that environmental and social actions are not only legal obligations and moral imperatives, they are also deeply unifying. They strengthen the pride and sense of belonging within our teams. Our aim is to focus on causes that are dear to us and to mobilise and support our various structures around major themes such as the environment, equal opportunities, diversity and inclusion, responsible gaming, community involvement and sponsorship.

This philosophy is reflected in a host of practical initiatives, both in France and abroad. We have brought together many of them in this review of 2024.

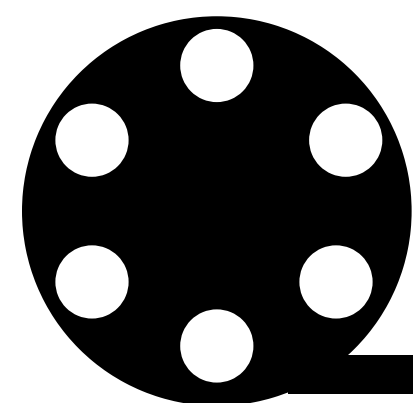
We embark on 2025 with strength and enthusiasm, determined to consolidate and harmonise our ESG initiatives, to devise new ones and to measure our progress.

Sophie Kurinckx-Leclerc, *Finance Director of LOV Group*



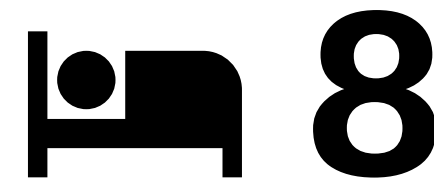
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IN 2024, LOV GROUP IS:



200 000

hours of audiovisual content



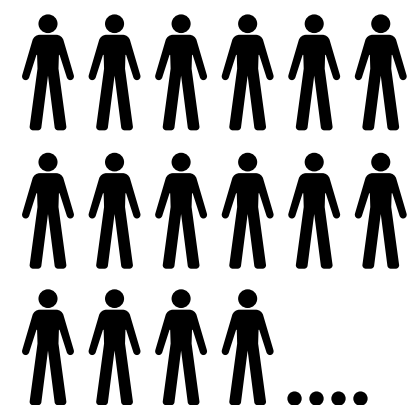
8

maisons Airelles,
12,000 stays,
244 keys and 30 restaurants



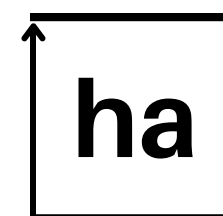
150

Ladurée shops
in 23 countries



7 000

employees in around thirty
countries



360

hectares of vineyards
and 106 hectares of olive groves
Estoublon



DIVERSITY & INCLUSION



DISABILITY

LOV Group and Linklusion

Since 2022, LOV Group has been working with Linklusion, the leading platform specialising in subcontracting for self-employed workers with disabilities. This partnership enables several of the Group's entities to benefit from tailor-made services thanks to the sourcing and selection of suitable profiles for temporary assignments.

This initiative meets several strategic challenges. It aims to democratise and integrate disability into the workplace, particularly through one-off assignments and events. It also contributes to the legal obligation to employ 6% of disabled workers, in the case of recruitment on fixed-term or permanent contracts, while making it possible to reduce the disability contribution, thanks to a deduction of 30% of the labour costs associated with these services.

The concrete achievements between 2022 and 2024 testify to the impact of this partnership. For example, Airelles Saint-Tropez, Château de la Messardière hired a visually impaired therapist for the 2023 summer season, while the group organised three massage sessions at its Paris headquarters, given by visually impaired practitioners from the SPA dans le Noir. In addition, in 2024, an in-house awareness campaign run by Airelles on the harmful effects of drugs and alcohol was illustrated by a disabled cartoonist. In 2024, LOV also strengthened the cohesion of its teams through a seminar and a cocktail creation workshop run by Colada Cocktails.

[Click here to explore the Linklusion platform](#)

Or write to Sarah and Arnaud for bespoke sourcing:

sarah@linklusion.fr

or arnaud@linklusion.fr



Disability courses

Since 2023, all the Maisons Aïrelles have included training dedicated to disability, demonstrating their commitment to inclusion and accessibility. This project aims to raise staff awareness of the realities of disability, improve the accessibility of establishments, train staff to welcome customers with disabilities and identify any situations of disability among the teams.

The programme is being run in partnership with HASC (Handicap Au Service des Compétences), a consultancy and training organisation specialising in disability in the workplace. The training sessions, given directly in the Houses, involve permanent employees. The trainers, who are themselves disabled (blindness or invisible disability), use real-life situations to anchor learning, encourage discussion and offer practical tools for resolving tricky situations.

As well as enhancing the skills of our teams, this training plays a strategic role: all its services are deductible from the disability tax, and it is a decisive criterion for obtaining the Distinction Palace as well as other quality labels and standards.



AIRELLES



European Week for the Employment of People with Disabilities

The SEEPH, organised from 18 to 24 November 2024, enabled Airlles to continue its commitment to inclusion and raising awareness of disability in the workplace. The aim of this event was to integrate the issue of disability within the company and to remove the taboos surrounding it.

The week was marked by a number of events organised in conjunction with specialist partners such as HASC, Le Spa dans le Noir and the Vendredi platform. A conference on 18 November led by Julie Cherrier, founder of HASC and a person with an invisible disability, tackled the issue of prejudices about disability in the workplace. The following day, a workplace well-being initiative offered employees at Airlles' Paris head office 19 chair massages, performed by a visually impaired practitioner from the Spa dans le Noir, a service renewed for the third year running.

Employees were able to take part in an interactive awareness-raising course on the Vendredi platform, including information and quizzes on disability.

Finally, 5 people with disabilities spent their DUODAY - a day of work experience in a company - at Banijay France and in several production companies. One of them returned in December for a one-month work placement at Banijay France.

Participez
au temps fort
SEEPH !

Mobilisons-nous ensemble



Toutes les infos sur votre plateforme d'engagement

vendredi

CONFÉRENCE | 14H30-15H30 | LE 18/11/2024

Préjugés et autres boulettes !

AIRELLES 

Un événement dans le cadre de la SEEPH 2024



EQUAL OPPORTUNITIES

The INA Alpha Class

Since 2023, Banijay France has been providing operational support for the Alpha Class, a free course with no diploma requirements for young people aged 17 to 25, providing pre-qualification training in the audiovisual and digital media professions.

The programme emphasises social diversity, with 64 students enrolled each year, at least 50% of whom are outside the education or employment system. After a six-month core curriculum, participants can choose to prepare for a technical certification or take a refresher course to continue their studies.

Over the last 2 years, the students have been able to visit the sets of programmes such as Taratata, meet Banijay producers at the INA and attend events such as Baniday or Inside Banijay, including masterclasses given by Banijay France talent and business workshops. Our HR teams also shared their experience and advice with them at HR Coaching Days.

In 2024, thanks to the financial support of the Banijay Group endowment fund, Banijay France became the first private sponsor of the INA's alpha class, alongside public players such as the Île-de-France Region and the CNC.



'This partnership is fully in line with the objectives we set ourselves at Banijay: to spot talent and give young people from all backgrounds the same chance!'

Alexia Laroche-Joubert, CEO Banijay France



Inside Banijay

On 18 June 2024, Banijay France organised the 1st edition of Inside Banijay, an annual day dedicated to immersing young talent in our audiovisual professions. More than 100 young people from inclusive audiovisual training courses attended masterclasses led by Banijay experts and talent: among them, Alexia Laroche-Joubert and the scriptwriters of Culte shared their secrets on the making of the Loft Story event series, Denis Brogniart and Julien Magne went behind the scenes of Koh Lanta and Aline Panel, director of Authentic prod and producer of Sam et Je te promets, went through all the stages of production, from finding writers to post-production.

After these wide-ranging discussions, the students took part in speed-dating sessions with Banijay employees. After these lengthy discussions, the students took part in speed-dating sessions with Banijay employees.

This initiative, which we will be renewing in 2025, aims to inspire young people by introducing them to atypical career paths, the talent behind their favourite programmes, and by offering them an insight into career opportunities in the sector.

For Banijay, it is also a unique opportunity to spot future talent among these participants.

The young people invited to this event come mainly from priority neighbourhoods. They have enrolled in training courses that are free and open to all, with no diploma requirements, preparing them either to continue their studies or to enter the professional world directly. Inside Banijay relies in particular on solid partnerships with recognised inclusive initiatives such as the INA's Alpha Class, La Toile Blanche and La Cité européenne des scénaristes.

+100

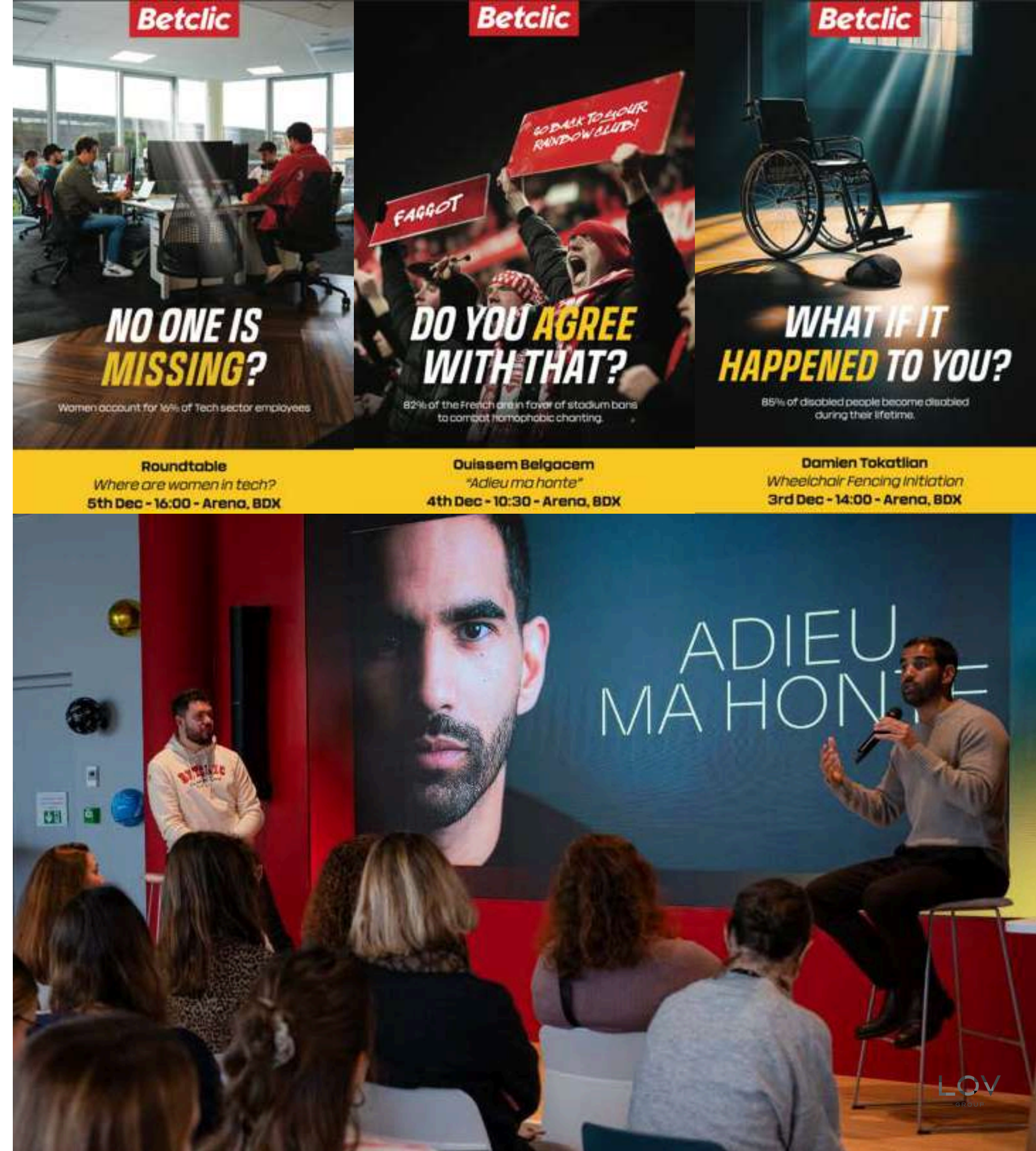
young people from 3 inclusive audiovisual schools took part in Inside Banijay

Diversity week at Betclic

In December 2024, Betclic dedicated several days to diversity and inclusion in all its offices, following on from the Disability Week launched in 2023.

This first edition saw the organisation of events around three main themes: Identity and Inclusion, Gender Equality and Disability. In Bordeaux, Lisbon, Katowice and Malta, employees were able to take part in a range of activities, including an introduction to wheelchair fencing with four-time Paralympic medallist Damian Tokatlian, an introduction to wheelchair basketball, and a baking session with disabled people at Café Joyeux, a conference on 'Assuming your identity at work' led by Ouissem Belgacem, a former professional footballer who ended his career because he was gay, and a talk by Amélie Benoit, an active member of the Women in Tech network, on promoting gender equality in the technology industry.

Betclic





Banijay Launch: a global programme for women creators of TV formats

Launched in October 2023 by Banijay Entertainment, Banijay Launch is a global accelerator programme aimed at supporting women in the creation of TV formats. The aim is to discover new female talent and provide them with comprehensive support, thanks to mentoring from Banijay's network of creatives. The aim of the programme is to develop innovative formats, from conception to marketing.

The first edition attracted over 500 applications from 30 countries. In March 2024, two winners were chosen: Amber Kane (Australia) for her project 'Double Act', and Emily Wilson (UK) for her dating format 'Can't Buy My Love'.

Building on its initial success, Banijay Entertainment has launched a second edition in October 2024. This initiative was reinforced by the presentation of the Behind the Scenes Impact Award at the Diversify TV Awards at MIPCOM 2024, in recognition of the programme's commitment to diversity and inclusion in content production.



Ladurée and Rev'elles

Since August 2023, Ladurée has been a proud supporter of the Rev'elles association, which helps young girls from working-class neighbourhoods to achieve personal and professional fulfilment.

For over 10 years, Rev'elles has been helping young girls aged 14 to 20 to boost their self-confidence, build their career plans and realise their full potential within a community based on sisterhood and caring. 3,000 girls have been supported by the association since 2013.

In addition to financial support, Ladurée is committed to Rev'elles through a number of initiatives: the participation of female employees as role models during the 'RVL ton potentiel' courses, hosting Alumnae for a half-day to discover the different professions, organising Rev'elles cafés to raise awareness of the association and mentoring, with a Ladurée employee providing individual support to a young girl for three months.



LADURÉE
Paris





COMMITMENT & SPONSORSHIP



THE COMMITMENT OF LOV EMPLOYEES

The Vendredi platform

Since 2021, LOV Group has been working with the social start-up Vendredi, a platform that connects companies, employees and associations around solidarity missions. Thanks to this initiative, employees can get involved at their own pace in a variety of projects, whether or not they are related to their professional activity. Commitments can be made face-to-face or remotely, alone or in a team, with flexibility ranging from a few minutes a week to several days a year.

The scheme has already been deployed at Airelles, FL and Betclic. Airelles, which has been a partner of Vendredi for four years, allows its permanent employees to devote up to four days a year of their working time to projects with a strong social impact. Betclic, which joined the initiative in 2023, offers its employees one day a year for the same purpose.

The partnership with Vendredi meets several strategic challenges for LOV Group. On the one hand, it strengthens the attractiveness and loyalty of talent, by contributing to the employer brand. Secondly, it supports the company's social and environmental impact by promoting key events such as Pink October, the European Week for the Employment of People with Disabilities (SEEPH) and Earth Day.

Among the highlights of the year, Airelles systematically included information and registration for Vendredi in its induction process for new employees, a blood donation challenge was organised in May 2024 by the Pan Dei teams in Saint-Tropez, and the Airelles and FL teams joined forces for Pink October.



LOV
GROUP

Changer le monde
sans changer de travail

Avec la plateforme Vendredi, nous permettons à nos salariés
de s'engager pour l'intérêt général.



331

Betclic employees registered on the platform, 41 solidarity missions,
or 39 cumulative days of impact

LOV
GROUP



THE Baniday 2024 In France...

On 3 July, the 4^e French edition of Baniday, the global day of solidarity organised by Banijay, attracted a record number of participants. No fewer than 180 employees took part in eight solidarity activities, covering a variety of themes such as the environment, inclusion, the fight against exclusion, menstrual precariousness, disability, and blood donation. The event was marked by great intensity and infectious enthusiasm.

In Choisy-le-Roi, in partnership with the Au Fil de L'Eau association, employees collected 15 kg of rubbish and 4,500 cigarette butts, thereby preventing the pollution of 2.27 million litres of water, as each cigarette butt has the potential to pollute 500 litres.

In Paris, with the Serve the City association, outreach teams distributed around a hundred sandwiches, hygiene kits, boiled eggs and several litres of hot drinks to young migrants at the Maison des Métallos.

At a Monoprix store in Paris, employees working with the Règles Élémentaires association collected 2,616 sanitary pads, providing invaluable support to 130 women with menstrual problems.

Also in Paris, in partnership with La Cravate Solidaire, nearly a tonne of clothing was sorted and redistributed to people in need of professional reintegration.

At Banijay France, employees took part in a theatrical improvisation session dealing creatively with the themes of inclusion, diversity and harassment, while at LOV Group, inclusive workshops enabled participants to experience the daily life of two visually impaired presenters.

On the theme of biodiversity, employees discovered the daily life of a beekeeper and the workings of a beehive and its entire ecosystem.

Finally, several employees donated blood at one of the Établissement Français du Sang (EFS) blood donation centres, adding to the spirit of solidarity on this memorable day.

And around the world.

More than 500 employees worked to support 30 associations in 12 countries.

In the United States, a collaboration with the Friends of the Los Angeles River enabled a habitat restoration activity to be carried out.

In India, volunteers organised a clean-up of Juhu beach in partnership with the Environment SEWA Foundation and Shakti Plastic Industries.

In Spain, waste collection activities were carried out thanks to partnerships with Mrs Green Film and SEO Birdlife.

Employees in the Netherlands supported an association which ensures that every child receives a present for St Nicholas Day, as well as another organisation dedicated to the elderly and disabled.

In Australia, volunteers worked with the Salvation Army to provide food and essential services.

Similarly, in Germany, teams contributed to a local food bank, an animal shelter and ran media workshops for people with disabilities.

In Israel, Eran's Angels ran a parcel packing project for displaced citizens.

The Italian employees, in partnership with Legambiente, restored and maintained green spaces in Rome and Milan.

Finally, in Mexico, a collaboration with TECHO Mexico enabled the construction of two houses for vulnerable families in Loma del Kiosco, Zinacantepec.



500 employees in 12 countries supported 30 associations.
In France, 2,616 sanitary towels were collected, 4,500 cigarette butts were collected and 986 kg of clothes were sorted.



LOV'S SOCIAL COMMITMENT

Thanks to a new endowment fund created in 2024, the Group has embarked on financing long-term initiatives in the fields of medical research and social inclusion. We are financially and operationally involved in the majority of the causes we support.

Healthcare

In the field of health, for example, we support the Imagine Institute, the first European centre dedicated to research and care for genetic diseases. Created by researchers and doctors at the Necker hospital in Paris ten years ago, it brings together a centre for research, care and teaching entirely dedicated to these diseases. As part of our philanthropic commitment, we support the 'Imagine la suite' programme, designed to monitor children with genetic diseases as they enter adulthood, and to promote their social and professional integration.

In Bordeaux, where Betclic's head office is located, we support the Institut Bergonié, the Regional Cancer Centre, with a twofold objective: to improve the conditions of stay and well-being of the patients it cares for, and to increase the opportunities for investment in technological innovations.

Every year for the past 4 years, we have further consolidated our partnership with Mécénat Chirurgie Cardiaque, which for almost 30 years has enabled children from all over the world suffering from heart malformations to undergo surgery in France and return to a normal life in their country of origin.

Among the association's many initiatives, the most emblematic and widely followed is the sports challenge organised each year in April, which helps to finance a child's operation. After Mariam in 2021, Yazan in 2022 and Marie in 2023, Jedidja, a 2-year-old boy from Benin, was operated on for a complex heart condition thanks to the sporting efforts of more than 137 Banijay employees who travelled more than 23,000 km in April 2024!

The Golf Trophy, the Tour de France stage, greetings cards, product donations... Throughout the year, the Group's structures and employees are working for the charity.

Inclusion and equal opportunities

Our endowment fund also provides occasional support for health and inclusion initiatives, such as the Festival l'Offrande Musicale, founded by pianist David Fray, which is held every year in July in south-west France. Each year it presents around ten concerts and shows, with at least 20% of seats reserved for people with disabilities, supported by volunteers and adapted shuttles. To further its commitment to inclusion, the festival offers open rehearsals and meetings with the artists, aimed particularly at people with cognitive disabilities, who are often excluded from cultural events.

We also support projects that have a direct impact on our audiovisual businesses, such as the European City of Screenwriters. This scheme, the only one of its kind in France, enables young scriptwriters to spend five months working alongside established scriptwriters as part of a mentoring scheme. Participants also attend courses at a Calliopi-certified centre, giving them a comprehensive, hands-on training programme. Since its creation, this initiative has been working to make the profession of scriptwriter accessible to young people, while developing qualifications and projects on a European scale.

In 2025, a Pitch Day will bring together learners and Banijay producers, and masterclasses will be given by scriptwriters and literary directors from the group.

Cité
européenne
des
scénaristes



Le Centre de
compagnonnage



Solidarity housing

In 2023, LOV Group launched Lov Habitat, a structure dedicated to combating inadequate housing. As part of this, a partnership has been set up with the Habitat et Humanisme association, which offers appropriate housing solutions and provides support to people living in accommodation to help them become independent and socially integrated. The association is also involved in the Louez Solidaire scheme run by the Mairie de Paris and the Solibail scheme in the inner suburbs.

This partnership meets the crucial challenge of providing a springboard between the street and sustainable social housing. Families in difficulty can live for two years in accommodation that meets the criteria of Habitat et Humanisme and the Agence Nationale de l'Habitat (ANAH), while benefiting from support from a network of local associations.

Since its creation, Lov Habitat has enabled the acquisition of two flats for this cause: one in Paris, in the 17^e arrondissement, in 2023, and another in Cachan in 2024. These achievements testify to LOV Group's commitment to concrete solutions to combat poor housing and support families in precarious situations.



Responsible gaming

For the third year running, Betclic organised its Responsible Gambling Week, entitled ‘Keep Control Days’, from 18 to 21 November 2024, at all its offices. The event, aimed at increasing awareness and prevention of responsible gambling, was marked by a series of speeches and educational activities.

The week began with an introduction by Nicolas Béraud, CEO of Betclic, followed by a talk by the ANJ's Director of Responsible Gambling and a talk by Dr Jonathan Parke, an expert in the psychology of gambling addiction. The Data teams presented demonstrations of the algorithms used to detect and protect at-risk gamblers, while employees took part in immersive ‘Live my life’ workshops with Betclic's Safer Gaming operational teams. Finally, training sessions were run by the ARPEJ/SOS Joueurs association, focusing on the design of gaming products and offers adapted to the principles of responsible gaming.

	Monday 18th November	Tuesday 19th November	Wednesday 20th November	Thursday 21st November
09:00				
10:00	Opening Session	Talk Gambling Addiction Risk with Dr Jonathan Parke	Open Talk with ANJ and ARPEJ	
11:00	Talk Data for SG			
12:00				
01:00				
02:00	Talk How to Detect at-risk players	Live Demo : Player Risk Review on Yoda	Do it Yourself : Player Risk Reviews workshops	Do it Yourself : Player Risk Reviews workshops
03:00	Talk How to Protect at-risk players	Do it Yourself : Player Risk Reviews workshops		
04:00				
05:00				
06:00	SG Week Quizz	SG Week Quizz	SG Week Quizz	SG Week Quizz

Solidarity races

Each year, LOV Group takes charge of participation in ecological or charitable races. In 2024, employees took part in the Ecotrail in March and the Course des lumières last November: 70 employees from the Group (Banijay, Ladurée, Fouquet, FL and Airlles) ran and walked along the banks of the Seine in Paris in aid of the Institut Curie and the fight against cancer.



Donations and fundraising

Don't throw anything away! This is now a universal mantra, particularly true in the retail and hotel sectors.

In 2024, Airelles donated 12,000 pairs of summer sandals to the Agence du Don en Nature, and thousands of cosmetic products to our partner Unisoap, for a total value of €80,000.

For Christmas, Le Grand Contrôle in Versailles organised a collection of games and toys for young patients at the Hôpital Necker-Enfants malades. This partnership is part of the hotel's history, as the hospital was founded in 1778 by Madame Necker, wife of Jacques Necker, Louis XVI's finance minister.

During the Mécénat Chirurgie Cardiaque 2024 Christmas sale, the Group's Food division (Ladurée, Louis Fouquet and Estoublon) donated hundreds of products for sale by the charity.

Proceeds from the event went towards funding surgery for 20 children with heart defects.

In December 2024, Betclic organised the third 'Employees Laptop Sales', an initiative aimed at recycling its IT equipment among employees while supporting charitable causes. Employees were able to purchase equipment such as PCs and monitors by taking part in a raffle held at the Bordeaux and Malta offices. To receive their equipment, employees had to provide proof of a donation to a local charity, such as the Red Cross, Restos du Cœur or Secours Populaire.

This year, 183 laptops and 100 monitors were distributed by Betclic.



LOV'S COMMITMENT TO ITS EMPLOYEES

Gaming

For several years now, each year the Group has offered all its employees the opportunity to play online on a dedicated platform and win prestigious gifts from its various structures, such as stays in the Maisons Airlles, Betclic tickets for football, rugby and basketball matches, and Ladurée, Fouquet and Estoublon products.

After the Football World Cup in 2022 and the Rugby World Cup in 2023, employees were able to place bets and win prizes for the Euro Football Championship and a general knowledge game on the theme of Christmas in 2024.

In addition to their competitive and festive aspects, these in-house games help to strengthen the sense of belonging to the Group for all employees on the occasion of major national events, to involve a large number of employees in a scheme with which they are now familiar, and finally to promote the expertise of the Group's brands through the rewards offered.

+800

Group employees played the Christmas 2024 game!



B Side: a podcast to showcase the diversity of career paths at Banijay

As part of the festive season, Banijay France has launched B Side, an in-house podcast designed to highlight the personal and inspiring stories of its employees.

The initiative is aimed at all employees, whether they work at head office or in subsidiaries, in production, development or support functions. The aim is to go beyond professional boundaries to reveal lesser-known facets of each individual.

B Side has made it possible to showcase a wide range of testimonials: employees who play top-level sports, who are involved in social or environmental causes, who live with a disability or who have undergone life-changing experiences, whether personal or professional.

This project has helped to strengthen links between colleagues and to promote the wealth of profiles and backgrounds within the company. See you in 2025 for season 2!

[Click here to listen season 1 of B Side](#)



B-SIDE,
LE PODCAST INTERNE DE BANIJAY
**DÉCOUVREZ
LA FACE CACHÉE
DE VOS COLLÈGUES !**

B-Side, le nouveau **podcast interne** sort la semaine prochaine...

Qui parmi vous s'occupe d'un club sportif de haut niveau?

Qui a côtoyé des célébrités au plus près?

Qui a dédié une partie de sa vie à des activités humanitaires?



Surtout...

**Arriverez-vous à reconnaître qui se cache
derrière ces parcours atypiques
et ces histoires fortes?**

Rendez vous lundi **16 décembre** pour le 1^{er} épisode !

Nous attendons aussi vos histoires pour les prochains épisodes !

Contactez Laure & Chloé

l.codron@banijayfrance.com

c.rossignol@lovgroup.com



ENVIRONNEMENT

MEASUREMENT OF GREENHOUSE GAS EMISSIONS

Banijay Group's carbon footprint

The process of measuring Banijay Group's carbon footprint began in 2023 with the Banijay Entertainment Carbon Footprint in partnership with 3Degrees, a firm specialising in the fight against climate change. The first phase, launched in mid-2023, concerned the pilot countries (United Kingdom and United States), followed by the other countries in the last quarter. This phase enabled the carbon footprint of audiovisual production activities to be quantified for the first time.

In 2024, the measurement was repeated for 2023, the reference year for Banijay's decarbonisation strategy. This project continued in the last quarter of 2024 with a new study conducted by 3Degrees and numerous global collaborators, aimed at defining reduction targets in line with the Paris Agreement.



The carbon footprint of Maisons Airelles

Tourism is a sector with a high environmental impact, contributing to 11% of direct greenhouse gas (GHG) emissions in France. Accommodation and catering account for 13% of these emissions. Against this backdrop, the development of sustainable tourism has become a priority.

Aware of these challenges, in 2024 the Airelles group carried out the first carbon assessment of its hotels using Clorofil, a specialised solution for the hotel and catering sector. The method used, Bilan Carbone® V8, developed by ADEME and the Association pour la Transition Bas Carbone (ABC), is a reference standard for assessing and reducing greenhouse gas emissions. This method provides a complete picture of an organisation's emissions.

In 2024, the Airelles teams calculated the carbon footprints of the following establishments: Airelles Château de Versailles - Le Grand Contrôle, Airelles Saint-Tropez - Château de La Messardière and Pan Dei Palais, Airelles Gordes - La Bastide, Les Airelles Courchevel, and Airelles Val d'Isère.

This initiative marks an important step towards reducing the Group's environmental impact, while at the same time being part of a dynamic of progress in terms of sustainable development.



DECARBONISATION INITIATIVES



Ecoproduction in Banijay programmes

The audiovisual industry releases 1.7 million tonnes of CO2 into the atmosphere every year. Several years ago, Banijay, as a major player in the sector, embarked on a responsible approach aimed at making its productions - broadcast and drama - cleaner and more responsible. 2024 marked the 3rd year of Banijay France's partnership with Ecoprod, the leading association working for ecological and sustainable practices in the sector.

The Group has been a signatory of the Ecoprod charter since 2021, a member of the association since 2022 and a member of its Board of Directors alongside major broadcasters and producers. Many teams are now using the tools developed by Ecoprod, such as the Carbon Clap carbon calculator.

Eco-referents have been recruited on a number of fiction and broadcast projects to implement actions at all workstations and encourage teams to adopt environmentally-friendly practices and new ways of working. Some teams working on flagship programmes, such as the series *Culte* and the programme *TPMP*, have worked with the ecoproduction consultancy *A Better Prod* to improve their practices.

Finally, Banijay is committed to labelling its programmes. The Ecoprod label (supported by ADEME and audited by AFNOR) certifies that a work has been produced in an eco-responsible manner. It is based on a set of guidelines that lists the measures to be adopted to reduce the environmental impact of a production. Some of our subsidiaries' fiction projects have obtained the label, such as season 2 of the series *Marie-Antoinette* (Banijay Studios France) or season 8 of *Sam* (Authentic Prod), while others are in the process of obtaining it, such as the series *Montmartre* (Authentic Prod), or *Rien ne t'efface* (Shine Fiction). On the flow side, Banijay France has undertaken to include prime-time access programmes in the labelling process. This is the case for the daily programme *TPMP*, which will be awarded the label in November 2024.



7.5
tonnes of Marie-Antoinette 2 decor recycled

6m³
of water from the *Culte* swimming pool reintroduced into the Saint-Denis sewage system

Recycling soaps

In France, 51 million soaps are thrown away every year by hotels, while three million people have no access to basic hygiene products.

Since 2020, Maisons Airlles has been working with Unisoap, a Lyon-based NGO dedicated to recycling single-use soaps. This initiative enables soaps to be collected, processed and recycled in ESATs (establishments and services providing assistance through work), where people with disabilities are actively involved in the process. The recycled soaps are then redistributed to partner associations, who offer them to vulnerable populations, including mothers in precarious situations, homeless people, refugees and students in need.

This partnership is based on three key challenges: an environmental impact by reducing the waste of soaps, a social impact through the employment of disabled people, and a solidarity impact by facilitating access to hygiene for disadvantaged populations.

In 2024, six Maisons Airlles contributed to this initiative, enabling more than 140 kilos of soap to be recycled. Since the partnership began, half a tonne of soap has been collected, recycled and redistributed to people in need.

Since 2023, the LOV Group endowment fund has provided financial support to Unisoap every year.



Towards the eradication of plastic

In 2024, the Airelles Group has committed to reducing the use of single-use plastics by introducing personalised aluminium bottles in its Houses, in partnership with Oxygen Water. This initiative is based on the choice of aluminium, a material that is 100% infinitely recyclable, as opposed to recycled plastic, which can only be reused three times. The bottles, containing oxygen-enriched water drawn from the French Alps, offer a sustainable and healthy alternative, being both disposable and reusable without risk.

The project resulted in an order for 200,000 bottles for all the Maisons Airelles, incorporating a bespoke design in harmony with the group's identity. Customer feedback has been very positive, praising both the aesthetics and the ergonomics of the bottles. This innovative choice is part of a strong environmental approach, illustrated by a striking fact: 75% of the aluminium produced since 1800 is still in circulation today, confirming the exceptional durability of this material!

In 2024, our Maisons Airelles also acquired around fifty soap graters to replace liquid soap dispensers and their plastic containers.

Made in France, this innovation transforms solid soaps into fine flakes, reducing waste and improving hygiene practices: Marseille soaps are made from natural ingredients, without endocrine disruptors or additives. This ecological and sustainable solution is also economical: 125g of solid soap is equivalent to 2 litres of liquid soap!



Sorting and recycling waste and biodegradable waste

In December 2021, two years before the legal obligation, the Maisons d'hiver Airlles adopted a sustainable bio-waste management practice in partnership with Elise Alpes, the first franchise specialising in the collection and composting of food waste. Since then, the company has been collecting bio-waste from meal preparation and plate returns on a daily basis. To limit its carbon footprint, Elise Alpes has invested in its own composter, reducing the number of lorry journeys required. The bio-waste is transformed into compost, which is redistributed to farmers in the Rhône-Alpes region, or converted into biogas.

The partnership meets major environmental and social challenges. Ecologically, recycling bio-waste generates compost or biogas, enriching local farmland and reducing CO2 emissions. In social terms, as an Adapted Enterprise, Elise Alpes employs people with disabilities, giving this project an inclusive dimension.

During the 2023-2024 winter season, the Group's winter establishments collected 35,287 kg of bio-waste. This action avoided the emission of more than 23.3 tonnes of CO2, or the equivalent of 466,178 km by bus, produced 17.6 tonnes of compost enriching 7,834 m² of farmland, and generated 643 hours of work for people with disabilities.

In addition, Elise Alpes also manages the collection of paper and wood from several establishments and offices, notably in Lyon. In addition, the company's services are deductible from the disability tax, adding economic value to this sustainable commitment.

All our offices and head offices are also equipped with waste sorting systems. We work with virtuous service providers such as Cèdre and Les Joyeux recycleurs, who collect and recycle waste, with optimum traceability. These are Adapted Enterprises that create jobs for people with disabilities.

At Financière LOV, for example, we recycled 450kg of waste (cups, glass, plastic bottles, cans, printer cartridges, etc.), saving over half a tonne of CO2.

At Airlles' Paris head office, 450 kg of waste (plastic, cups, cans, paper, coffee grounds) were also recycled.



+35

tonnes of bio-waste collected in the Airlles Winter Houses in 1 season

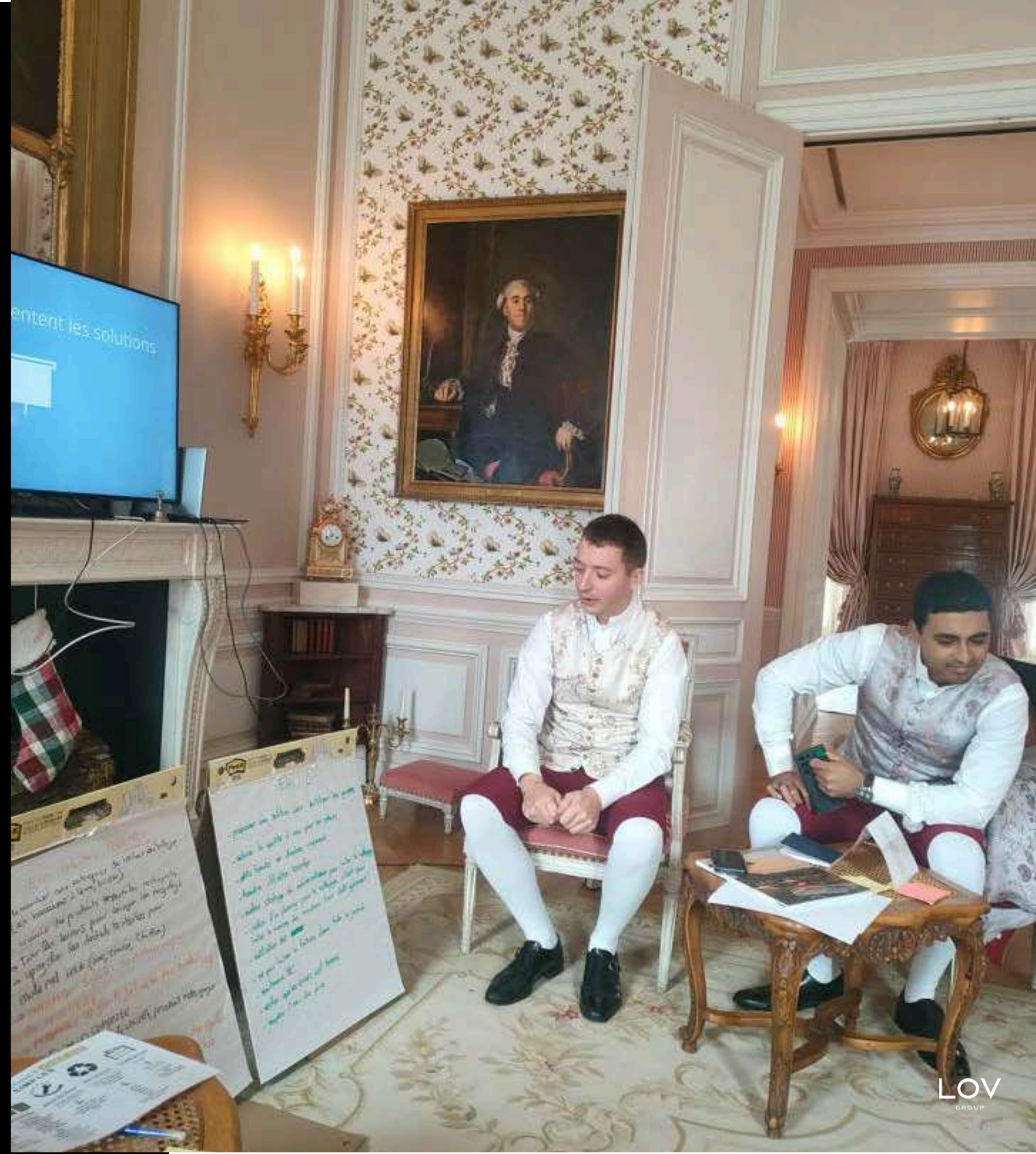
1900

hangers made from 18,000 recycled cups at Financière LOV

Training in eco-gestures

Since 2022, all the Airelles homes have been training their permanent staff in ecogestures, with the help of a certified trainer who visits the establishments and gets the teams to work on concrete measures in collective intelligence workshops. Water, energy, waste: ideas are born when employees think together!

In 2024, 7 4-hour sessions were organised at Le Grand Contrôle in Versailles, enabling around a hundred employees to learn about these environmental issues.





Biodiversity

In collaboration with the association Le Miel de ma Ruche, founded by Léopoldine Constans-Gavarry, two beehives were set up at Airlles Saint-Tropez, Château de la Messardière in spring 2024. This project has enriched the customer experience by offering a local and exclusive honey, engaging employees, boosting local ecosystems thanks to a network of partner beekeepers, and finally contributing to the protection of biodiversity, in line with current regulatory requirements.

Léopoldine, a member of the Observatoire Français d'Apidologie, works to protect bees and to promote research and beekeeping training for women in developing countries.

During the summer of 2024, the hives at Château de la Messardière produced 11 kg of honey, a result that was described as excellent despite the capricious weather.

The project also raised awareness among the youngest members of the community thanks to the Kids Club, which offered fun and educational activities based around bees and honey. These workshops, which ranged from discovering beehives to creating crafts such as candles and sweets, were a real hit with the children and their parents.

11

of Airlles honey produced at Château de la Messardière in summer 2024



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THANK YOU

*This report was piloted by Chloé Rossignol, ESG Manager at LOV Group.
Please do not hesitate to contact her if you have any questions, suggestions or ideas!*

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