

A woman with dark hair, wearing a white headband and a yellow shirt, is smiling and playing a dark-colored acoustic guitar. She is in a recording studio, with a large black microphone on a stand in front of her. The background is slightly blurred, showing a window and some studio equipment. The overall mood is positive and creative.

**2021
Corporate Social & Environmental
Responsibility Report**

Shaping Music for Good

believe[®]

believe.



TABLE OF CONTENTS

02

BELIEVE'S INTRODUCTION

03

PRESENTATION OF BELIEVE

BUILDING THE MUSIC OF THE FUTURE TOGETHER 04

BELIEVE'S ARTIST & LABEL CENTRIC BUSINESS MODEL 05

BUSINESS MODEL SHAPING MUSIC FOR GOOD 06

BELIEVE'S CORE VALUES 08

09

CORPORATE SOCIAL RESPONSIBILITY AT THE HEART OF BELIEVE'S BUSINESS MODEL

BELIEVE'S GOVERNANCE MODEL 10

BELIEVE'S STAKEHOLDERS 11

BELIEVE'S CSR STRATEGY 12

EXTRA-FINANCIAL PERFORMANCE RISKS AND OPPORTUNITIES 13

14

DEVELOPING DIVERSE & LOCAL TALENT IN LOCAL MARKETS FIRST

FOCUSING ON DEVELOPING LOCAL ARTISTS AND LABELS 15

HIGHLIGHTING AND PROMOTING WOMEN ARTISTS 17

BUILDING INCLUSIVE AND DIVERSE TEAMS LOCALLY AND GLOBALLY 18

20

CULTIVATING TALENT FOR THE DIGITAL MUSIC ERA

SUPPORTING ARTISTS AND LABELS TO TRANSITION THEIR CAREERS AND BUSINESS DEVELOPMENT TO THE DIGITAL WORLD 21

DEVELOPING AND TRAINING THE NEW GENERATION OF DIGITAL MUSIC LEADERS 23

24

BUILDING TRUSTING RELATIONSHIPS THROUGH RESPECT, FAIRNESS AND TRANSPARENCY

DRIVING RESPECTFUL AND FAIR STAKEHOLDERS RELATIONSHIPS 25

RESPECTING ARTISTS FUNDAMENTAL RIGHTS 27

STRIVING FOR TRANSPARENCY IN ALL ASPECTS OF OUR ACTIVITIES 28

29

EMPOWERING OUR COMMUNITY TO HAVE A LONG-TERM POSITIVE IMPACT

LEVERAGING TECHNOLOGY FOR SUSTAINABLE TALENT DEVELOPMENT 30

REDUCING BELIEVE'S CARBON IMPACT 31

EXPANDING BELIEVE'S AMBASSADORS' SUSTAINABLE DEVELOPMENT NETWORK 34

36

SUMMARY TABLE OF INDICATORS AND METHODOLOGY

EXTRA-FINANCIAL RISK ANALYSIS METHODOLOGY 38

SCOPE OF THE RISKS COVERED 38

EXTRA-FINANCIAL INDICATORS 39

CROSS-REFERENCE TABLE 41

REPORTING AND AUDIT METHODOLOGY 43

44

REPORT OF ONE THE STATUTORY AUDITOR, APPOINTED AS INDEPENDENT THIRD PARTY, ON THE CONSOLIDATED NON-FINANCIAL STATEMENT

Believe's Introduction

With the publication of our first extra-financial performance statement, we are writing a new chapter in our history. A story born in 2005, on the threshold of major transformations, between ecological, solidarity and digital transition.

What has our contribution to society been over the past 15 years? And how can we go further as the challenges become ever more urgent and citizens' expectations ever higher.

This first report was an opportunity to reflect in depth on our various challenges and our contribution, to strengthen and renew our exchanges with our stakeholders.

It has also enabled us to measure the progress we have made, with and for our artists and labels, as well as our employees.

Each step, from the elaboration of our social responsibility strategy to the action plan generated by the important work of collecting data from our entire international network, is an opportunity to affirm and reinforce our sustainability objectives in the face of the complex challenges of our time.

Never before has music creation been so stimulated. The industry is evolving towards ever greater democratisation thanks to new digital tools and uses: we are making it a vector of diversity and inclusion for our artists, labels and collaborators. Artists and labels are demonstrating their desire to remain independent and to be able to make a living from their creations, as well as their commitment to the environment and solidarity: we are building with them the positive impact of our sector of activity.

A new chapter, therefore, which gives more meaning than ever to our fundamental values of respect, fairness and transparency in order to build relationships of trust and accompany the music industry towards a sustainable and responsible future.

We have designed this extra-financial performance statement with a twofold objective: to report to all our stakeholders on the results achieved with regard to the new standards of corporate social responsibility. But also, and above all, to continue to generate a strong ripple effect among our artists and employees who, through their talents and skills, are the key players in the transformations that the digital music sector must undergo and to which we must contribute.



« We have two hearts at Believe: our People and our Artists. Together we create mutually beneficial opportunities, positively transforming the music industry. »

Denis Ladegaillerie
Chairman and Chief Executive Officer of Believe

Presentation of Believe

Founded in 2005 by Denis Ladegaillerie, Believe has become one of the global leaders in the digital music market. Since the beginning, Believe's mission has been to support artists at each stage of their career development by providing them with technological and digital solutions.

In a music streaming market that was just getting started, Believe paved the way to make these technologies within everyone's reach to enable all artists and labels to self-produce and promote themselves.

For over 15 years, the Group has helped to reshape the landscape of the music industry by constantly expanding its digital distribution network and training a new generation of experts. Believe, which has become a major player in the music industry, launched its IPO in June 2021 and is continuing its organic and external growth.

Beyond the digital music market, Believe aims to change the music industry and engage it in collaborative, sustainable and responsible practices.



1 430

employees
around
the world

1 million

artists
(signed
in direct
or via labels)

50

countries

€577 million

revenues

Believe in ten key dates

Believe's story illustrates more than 15 years of discovering and supporting local artists, expanding into new geographic markets and developing solutions and the digital music distribution network.



believe.

2010

LAUNCH OF BACKSTAGE, A UNIQUE INTERFACE FOR ARTISTS AND LABELS, TO MANAGE, PROMOTE AND ANALYZE THEIR PERFORMANCE ON MUSIC PLATFORMS.

2013

DEVELOPMENT IN RUSSIA, INDIA, CANADA, SOUTHEAST ASIA, EASTERN EUROPE AND LATIN AMERICA.



BUILDING THE MUSIC OF THE FUTURE TOGETHER



« At Believe, the concept of respect is very important, and the entire management team is committed to bringing this value to life everywhere and at all times. This is what unites the team because we are aligned and share the same conviction.

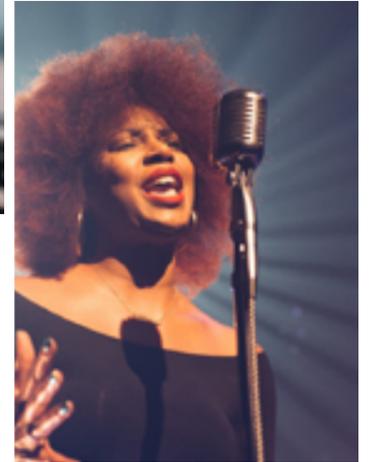
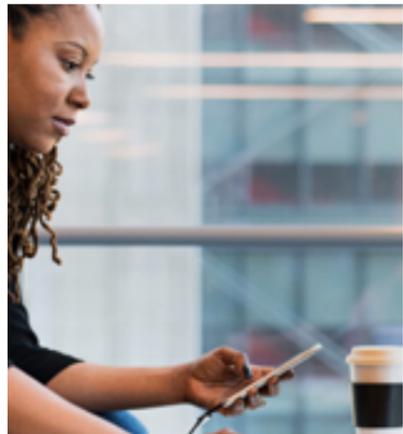
»
Sandrine Bossard
Group Chief People Officer

The early 2000s marked a major turning point in the music industry's history: the arrival of the Internet, followed by digital technology triggered a change in artists and users behavior and utilization, thereby modifying the role and needs of the various players in the music industry.

In this highly evolving context, traditional record companies no longer entirely meet the expectations of artists and labels. Believe provides an alternative, a new online platform model, which enables artists and labels to drive their careers forward more independently, faster and with enhanced agility, while respecting their creativity and enhancing their digital promotion.

It is with this partnership mindset that Believe has built its growth and affirmed its original model to serve artists and labels through two main offers. Automated Solutions, consisting mainly of the TuneCore offer enable music creators to be distributed automatically with digital service providers and social media. Premium Solutions, for emerging, established and top artists, offer more comprehensive and personalized support from a team of experts.

Beyond economic performance, this model firmly demonstrates a genuine vocation by giving everyone the opportunity to have the audacity to innovate, imagine and learn together. By cultivating this forward-thinking and bold mindset among artists and labels, its employees and its partner platforms, Believe intends to inspire and shape the future of the music industry.



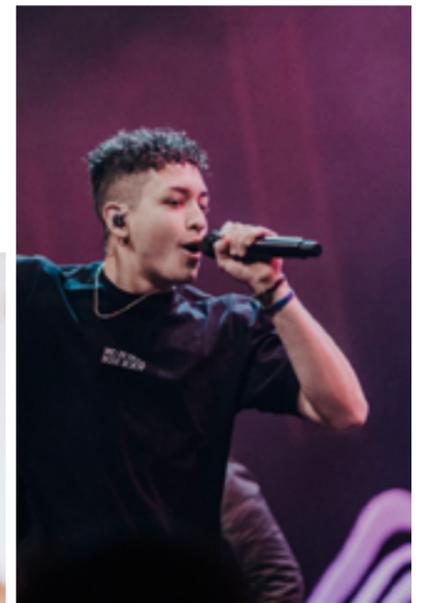
BELIEVE'S ARTIST & LABEL CENTRIC BUSINESS MODEL

The Group is one of the leaders in the digital music market for artists and labels, with extensive experience in the field of digital artist development and catalog performance optimization. Its international presence is a key differentiator, as the Group began investing outside France very early on, particularly in European and Asian markets, where the Group has been able to build solid positions in recent years.

The Group is organized as a global digital platform developing high value-added technological solutions for all artists, adapted to each stage of their career development, whether they are music creators, emerging artists, established artists or top artists. Believe has also built strong local teams, trained to use tools and solu-

tions to their best advantage to serve artists. With more than 1,400 employees and a presence in more than 50 countries, the Group benefits from cutting-edge technological capabilities and places its expertise in music, digital marketing and data analysis at the service of artists all over the world. This organization enables the Group to help music creators, artists and labels expand their digital audience in all local markets, with respect, expertise, fairness and transparency (see chapter 1 of the URD - Presentation of the Group).

The Group has designed its Shaping Music for Good strategy based on four CSR pillars with the aim of having a positive impact for these different stakeholders.



Business model

Shaping music for good

BELIEVE'S MISSION IS TO DEVELOP DIVERSE ARTISTS AND LABELS, WITH SOLUTIONS BEST ADAPTED TO EACH STAGE OF THEIR CAREER AND DEVELOPMENT AND TO THE DIGITAL WORLD, IN ALL LOCAL MARKETS AROUND THE WORLD, WITH RESPECT, EXPERTISE, FAIRNESS, AND TRANSPARENCY

OUR RESSOURCES AND CAPITAL

EMPLOYEES

- 1430 employees
- 54 % Women in Executive Committee

ESTABLISHED GEOGRAPHICAL NETWORK

- 50+ countries
- Digital marketing experts recruited worldwide locally

DRIVING FORCES

- Respect
- Fairness
- Transparency

EXPERTISE

Musique - Tech - Digital

A DIGITAL DATA-DRIVEN DNA

- 224 billion streams on the 9 main DSP
- 547bn views on YouTube

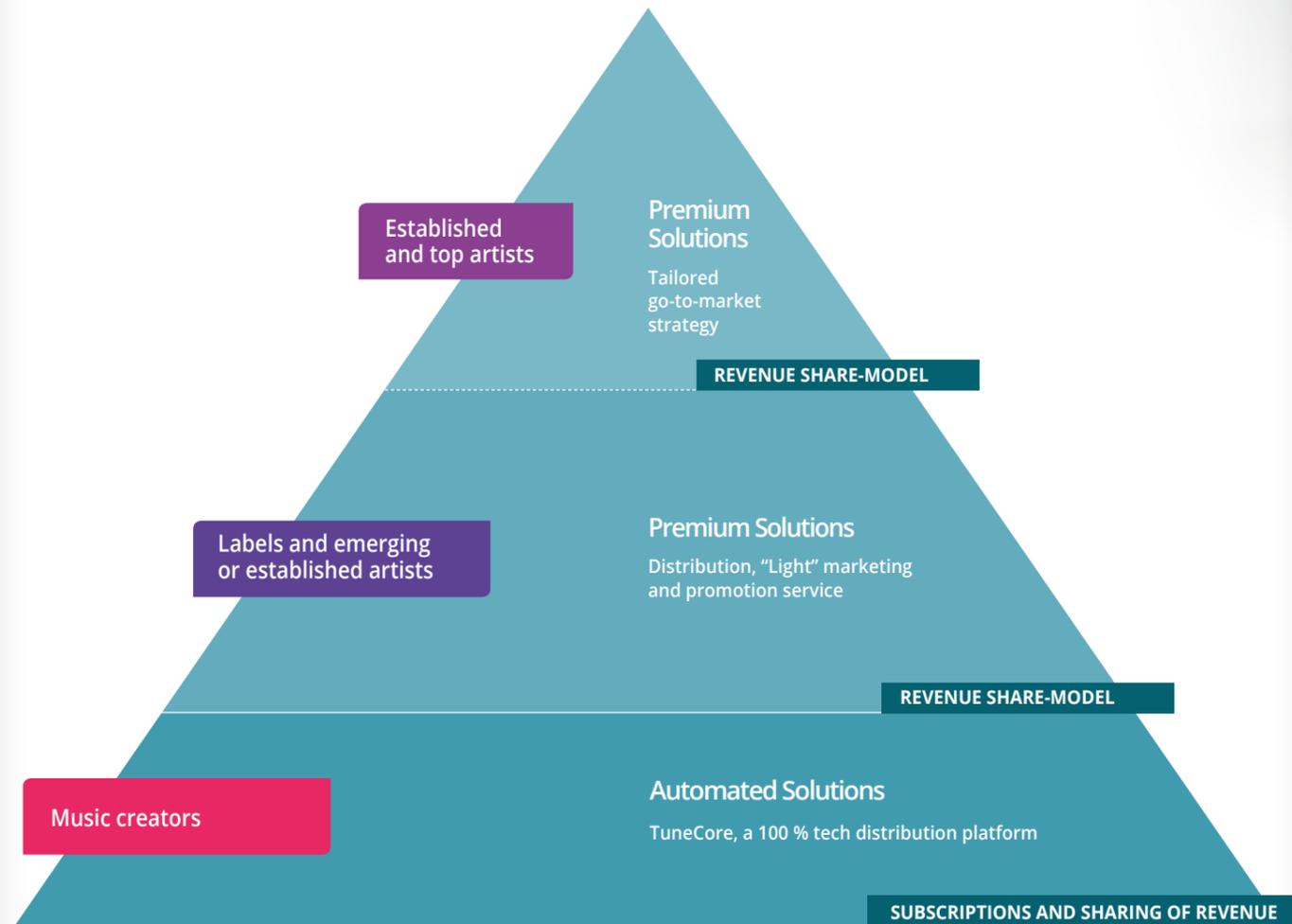
TECHNOLOGY PLATFORMS

- Backstage, proprietary scalable platform
- 200+ products & IT experts

FINANCIAL RESOURCES

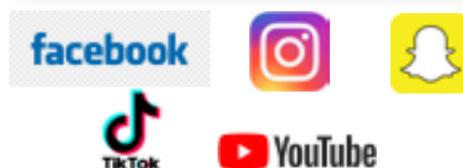
- Supportive & historical shareholder base
- €577m sales

- SOLUTIONS AT EVERY STAGE OF THE ARTIST'S CAREER
- ~1 MILLION OF ARTISTS, DIRECTLY OR VIA THEIR LABELS



WITH 150+ DIGITAL STORES PARTNERS

SOCIAL & DIGITAL ONLINE MEDIA



GLOBAL AND LOCAL PLATFORMS



TO DRIVE A POSITIVE IMPACT



Developing diverse & local talent IN LOCAL MARKETS FIRST

- 40 % of women among employees in 2021



Cultivating talent for THE DIGITAL MUSIC ERA

- 77 % of employees attended at least one training course in 2021



Building trusting relationships THROUGH RESPECT, FAIRNESS AND TRANSPARENCY

- Employee internal survey "Your Voice"
- Artists satisfaction survey



Empowering our community to have a LONG TERM POSITIVE IMPACT

- 8.4 % ambassadors among employees in 2021



BELIEVE'S CORE VALUES

Since its creation, Believe has based its decisions and actions on four core values that guide everyone's behavior: respect, expertise, fairness and transparency. Generating trust for artists and labels, these values empower them while providing them the autonomy they need. For employees, they are also a source of efficiency, openness and proximity.

Believe's 4 values:

These values form the basis of the Group's philosophy reflected in its manifesto.

Respect for all artists and employees at every stage of their career and in all countries where we operate.

Expertise of the teams, guaranteeing the efficiency and excellence of the services provided to artists.

Fairness in relations with artists and teams to offer equal opportunities and freedom of choice in terms of personal development.

Transparency in projects, information and contracts shared with artists and partners, to enable everyone to make informed decisions.

Believe's manifesto

WE BELIEVE IN ARTISTS AND LABELS

WE BELIEVE THAT EACH ARTIST AND EACH LABEL IS DIFFERENT

We strive to provide the most appropriate solutions for their needs, at every stage of their career and development.

WE BELIEVE IN LOCAL ARTISTS AND DIVERSITY

We build local teams locally to support artists and labels with close proximity. We also aim to promote diversity by working with artists and labels from all genres and music communities.

WE BELIEVE IN RESPECT, FAIRNESS AND TRANSPARENCY

We work to live by these values in all our activities to build long-term trust relationships with the artists, the labels and all our partners.

WE BELIEVE THAT INDEPENDENCE MEANS FREEDOM AND POWER

Artists should own their art and the freedom to make their own decisions, with no limit on what they can do.

WE BELIEVE THAT CREATIVITY AND TECHNOLOGICAL INNOVATION ARE COMPLEMENTARY

We use technology to step up the development of artists, without ever replacing human creativity.

WE BELIEVE IN OUR PEOPLE

WE BELIEVE IN THE COMBINATION OF INDIVIDUAL TALENT

Our talents in music, technology and digital collaborate to build unique and innovative solutions for our artists and labels.

WE BELIEVE IN LOCAL AND DIVERSE TEAMS

Our teams work in complete proximity with our artists and labels, taking an active part in the music ecosystem and with an indisputable passion for local music.

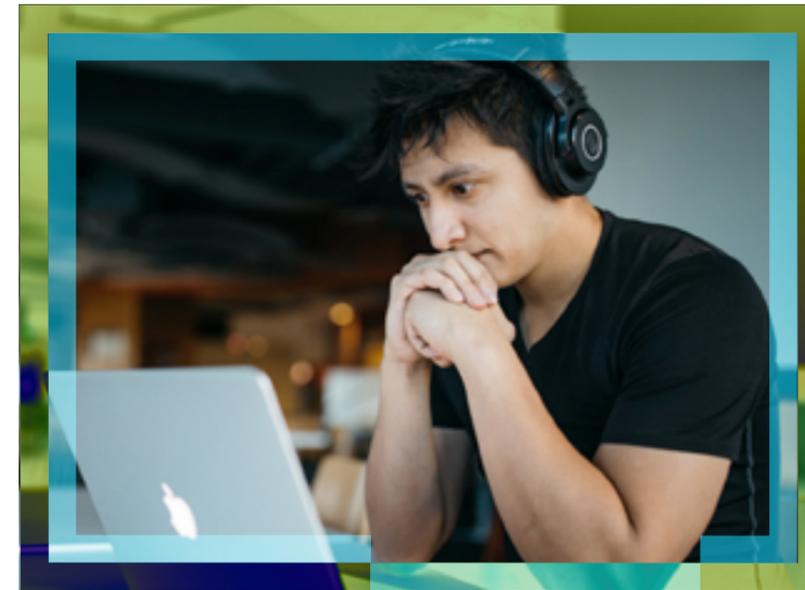
WE BELIEVE IN RESPECT, FAIRNESS AND TRANSPARENCY of our internal teams.

WE BELIEVE IN POWER OF OUR PEOPLE

Our teams are encouraged to express their full personality, to be proactive, and to be responsible for the excellence of the services provided to artists and labels.

WE BELIEVE IN INNOVATION

We encourage our teams to invent new services for the benefit of our artists and labels.



An objective coupling between financial performance and extra-financial performance.

Corporate Social Responsibility at the heart of Believe's business model

The concept of social responsibility is embedded in Believe's history and its primary purpose. By creating, as early as 2005, the missing link to facilitate access to the emerging digital market, the Group positioned itself from the start with artists and labels in an inclusive dimension: access to musical platforms and digital monetization for all. Drawing on this historical commitment, in 2021 Believe formalized a Corporate Social Responsibility (CSR) strategy, which is at the very heart of its business model: **Shaping Music For Good**. True to its ambition and its slogan "Let's Shape The Future of Music Together", this program is the result of an in-depth reflection on how Believe can positively impact society. This impact needs to extend beyond its business and yet be consistent with it in order to link financial performance with extra-financial performance.

Believe has designed its CSR strategy around four strategic pillars:

- Developing diverse & local talent in local markets first,
- Cultivating talent for the digital music era,
- Building trusting relationships through respect, fairness and transparency,
- Empowering our community to have a long-term positive impact.



BELIEVE'S GOVERNANCE MODEL

CSR GOVERNANCE: A STRUCTURED AND INTEGRATED DIMENSION

The Group has set up a governance based on four bodies with well-defined missions and responsibilities:

BOARD OF DIRECTORS

The Board of Directors integrates the CSR strategy into Believe's business model. It ensures the final validation of this strategy, the overall objectives, the reporting as part Non-Financial Performance Statement (NFPS) and the overall roadmap. It also validates the principles of CSR governance, as well as the remuneration models aligned with the CSR strategy.

CSR COMMITTEE

The CSR Committee is one of the three committees of the Board of Directors. It is composed of three members of the Board of Directors, including the Chairman of the Board of Directors and one member appointed from among the independent members of the Board of Directors. They are appointed by the Board of Directors, on the proposal of the Nomination and Compensation Committee. Its main mission is to validate the CSR strategy while integrating the risks and opportunities, the overall objectives and the NFPS. It also advises on good governance practices and submits remuneration models incorporating CSR criteria, in coordination with the Appointments and Remuneration Committee.

EXECUTIVE COMMITTEE

The Executive Committee approves the overall CSR strategy and objectives and ensures that it is in line with and integrated into the Group's strategy and values. It approves, prioritizes and oversees the overall roadmap. It ensures the validation of the overall budget. It also validates the local objectives, is informed of the various local actions and makes decisions where necessary. CSR criteria have been incorporated into the long-term compensation of the members of the Executive Committee and the executives of the Group's main subsidiaries.

CSR DEPARTMENT

The team is charged with developing the Group's CSR strategy, as well as the objectives, budget and extra-financial reporting. It is also responsible for constructing, coordinating and implementing the overall CSR roadmap, and providing stakeholders with indicators to verify its implementation. The team also provides advice and support for the network of CSR ambassadors within Believe. In addition, in 2021, the Group consulted various stakeholders as part of its approach to formalizing its CSR strategy and the completion of the Non-Financial Performance Statement (NFPS).



A global network of committed ambassadors

Believe ambassadors are employees who devote part of their time to projects that have a positive impact on the teams and their environment. They propose, initiate and contribute to actions in areas such as respect for and promotion of gender equality, diversity and environmental protection. To this end, the ambassadors meet regularly and receive information on the CSR strategy, objectives and resources allocated. Meetings of all ambassadors as well as local meetings are held regularly to define and ensure the imple-

mentation of the actions. The ambassadors also contribute to the preparation of the NFPS by providing the data and testimonies necessary for its realization.

The network of ambassadors brings together nearly 120 employees and is organized into different communities depending on the country: Believe for Parity, Believe for People, Believe for Planet. The Believe Group also wants to rely on this network to implement its CSR strategy and objectives at local level.

BELIEVE'S STAKEHOLDERS



Consultation with stakeholders

In line with its values and in accordance with the principle of dual materiality, Believe attaches the utmost importance to the voices of its stakeholders. Six categories of stakeholders have been identified to ensure that their expectations are taken into account when identifying priority CSR issues. This also involves ensuring regular dialog between Believe and all players in its ecosystem. As part of its co-construction approach to develop the SEFP, Believe consulted certain of its employees, artists and labels, and main partner platforms throughout the second quarter of 2021. This consultation made it possible to identify the priority material issues and to reinforce and challenge Believe's strategic priorities. In addition, it gave respondents the opportunity to express their expectations and opinions in all their diversity in terms of social responsibility, in an authentic and personal way. Since its IPO in June 2021, Believe regularly communicates on its activities, strategy and outlook to individual and institutional shareholders and, more generally, the financial community (investors, analysts, etc.) in accordance with the best practices of the profession. Believe's management and Investor Relations department maintain a regular dialogue on CSR/ESG topics, particularly during roadshows, individual meetings and thematic conferences, and also participate in events related to socially responsible investing. (SRI).

Believe serving artists and local communities

Believe's mission is to develop local artists in their communities, by working alongside of them to support their ambition to become the best artists in their country and region. Believe is convinced that music serves local communities who listen to artists sing in their language, thereby shaping and enhancing their culture with their

musical repertoire. Believe builds and develops local teams that draw on their proximity, digital expertise and unique relationships with their music and digital media partners to develop the careers of local artists. Today, Believe supports 1 million artists around the world by offering a wide range of services based on cutting-edge technology and training. The objective is to enable everyone, both artists and employees, to master all the specificities of a music market that has become highly digitized and in which local characteristics must find new opportunities to emerge. Believe has thus become a leading provider of audio and video music content for its partner platforms.

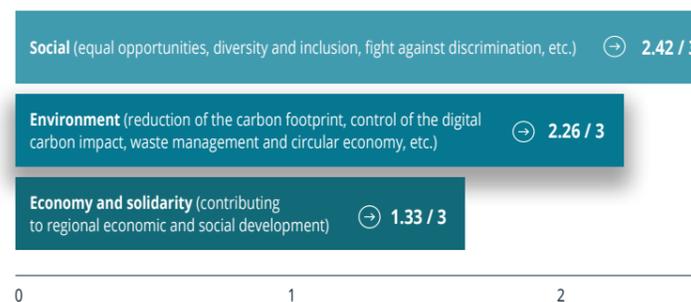
Federating and structuring partnerships

With the aim of amplifying its impact, in 2021 Believe launched new partnerships with organizations aligned with its commitments for a more eco-responsible future of the music industry. Believe joined Music Declares Emergency, a group of artists, profes-

sionals and organizations striving to achieve a carbon-neutral music industry. The Group is contributing to implement their recommendations in its daily practices, offices and with its partners, including CD and vinyl manufacturers. The Group has also signed the Keychange commitment, supporting gender equality in the music industry. In addition to this commitment, Andreea Gleeson, Chief Executive Officer of TuneCore, a subsidiary of Believe, was appointed Keychange US Ambassador, and TuneCore sponsored the Keychange hub for gender equality at the Reeperbahn Festival. Believe has also partnered with 50inTech, an organization aiming to achieve 50 % representation of women in technology by 2050 and a platform to connect women who have technology profiles with companies committed to an inclusive culture. These various partnerships, which cover the key issues of the music industry (climate, diversity and gender equality, and inclusion of women) are described and accompanied by testimonies throughout this document.

Results of the stakeholder survey on a panel of 320 people (employees, artists & labels, platforms, etc.)

On a scale of 1 to 3, stakeholders rated the themes that should be a priority for Believe:



Shaping music for good



DEVELOPING DIVERSE & LOCAL TALENT IN LOCAL MARKETS FIRST

by supporting artists and labels at every stage of their career thanks to Believe's local teams present around the world, and by emphasizing diversity, inclusion and parity.



CULTIVATING TALENT FOR THE DIGITAL MUSIC ERA

by supporting the transition of artists to the digital world and by developing and training a new generation of digital market experts.



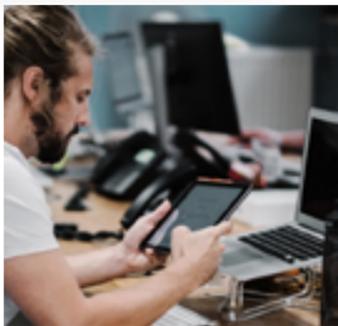
BUILDING TRUSTING RELATIONSHIPS THROUGH RESPECT, FAIRNESS AND TRANSPARENCY

with all of Believe's stakeholders to promote and protect the interests of its artists and labels.



EMPOWERING OUR COMMUNITY TO HAVE A LONG-TERM POSITIVE IMPACT

on society by making the most of technology, further reducing the environmental impact, and using a network of ambassadors in favor of sustainable development.



Shaping Music for Good: a committed and ambitious CSR strategy

"Shaping Music for Good" illustrates the CSR ambition that Believe has set for the Group and for the digital music industry. Believe has defined CSR strategy with very strong commitments, and integrated at the highest level of the company, in a cross-functional and long-term manner. Its CSR strategy and roadmap are structured around four pillars which address material challenges, associated with key indicators or major initiatives.

From CSR strategy to local implementation

On the basis of its CSR strategy defined in 2021, the Group relies on the teams in the countries, in particular the network of ambassadors to deploy the roadmap and objectives at the local

level on the one hand, and identifying and organizing the feedback of specific local issues.

Following 2021, which was devoted to the formalization of its strategic and ethics commitments and the training of all its employees in the fundamentals of CSR, 2022 opens up new thematic projects, in particular regarding climate and the environment. Believe has decided to define and launch an action plan in 2022 concerning the trajectory of reducing its carbon footprint. On the social front, Believe is continuing and expanding its commitments in terms of diversity, fairness and inclusion, particularly by reaffirming its support for the development of Keychange in the United States and by encouraging the work of the network of ambassadors in the Believe for People and Believe for Parity groups.

EXTRA-FINANCIAL PERFORMANCE RISKS AND OPPORTUNITIES

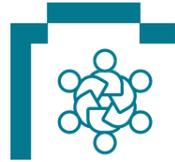
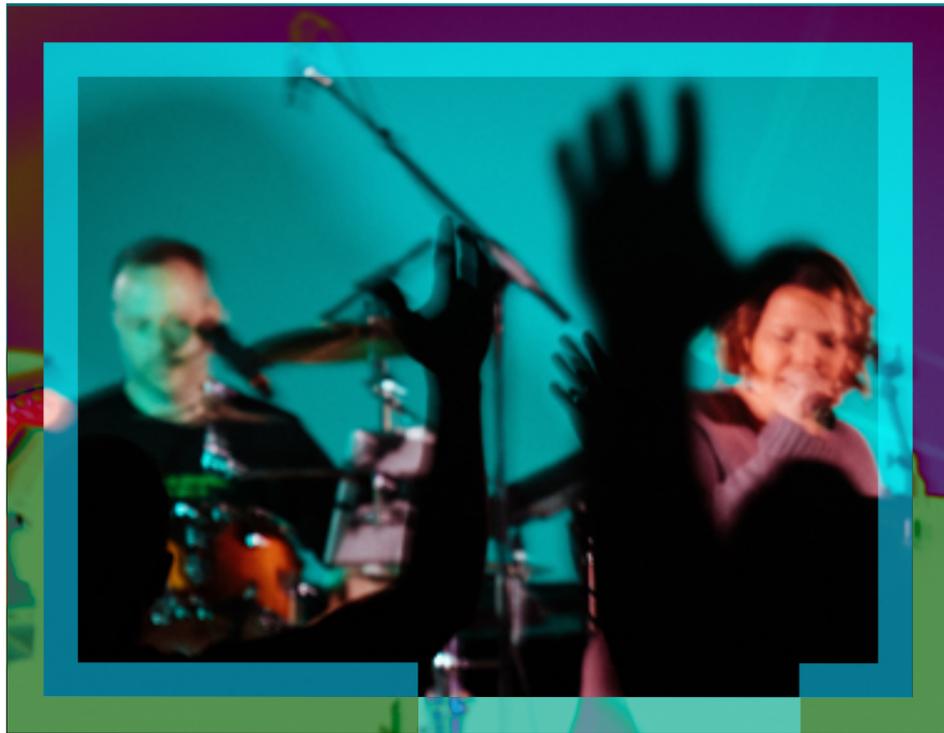


This statement for the 2021 fiscal year is based on a risk analysis, pursuant to Order 2017-1180 of July 19, 2017, in order to reflect the expectations of its main stakeholders regarding the assessment and management of CSR risks and opportunities.

The methodology for identifying material risks is presented at the end of this document (see methodology section). This assessment is a first step towards a more detailed materiality analysis that will be carried out for the 2022 fiscal year.

The table below presents the results of the analysis as well as the description of the main CSR risks and opportunities selected and classified according to the four main pillars of Believe's CSR strategy.

CSR PILLARS	MATERIAL RISKS	POLICIES	INDICATORS/ACTIONS
DEVELOPING DIVERSE & LOCAL TALENT IN LOCAL MARKETS FIRST	• Risks related to partnerships with reliable local platforms (which ensure distribution and growth)	Partnership with local and diversified platforms	See URD chapter 3 See page 24
	• Risks related to the remuneration of Believe artists	Fair distribution of value with artists and labels under simple and clear contracts.	See URD chapter 3 See page 24
	• Risks related to discrimination and equal opportunities	Promoting diversity and inclusion internally and externally	% of women among employees % of women on the Executive Committee % of women among managers Gender Index (France)
CULTIVATING TALENT FOR THE DIGITAL MUSIC ERA	• Risks related to technological and digital changes in the sector	Competitive, technical, innovation and regulatory watch Actions to strengthen talent acquisition	See URD chapter 3 See page 24
	• Risks related to the attractiveness, retention and shortage of external talent essential to establish a lasting relationship of trust with artists and labels	Training and information for artists and labels Offer and personalized support for certain categories of artists Excellence and expertise of local teams to serve artists	See page 20 See URD chapter 1 % of people who have attended at least one training course % mid-year career reviews completed
BUILDING TRUSTING RELATIONSHIPS THROUGH RESPECT, FAIRNESS AND TRANSPARENCY	• Legal, image and reputational risks related to the content of artistic productions or their dissemination, and non-compliance with the values promoted	- Transparency and availability of artist and label data - Raising awareness of sensitive content among artists	See URD chapter 3 See page 24
	• Risks related to the protection of sensitive data of stakeholders and respect for privacy	GDPR policy and implementation	See URD chapter 3
	• Risks related to employee health and safety	Well-being program	See page 24 Turnover & Attrition rate
EMPOWERING OUR COMMUNITY TO HAVE A LONG-TERM POSITIVE IMPACT	• Risks related to fraud, corruption and ethics	Psychosocial risks prevention and management platform	% of employees who have completed the code of ethics training course
	• Risks related to human rights and fundamental freedoms	Professional whistleblowing system Ethics and anti-corruption codes	
	• Climate-related risks: climate change (physical risks and transition risks), carbon intensity of activities, particularly related to digital pollution (data centers, networks, user terminals)	Carrying out a carbon footprint assessment (Scope 1, 2, 3) and defining a plan to reduce GHG emissions (Scopes 1 & 2)	Total energy consumption of the site /m ²
EMPOWERING OUR COMMUNITY TO HAVE A LONG-TERM POSITIVE IMPACT	• Risks related to waste electrical and electronic equipment (WEEE), the circular economy and the shortage of materials	Implementation of actions for waste sorting and recycling	WEEE waste recycling rate in France
	• Risks of poor stakeholder engagement in the Group's CSR policy and/or lack of impact on the music industry	Implementation of a network of internal ambassadors Implementation of partnerships with associations/NGOs	% of Believe ambassadors among employees

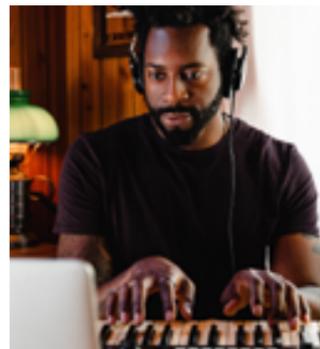
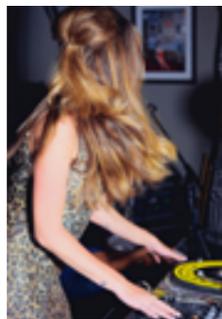


Preserve and promote creative diversity.

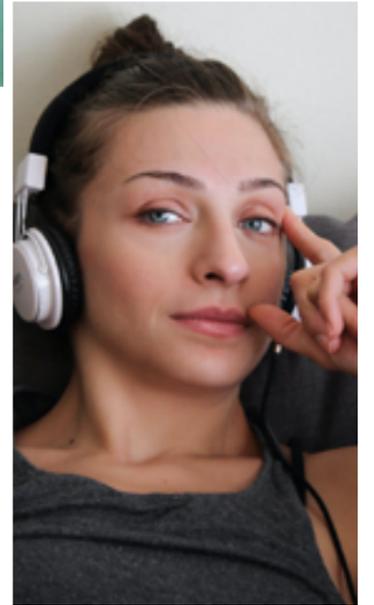
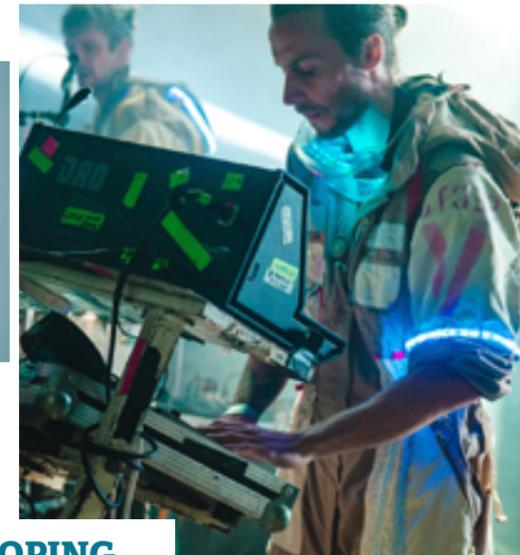
Developing diverse & local talent in local markets first



believe.



Today, music is created and distributed through digital technologies that have become essential to simultaneously reach a large audience. However, this digital revolution in the music industry may exclude music genres with a strong local resonance that do not have access to digital tools. It is therefore necessary and vital for the sector to preserve and promote creative diversity. This is the mission that Believe has set itself: to support independent artists and labels in their communities to promote their creative and cultural characteristics, in their local markets first and among the largest audience possible. With its network of expert employees hired locally, the Group provides solutions adapted to music creators and artists, whether they are emerging, established or leading players, and whatever their music genre. This mission of Believe is expressed in particular in the first pillar of its social responsibility.



FOCUSING ON DEVELOPING LOCAL ARTISTS AND LABELS

Believe's aim to serve local artists and labels first is reflected in the implementation of partnerships with local platforms. The Group also works to promote diverse and inclusive music by facilitating access to the digital market, and attaches great importance to highlighting and promoting women artists.

Promoting diverse and local music through access to the digital market

Music reflects the changes and cultural heritage of the world. It enables artists from different communities and representing diverse music styles to make their voices heard and contribute to a diverse and inclusive world. Drawing on this conviction, Believe is committed to growing its artists in their market. In a music industry undergoing major transformation, this commitment to social responsibility is materialized as follows:

- A dissemination policy as broad as possible which enables artists and labels to step up their exposure and monetize their creation, whatever the stage of their career development;
- A fair remuneration policy that respects the distribution of value with the artist according to the levels of career development and services requested by the artists and labels;
- Teams serving artists located directly in the main regional music production cities;
- A local recruitment program for

artists and training initiatives for employees and artists and labels to support them in their development. Believe has invested in markets where the streaming penetration rate is still low and can thus support its artists and employees in the digital transformation of the music industry in each corresponding market.

Develop unique partnerships with local digital platforms

Local communities provide a powerful resonance for artists who sing in their language and shape the local culture while putting it forward in their music. Believe focuses on the development of local artists and labels in their own region and ensures their independence.

To this end, Believe strengthens its relationships with major local and global music, gaming, social media and entertainment platforms every day. Today, Believe has 150 global and local partner platforms, and is present in 50 countries. These platforms cover a fairly broad spectrum, from the largest industry-players to small start-ups.

The quality and reliability of the partnerships established with local platforms are at the heart of the Group's development model and ensure responsible risk management and protection for artists. The process set up to select partner platforms is carried out in three stages: identification, contractualization and dialog.

The final choice of a local platform depends on three main criteria:

- Interest for the artist: potential audience, potential revenue and competitive advantage;
- The reliability of the platform: financial robustness, seniority, potential for development, profile of managers, corruption risks, illicit activities or financial irregularities;
- Digital security: digital quality relating to content security processes and protection against fraudulent distribution of content (streaming). The contracts include content protection clauses against fraudulent distribution and server attacks, as well as clauses on technical quality standards in line with Believe's requirements. Quarterly reviews of the main partner platforms are carried out in order to assess their quality and the progress made with regard to these various criteria, thus making it possible to monitor them in the form of a score card.

Witness



«

When we arrived in Asia, we set up a model with a genuine local presence. We recruited experts from the local music industry. Through this proximity, these experts were able to better understand the culture, local specificities and trends, in order to ensure the best approach with artists and labels. Through digitization, Believe managed to make new music catalogs available on platforms.

Initially, it was very small-scale, as we went to collect the boxes of CDs ourselves to digitize them. We did this in India, Thailand, the Philippines and China. Without Believe, a whole section of these local musical cultures would be missing, which could even end up disappearing.

»

Sylvain Delange
Managing, Director Asia Pacific



«

Manchester is not considered the typical music hub of the UK compared to London, however, there is a Manchester sound and culture with its own music universe. The mission of 'Scruff of the Neck' is to bring out the best local music amongst other similar sounds UK wide. We are proud of Manchester culture and embrace it using our label as a vehicle to amplify our city.

»

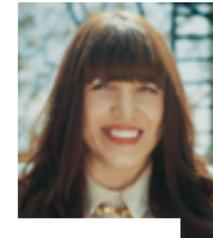
Mark Lippmann
Founder of the Scruff of the neck label



AS PART OF ITS GLOBAL INITIATIVE "Shaping music for good", BELIEVE IS PROUD TO PARTNER WITH THE SNEHADHARA FOUNDATION & VASU DIXIT IN INDIA.

PADA PROJECT, which stems from an idea of Indian music artist Vasu Dixit, is a documentary series that aims to highlight the many musical traditions of India. Believe is proud to be the catalyst for this remarkable project, in partnership with this artist and the Snehadhara Foundation.

HIGHLIGHTING AND PROMOTING WOMEN ARTISTS



Diversity through gender equality has become a major corporate social responsibility issue. Believe is particularly committed to the promotion of female music talent and to the place of women in the music industry.

2021 was marked by several initiatives in this area:

- In March 2021, Believe and its subsidiary TuneCore, a leading provider of music content for music creators, joined forces with MIDiA Research to conduct the "Be the Change: Women making music in 2021" study. This study analyzed the discrimination and under-representation of women in the music industry and identified action levers to attract women artists and help to degender access to music composition and production.

- In September 2021, Andreea Gleeson, Chief Executive Officer of TuneCore was appointed Ambassador for the United States of Keychange, a global movement supporting gender equality in the music industry. TuneCore also sponsored the Keychange hub for gender equality at the Hamburg Reeperbahn Festival, a major meeting point for the global music industry.

- Believe partnered with 50inTech, a global organization fighting for gender equality in science, technology, engineering and mathematics (STEM), sectors where women are still underrepresented and do not receive sufficient support.

The cause of women artists is also at the heart of the work carried out by the network of Believe for Parity Ambassadors as part of one of its working groups. Created in October 2019 to promote gender equity within Believe and more broadly in the music industry, Believe for Parity launched the Aurores project in 2021 to highlight French beatmaker women artists. The aim of this project is to produce an urban-oriented album composed entirely by women and gender minorities with the participation of female and male performing artists known to the general public. All profits will be donated to the Fondation des Femmes.

→ the entire study Be The Change: Women Making Music 2021 on the MIDiA website.

→ Women In Tech and Female Talent on the Group's blog (<https://www.believe.com/en/blog>)

« I was surprised to discover that only 28% of TuneCore artists were women in 2021. Even though we were above industry averages, which hovers around 11%, we needed to do better. Women do not want to be treated differently. They want to have access to the same resources and opportunities as their male counterparts.

»

Andreea Gleeson
Chief Executive Officer of TuneCore

**BE THE CHANGE:
WOMEN MAKING
MUSIC 2021**

Stakeholders survey results 2021

72 % of employees consider that Believe takes action against discrimination and promotes inclusion and diversity.

For **90 %** of employees, this topic is very important.

Entitled Be The Change: Women Making Music 2021, the study conducted on the independent artist sector by Believe/Tune Core and MIDiA Research highlights the challenges and experiences of 401 women creators from all over the world. Among the findings of this study, four major trends illustrate the huge area for improvement:

81%

of the artists surveyed believe that being recognized is more difficult for women than for men.

63 %

feel excluded from composition and production.

ALMOST 2/3

identified sexual harassment or objectification as the major issue.

MORE THAN 90 %

of those surveyed said they had been victims of unconscious prejudice, including almost half of them on a regular basis.

BUILDING INCLUSIVE AND DIVERSE TEAMS LOCALLY AND GLOBALLY

With a presence in more than 50 countries, diversity is part of Believe employees' daily lives. Echoing its commitment to creative diversity, the Group firmly believes in the power of inclusion and diversity within its teams. It also actively fights against sexism, racism and all forms of discrimination.

Supporting diversity and inclusion at all levels

Believe promotes and supports diversity in all its forms - gender, ethnicity, religious beliefs, sexual orientation, disability, age - as a source of creativity, innovation, and individual and collective development. In line with its mission with artists, Believe accelerated the implementation of its corporate social responsibility commitments across the Group in 2021.

Believe has adopted a diversity, fairness and inclusion charter for its employees. This charter was widely distributed to all employees throughout 2021 via a dedicated communication campaign and the "Be FAIR" program.

Be FAIR is a specific Believe program in favor of diversity, fairness and inclusion, deployed in all countries where the Group operates. This program was designed to help employees develop more inclusive behaviors and inform them about applicable legislation. The training and information modules are made up of several courses and are available on Believe Academy, the employee training platform. In order to continuously identify potential areas for improvement and adapt the sessions accordingly, Believe also relies on the Your Voice engagement survey, to better understand its employee experience in terms of diversity, fairness and inclusion.

All Believe's human resources teams and local managers have also benefited from training programs since 2020 to help them recruit and manage employees in line with the Group's values. In January 2021, a training course on diversity and inclusion targeted all of the Group's recruitment teams.

Promoting gender equity and parity

Believe attaches particular importance to gender equity and parity, in particular through the recruitment and promotion of women within the Executive Committee and among managers. Largely exceeding the provisions of French law underway, the 54 % of Executive Committee members are women. The Group has also adopted a gender parity indicator for all employees, as an extra-financial criterion included in the variable compensation of executives. In addition, 50 % of Board members are women. (See Chapter 4 Corporate Governance Report).

Ensuring equal opportunity within the recruitment, development and promotion processes.

The recruitment process has been designed to be objective and fair, thus avoiding any discrimination. Personality or technical tests and other assessment tools have been incorporated into the process to select the best talent. Employee development and empowerment require career development and promotion. To this end, all employees are encouraged to follow the training courses that best meet their needs.

Ensure fair compensation for equal work, performance and skills.

A guide to the various positions and levels of responsibility with internal and external compensation benchmarks has been put in place and is used as a reference to ensure pay equity. In addition, compensation is reviewed once a year.

Raise awareness of unconscious bias and discrimination and educate employees about legal implications to promote inclusive behavior in everyday life.

Diversity and inclusion workshops were rolled out in all countries. The aim is to educate all employees on Believe's commitments and legislation.

Creating an environment where people always feel safe to express themselves.

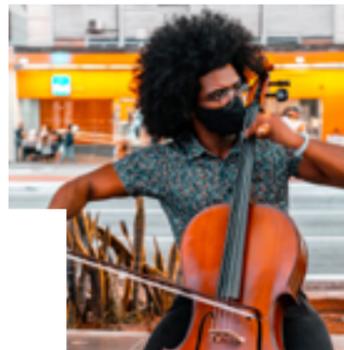
A whistleblowing protocol to manage discrimination complaints has been implemented in 50 countries. It is critical that everyone feels safe, heard and, above all, accepted.

Encourage employees to join ambassador communities to propose, promote and implement concrete initiatives that encourage a more diverse and inclusive environment.

Volunteers around the world have formed local ambassador groups organized around diversity and inclusion topics. They communicate on Believe's commitments, share best practices, propose and carry out significant initiatives and actions.

Proposing, promoting and implementing concrete initiatives for diversity and inclusion in the workplace and in the music industry.

Rolling out this framework for all employees, artists and partners regardless of their gender, ethnicity, religious beliefs, sexual orientation, disability, age and in all countries where Believe operates.



BELIEVE DIVERSITY AND INCLUSION CHARTER



« Being surrounded by people who think differently constantly challenges you and makes you grow. Diversity is critical to providing the best solutions to our artists and labels in a constantly changing environment. Fairness and inclusion are key drivers of the well-being and engagement of our employees. Believe's goal is to be an inclusive, responsible and example-setting player in order to be one of the top employers in the music industry. »

Denis Ladegaillerie
Chairman and Chief Executive Officer of Believe

KEY INDICATORS

Women among employees
2021 → 40 %

Women among managers
2021 → 34 %

Women on the ExCom
2021 → 54 %

Female/Male Index (France)
2021 → 99 / 100

« Respect is the key to an inclusive workplace, as the strict application of our code of ethics. It is important to promote an environment where everyone feels safe, heard and, above all, accepted. This is why we encourage our employees to speak out when they are victims or witnesses of harassment, discrimination or unacceptable practices. We treat all complaints with respect and confidentially. »

Solange Viegas Dos Reis
Chief Legal Officer



In France, Believe also monitors the professional gender equality index according to the criteria provided by French legislation. The improvement in this index in France between 2019 (56/100) and 2021 (99/100) is mainly due to better monitoring of human resources processes and demonstrates the Group's commitment.

The Group has decided to draw on this indicator in France to gradually implement a relevant and globally measurable indicator in all the countries where it operates, and to implement progress plans.

The ambassadors of the Believe for Parity group worked very actively on the issues of gender equality and the fight against sexism and sexual harassment in the workplace. A mentoring program sponsored by Believe for Parity is currently in France before being rolled out globally.

Combating all forms of discrimination

For Believe, respect is a key value to offer an inclusive work environment,

where everyone can feel safe, heard and accepted. This is why the Group has put in place a system to detect sensitive situations and encourage its employees to express themselves in a confidential manner.

A platform for reporting inappropriate behavior has been available since January 2021. A whistleblowing management protocol has been rolled out within the Group. The purpose of these tools is to enable employees to anonymously report any reprehensible behavior in terms of discrimination or harassment. The protocol provides for the opening of an investigation by the human resources teams in order to analyze the situation and take the appropriate measures or sanctions, if any. Believe is committed to considering all complaints and treating them with respect and confidentiality.

Believe is also active in the prevention of psychosocial risks for its employees. In November 2021, the Group partnered with Eutelmed, an international healthcare and quality of life provider, to conduct a survey among employees on psychosocial risks, while respecting the principles of confidentiality. Respondents who obtained results above the risk thresholds received a proposal for an individual assessment with a psychologist. In May 2020, the Group set up a psychological support system with Eutelmed during the pandemic period.

1. The French gender equality index (law of September 5, 2018) comprises five indicators including gender pay gaps



Believe acts as a genuine accelerator in the transition of artists and labels towards digital.

Cultivating talent for the digital music era



believe.

The development of new technologies and the rapidly changing digital uses (streaming, social networks, etc.) have triggered in-depth changes in the music industry, thereby promoting the emergence of local independent artists and facilitating access to both a larger and more local audience.

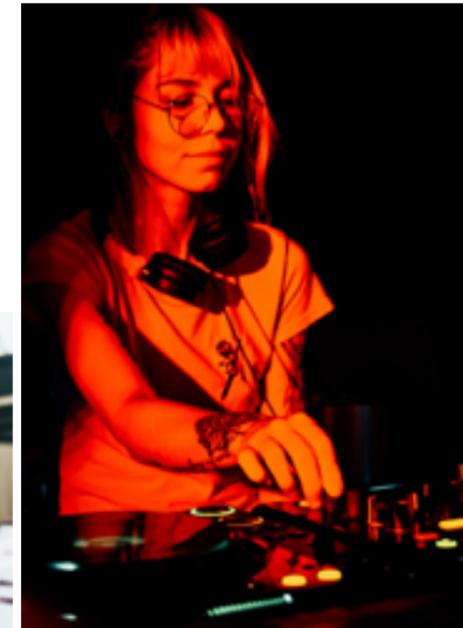
Several factors explain the development of independent artists and labels:

- The increased number of new digital tools to support musical creation, enabling artists to produce themselves;
- A shift in the distribution of market value towards the middle class of artists, whose promotion and development are favored by streaming services;
- New expectations of artists, focused more on the control of their rights, a rebalanced sharing of value and a higher level of transparency and independence from their record companies and partners.

Thanks to its digital solutions and its local network of digital music experts, Believe acts as a genuine accelerator in the transition of artists and labels toward digital, supporting them in mastering these new digital codes and practices. Throughout the world, the teams assist, distribute and promote them and facilitate their access to the streaming market. With its offer tailored to each class of artists and their needs, Believe meets the expectations of independent artists and labels according to their career development.

A survey conducted in the third quarter of 2019 revealed that the main priorities of independent artists regarding career development are the ability to keep creative and commercial control, to retain ownership of their copyrights, to make a living from their music and to work with trusted partners (source: MIDiA, "Independent Artist Survey", January 2020).

SUPPORTING ARTISTS AND LABELS IN THE EVOLUTION OF THEIR CAREERS AND BUSINESS DEVELOPMENT TO THE DIGITAL WORLD



have now been extended to Eastern Europe and Latin America. These are "educational" days dedicated to a digital theme, to which artists, labels, competitors and digital platforms are invited. These days are an opportunity to help artists to better harness digital technology, and to advance the entire ecosystem from an "artist friendly" perspective.

- In the same vein, in 2021 Believe also took part in the Music Matters Academy in Singapore. Various Group experts took part in training courses which recorded more than 750 registrations. The videos of these courses, made available online free of charge, totaled more than 20,000 views during the first week of their publication.

includes more than 150 articles written by Believe experts. These articles in the form of tutorials explain how to use social media and video platforms, how to stream, how promotion triggers engagement on the internet, etc. Since the launch of this educational program, these articles have totaled around 11,000 views in just six months.

In March 2021, TuneCore launched the TuneCore Rewards program. This is a unique training program that covers a wide range of key areas, such as social media, release planning and the promotion of music on the internet. Structured into several levels, it offers, inter alia, educational videos produced by experts in the sector allowing artists to get familiar with best practices. At the end of each level of training, artists receive bonuses and discounts, before obtaining a VIP status, allowing them to become increasingly expert and independent.

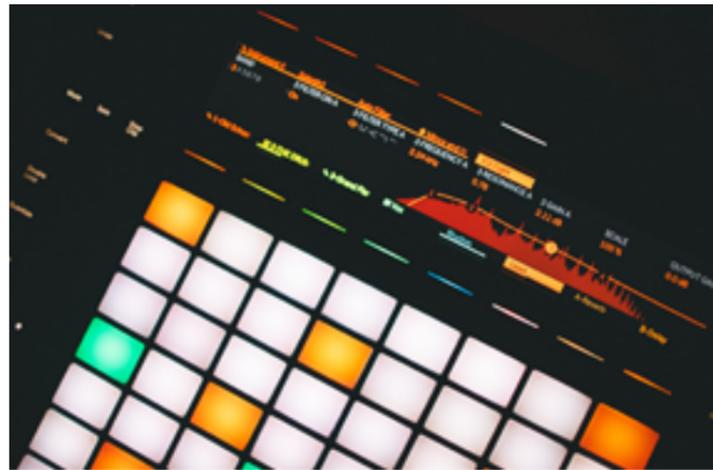
In addition to these online support solutions, Believe also offers and supports events and meetings throughout the year.

- For example, since 2019 the Group has been organizing the "Believe Days", which were initially held in Asia and



« Believe's tools help artists promote their music, boost their streams and grow their audience across all music and social media platforms to reach a comprehensive digital presence. Starting from the social media platforms using Believe's tool helps artists to migrate their audience into the music streaming platforms, increasing their streams and listens to their music.

»
Celine Hitti
 Editorial & Marketing Partnerships
 Senior Leader - MENA



Being at the cutting edge of technology and innovations

As digital technology is constantly evolving, Believe is particularly focused on the latest innovations and technical and regulatory developments in the market. This ongoing monitoring work enables it to anticipate opportunities and threats, and to adapt its services and technological solutions offer to better support artists and labels. The deployment of the most current and relevant technologies contributes to the sustainability of its activity, as well as that of the artists and labels who trust it.

In addition, Believe strives since its creation to make the most of its technological platforms, its data and its relationships with its partners.

Three examples in 2021 which illustrate Believe's ability to innovate and forge partnerships with recognized

platforms – Spotify, TikTok, YouTube, – anticipating technological developments, future uses and right issues:

- With Spotify on the Discovery Mode platform, which enables independent artists to expand their audience and find new fans by optimizing the discovery of their tracks on Spotify. As part of a large-scale beta-test with its artists, Believe invested in a data platform and digital marketing solutions. The first tests showed that the songs included in Discovery Mode attracted on average over 40 % more listeners.

- With TikTok thanks to the development by the Believe teams of an algorithmic technology that aims to predict the virality of a piece of music on this platform. Believe uses this data to inform artists and labels of existing and emerging opportunities, and to implement optimal digital strategies to develop their audience.

In November 2021, Believe took part in the 2021 edition of Midem, an international event in the music industry. Denis Ladegaillerie, Chairman and CEO of Believe, shared his vision for an innovative, fair and inclusive music industry, and on the role and contribution of artists and labels to the new economy of creativity. Recognized experts from Believe also participated in various conferences and workshops, in particular on technologies and services to promote independent and local artists.

- With YouTube for the launch of YouTube Shorts which enables artists to engage more with their communities, including via mobile phone. This partnership positions Believe as one of the top partners in the leading video streaming service YouTube.

Believe also promotes a disruptive vision, which has demonstrated its strength through numerous investments and recruitments in Tech, and in strategic partnerships around innovation.

BELIEVE'S ACTIVE CONTRIBUTION TO MIDEM DIGITAL 2021

→ **“Innovation to serve independent artists and producers”**

The acceleration of the digitization of the music market is a source of challenges and opportunities for independent artists and labels. Reaching fans on the right platform, at the right time and with the right content has become the fundamental issue in which Believe continually invests, for the benefit of the artists and labels that the Group supports.

The MaMA Festival & Convention, which is the largest gathering of the music industry in France, took place on October 14, 2021. On this occasion, Believe experts took part in the conference “Innovation to serve independent artists and producers”. The aim of the conference was to summarize the key stages in the implementation of an innovative digital strategy and to present some of the levers available to artists. It was an opportunity to present the results of an unprecedented study conducted by Youtube in partnership with Believe and Ekimetrics, a leading datascience firm, on the business impact of artist engagement on Youtube.

More information on: <https://live.mamafestival.com/user/event/12371>

CONFERENCE
AT THE 2012
MAMA
FESTIVAL &
CONVENTION

DEVELOPING AND TRAINING THE NEW GENERATION OF DIGITAL MUSIC LEADERS

« The Believe Academy offers a range of training and professional development solutions. Employees have access to the knowledge and skills required for the various current positions. Employees can thus build their own learning path adapted to their professional project and to the constantly and fast-moving digital music market.

» **Julie Aveillan**
Global Leadership
Development Partner

For Believe, it is critical to train the new generation of leaders and experts in digital music. The Group intends to continue its commitment to developing its employees by supporting them throughout their careers.

Training employees for the future world

Believe is also a career accelerator for its employees. A wide range of training programs are offered to all employees as soon as they join Believe, so that everyone can remain or become an expert in digital music. Believe Academy and Believe Campus offer different training programs and content in various areas:

- Sales and marketing, with programs tailored to each employee's level of development, as well as video modules on the offers and solutions sold by Believe.
- Professional training, modules created by dedicated teams. Depending on the needs expressed by employees and managers, tailor-made courses and content are offered to everyone.
- Development of skills, in particular in management. A program for all managers, including coaching, e-learning and regular training courses on

77 % of employees consider that Believe makes its digital expertise available to artists and labels.

The subject is very important for **83 %** of them.



key management practices, was rolled out. To complete this offer, Believe has put in place co-development, coaching and mentoring actions to strengthen knowledge sharing.

- Self-learning training via the LinkedIn Learning platform, based on “playlists” of modules proposed by the human resources teams.

The Group has adopted a training indicator for all employees, as an extra-financial criterion for 2023 included in the variable compensation of executives (see URD Chapter 4 CGR).

In addition, Believe has put in place internal communication tools and means to share and make the necessary information easily accessible to all employees, in particular through quarterly global webcasts, regular newsletters and «Believe Insider», a dedicated information platform.

Supporting employees throughout their career

Believe provides its employees with skills management tools adapted to their needs. Since 2020, the Group has been conducting half-yearly career reviews in all countries via a global digital platform. This initiative enables employees to identify their needs in terms of coaching and training, and to share their projects in terms of professional development. Ultimately, the tool enables to support each employee in the co-construction of their personalized development plan with their manager.

In 2021, a new skills-based platform called Believe Talents was rolled out to enable employees to build their career paths and development opportunities, thus encouraging and facilitating internal mobility. This platform uses artificial intelligence to analyze the profiles of employees. It enables them to view open job opportunities within the Group that corresponds to them, and gives them information on what skills they need to acquire to advance their career.

« At Believe, we have decided to support skills management with a specific platform: Believe Talents. This solution offers each employee visibility and support for their career and professional development thanks to accurate, transparent and shared data. The information from the various individual profiles enables the Believe Talents platform to propose development prospects that correspond to the skills and ambitions of employees and in line with the current and future needs of Believe.

» **Damien Montvernay**
Chief of Staff - People Team

KEY INDICATORS

People who attended at least one training course during the year

2021 → **77 %**

Mid-year career reviews completed

2021 → **95 %**

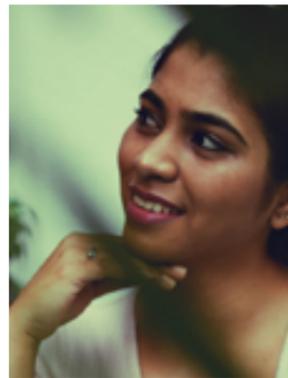


Believe is committed to maintain relationships respectful, fair and transparent with all its stakeholders.

Building trusting relationships through respect, fairness and transparency



Believe's leadership in the digital music industry has always been based on building trusting relationships. Those are the relationships that have enabled the construction, emergence and interoperability of an innovative ecosystem in the music industry, which has made Believe so successful today. Drawing on its historical values, Believe is committed to maintaining respectful, fair and transparent relations with each of its stakeholders and to placing respect for the fundamental rights of artists at the heart of its governance.



believe.



DRIVING RESPECTFUL AND FAIR STAKEHOLDERS RELATIONSHIPS

Trust is at the heart of the relationship that Believe maintains with artists and labels since its creation, as well as with its employees.

Protecting the interests of artists and labels

Believe wants to ensure a fair distribution of value with artists and labels under simple and clear contracts. Transparency is key in the relations between the Group and the artists. These values of fairness and transparency form the basis of the remuneration system for artists proposed by the Group. The contracts that Believe signs with its artists and labels are at or above market standards, in particular through the proposal of more favorable clauses such as no rebate, much shorter periods of exclusivity for new albums at the end of the contract, or no exclusivity on featuring.

The distribution of remuneration is thus defined in a fair way between Believe and the artists, according to their revenue and career, by the exclusivity for new albums with shorter contract terms, and the absence of exclusivity on featuring. With Tune-Core, Believe provides music creators with offers tailored to each stage of development and enabling them to be broadly distributed.



Believe is just awesome! Believe employees act in an ethical manner and provide transparent access to artists' data. Power is given to independent artists.



Mathieu Rousselot
YouTube

Nearly all artists can access this information on their remuneration, as well as all data relating to their relationships with Believe, on the interfaces provided by the Group.



« Keep up this wonderful work! I am very happy to work with Believe. I love them and I will continue with them.

» **Safree**
Singer and songwriter



I am proud of the relationships of trust we have built with artists and labels. We do not offer alienating contracts. We are committed to a partnership and transparent approach: everything must be understood, justified and evidenced, because shared data is not always easy for the artist to understand. It is this trust that has enabled Believe to occupy the place it occupies today in the music industry. We have contributed to the progress of our industry.



Max Fovelle
Project Manager Finance & Believe for Planet Ambassador



« The Believe team has always given me its opinion in a very fair, appropriate and, above all, honest manner.



Fabrizio Paterlini
Pianist and composer



« In this challenging period related to Covid, the voluntary participation of 60 % of employees in this survey is positive and allows us to better understand the level of satisfaction and well-being at Believe. It is also a powerful management tool for identifying areas for improvement and implementing actions with local teams.

»
Audrey Chemir
 Global Employee Engagement Director

Ensuring a healthy working environment and listening to our employees

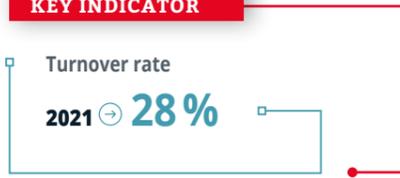
Believe maintains respectful and fair relationships with its employees. Believe is committed to offering professional opportunities and fair compensation for all of its Group employees. As for well-being and the fight against discrimination, action plans have been put in place. Collective bargaining agreements also govern the internal framework, and internal investigations are regularly carried out.

In 2021, Believe conducted a survey on employee engagement and well-being: "Your Voice". This anonymous survey, conducted on a voluntary basis, measures several indicators, in particular:

KEY INDICATOR

Turnover rate

2021 → 28%



- the level of satisfaction and fulfillment of employees at Believe,
- the net recommendation rate of employees for the Group,
- understanding of the strategy by employees,
- participation in the ambassador program,
- the perception of being able to grow and learn within the Group,
- the opportunity to be yourself at work,
- recognition of their work.

Likewise, internally, Believe is committed to offering professional opportunities and fair compensation to all Group employees. As for well-being and the fight against discrimination, action plans have been put in place.

Positive Social Dialogue

The Group maintains a permanent and satisfactory social dialogue with employee representatives and has signed various bargaining agreements.

In France, Believe SA has signed a profit-sharing agreement based on the legal formula for calculating the profit-sharing amount. No incentive agreement or corporate savings plan has currently been put in place.

In light of the exceptional situation related to Covid, the Believe management team and managers have been fully mobilized to support their employees, in particular by implementing the most appropriate physical and mental health measures and in strict compliance with local regulations, while ensuring an excellent level of service for artists and labels:

Protocols for safety, cleaning of premises and "barrier gestures";

Equipment for employees for a rapid and effective implementation of remote work;

Psychological support for those who so wish, by an external organization;

Adaptation and flexibility of work organization (work time, etc.) according to needs and schedules, in particular for parents who have to look after their children;

Information meeting and regular video-conference updates with employees at both Group and local level;

Monitoring of stress levels and the state of mind of employees through ongoing dialogue with their managers and also through career reviews.

RESPECTING ARTISTS FUNDAMENTAL RIGHTS



« We place a special focus on compliance with the regulations of the various sales platforms. We explain to our artists, who might be tempted to deviate from the rules, why it is in everyone's interest over the long term to comply with them. We maintain dialogue with our artists to empower them and develop their careers.

»
Isabelle Andrès
 Chief Technology Operations & Product Officer



« Always supporting new and modern and open minded ways of expression.

»
Kaydy Cain
 Rapper

Believe is committed every day to defending the fundamental rights of its artists and labels. The Group encourages and protects the independence of its artists and ensures respect for and protection of their data.

Respecting creative independence

Believe is convinced that artists must own their art and remain free to make their artistic choices, in total independence. The Group also ensures the delicate balance between freedom of expression and compliance with applicable laws.

In the event of controversy over content produced and/or distributed by Believe, the Group investigates and ensures that local laws have been complied with. If the content has violated a law, it is immediately removed from the platforms in the relevant territory(ies); this withdrawal may be the result of the platforms themselves or Believe. If the infringement of the law is not obvious, or if the content is sensitive without violating an applicable law, a discussion with the artist may be necessary to better clarify his/her intentions, explain the legal texts and adjust the communication around the content in question.

The Group's primary approach is not to remove or modify the texts or music, but to educate and engage dialogue with artists and the general public.

Respecting the data privacy of artists and labels

Respecting the data privacy of artists and labels is a crucial issue for Believe. The Group has put in place measures to protect personal data.

Measures implemented internally include:

- A privacy policy and a policy on the management of cookies are available in 15 languages and are updated on a regular basis.
- A team within the Technology Department ensures the protection of personal data processed by the Group. Several data protection officers have been appointed within the Group.
- A register of the personal data processed by the Group has been set up to identify when an impact assessment (PIA) is necessary. This register is based on a solution published by a specialized third party.
- An impact assessment tool (PIA) has been implemented. It ensures that data is processed in compliance with the General Data Protection Regulation (GDPR) and respectful of privacy, in particular when sensitive data is processed (e.g. origin, nationality, religion, biometric data, etc.) and it there is a material risk for the rights and freedoms of the persons concerned. This tool is a functionality of the processing register: when the processing of data requiring an impact assessment is identified, a questionnaire must be completed and, depending on the answers, remedial recommendations are proposed by the tool.

- An intranet module dedicated to compliance and including a «personal data protection» section with press articles, procedures and templates, is made available to employees.

Believe also works closely with platforms to engage in dialogue to protect artists' data. In partnership with the major global platforms the Group is developing solutions that allow artists to choose between sharing their information or not. Due diligence and quarterly reviews have been implemented to assess the platforms based on a set of weighted criteria (data security, supply chain, finance, etc.).

STRIVING FOR TRANSPARENCY IN ALL ASPECTS OF OUR ACTIVITIES

« In line with the values of the Believe Group and as part of its global compliance effort, Believe set up a whistleblowing platform. It is accessible internally to all Believe employees via its Intranet, and externally via Believe.com and Backstage Links. Believe's whistleblowing platform is available in 10 languages to report in good faith a serious breach of the law or of Believe's internal rules.

»
Christine Bacoup-Tidas
Compliance Officer

Various tools and systems guarantee ethics and compliance across all Believe activities. These include the establishment of a professional whistleblowing procedure.

Implementing tools to ensure compliance and transparency

To combat corruption, Believe has appointed a Compliance Officer responsible for designing and implementing the Group's compliance program. This program includes several tools. These include a code of ethics (available in nine languages) and an anti-corruption code (available in ten languages). These codes, available on the Group's website, set out the recommended ethical behaviors, those prohibited as well as the sanctions incurred for any reprehensible behavior committed by Believe directors, shareholders and employees.

In addition, Believe has set up several training courses to reinforce its stakeholders' knowledge of ethics and compliance requirements. Internally, employees have also benefited from training workshops on this subject.

Establish the necessary whistleblowing procedures

A professional whistleblowing system, available in five languages, has been rolled out to enable everyone to report wrongdoing online, whether proven or suspected. In 2021, four alerts were received and processed under this system. Believe has set up training modules for employees to inform and explain how this whistleblowing procedure works. This system, which meets the requirements of the Sapin II law, is available on the Group's website: <https://believe.integrityline.org/index.php>

KEY INDICATOR

Employees having completed the code of ethics training course

2021 → 67 %

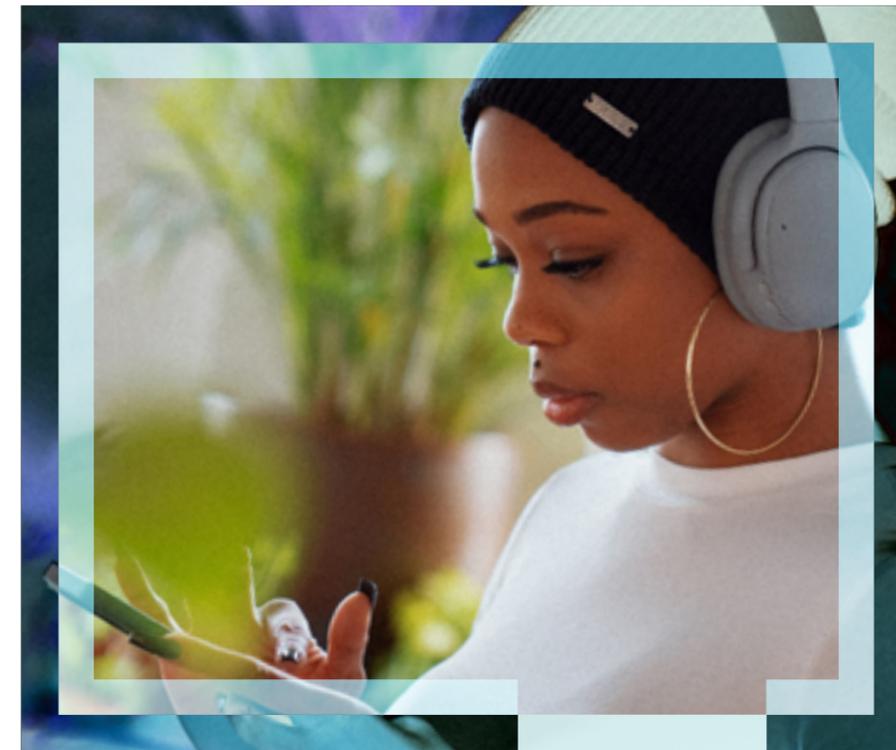


«

Since its creation, Believe's core values have been transparency, expertise, fairness and respect. The extraordinary growth that Believe is experiencing is possible because these values are at the heart of our business. Our ethical standards, supported by strict regulations, must be imposed on us all, individually and collectively. Every day we have to make many decisions. Some of them can sometimes raise complex ethics issues that deserve special attention. It is in this context that the Believe Code of Ethics was drawn up. It sets out the main standards of conduct applicable to our business and sets out the guidelines that we must follow within Believe when we are required to make decisions. We are all Believe ambassadors. It is the adherence by each one of us to Believe's values that contributes to its success.

»

Xavier Dumont
Chief Financial Officer & Chief Operating Officer



Enable all its parties stakeholders to become a actor of change.

Empowering our community to have a long-term positive impact



believe.



Faced with major contemporary challenges, including climate change, the digital divide, diversity and inclusion, Believe is making progress in defining its commitments and indicators, in line with international standards. The Group's ambition is to develop responsible digital technology for musical talent with a reduced and controlled environmental impact. This is why the Group is keen to engage all its stakeholders in becoming active game changers within the music industry, by strongly involving artists, labels and employees in its positive impact research approach.





LEVERAGING TECHNOLOGY FOR SUSTAINABLE TALENT DEVELOPMENT

Technology is inextricably linked to Believe's mission: it supports the creativity and development of artists and employees, and enables the development of their skills in a highly digitized music industry. Believe also ensures that technology contributes to fostering and disseminating creativity as much as possible, without ever attempting to replace it.

The arrival of streaming increases the risk of marginalization of local artists who do not have access to new technologies. Believe's mission is to identify and support these local talents who are likely to suffer from the digital divide. To this end, the Group has invested in the establishment of teams of local experts and in training artists in digital music tools and uses.

The Group also intends to capitalize on technology to expand the social and environmental commitment of artists and labels. Music is both a reflection of its time and a powerful tool for conveying committed messages reaching a very large audience. The cellist Christian-Pierre La Marca, artist of the naïve/Believe Label is one of its greatest representatives. Today recognized on the international stage, this artist sees his instrument and his creations as a way of raising awareness among political and economic players and the general public on the planet's condition and the emergency to take action to protect it.



WONDERFUL WORLD PROJECT

This concert-show was imagined and created by the cellist Christian-Pierre La Marca, as part of his commitment to raising public awareness about saving the planet and protecting the environment. This project interweaves several art forms in order to raise public awareness of the beauty of the world and nature, and to alert people to the dangers that threaten our planet.

In the background, images and extracts of the films and works of the photographer and director Yann Arthus-Bertrand are displayed. The musical works presented alternate between baroque music, film scores, jazz and other modern styles. They accompany the poems, speeches and reflections declaimed by the actress Julie Depardieu, as well as the works of women and men pioneers or activists in ecology, such as Lucrèce, Rousseau, Ghandi, Rimbaud, Hugo, Al Gore, J. Chirac, Pope Francis, P. Rabhi, M. Ricard and G. Thunberg.

Believe funded the production of this project and donated a portion of the proceeds to the GoodPlanet Foundation.

The event's album is also designed in an «eco-friendly» manner (in particular, 100 % plastic-free and FSC certified*).

* Forest Stewardship Council® is an international NGO whose mission for over 25 years has been to promote environment-friendly, socially responsible and sustainable forest management.

KEY INDICATOR

Total site energy consumption/per m²
2021 → 96.80 kWh/m²

REDUCING BELIEVE'S CARBON IMPACT

As a digital company, Believe is aware that its activity must contribute to the challenges of climate change specific to the digital sector. To this end, in light of its carbon footprint assessment, and as part of its eligibility to European taxonomy, the Group is determined to make progress and is committed to implementing concrete actions to measure and reduce its CO₂ emissions. These actions are supported by the involvement of the ambassadors of the "Believe for Planet" working group and by all the teams concerned, throughout the world. This ambition to make further efforts in the area of climate and environmental protection also meets the expectations of stakeholders.

Controlling and reducing Believe's environmental footprint

THE CARBON FOOTPRINT ASSESSMENT FOR 2020

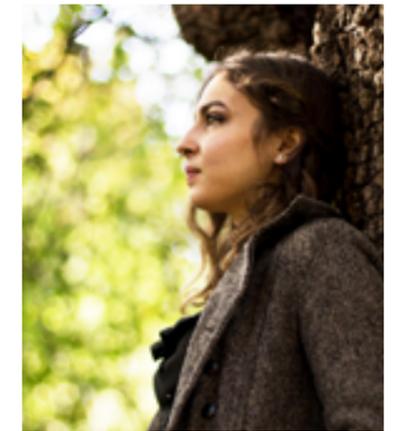
Companies are now encouraged to set targets for reducing their GHG emissions in line with scientific recommendations, in accordance with the recommendations of the Intergovernmental Panel on Climate Change (IPCC)

THE CARBON FOOTPRINT METHODOLOGY TAKES INTO ACCOUNT THE THREE EMISSION SCOPES APPLIED TO BELIEVE'S ACTIVITIES:

Scope 1 includes the greenhouse gas emissions produced directly by the company, e.g. those related to the heating of offices, the combustion of fuel from vehicles owned by the company.

Scope 2 includes indirect energy emissions. These are mainly emissions related to the production of energy such as the electricity consumed by the company, which does not emit directly at the workplace but at the time of its production (e.g. combustion of a gas-fired power plant).

Scope 3 represents all other emissions generated as a result of the Company's activity from sources that are neither owned nor controlled by the Company, upstream and downstream of the value chain. An initial calculation was carried out but was not sufficiently precise in the data collection process according to the quality criteria Believe was looking into. To this end, Believe has set itself the objective of assessing scope 3 more closely in 2022 in order to be able to report reliable information in 2023.



« Believe actively supports the Believe for Planet initiative. When we proposed the mobility package, we obtained an agreement and it was implemented very quickly. »

»
Max Fovelle
Finance Project Manager & Believe for Planet Ambassador

and the Paris Climate Agreement. Aware of the importance of its carbon footprint, Believe has tackled this project and intends to continue and strengthen its action. The first step in Believe's environmental strategy was to carry out in 2021 a Group-wide assessment of its 2020's carbon emissions. This assessment was carried out by EcoAct (Atos group) according to the GHG Protocol international carbon accounting methodology. Following the carbon footprint assessment, the Group has set up an annual report on energy, water and electricity consumption. The Group also assesses, for France, the volume of waste electrical and electronic equipment (WEEE), which are also sources of CO₂ emissions.

INITIATIVES TO REDUCE THE CARBON IMPACT

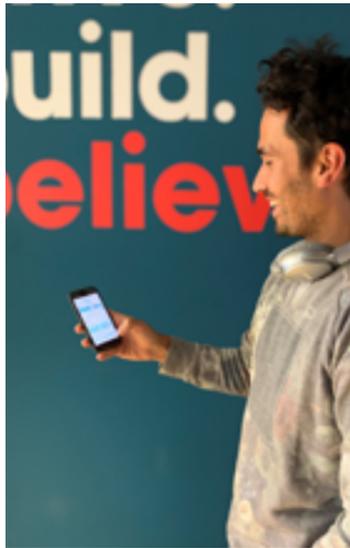
Alongside the carbon footprint assessment and the initial results, working groups were mobilized to reflect on and identify initial areas for improvement and implement actions in the following areas:

- the carbon performance of offices,
- the performance of Believe's digital platform,
- passenger transport,
- purchases of services and goods and associated freight transport.

Believe has started its transition at a few sites by increasing the share of electricity from renewable sources.

Two sites in Germany and the United Kingdom use 100 % renewable electricity. In addition, Believe has also begun to implement waste reduction actions in its CD and vinyl production activity, particularly in France by using a supplier with a close-to-zero waste policy. In 2022, Believe has set itself the goal of fine-tuning its plan to reduce its GHG emissions according to a trajectory aligned with the objectives of the Paris Agreement and the recommendations of the Science-Based Targets Initiative (SBTi).

→ For these two scopes 1 & 2, the Believe's emissions represented 871 TCO₂eq (tons of carbon equivalent) in 2020.



Activities eligible for green taxonomy

The European Taxonomy for Sustainable Economic Activities aims to establish a classification of economic activities considered as environmentally sustainable on the basis of ambitious and transparent technical criteria. The introduction of this standard designed to distinguish economic activities contributing to the European objective of carbon neutrality - the Green Deal - underlines the magnitude of the economic and industrial transformations to be carried out as well as the ambition of the European authorities in terms of sustainable finance and transparency. Drawing on its environmental, social and societal commitments, Believe fully supports the European Commission in its work to analyze activities and define technical review criteria intended to guide the investments of public and private players in projects contributing to the transition towards a sustainable and low-carbon economy.

In accordance with European Regulation 2020/852 of June 18, 2020 on the establishment of a framework to promote sustainable investments within the European Union (EU), the Believe Group is required to publish, for the 2021 fiscal year, the portion of its revenue, its eligible investments and operating expenses resulting from products and/or services associated with economic activities considered sustainable within the meaning of the classification and criteria set out in the Taxonomy for the first two climate objectives.



Reducing Believe's carbon emissions is an important topic for **76 %** of employees

This first eligibility assessment was carried out on the basis of a detailed analysis of all its activities carried out jointly by the CSR Department, the Finance Department and the business line teams, with regard to:

- Delegated Climate Change Regulation of June 4, 2021 and its appendices supplementing Regulation (EU) 2020/852 by specifying the technical criteria for determining the conditions under which an economic activity qualifies as contributing substantially to climate change mitigation or climate change adaptation;
- European Commission Delegated Regulation 2021/2178 of July 6, 2021 and its appendices supplementing Regulation (EU) 2020/852 specifying the method used to calculate KPIs and the disclosure obligations.

The methodological elements on which the Group conducted its analysis are described below. The Group will revise its methodology, analysis and calculations as the taxonomy is implemented, the clarification of certain activities by the regulator, and the changes in said activities and the technical review criteria that supplement them.

DETERMINATION OF ELIGIBLE ACTIVITIES WITHIN THE MEANING OF THE TAXONOMY

A large part of the Group's distribution and promotion activities, representing more than 90 % of the Group's consolidated revenue, may be considered covered by economic activity 13.3. «Production of motion pictures, videos and television programs; sound recording and music publishing of

Delegated Act of Objective 2 - Climate Change Adaptation».

However, the Group is currently awaiting clarifications from the regulator regarding:

- how to consider this activity as eligible if it is not primarily related to the objective of climate change adaptation, and,
- the so-called enabling nature of this activity, which makes it possible to value the aggregate revenue, namely an activity that "provides or encourages the use of a technology, product, service, information or practice, for the purpose of increasing the level of resilience or contributing to efforts to adapt to the physical climate risks of other populations, nature, cultural heritage, assets and other economic activities.»

Indeed, due to the editorial and cultural neutrality advocated in its values and through its activities, climate change adaptation is not the first objective of the Group, which it does not wish to influence artists on specific themes.

This initial analysis combined with the expectation of clarifications from the regulator has led the Group, to date and in a cautious approach, not to value these activities as eligible activities for the 2021 fiscal year.

The analysis of the eligibility of capital expenditure (CAPEX) mainly focused on the identification of that defined by the taxonomy of individual measures - i.e. those that are not directly related to eligible activities but that which nevertheless consist of the purchase of the production of eligible activities. For Believe, this includes acquisitions or long-term leases of buildings, vehicles and servers.

KEY INDICATOR

WEEE waste recycling rate in France

2021 → **95 %**



« Music Declares Emergency organization encourages all committed players in the music industry to follow the same direction and speak the same language.

»
Leigh Morgan
 Global Director
 Believe Electronic

« Today, the music industry has the opportunity to lead the way, it can become the example to follow for an ecological rebound and help the public understand and support the very essence of the movement.

»
Lewis Jamieson
 Music Declares Emergency
 spokesperson

The analysis of operating expenses (OPEX) resulted in considering the amount as non-significant with regard to the Group's materiality thresholds, the 'OPEX Taxonomy denominator' to 'Total Group OPEX' ratio being less than 5 %, which means that, together with the fact that the Group's activities are not currently eligible, it leads the Group to use the exemption provided for not calculating the OPEX Taxonomy indicator in greater detail.

In addition to the data published by the Group pursuant to the Taxonomy regulation, it is recalled that the Group demonstrates its commitment to fight against climate change and to make progress in this area.

Results of the eligibility analysis of Believe's activities according to the "green taxonomy":

- Revenue = 0 for objectives 1 & 2
- Investments (Capex) = 9.06 % relating to acquisitions or long-term leases of buildings, vehicles or servers
- Operating expenses (Opex): non-significant (below 1 %)



CALCULATION OF INDICATORS

The Group calculated the indicators in accordance with the provisions of European Commission Delegated Regulation 2021/2178 of July 6, 2021 and its appendices supplementing Regulation (EU) 2020/852 based on its current processes and reporting systems and assumptions made by management.

The results cover all the Group's activities included in the scope of financial consolidation as of December 31, 2021.

The financial information used was sourced from the Group's information systems (monitoring of investments, consolidation) after the annual reporting date of the financial statements. They were analyzed and checked jointly with the CSR Department, the Finance Department and the business line teams, in order to ensure consistency with the capital expenditure (CAPEX) presented in the financial Appendices.

Believe's contribution to mobilize the music industry for the planet

Drawing on its leadership in its sector, Believe is convinced of the importance of taking action in concert with all players in the music industry. This is why it joined the Music Declares Emergency (MDE) group in 2021. Born in England in 2019, this movement aims to unite the music industry around climate emergency and help reduce its environmental impact. It relies on



the ability of music through its cultural influence to change the public opinion and rally support for its cause.

Involving employees with "Believe for Planet"

The Group encourages all its employees, in all functions and business lines, to measure their personal impact using the Good Planet Carbon calculator (<https://www.goodplanet.org/en/carbon-calculator/>) and to become voluntary ambassadors of the Believe for Planet working group.

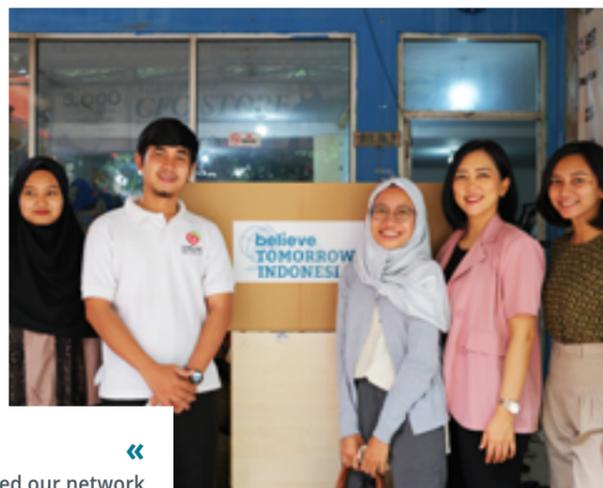
In addition to climate actions, Believe is also developing initiatives to promote the circular economy and the preservation of resources. The Group measures an indicator on the waste recycling rate specific to its activity (Waste electrical and electronic equipment) for France.

In addition, the group of Believe for Planet ambassadors proposes and implements actions to improve the working environment in the offices, in line with the Group's CSR strategy. Thanks to the commitment of the ambassadors, the group's mission is to help improve working environments, reduce the footprint of Believe's activities and build a virtuous model for the music industry. Concrete actions in the field have been put in place, such as selective sorting and recycling in several Believe offices, such as in France, China or England, or the implementation of an employee mobility plan in Germany, or a flat rate in France encouraging the use of soft mobility.

Respect for the environment is important for **80 %** of employees.
 Global warming is important for **68 %** of employees.



EXPANDING BELIEVE'S AMBASSADORS' SUSTAINABLE DEVELOPMENT NETWORK



In 2019, we launched our network of Believe ambassadors with four volunteers in the area of gender equality. In 2021 we are proud to be close to 120 ambassadors committed to Believe's major CSR challenges: gender parity, diversity & inclusion, and the environment. My goal is to give them the means, to help them set goals, structure their projects, develop action plans and coordinate teams. We support them! We encourage them! We want to promote what they do, while giving them a leeway and freedom.



Sandrine Bossard
Chief People Officer

In addition to Believe for Planet, other working groups are in place and enable employees to become ambassadors and to disseminate and implement Believe's CSR strategy within the company and among stakeholders. Ultimately, the objective is to get all employees involved in CSR.

Forming voluntary groups of ambassadors

Believe's ambition is to involve its employees in its CSR approach with the implementation, since 2019, of a network that in 2021 brought together nearly 120 local volunteer ambassadors.

Believe encourages and brings together passionate and deeply committed employees for a more responsible music industry. Around the world, voluntary groups of ambassadors are formed, structured by theme to share best practices, propose and manage concrete actions and initiatives.

These groups of ambassadors are now an integral part of Believe's CSR strategy. They work together on environmental and social issues hand in hand with Believe's Executive Management. The Group therefore aims to increase the percentage of employees involved in the ambassador network (extra-financial criterion included in the variable compensation of executives (see URD Chapter 4 RGE).

These groups of ambassadors address Believe's major CSR challenges:

- "Believe for Parity" dedicated to gender equality,
- "Believe for People" dedicated to diversity and inclusion, but also well-being at work, etc.;
- "Believe for Planet" focuses on environmental issues.

Their role is to identify and implement innovative and concrete actions, to raise awareness among teams and make themselves available to answer their questions. The aim is to create a community to put together and share best practices.



BELIEVE FOR PARITY IN FRANCE

This initiative was launched in France in October 2019 to promote gender equality. The Believe for Parity ambassadors are a source of proposals for Human Resources. They raise awareness among employees and act as local intermediaries. Lastly, they put in place actions to highlight female talent. Five teams are working on focus areas (such as mentoring, improving living conditions, etc.) and one team is dedicated to coordination and communication.

SOME STRONG ACTIONS:

- 26 women employees supported during their individual interviews, all of whom recommend this support
- a guide on parenting and raising awareness among managers to support employees
- a competition organized to spotlight French beatmaker artists in 2021
- a code of conduct drafted and signed by all ambassadors.

Getting all employees involved in CSR: Believe Tomorrow

In October 2021, a new event was scheduled at Believe with the organization of a Believe Tomorrow Citizens Day. On a voluntary basis, all employees, regardless of their function, were able to participate in activities organized over a full day by the HR teams and local ambassadors. The aim of this event was to raise employee awareness on Believe's CSR commitments and encourage their implementation through concrete actions. Employees can get involved in issues that are important to them, create stronger bonds between them and strengthen their cohesion. The work of the ambassadors is highlighted and encourages new employees to get involved. These actions aim to have a real impact internally and for local communities.

This first edition involved more than 530 employees in 16 countries, i.e. nearly one-third of Believe's headcount,

and had a strong impact on local communities with 305 participants and external stakeholders from various local ecosystems (stakeholders, charities, volunteers, etc.).

More than 25 projects were implemented, some of which were specific to music and the music industry:

- 7 projects on gender equality, diversity and inclusion;
- 5 educational projects through music;

- 13 projects dedicated to environmental protection, in particular on the issue of waste and responsible digital technology.

At the end of the day, several prizes were awarded. For each of the above topics, employees from different countries were rewarded thanks to the vote of their colleagues. The coordination committee and event sponsors also awarded a prize for the most "original" action.



INDIA

Protecting the environment

Employees helped clean up beaches in Mumbai and collected plastics to donate to an organization specializing in recycling.

FRANCE

Promoting diversity and inclusion

French employees took part in conferences and workshops on the themes of diversity and inclusion in the world of music.

THE PHILIPPINES

An original and strong initiative

The Believe teams supported the Performing Arts and Recreation Center (PARC) Foundation, which offers stringed instrument and singing lessons. Employees offered training sessions on music writing to the Foundation's beneficiaries, as well as conferences with artists.

THAILAND

Making music education a priority

Five classes were organized for young people to introduce them to music. Specifically, these are courses dedicated to digital streaming, music creation and how to produce and monetize music on digital platforms.

KEY INDICATOR

Believe ambassadors among employees

2021 \ominus 8.4 %



A methodology based on recognized standards.

Summary table of indicators and methodology



Believe has built its Non-Financial Performance Statement (NFPS) with the aim of ensuring uncompromising standards in terms of extra-financial reporting through the strict application of regulatory obligations and the convergence with existing standards. This method makes it possible to anticipate future European regulatory requirements.



believe.



THIS DOCUMENT INCLUDES:

- ⊕ Believe's business model, presented in page 7.
- ⊕ A description of the policies, objectives and actions implemented to identify, prevent and limit the occurrence of risks, presented page 13 and throughout this document.
- ⊕ The results of these policies through key performance indicators and objectives, presented throughout this document and summarized pages 39 & 40.

The publication of this first NFPS is the result of an approach to formalize the CSR strategy, based on a cross-referenced approach of the most robust CSR standards and economic, social and governance (ESG) criteria.

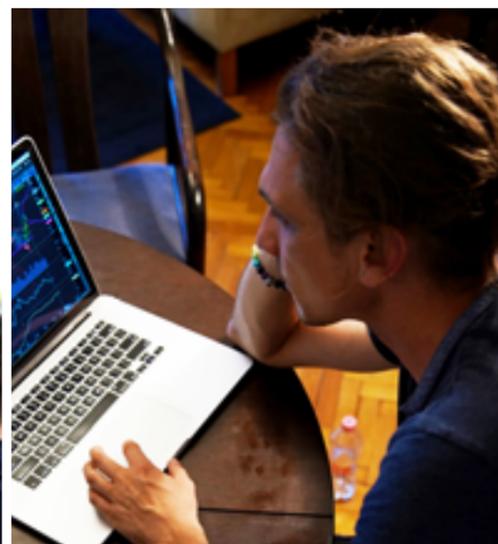
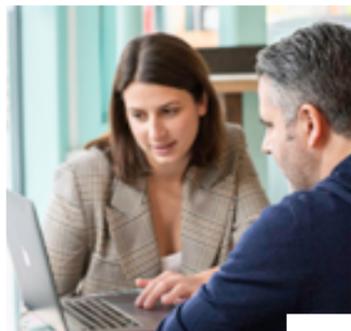
This methodology takes into account recognized standards:

- ⊕ The Global Reporting Initiative (GRI) for its fields of application, its recommendations on performance indicators and its guidelines entitled "GRI G4";
- ⊕ The standards of the Sustainability Accounting Standards Board (SASB) in particular to carry out risk analysis.

The reporting of extra-financial indicators is based on the internal guidelines specific to Believe's activities and on the basis of recognized standards: order no.2017-1180 of July 19, 2017 on the publication of an Non-Financial Performance Statement (NFPS), decree no. 2017-1265 of August 9, 2017 and the guidelines of the Global Reporting Initiative (GRI).

The reporting protocol for the environmental, social and societal data of the Believe Group subsidiaries has been updated for this first year of publication of the NFPS (for the 2021 fiscal year). It enables to apply unified definitions, data collection, validation and consolidation rules within the Group's entities.

The risks covered and the societal, social and environmental indicators are presented in the next pages.



EXTRA-FINANCIAL RISK ANALYSIS METHODOLOGY

The methodology for identifying material risks is based on several stages:

- Identification of a scope of CSR risks based on the specificities of the music and technology sector;
- A comparison of these specific CSR risks with Believe's "classic" risks as identified by the French Financial Markets Authority (Autorité des Marchés Financiers - AMF), identified in particular in Chapter 3 of the universal registration document (URD);
- A cross-analysis of these CSR risks with regulatory expectations, sector monitoring, the Sustainability Accounting

Standards Board framework for material CSR issues, the Global Reporting Initiative framework, and and Believe's CSR pillars;

- A comparison of these CSR risks with the results of the stakeholder survey conducted in July 2021 page 11. (Consultation with stakeholders);
- The results of the risk analysis were reviewed by the independent third party as part of its NFPS audit engagement. The table summarizing the pillars of the CSR strategy, extra-financial risks, policies and indicators/actions is presented page 13.



SCOPE OF THE RISKS COVERED

This statement for the 2021 fiscal year is based on a risk analysis, in accordance with regulatory obligations, and reflects the expectations of the main stakeholders regarding the assessment and management of CSR risks and opportunities. The description of this analysis is detailed page 13.

In the context of the risk mapping task, the following topics were not considered relevant or material with regard to the Group's activities.

Due to its activity, the Believe Group is not directly affected by issues related to:

- the fight against food waste; the fight against food insecurity; respect for animal welfare;
- respect for responsible, fair and sustainable food;
- the prevention, reduction or remediation of emissions into the air, water and soil that seriously affect the environment;
- land use;
- the protection of biodiversity.

EXTRA-FINANCIAL INDICATORS

Key Performance Indicators in line with the CSR strategy

Key performance indicators (KPIs) have been identified in order to steer Believe's CSR strategy, monitor the implementation of the four CSR pillars both within the Group and locally, and to address identified extra-financial risks.

In 2022, Believe will continue its work to define long-term objectives in certain areas, particularly for environmental and climate protection.

As part of its active external growth policy, Believe is also committed to gradually integrating new subsidiaries and activities into extra-financial reporting.

The detailed definition and scope of each indicator is available below.

Performance indicator	2021	Definition	Scope
DEVELOPING DIVERSE & LOCAL TALENT IN LOCAL MARKETS FIRST			
Share of the total headcount per gender	Women: 40 % Men: 60 %	Number of women and men among all employees (all professional categories: executives/managers/individual contributors/support and administrative functions) by legal entity on the last day of the quarter for each quarter. (excluding "other contracts" & "consultants")	Perimeter of 2021 CSR reporting
% of women among managers	Women: 34 % Men: 66 %	Number of women among employees holding a managerial position (MD/MDO, Head of distribution, Head of artist services, Head of Tunecore, Head of Customer support, etc.) by Legal Entity on the last day of each quarter, for each quarter. The definition of manager is based on the job title and career. (excluding "other contracts" & "consultants")	Perimeter of 2021 CSR reporting
% of women on the Executive Committee	Women: 54 % Men: 46 %	Number of women on the Executive Committee (13)	Perimeter of 2021 CSR reporting
Gender equality index score (France)	99/100 Remuneration gap: 39/40 Salary increase gap: 10/10 Career promotion gap: 15/15 Maternity leave: 15/15 10 highest remunerations: 20/20	Methodology recommended by the French government based on four indicators: equal opportunities, fair compensation, prevention and protection, and commitment	France
CULTIVATING TALENT FOR THE DIGITAL MUSIC ERA			
% of people who have attended at least one training course	77 %	Training courses attended on different platforms at the end of the period (excluding employees who left the company), by legal entity, attended by the headcount present at the end of the period	Perimeter of 2021 CSR reporting
% of mid-year career reviews completed	95 %	An interview is considered validated when the final report has been drafted by the assessor at the end of the interview and validated by the assessor and the employee. Trainees and apprentices are not in scope for this indicator	Perimeter of 2021 CSR reporting
BUILDING TRUSTING RELATIONSHIPS THROUGH RESPECT, FAIRNESS AND TRANSPARENCY			
Turnover rate	28 %	This includes employees with a permanent contract, fixed-term contracts and professional training contracts. External staff such as external consultants, temporary contracts and interns are not included. Calculation: $(\text{Total number of departures during the period}] + [\text{Total number of hires over the period}^*]) / 2 / \text{Total headcount on the first day of the year.}$	Perimeter of 2021 CSR reporting
Attrition rate	19 %	Total number of departures over the last 12 months / Average number of employees over the last 12 months.	Perimeter of 2021 CSR reporting
% of employees trained on the code of ethics	67 %	Employees who have completed at least one of the two code of ethics training courses	Perimeter of Group
EMPOWERING OUR COMMUNITY TO HAVE A LONG-TERM POSITIVE IMPACT			
% of Believe ambassadors among employees	8.4 %	Employees participating in at least one of Believe's ambassador networks: Believe for Parity, Believe for People and Believe for Planet	Perimeter of 2021 CSR reporting
Total energy consumption of the site /sq.m.	0.0968 MWh/m ² 96.80 kWh/m ²	Total energy consumption on site during the year per m ² (electricity, natural gas, heating oil, urban heating, other energies, etc.) in quantity (MWh and kWh)	Perimeter of 2021 CSR reporting
WEEE waste recycling rate	95 %	WEEE recycling rate at the end of the period (in weight) Waste Electrical and Electronic Equipment	France

Social, environmental and societal indicators

Believe has deployed several social, societal and environmental indicators to monitor and measure its extra-financial performance.

Additional indicators	2021	Definition	Scope
HUMAN RESOURCES			
Total headcount at year-end	1.405	Number of employees on permanent contracts, temporary contracts, interns and professional training contracts at December 31 of the year (excluding consultants)	2021 CSR reporting scope
Total Group headcount at year-end	1.430	Number of employees on permanent contracts, fixed-term contracts, professional training contracts, apprenticeship contracts and student contracts (for Germany) by legal entity at 31 December of the year	Group scope
Share of total headcount by type of contract	% permanent contract: 88.62% % short-term contract: 7.92% % other type of contract (internship, etc.): 3.46%	Headcount by type of contract/total headcount by legal entity on the last day of the quarter each quarter	2021 CSR reporting scope
Share of total headcount by gender and working time (full-time and part-time)	% women part-time: 2.5% % men part-time: 2.2% % full-time women: 37.6% % full-time men: 57.7% (in the total headcount)	Headcount by gender (Men or Women) by working time category by legal entity on the last day of the quarter for each quarter	2021 CSR reporting scope
Total new hires	453	Total number of employees hired on a permanent contract and Total number of employees hired on a fixed-term contract.	2021 CSR reporting scope
Total departures and layoffs	251 Voluntary departures: 185 Dismissals and job cuts: 66	This includes all types of departure relating to permanent contracts (resignation, amicable settlement and end of probationary period employee)	2021 CSR reporting scope
Absenteeism rate	2.04 %	Absence due to occupational illness or any other illness during the period	2021 CSR reporting scope
Workplace accident frequency rate	0.46	Cumulative number of hours of lost time related to a workplace accident/theoretical number of hours worked over the period, e.g. 1.000.000	2021 CSR reporting scope
Share of total headcount by age group	Under 30 years old: 28.6% Between 30 and 39 years old: 41.6% Between 40 and 49 years old: 20.3% Over 50 years old: 9.5%	Headcount (permanent, fixed-term, and professional training contracts) by age group/total headcount by legal entity on the last day of the quarter for each quarter. (excluding "other contracts" & "consultants")	2021 CSR reporting scope
Number of employees by key regions	France: 559 Germany: 246 Other Europe: 220 Americas: 156 Asia/Oceania/Africa: 249	Number of employees on permanent contracts, fixed-term contracts, apprenticeship contracts and student contracts on the last day of each quarter in key regions	Group scope
ENVIRONMENT			
Total energy consumption in quantity	2.505.55 MWh 2.505.550 kWh	Total energy consumption (electricity, natural gas, heating oil, urban heating, other energies, etc.) per year in quantity (Megawatt and Kilowatt)	2021 CSR reporting scope
Scope 1 and 2 carbon footprint: GHG emissions per year	871.07 tCO2eq	Total GHG emissions generated by Believe's activities per year (in tonnes of CO2 equivalent)	2021 CSR reporting scope
Total water consumption per year	5.208.02 m ³	Number of m ³ of water consumed during the year	2021 CSR reporting scope

CROSS-REFERENCE TABLE

Cross-reference table with Global Reporting Initiative (GRI) guidelines

The Global Reporting Initiative (GRI) is an independent, non-profit, international standards-setting organization involving companies, NGOs and other stakeholders. The organization has developed sustainability reporting guidelines to provide companies with a comprehensive framework for reporting their economic, environmental and social performance.

GRI categories and requirements	References to the 2021 Universal Registration Document (URD)
GENERAL INFORMATION	
GRI 102-15 Main impacts, risks and opportunities	Part 2. Corporate Social Responsibility at the heart of Believe's business model
GR 102-16 Values, principles, standards and rules of conduct	Part 1. Believe overview
GR 102-18 Governance structure	2.1 Believe's governance model
GR 102-19 Delegation of authority	2.1 Believe's governance model
GR 102-20 Management responsibility in relation to economic, environmental and social issues	2.1 Believe's governance model
GR 102-21 Consultation of stakeholders on economic, environmental and social issues	2.2 Believe's stakeholders
GR 102-29 Identification and management of economic, environmental and social impacts	2.1 Believe's governance model 2.2 Believe's stakeholders
GR 102-30 Effectiveness of risk management procedures	2.5 Extra-financial performance risks and opportunities
GR 102-31 Review of economic, environmental and social issues	2.5 Extra-financial performance risks and opportunities
GR 102-32 Role of the highest governance body in sustainability reporting	2.1 Believe's governance model
GR 102-40 List of stakeholder groups	2.2 Believe's stakeholders
GR 102-41 Collective bargaining agreements	5.1.2 Ensuring a healthy environment for employees
GR 102-42 Identification and selection of stakeholders	2.2 Believe's stakeholders
GR 102-43 Stakeholder engagement approach	2.1 Believe's governance model 2.2 Believe's stakeholders
GR 102-44 Major issues and concerns raised	2.2 Believe's stakeholders
GR 102-46 Definition of the content of the report and the scope of the issue	7.4 Reporting and audit methodology
GR 102-47 List of relevant issues	2.5 Extra-financial performance risks and opportunities
GR 102-50 Reporting period	7.4 Reporting and audit methodology
GR 102-52 Reporting cycle	7.4 Reporting and audit methodology
FIGHT AGAINST CORRUPTION	
GR 205-1 Activities assessed in terms of risk related to corruption	5.3 Striving for transparency in all aspects of our activities
GR 205-2 Communication and training on anti-corruption policies and procedures	5.3 Striving for transparency in all aspects of our activities
ENERGY	
GR 302-1 Energy consumption within the organization	6.3 Reducing Believe's carbon footprint
TRAINING AND EDUCATION	
GR 404-2 Employee upskilling and support programs for transition	4.2 Developing and training the new generation of digital music leaders
GR 404-3 Percentage of employees benefiting from performance and career development reviews	4.2 Developing and training the new generation of digital music leaders
DIVERSITY AND EQUAL OPPORTUNITY	
GR 405-1 Diversity of governance bodies and employees	3.2 Building inclusive and diverse teams locally and globally See Section X of the URD dedicated to the Board of Directors' diversity policy.
FIGHT AGAINST DISCRIMINATION	
GR 406 Fight against discrimination	3.2 Building inclusive and diverse teams locally and globally
CUSTOMER DATA PRIVACY	
GRI 418: Customer data privacy	5.3 Respecting the data privacy of artists and labels

Cross-reference table with the information provided for by the provisions of Articles L. 25-102-1, R. 225-105 and R. 225-105-1 of the French Commercial Code

The table refers to the sections of this Non-Financial Performance Statement (NFPS) in which information relating to these categories is mentioned in this document, and in the URD.

Information category	Section of the 2021 URD
Presentation of the business model	Part 1.2
Description of the main extra-financial risks	Section 2.5
Description of policies to prevent, identify and mitigate the main extra-financial risks and their results and performance indicators	Section 2.5
Impact on climate change from the Company's activity and the use of the goods and services priced by it	Section 6
Societal commitments to promote sustainable development and the circular economy	Section 6
Fight against food waste	Non applicable - 7.1.2
Fight against food insecurity	Non applicable - 7.1.2
Respect for animal welfare and responsible, fair and sustainable food	Non applicable - 7.1.2
Collective bargaining agreements signed by the company and their impact on the Company's economic performance	Section 5.1.2
Working conditions of employees	Section 5.1.2
Actions to combat discrimination and promote diversity	Section 3.1.3 Section 3.2 Section 5.1.2
Diversity and measures taken to support people with disabilities	Section 3.1.3 Section 3.2
Actions to combat tax evasion	Section 3.1

REPORTING AND AUDIT METHODOLOGY

Methodology

The indicators are described in a detailed reporting protocol established by Believe's CSR Department in charge of extra-financial reporting. Environmental and social data are reported and consolidated using a data collection system, the Tennaxia Reporting tool. Automatic consistency checks are performed by the tool during data entry. Societal indicator data is collected directly from contributors and sent to the Group for consolidation. They have not yet been integrated into the tool due to the rolling out of the Group reporting tool.

An initial validation is carried out by each subsidiary. These indicators are then aggregated and checked by the Group's head office, where a second validation is carried out at the time of consolidation. Lastly, an analytical review and general control ensure the overall consistency of data flows.

The Non-Financial Performance Statement (NFPS) was published for the first time in 2022 for the 2021 reporting period.

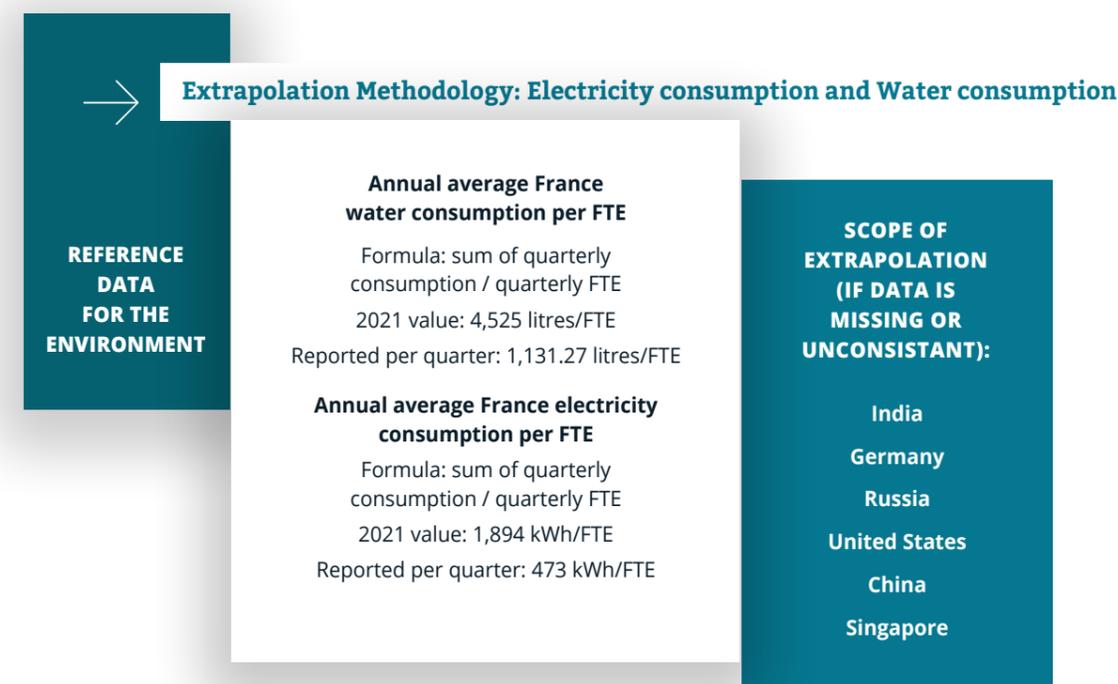
The reporting period for the 2021 covers the period from January 1, 2021 to December 31, 2021. Unless otherwise stated, societal, social and environmental indicators refer to consolidated data as of December 31, 2021. The scope includes Believe and its over 50 % held subsidiaries, excluding Japan, Turkey and two subsidiaries acquired in France and India in December 2021, representing less than 5% of the total Believe headcount (reporting scope RSE).

As a rule, societal, social and environmental indicators may have methodological limits due to the lack of harmonization of national and international definitions and legislation for certain data.

The scope of the following indicators does not include "other contracts":

- ⊕ Share of employees by gender
- ⊕ Share of full-time and part-time employees by gender
- ⊕ Share of employees by age group.

The scope of the indicator "number of employees by region" is that of the 2021 DEU. A permanent contract is a full-time or part-time contract entered into by an employee for an indefinite period. «Other contracts» denominate interns, professional training contracts and temporary contracts. The headcount corresponds to natural persons present at the end of the period and not "Full-Time Equivalents".





Report of one the Statutory Auditor, appointed as independent third party, on the consolidated non-financial statement



To the Annual General Meeting,

In our capacity as Statutory Auditor of your company (hereinafter the “entity”) appointed as independent third party, and accredited by the COFRAC under number 3-1049⁷, we have undertaken a limited assurance engagement on the historical financial information (actual or extrapolated) of the consolidated non-financial statement, prepared in accordance with the entity’s procedures (hereinafter the “Guidelines”), for the year ended December 31st 2021 (hereinafter, respectively, the “Information” and the “Statement”), included in the Group’s management report pursuant to the requirements of Articles L. 225102-1, R. 225-105 and R. 225-105-1 of the French Commercial Code (Code de commerce).

→ CONCLUSION

Based on the procedures performed, as set out in the “Nature and scope of our work” section of this report, and the information collected, nothing has come to our attention that causes us to believe that the Statement is not presented in accordance with the applicable regulatory requirements and that the Information, taken as a whole, is not presented fairly in accordance with the Guidelines, in all material respects.

→ PREPARATION OF THE STATEMENT

The absence of a commonly used generally accepted reporting framework or as established practices on which to draw to evaluate and measure the Information allows for different, but acceptable, measurement techniques that can affect comparability between entities and over time.

Consequently, the Information needs to be read and understood together with the Guidelines, the main elements of which are presented in the Statement and available on request from the entity’s registered office.

→ INHERENT LIMITATIONS IN PREPARING THE INFORMATION

Comme indiqué dans la Déclaration, les Informations peuvent être sujettes à une incertitude inhérente à l’état des connaissances scientifiques ou économiques et à la qualité des données externes utilisées. Certaines informations sont sensibles aux choix méthodologiques, hypothèses et/ou estimations retenues pour leur établissement et présentées dans la Déclaration.

→ RESPONSIBILITY OF THE ENTITY

The Board of Directors is responsible for:

- selecting or establishing suitable criteria for preparing the Information;
- preparing a Statement in accordance with legal and regulatory requirements, including a presentation of the business model, a description of the main extra-financial risks, a presentation of policies applied to mitigate these risks and the outcomes of those policies, including key performance indicators, and the information provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation);
- implementing internal control over information relevant to the preparation of the Information that is free from material misstatement, whether due to fraud or error.

The Statement was prepared by applying the entity’s Guidelines as mentioned previously.

7. Accreditation Cofrac Inspection, number 3-1049, scope available at www.cofrac.fr



→ RESPONSIBILITY OF THE STATUTORY AUDITOR, APPOINTED AS INDEPENDENT THIRD PARTY/INDEPENDENT THIRD PARTY

On the basis of our work, our responsibility is to provide a report expressing a limited assurance conclusion on:

- the compliance of the Statement with the requirements of Article R. 225-105 of the French Commercial Code;
- the fairness of the historical financial information (actual or extrapolated) provided in accordance with Article R.225105-I(3) and II of the French Commercial Code concerning action plans and policy outcomes, including the key performance indicators on the main risks.

As it is our responsibility to provide an independent conclusion on the Information as prepared by Management, we are not authorised to help prepare said Information, as that could compromise our independence.

However, it is not our responsibility to comment on:

- the entity's compliance with other applicable legal and regulatory requirements (in particular, the disclosures provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation) and anti-corruption and tax avoidance legislation);
- the fairness of the disclosures provided for in Article 8 of Regulation (EU) 2020/852 (the Taxonomy Regulation);
- the compliance of products and services with the applicable regulations.

→ REGULATORY PROVISIONS AND APPLICABLE PROFESSIONAL GUIDANCE

We performed our work described below in accordance with the provisions of Articles A. 225 1 and following of the French Commercial Code, the professional guidance issued by the French Institute of Statutory Auditors (*Compagnie nationale des Commissaires aux comptes*) relating to this engagement and International Standard on Assurance Engagements 3000⁸.

→ OUR INDEPENDENCE AND QUALITY CONTROL

Our independence is defined by the provisions of Article L. 822-11-3 of the French Commercial Code and the French Code of Ethics (Code de déontologie) for Statutory Auditors. Our firm maintains a comprehensive system of quality control including documented policies and procedures regarding compliance with applicable legal, regulatory and ethical requirements and the professional guidance issued by the French Institute of Statutory Auditors relating to this engagement.

→ MEANS AND RESOURCES

Our work was carried out by a team of five people between September 2021 and March 2022 and took a total of three weeks.

We were assisted in our work by our specialists in sustainable development and corporate social responsibility. We conducted some interviews with the people responsible for preparing the Statement.

8. ISAE 3000 (Revised) - Assurance Engagements Other Than Audits or Reviews of Historical Financial Information.



→ NATURE AND SCOPE OF OUR WORK

We planned and performed our work to address the areas where we identified that a material misstatement of the Information was likely to arise.

We believe that the work carried out, based on our professional judgement, is sufficient to provide a basis for our limited assurance conclusion:

- we obtained an understanding of all the consolidated entities' activities, and the description of the principal risks associated;
 - we assessed the suitability of the criteria of the Guidelines with respect to their relevance, completeness, reliability, neutrality and understandability, with due consideration of industry best practices, where appropriate;
 - we verified that the Statement includes each category of social and environmental information set out in article L. 225-102-1 III as well as information regarding compliance with human rights and anti-corruption and tax avoidance legislation;
 - we verified that the Statement provides the information required under article R. 225-105 II of the French Commercial Code, where relevant with respect to the principal risks, and includes, where applicable, an explanation for the absence of the information required under article L. 225-102-1 III, section 2 of the French Commercial Code;
 - we verified that the Statement presents the business model and a description of principal risks associated with all the consolidated entities' activities, including where relevant and proportionate, the risks associated with their business relationships, their products or services, as well as their policies, measures and the outcomes thereof, including key performance indicators associated to the principal risks;
 - we referred to documentary sources and conducted interviews to:
 - assess the process used to identify and confirm the principal risks as well as the consistency of the outcomes,
 - including the key performance indicators used, with respect to the principal risks and the policies presented,
 - corroborate the qualitative information (measures and outcomes) that we considered to be the most important⁹. Concerning certain risk¹⁰, our work was carried out on the consolidating entity, for the other risks, our work was carried out on the consolidating entity and on a selection of entities¹¹;
 - we verified that the Statement covers the scope of consolidation, i.e. all the consolidated entities in accordance with article L. 233-16 of the French Commercial Code within the limitations set out in the Statement;
 - we obtained an understanding of internal control and risk management procedures the entity has put in place and assessed the data collection process to ensure the completeness and fairness of the Information;
 - for the key performance indicators and other quantitative outcomes that we considered to be the most important¹², we implemented:
 - analytical procedures to verify the proper consolidation of the data collected and the consistency of any changes in those data,
 - tests of details, using sampling techniques, in order to verify the proper application of the definitions and procedures and reconcile the data with the supporting documents. This work was carried out on a selection of contributing entities⁴ and covers between 41% and 49 % of the consolidated data selected for these tests;
 - we assessed the overall consistency of the Statement based on our knowledge of all the consolidated entities.
- The procedures performed in a limited assurance engagement are less in extent than for a reasonable assurance engagement performed in accordance with the professional guidance issued by the French Institute of Statutory Auditors; a higher level of assurance would have required us to carry out more extensive procedures.

9. Measures taken to promote gender equality and related results ; Actions in favour of innovation and entrepreneurship ; Measures taken in favour of internal mobility of employees ; Measures to evaluate the well-being of employees ; Procedures put in place in terms of good business conduct and the fight against corruption ; Measures taken in favour of human rights ; Actions to control the environmental footprint ; Actions in favour of recycling other waste.

10. Risks of non-involvement of stakeholders in the Group's CSR policy, Risks regarding respect for human rights and the fight against corruption and tax evasion.

11. Believe S.A.

12. Total workforce at the end of the year; % of female managers; % of employees who have attended at least one training course; % of half-yearly career reviews carried out; Turnover rate; Absenteeism rate; % of employees who have received training on the Code of Ethics; Total energy consumption of the site Kwh/m2 ; GHG emissions (in TCO2 equivalent) per year ; WEEE waste recycling rate; % of Believe ambassadors among employees.

Paris-La Défense,
on Thursday, 17 March 2022
KPMG S.A.

Anne Garans Partner Sustainability Services	Jean-Pierre Valensi Partner
---	--------------------------------



Published in May 2022
Publishing director: Believe
Editorial and graphic design: Agence Parangone
© Photos : Unsplash