

Responsible marketing and events policy

Euronext is dedicated to practicing responsible marketing, across all channels, and responsible events. This policy provides guidance to employees and contracted external partners involved in marketing and events for Euronext.

This policy applies to all marketing activities related to Euronext's products and services, as well as events organised by Euronext. The policy encompasses various departments, including marketing lines from all functions, communication, and events. An annual review of this policy takes place to maintain its relevance and effectiveness.

This policy should be read in conjunction with Euronext's Responsible Product and Sustainable Offering policy, as well as any other relevant policies and guidelines established by the company.

Marketing

Euronext is dedicated to providing its customers with accurate and transparent information about its products and services through its marketing channels. The company takes great care to ensure that customers are not misled in any way and targets appropriate customers based on the nature of the product or service being promoted.

Furthermore, Euronext places a strong emphasis on educating its targeted customers, empowering them to make well-informed choices. The marketing material provided by Euronext contains reliable and trustworthy information, enabling customers to make informed decisions regarding the utilisation of financial markets. Euronext actively collaborates with regulators and non-profit organisations to promote global knowledge about financing through capital markets.

In its marketing practices, Euronext focuses on delivering transparent information that educates its audience about the use of capital markets, the associated opportunities, as well as the risks involved. Examples of how we provide a comprehensive view on these subjects include Euronext's pre-IPO programmes for companies considering going public on the exchange, which have involved more than 900 companies. These programmes are mainly delivered at no cost for participants.

Additionally, Euronext organises ESG-related training and marketing initiatives, such as Euronext Sustainability Week, an entire week dedicated to providing a concrete response to the needs of issuers and investors to benefit from educational moments and dialogue. This initiative includes, among others, the publication of marketing materials focusing on best practices in terms of ESG, events and networking opportunities on extra-financial matters, and opportunities for Euronext issuers to discuss their sustainability strategies with investors.

In its marketing efforts, Euronext also actively encourages companies to cultivate their ESG strategies through the financial markets, for example by disclosing [ESG reporting guides or showcasing extra-financial data for its issuers on its website](#). Euronext further showcases exemplary ESG practices from its clients and partners, highlighting their commitment to sustainability and inspiring others within the industry to follow suit.

Moreover, Euronext actively engages in speaking opportunities with sectorial associations, entrepreneurs' clubs, schools, and other relevant platforms. These engagements provide Euronext with the opportunity to share its expertise and insights with diverse audiences, further contributing to its mission of educating and informing stakeholders about financial markets.

Marketing materials

At Euronext events, if booths are needed, Euronext reuses materials or uses recycled materials wherever possible. The Group has limited the production of non-reusable equipment for events.

Euronext avoids printing. Whenever possible, brochures, flyers, or support presentations are made available via a QR code so our target audience can download and read them on their electronic devices. Generally, information is published online instead of in printed brochures. Euronext always tries to reuse marketing materials, avoiding producing printed marketing materials related to a specific event only and instead producing generic corporate marketing material if necessary.

Where applicable, Euronext no longer opts for hand-outs in event sponsorships, whether for marketing literature or giveaway items. In terms of client gifts, giveaways or event equipment such as pull-up banners, Euronext tries to source local suppliers as much as possible to limit the environmental impact of transportation to different countries.

In terms of content, Euronext produces marketing materials on ESG-related topics to provide valuable information to its audience. By producing these marketing materials, Euronext aims to foster greater awareness and understanding of ESG practices and encourage companies and investors to adopt sustainable and responsible approaches in their financial activities.

One example of such marketing materials is the "[Préparation d'une IPO : Guide des bonnes pratiques ESG](#)" (Preparing for an IPO: ESG Best Practices Guide). This guide provides insights and recommendations on integrating ESG factors into the preparation and execution of an initial public offering (IPO).

Another resource provided by Euronext is the [ESG Bond Barometer](#). Published quarterly, the ESG Bond Barometer provides insights into the issuance and trading activity of ESG bonds, contributing to the transparency and development of the sustainable finance market.

Partnerships

Euronext fosters collaborations and partnerships across the entire financial market ecosystem. This approach extends to engaging with specific organisations dedicated to addressing ESG issues, such as Chapter Zero, and other Governance-related organisations (more information can be found in the URD, section 3.4.2). Moreover, discussions with external parties around partnerships address ESG counterparts or topics. Through these partnerships, Euronext not only enhances its capacity to implement impactful initiatives, but also contributes to broader industry-wide efforts towards a more sustainable future.

Additionally, Euronext Academy provides an extensive range of courses on ESG topics in partnership with reference players. The courses target financial functions, supply chain operatives, board members, and, more widely, individuals interested in the role financial markets play in the ESG journey.

Euronext also collaborates with external parties, such as non-financial rating agencies and business schools like INSEAD, to deliver its events and enhance the content of its programmes.

Euronext offers new listed companies the option to make a charitable donation on the occasion of their initial public offering Bell Ceremony.

Events

Euronext has transitioned many physical events to virtual formats. For events that are still held physically, guests are encouraged to use green or public transport. Euronext is gradually moving to select event locations that minimise travel for participants. Whenever possible, the presence of local Euronext representatives is preferred over colleagues travelling from abroad, to reduce the carbon footprint associated with travel.

Since the beginning of 2023, Euronext has implemented measures to ensure gender diversity on event panels and has established internal systems to monitor this.

Catering

Euronext has implemented several sustainable practices for catering purposes. Plastic utensils and tableware are banned, and beef is no longer served at events. The company prioritises seasonal fruits and vegetables sourced from local providers. Water refill fountains are made available during events whenever possible. Accurate estimates of numbers of participants are provided to manage quantities, and suppliers are encouraged to have "refood" policies to minimise food waste.

Suppliers are selected based on their own responsible policies and must sign [the Euronext Supplier Code of Conduct](#) to become partners.

For external parties (clients, customers, etc.), see Euronext's [Privacy Statement](#).

Stewards & hostesses

Stewards and hostesses are hired to represent the company, welcome and give information to attendees. They primarily deal with the reception, support and assistance during the event itself. In this role, they represent one of the main faces of the brand.

In the past, this role was often associated with a stereotyped gender and physical appearance. Our providers are now required to offer a gender-balanced and inclusive portfolio of employees.

Goodies

Euronext has been progressively reducing the number of corporate gifts, also known 'goodies'. The new policy, announced beginning of 2023, is "No goodies, or responsible goodies only". Responsible goodies are defined as gifts that are useful, produced responsibly, prioritising recycled and sustainable materials, and preferably produced locally.

To enhance the implementation of this policy across all Euronext geographies, an ESG Goodies Platform will be launched. This platform will feature a library of goodies considered responsible, enabling rigorous centralised stock management, waste reduction, and consistent application of the policy.

Data privacy

Euronext is strongly committed to protecting the privacy of all the individuals from whom it collects personal data (e.g. its stakeholders, such as employees, clients, customers, prospects, partners and investors) and upholding their right to privacy. Euronext is transparent about how it collects and processes personal data and provide an overview of data subjects' rights in relation to personal data as well as how to exercise them. The use of personal data for marketing purposes is transparent and our target audience is able to opt in and/or opt out at any time.

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