

CORPORATE SOCIAL RESPONSIBILITY REPORT

2018



*Mademoiselle*  
**DESSERTS**

▪ IN LOVE WITH PATISSERIE ▪

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This report represents the issues and actions of our corporate societal responsibility. This is our Communication update on our progress as part of Global Compact membership and presents our contribution to the UN 2030 Agenda.



## EDITORIAL

Didier Boudy  
CHAIRMAN



Mademoiselle Desserts is growing very quickly. In 2018 you acquired two new companies. How are you keeping Sustainable Development on course within the context of such growth?

■ That isn't really the issue. Our Sustainable Development strategy is evolving but has remained on the same course since 2007. Our Destination Sustainable Dessert pillar facilitates integration of the teams that join us. All the issues we are working on are, at best, areas to work on, and, at worst, areas of concern for the acquired companies. Joining forces makes sense and is the first step towards a common culture. Take CLEAN M, for example: everyone is working to improve the ingredient lists to make them healthier and more sustainable but by doing it together, we progress faster, we communicate better, and we collaborate better. It's the same for NUTRI M and our wish to improve the nutritional qualities of our products. In this way, our CSR approach helps us integrate and create a Group culture.

And is safety still your number one priority?

■ Yes, and it will be for a long time to come! We are developing and fine-tuning our approach as the group evolves. We now have an International Operations Director who has welcomed a General Technical Director and 2 junior engineers into the team. We launched the ROBOT project to work with collaborative robots. The aim is to transfer repetitive and/or difficult tasks while keeping our flexibility as small batch and custom product manufacturer. We can also deploy automation projects to reduce certain work tasks and combat repetitive strain injury.

What about the environment? That's not your main issue!

■ It is true that we have had other priorities in recent years. But for the past 2 years we have been strengthening our work in this area. We have considerably improved the energy efficiency of our factories. For example, in 2018 we invested more than €600,000 to reduce energy consumption in our French factories. The Argenton-sur-Creuse Maintenance Manager has just taken on the role of Project Manager for the group. We are also making rapid progress in the sustainable raw materials supply chains. Selecting sustainable raw materials is one of our organisation's strategic objectives, headed by our Purchasing team, which has been trained in Responsible Purchasing. We have also engaged our customers in environmental advertising initiatives such as "Mieux Produire" ("Produce Better") or "2ZERO20" to eliminate the use of certain non-recyclable plastics.

That's a lot of projects! Are all the teams on board?

■ Within our teams, we inform people of the strategy and the reasons behind the projects. We really want to give meaning to the work. You have more energy when you understand what you are contributing to! And then we surpassed the group's 130 shareholder executives out of 170. We are very committed to its development and we never forget that the result is just as important as the process.

# The main highlights in 2018

## 1 Valade Dordogne

### Safety: our number one priority!

We organised a Safety Week as part of an action-training program. Every day, all employees participated in a workshop:

- **Warm-up exercises:** teaching muscle awakening techniques and applying the principles of physical safety.
- **Theatre:** improving communication and relationships for day-to-day safety.
- **Risk avoidance:** refreshing your safety awareness in your work environment.
- **Road safety:** applying safety rules and being a courteous driver.

## 2 Broons Côtes d'Armor

### Mademoiselle Desserts recognised at CFIA 2018!

It is impossible to miss the safety changes made at the Broons site. The optimisation of the sites layout has enabled employees to avoid carrying heavy loads and therefore, in the medium term, occupational illnesses. These efforts were recognised, and we received the "IN SITU Concevoir pour Prévenir" ("Design to Prevent") prize, awarded by CARSAT (Caisse d'Assurance Retraite et de la Santé au Travail)!

3 GOOD HEALTH AND WELL-BEING



Ensuring healthy living and promoting the well-being

## 3 Thenon Dordogne

### Mademoiselle Desserts launches its organic flan!

A super indulgent flan made with quality ingredients: milk, wheat flour, butter, whole eggs, light brown sugar and a touch of Camargue salt. Almost 70% of the ingredients are of French origin. The production site was certified at the end of 2018.

## 4 Maidenhead Berkshire

### We have launched our first gluten-free and VEGAN traybake!

In England, veganism is a growing trend with nearly 1 million vegans across the country! The Vegan and Gluten Free Blackcurrant Crumble is made from a shortcake base, smothered in blackcurrant jam and covered with a crispy oatmeal crumble! Other products are currently being developed.

2 ZERO HUNGER



Rethink how we grow, share and consume our food

## 5 Corby Northamptonshire

### Making puddings!

The pudding manufacturing line, ovens and all associated equipment were transferred from Torquay to Corby in 2018. To meet this challenge, the Research and Development, logistics and production teams of the two sites have worked closely together.

9 INDUSTRY INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote sustainable industrialization and foster innovation

## 6 Weert Netherlands

### The site is strongly committed to responsibly sourcing raw materials.

We guarantee the origin of the eggs, their traceability and animal protection, thanks to the KAT certification. The site is certified according to RSPO criteria to ensure that the palm oil used has been produced in a sustainable way. We buy UTZ certified chocolate that meets the criteria of responsible production, such as the protection of labour rights and the responsible use of agrochemical products.



## 7 Taunton Somerset

### "Sustainable chocolate" objective

This year, the Ministry of Cake team, newly named Mademoiselle Desserts Taunton, joined the group and our "CLEAN M" program. The site manufactures many Fudge Cakes items and uses several tonnes of chocolate, part of our supplier's "Forever chocolate" program, which aims to make "Sustainable Chocolate" the standard by 2025.



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

## 8 Saint Renan Finistère

### Waste recovery

Optimisation of waste sorting now makes it possible to recover waste more effectively and achieve a recycling rate of 75% on site. We work with local service providers and organic waste is recycled through bio-gasification.



## 9 Renaison Loire

### Reduction of food waste with the French Environment and Energy Management Agency [ADEME]

Mademoiselle Desserts Renaison participated in the ADEME project on reducing food waste. An initial examination made it possible to assess the losses in terms of weight and costs, to calculate their environmental impact and to identify the causes. For example, we supply our customers with square or rectangular rather than round shapes to reduce material loss during cutting.



## 10 Argenton Indre

In September, the group started expanding and boosted its economic development by welcoming new teams and new expertise, with the arrival of Pâtisserie Michel Kremer: selling chocolate cakes, raspberry financiers and madeleines on TGVs in France, for example.

Pâtisserie Michel Kremer and Mademoiselle Desserts share their core founding values: product quality, innovation, customer service and human values.



1

# CSR at the heart of governance and our economic development



## Our external Stakeholders



### Customers and consumers

Offering healthier products that are just as tasty, while supporting consumers' healthy eating habits. Dialogue and "sustainable development" meetings. Highlighting our own Oh Oui! brand.



### Recruitment agencies

Close link with local agencies to recruit more effectively. Co-making of action plans to safeguard regulations and positions to ensure that employees are in line with the expected profiles.



### Charities - Food Bank

Partnership with local charities in the form of financial sponsorship or donations of cakes and desserts. Contribution to food aid as part of solidarity initiatives.



### Public authorities and communities

Local involvement, investment subsidies, dialogue and participation in the life of the land with the water agency, local communities, town halls and French Environment and Energy Management Agency [ADEME].



### Suppliers

The responsible purchasing strategy mainly concerns long-term contracts, a sector-based approach for flour, eggs, etc., prioritising "local" produce wherever possible and CSR assessments.



### Schools and training institutions

Recruitment of trainees and those on work-study training programmes from the third to fifth year of higher education in order to build suitable professional careers and develop the employer brand and attractiveness.



### International organisations

Integration of the UN Sustainable Development Agenda 2030 through meeting the 17 Sustainable Development Goals. Report in line with GRI expectations. Works with the Global Compact.



### Peers

Mademoiselle Desserts is a member of the French Association of Food Industries [ANIA] working groups and participates in the 3D and ALTERE workshops. Member of the Federation of Baker-Patisserie companies [Fédération des entreprises de Boulangerie-Pâtisserie (FEB)].

## EXTERNAL



### Shareholders/ Investors

Aware of the importance of environmental, social and governance factors, our investors closely monitor the annual CSR performance indicators.

## INTERNAL



### Workforce

Internal communication, newsletter, ethical charter of conduct displayed and explained at the time of hiring, integration and training plan, promotion of sporting activity for well-being.



### Employee Representative Bodies

The members of the Social and Economic Committee (SEC), including professional unions, ensure the collective expression of employees as well as their responsibilities in terms of social and cultural activities.



<b>3</b> GOOD HEALTH AND WELL-BEING	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE
<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION	<b>17</b> PARTNERSHIPS FOR THE GOALS

Growth rate 2018: **32%**

Contribution to: **10 SDGs**

**100%** of the sites participating in the Clean M program

Our values reflect who we are and convey our vision of the company. They guide our relationships and the way we work with our various stakeholders.

# Our values

## #RESPECT

### How we see it:

“For me, Kindness is about recognising the value of everyone! When someone is appreciated, they can be open to the feedback of others. It is important to be able to have honest and constructive discussions with each other about how we work. Someone who feels recognised is motivated. Dialogue has to go both ways. In Weert, employees are receptive to feedback from their colleagues.”

### How others see it:

“I really enjoyed organising the Warm-up Exercise project on the Broons site. Everyone on all levels has been involved. We have trained Speakers and real exchanges have been set up as part of a global risk prevention approach. Every time a job is started, the employees of the «Tarts» workshop now devote a few minutes to Warm-up Exercises, which improves everyone's well-being. It's a great initiative for this company.”



**Maarten Van Emmerik**  
National Account Manager Weert



**Jérémie Bouyaux**  
AFTEC Formation France

## #PASSION

### How we see it:

“Innovation, new colleagues, new products... One of the group's strengths is its capacity for innovation, which lets it grow, assert itself, take on challenges and broaden its expertise. We have passed this appetite for risk on to our employees too! For example, we encourage them to be active in their professional careers: to undertake training, specify their career wishes and develop and use their personal skills for the benefit of projects in the Mademoiselle Desserts group.”



**Quentin Mottier**  
Human Resources Manager Broons

### How others see it:

“From the very first contact we had with Mademoiselle Desserts, their dedication and passion were obvious. Mademoiselle Desserts' teams gave us presentations about their jobs with passion and expertise: products, customers, their pride in the quality of services, but also their determination to continue to innovate and reinvent themselves. With a major stake for us summarized: «Help us better understand consumers - our customers' customers - to help them succeed by providing them with intelligent products and services.» It is always a great pleasure for us to work with such enterprising people who are passionate about their industry.”



**Kevin Woods**  
Research Director at MindMover London

## #COMMITMENT

### How we see it:

“Because the process is just as important as the result. Everything we do has to be Sustainable. We have had a proactive CSR policy for 10 years now, supported by Coop de France and the French Association for Standardisation's [AFNOR] 3D programme on France. We are also international members of the Global Compact. Our first commitment is to our employees. Our number one priority within the group is to protect the health and safety of employees.”



**Barbara Bosquette**  
Sustainable Development Manager Mademoiselle Desserts

### How others see it:

“We believe that sustainability is an important factor in the long-term success of any business. During the ownership period, IK works with the portfolio company to further drive sustainability performance. Mademoiselle Desserts is a great example of a company which has successfully integrated environmental and social factors into its daily operations and corporate strategy. We are particularly impressed with their efforts on supply chain and energy management, and we look forward to continuing to support their CSR agenda.”



**Alina Benyaminova**  
ESG Coordinator at IK Investment Partners Group

## #DELIGHT

### How we see it:

“I started with Mademoiselle Desserts in 2001 with a BEP (certificate of vocational proficiency) in pastry, ice-cream, chocolate and confectionery and a CAP (certificate of professional competence) in baking. Today, I work in the Research and Development department, developing new recipes for our customers. I can give free rein to my creativity and take inspiration from the best pastry chefs! Recently, we have developed a ready-to-assemble mille-feuille. It's really very, very good. My ingredients: creativity + big pots + the desire to please. What I like best about my job is being able to please others. When I go to a supermarket, I always take a look at the cake section.”



**Mickaël Roubeix**  
Pastry chef

### How others see it:

“For more than 10 years, it has been a real pleasure for the Institut du Goût du Périgord (Périgord Institute of Taste) to work with the committed and caring teams of Mademoiselle Desserts. They know how to be bold in their innovation, much to the delight of consumers. We were pleased to participate in this continuous process of innovation by regularly testing products in our Institute.”



**Sabine Kieser**  
Institut du goût du Périgord

SUPPLIES



We pay special attention to the raw materials and packaging we use to ensure the best quality while respecting our values.

Raw products

**of plant origin**  
flour, sugar, chocolate, etc.

**of animal origin**  
milk, cream, eggs, etc.

- Responsible sourcing, CSR assessment of suppliers
- Support of efforts (Forever Chocolate, Transparence Cacao)
- Reduction of residues from plant protection products
- Local purchasing whenever possible

- Responsible sourcing, CSR assessment of suppliers
- Attention to animal welfare
- Reduction of greenhouse gas emissions
- Local purchasing whenever possible

Other ingredients

Reduction or, if possible, elimination of controversial ingredients and additives

Packaging

Eco-friendly product design, reduction of the use of plastics



OUR RAISON D'ÊTRE IS TO BE THE BENCHMARK THAT GIVES PROFESSIONALS THE BEST SOLUTIONS FOR CAKES AND DESSERTS

Manufacturing and Innovation

62,034 tonnes of cakes and desserts manufactured  
Proportion of turnover from products less than 1 year old: 9%

Energy consumption

Gas Electricity  
75,979,000 kWh  
Water  
3.38 m<sup>3</sup> per tonne of products manufactured

People

1,900 employees  
53% men | 47% women  
42 years average age

Shared values:  
Respect, Passion, Delight, Commitment

Factory outputs

Waste  
74% of waste recycled

Solidarity

The equivalent of €200,000 of cakes and desserts donated to food aid charities  
230 charities supported

CONSUMPTION



Our pastry range

- Pastry bases
- Desserts
- Tarts
- British desserts, etc.

is available on:

- Retail
- Food services

Consumer brand



including branded products



Product specifications, often virtual, created with our customers.



MANUFACTURING



8 SITES IN FRANCE

3 SITES IN ENGLAND

1 SITE IN THE NETHERLANDS



DESTINATION DESSERTS  
DURABLES  
DESTINATION: SUSTAINABLE  
DESSERTS

# “Destination Sustainable Desserts”

has been the group’s most important project for several years. It demonstrates the company’s real commitment to:

- Sustainable economic growth
- Manufacturing attractive, good-quality, healthy and safe products
- Industrial excellence
- Protection of health and safety at work
- An ambitious programme of innovations: Think out of the box
- Responsible purchasing of our raw materials
- Sustainable consumption of packaging



## CLEAN M



Offering even healthier products that are just as enjoyable, reducing the ingredient lists and promoting responsible sourcing: this is our company programme which supports “Better eating, better consuming”.

In 2018, we have already removed E120 Cochineal from yellow-orange icing, diphosphates from the Custard Blend, E220 from the Toffee sauces, and replaced gelatin with fruit pectins.

## 2019 - 2020 objectives

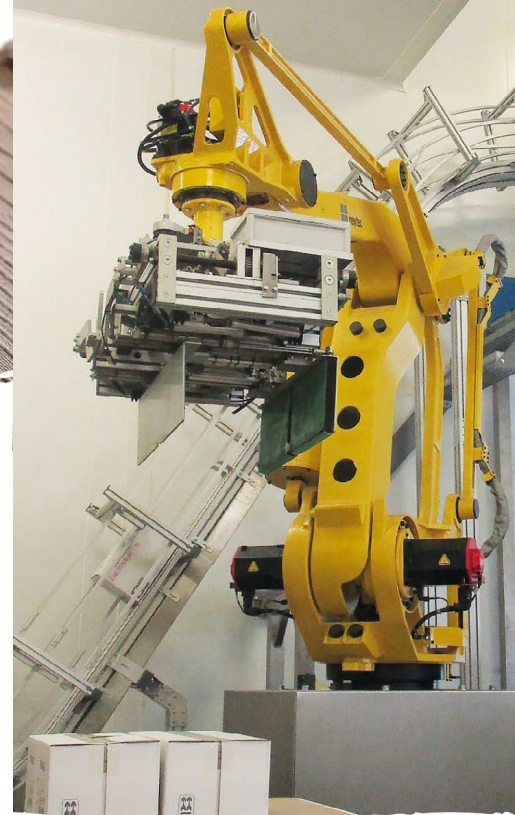
**+ 5%**  
very clean' cakes and desserts

**83%**  
of tonnage of products manufactured without controversial substances

**2 cherries per finished product**  
(out of a maximum of 3):  
sustainable sourcing, local raw materials as much as possible, CSR-assessed suppliers.

● Sébastien ANDRÉ  
Purchasing Officer

“We work as much as possible with local producers, such as the Pamplie Dairy Cooperative in France. Milk is collected within a 30 km radius of the dairy. The proximity to the farmers ensures rapid collection and guarantees the total freshness of the milk, which will then be delivered to our production sites.”



## THE TOOL OF THE FUTURE

The innovations we are working on include factories that adapt to their ecosystems, production operators assisted in their tasks by robots or Cobots, a cake designer to create tailor-made desserts directly for our customers, the use of Digital and the transition to digital technology. These are being tested or are already up and running!

## 2019 - 2020 objectives

**13 COBOT projects** identified to work on

A strong and efficient **information system**

**A cake designer project** for direct dessert offers



## EMPLOYER BRAND

The aim of our Employer Brand strategy is to retain employees and attract talent. On each site, we support the development of professional careers, encouraging two-way communication and a healthy company environment. We are committed to applying and enforcing the principles of our ethical charter in terms of non-discrimination, respect for human rights, and protection of employee health and safety. Our commitments and values are promoted within the company on social networks and on our website.

## 2019 - 2020 objectives

Participate in **8 job fairs - schools** in the regions where our factories are located.

Deploy:  
**- a standard partnership per site**  
- the Job and Career Management Plan to balance Human Resources and needs.

**Communicate** on social networks and our website.



## ENVIRONMENT

Mademoiselle Desserts is committed to reducing its environmental impact by lowering its energy consumption and greenhouse gas emissions, continuing to reduce material losses, sort waste efficiently and recover waste, and by cutting down on non-recoverable plastic packaging.



## 2019 - 2020 objectives

### Energy

Launch of **GREEN:** Energy Network Group - reduction of energy consumption

### Waste

**74%**  
Valorisation rate  
Continue to apply the 3Rs rule: Reduce, Recycle, Reuse waste at each site.

### Plastic packaging

Aim to eliminate black plastic packaging, introduce FSC-certified “responsible sourcing” cardboard packaging, train employees in eco design.

# Offering Sustainable products and services

## Understanding the market

Always striving to meet consumers expectations as closely as possible, we keep an eye on all trends, making no compromises when it comes to the quality of our products.



### Vegan and Vegetarian

The growing trend of vegan products is now well established. Our famous Red Velvet made in Maidenhead is now available in vegan AND vegetarian versions. For example, Carmine red pigment, which is derived from cochineal extract, has been replaced by beetroot and red pepper juice.

We are also developing vegan products at our Corby site. Key ingredients for a vegan cheesecake, for example, are coconut milk, corn or potato starch, carob seed, cocoa butter, guar gum and vegetable fibre. All our production is highly organised to ensure that there is no risk of cross-contamination with other ingredients that are not present in vegan products.

### Our Oh Oui! range

"A moment of pleasure and passion in every dessert": this what our Oh Oui! range is all about.

In our products, quality comes first. We use simple recipes, developed in our manufacturing workshops, with our own teams and following our own processes. We manufacture everything from A to Z!

What's more, We have full transparency of the processes : we have created **VIDEOS AND TUTORIALS** available online to explain the manufacturing steps and the choice of ingredients.



Vegan Speculoos Cheesecake



### "Gluten-free"

has become a real consumer trend, especially in the English market. 10% of our turnover in England comes from gluten-free cakes and desserts. Rice, tapioca or potato flour replaces wheat flour.



### Organic products

are becoming more and more popular in the French market. This is a response to expectations of a future agricultural industry that is based on respect for the environment and animal welfare, while at the same time promoting employment and land development. An organic version of our famous flan is now available.





## Blending tradition and modernity, our revisited classics were very popular in 2018.

### Oh Oui! At the Sandwich and Snack show

Mademoiselle Desserts participated in the 2018 Sandwich show, with an original stand featuring its new brand "Oh Oui!". Each product range was presented in boxes equipped with screens and videos explaining how to make such desserts as gluten-free brownies, icing and even flans!

Mickael Roubeix, from the Research and Development department, hosted live "recipe workshops", letting everyone in on the secret to making sour lemon tarts and decadent cheesecakes!

It was also an opportunity to promote Mademoiselle Desserts' snack range with a sneak peek of its new cookie product.



### "Galette des rois"

2018 saw the return of the galette des rois with traditional frangipane, as well as the "simple" apple galette. Made with up to 50% apple and compote, mostly from French orchards, this dessert is all about the healthy eating trend.

We also partnered with one of our customers, participating in the creation of a giant cake, 2.4 metres in diameter, which was given out to delighted participants for free. We supplied the rolls of puff pastry, made with only flour, butter, water and a pinch of salt.

### Yule log season on the RENAISSON and BROONS sites!

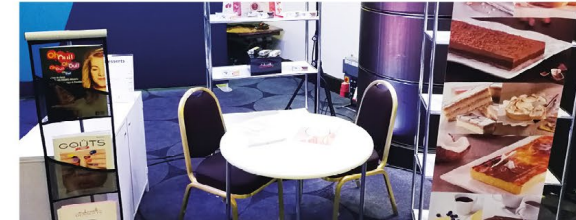
Traditional Yule logs are still an essential part of both French and English Christmas tables! Our Broons and Renaison sites are therefore carefully organising their manufacturing programs to meet the growing demands of our customers. In doing this, they are integrating our CLEAN M program by removing preservatives or vegetable oils replaced with 100% cream. The flavours that took pride of place in 2018 were the famous triple chocolate, the exotic coconut-pineapple and the delicate raspberry nougat!



## The most important international trade fairs have been an opportunity to showcase the excellence of our products and expertise.

### Mademoiselle Desserts at the PLMA:

#### ... Amsterdam



In May 2018, Mademoiselle Desserts participated in PLMA Amsterdam, an annual international event for professionals from the "Private Label World". This year, the stand was presented under a brand-new design by the Weert site's new marketing team. Nicole, Marteen and H el ene really captured the character of Mademoiselle Desserts and the spirit of the Oh Oui! range.



#### ... Chicago



Mademoiselle Desserts also participated in the American PLMA in Chicago in November 2018, a show that is also a benchmark for Private Labels. This was the perfect opportunity to demonstrate our expertise by targeting offers and products adapted to the American market: molten chocolate cake, mille-feuilles, mini/individual or and festive products.

Over the two days of the show, Steve, Export Director for France, and H el ene, in the Weert Sales Department, were able to meet buyers, developers and importers of major supermarkets across the Atlantic. A success that encouraged Mademoiselle Desserts to live the American dream!

### WABEL Summit in Paris

The 2018 WABEL meeting for buyer/supplier relations in Paris was very productive. No less than 28 meetings in 4 days with buyers of Fresh and Frozen products from Europe, Asia and South America. A great opportunity to showcase French expertise with our made-in-France Oh Oui! brand flan or lemon tartlet.

### Mademoiselle Desserts UK at the Restaurant Show

In October 2018, The Handmade Cake Company represented Mademoiselle Desserts for the first time at The Restaurant Show in London. Several hundred people, including owners of pubs, restaurants, hotels and caf es came to discover their new dessert menu. It seems that veganism is THE English trend for 2019: the opportunity to present the traditional and gourmet "big cake" and the new range of "traybakes", both available in a vegan version.



# Ensuring food safety

## Fight against Food fraud

The concepts of "Food fraud" and "Food defence" are now integrated into food safety and quality management systems. The aim is to identify the risks of vulnerability of raw materials throughout the supply chain.

A training session was therefore organised by Céline Couturier, Quality Manager of the Renaison site, with all the Quality Managers and the Purchasing team

In 2019, the raw materials assessment tool will be developed by integrating a Raw Material/Supplier coupled approach, the number of links between "the field and our factories" and the introduction of supplier certifications as one means of control. The objective is to create an effective and clear monitoring plan centred on suppliers and high-risk raw materials that responds to changes in IFS and BRC standards.

"At group level, this work is not only carried out in order to meet standards, but also to go beyond them, in order to anticipate the risk of fraud by identifying raw materials/suppliers likely to present risks for our products." says Vanessa Lebranchu, Quality Manager at the Broons site.



Allergen Deck

We have organised production schedules in order to minimise the risk of cross-contamination as much as possible. A procedure for cleaning equipment has been specifically created.

Finally, to ensure that the measures implemented are properly controlled, allergen detection through analyses is carried out several times a month on our finished products.

## Our quality standards

ARGENTON-SUR-CREUSE SITE

**Nathalie Berounsky**  
Head of Quality Management & Certifications

**"In 2018, we are proud to have received several certifications at the Argenton-sur-Creuse site.**

First of all, we are IFS recertified at a higher level. We also renewed the Origine France Garantie label, which proves our commitment to promote French materials as much as possible, thus facilitating the traceability of our products. The site is also ISO 50 001 certified for our energy management system and our commitment to Sustainable Development."



Céline Couturier



Vanessa Lebranchu



## Allergenic substances management ARGENTON-SUR-CREUSE

The subject of Allergens is one of the most significant developments in the new version of the IFS (International Food Standards) standard. The IFS states in Chapter 4.20.1 that "(...) control measures must be in place (...). Control measures must be checked."

A working group across the group's various sites has been created to work on this issue, particularly on the risk of cross-contamination. We have listed the allergenic ingredients that are stored in clearly identified yellow bins and procedures dedicated to their use in manufacturing have been put in place.

## RSPO certification

The Renaison site was certified RSPO in 2018. This certifies that the palm oil that has been produced, processed and used in the products meets the very specific requirements of the RSPO in terms of CSR and Sustainable Development, and that the volumes are traceable throughout the supply chain.

Our sites in England and Weert have also been certified for several years, with a mass balance section and another segregated section.



# Clean M



## At the BROONS site:

As part of our CLEAN M program, we have carried out a major project to replace oxide-based decorations with natural colourings, which will finish in 2019. We are also in the process of developing a way to substitute modified starches with native corn or wheat starch.

Only natural flavours and colourings are used in our new products. For example, we use *colouring ingredients* from fruit and vegetables: yellow carrot extracts for yellow, or radish and blackcurrant extracts for red and pink.



## At the RENAISSON site:

The recipes for Yule logs and mini Yule logs have all been reworked: modified starches have been replaced by native starches, colouring agents replaced by natural beetroot juice and gelatin replaced by fruit pectins. Whipped cream, made with vegetable cream and some emulsifiers, has been reformulated in favour of simple cream.



**Mathilde Hervier**  
Research and Development Project Manager

"Some work takes more time, and we work on it every day. This includes, for example, the removal of hydrogenated vegetable fats. We now use 100% milk fat in our recipes. We are replacing pork and beef gelatin with fruit pectin or other vegetable ingredients."



## NUTRI M at the TAUNTON site:

In the United Kingdom, the government is aiming for a 20% reduction in total sugar by 2020 as part of its efforts to fight obesity. Our customers are moving in the same direction by asking for less sugar in their cakes and desserts.

The Research and Development teams are therefore working to develop products that are lower in sugar. For example, we have developed an apple crumble with 54% less sugar and a lemon sponge pudding that has 58% less sugar but is just as delicious. We have added chicory fibre.



# Maintaining the production tool

## D-WAY, industrial excellence

## D-WAY

In place since 2016, the D-WAY standard gives operational team managers the vision of industrial excellence made in Mademoiselle Desserts. It makes it possible to identify areas for improvement through the standardisation of good practices and the continuous improvement process.

It is an essential part of the group's strategy and beliefs: teams and working methods aim for operational excellence and are a way of distinguishing itself from the competition.

In 2018, the standard was applied to all French sites. There are plans to extend it to sites that have just joined the group and to work on adapting the standard to English and Dutch sites. Work on indicators related to CSR issues such as the addition of energy/gas consumption and waste recovery are also being implemented.

The D-WAY rating of the Valade site increased from 55% to 62% according to the rating criteria. This was a substantial increase.



### Innovating the Puddings line in CORBY

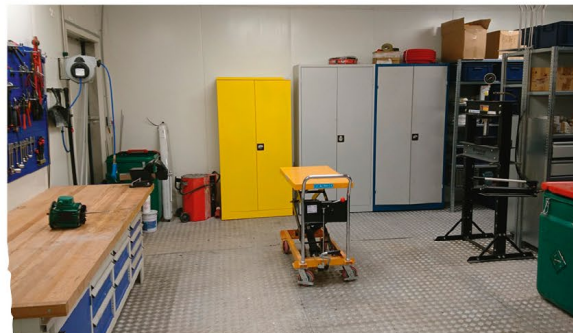
4,364,760 puddings and crumbles were made in Corby in 2018, including the famous, unbeatable Sticky Toffee Pudding.

All the teams have been trained on this new line, including operators and maintenance for equipment adjustment, cleaning teams and the quality team.

### Intervening in advance more often and developing a preventive rather than curative maintenance plan is a major issue.

Companies can no longer neglect the maintenance of their production equipment.

It is therefore necessary to provide the means to work in good conditions, in clean and functional maintenance workshops.



Saint Renan maintenance workshop



In Saint Renan, a brand-new workshop has been built in the heart of the factory, making interventions much easier and faster. With this organisation, we have also solved the «isolated worker» problem, as the former premises were previously outside the factory. The technicians now have better comfort, heating, lighting and storage.

## VALADE SITE

Yannick Joseph  
Method Manager

### “What exactly is industrial excellence at Mademoiselle Desserts?”

The D-WAY standard we have built answers this question. It makes it possible to translate something that is quite conceptual into a set of concrete criteria.

In conducting the D-WAY diagnoses, we were able to see that all Managers quickly adopted this vision and are working to make it happen it through their performance management. Conducting the diagnoses is an exciting time of year for me. I particularly enjoy creating these moments outside of everyday life; good moments for reflection and for sharing ideas on improvement issues.

In my opinion, D-WAY is a key tool for the continuous improvement of each site within the Mademoiselle Desserts group. Our challenge today is to expand and improve it so that it generates inter-site exchanges and collective learning.”



# Collaborative robots introduced to production lines!

In order to improve efficiency and work methods, collaborative robots or cobots are being introduced at several production sites. These robots can share the operators' workspace in order to avoid painful, repetitive and/or repetitive strain injury (RSIs). Such as packaging and loading products or removing them from their moulds.

One of their main advantages is safety: they are limited in strength and speed so that they can be integrated into the production environment without the need for casing.

A light curtain is generated by a detection system, slowing down the speed of execution as an operator approaches, as well as an immediate stop of the machine at the slightest physical contact. Programming is very simple and does not require any special training.



## VALADE SITE

Yann Sauvaget  
Industrial Project Engineer

“In the short term, we are testing the flexibility of the cobots on different workstations, their familiarisation, but we pay particular attention to the training of operators working with robots usually isolated in cages, without actually sharing a workstation. The aim is to extend this type of device to the different production sites.”



## THENON Flan production

In 2018, the flan production line was improved in Thenon. The site, built in 2017, uses local flour, lots of fresh milk, butter and sugar to make raw and cooked flans.

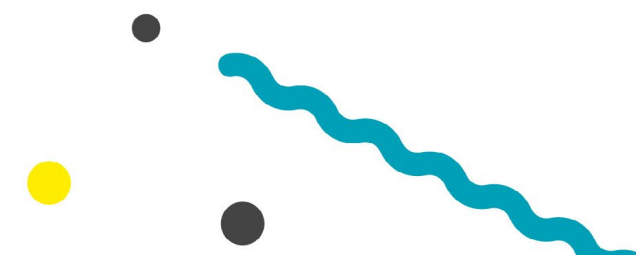
Training employees throughout the production chain was a key factor in achieving good results.



### Lighting optimisation

At the Taunton, Maidenhead and Broons sites, we renovated the least energy-efficient lighting in the buildings and some offices, replacing it with LEDs.

A significant investment to optimise energy consumption and improve working conditions for employees.



3

# Be a responsible economic actor



Respecting human rights and the labour code, respecting the principles of the ILO, communicating transparently with employees and putting quality of work life at the heart of our current concerns: this creates a successful, lasting business through the human relationships that are essential to our organisation.

Whether it concerns our own commitments, or compliance with SEDEX standards or our customers' standards, we implement good social and ethical practices on a daily basis, both internally and with our suppliers. We support a set of fundamental values relating to human rights, labour rights, the environment and the fight against corruption.

### Signatory to the UK Modern Slavery Act

The group's companies based in England have drawn up and are committed to their declaration of compliance with the UK Modern Slavery Act. The group ensures that subcontractors and all entities in the supply chain are not involved in practices linked to modern slavery, including child slavery and human trafficking. This declaration is also available on our website.



### Biometrics in England

A new time and attendance management system has been implemented in Maidenhead's bakery. Swipe cards have been replaced by a biometric system that scans fingerprints. This also improves safety in case of emergency and evacuation.

This system will be used by the Human Resources department and will allow direct transfer of input and output data, allowing managers to approve timesheets on a daily basis, thus reducing payroll errors.

### Our ethical charter

We have put in place the 10 principles of our Ethics Charter for all employees to ensure continuous improvement in quality of work life through concrete commitments that go both ways.

**Mademoiselle DESSERTS**  
IN LOVE WITH PATISSERIE

**ETHICAL CHARTER**  
Our ethics are based on principles for behaviour and action which are both observed and enforced by all managers and employees.

- RESPECT FOR FUNDAMENTAL HUMAN RIGHTS**  
All employees must contribute towards the group's commitment to upholding basic human rights. Specifically, employees must commit to never using child labour, never using any form of forced labour, and permitting freedom of association and representation. All employees must ensure that their rights are respected across their area of responsibility, and ensure that all partners and suppliers do the same. Some factories of the group are members of SEDEX, a non-profit making with a specific vocation to promote ethical practices in the worldwide supply chain.
- ANTI-DISCRIMINATION AND RESPECT FOR PRIVACY**  
All employees must be committed to avoiding discrimination based on age, sex, country of birth, family situation, sexual orientation, appearance or religious or cultural customs, genetic characteristics, ethnicity, religion, race, physical appearance, disability, state of health, pregnancy, political opinions, religious beliefs, and trade union activity. All employees must treat the members of their team, other group employees, and all others with whom they have professional relations with respect and politeness. Employees should not divulge any information about another employee's private life, whether this information was obtained by chance or through professional activity. Managers must respect the balance between the professional and private lives of their colleagues. The group will not tolerate any form of bullying or sexual harassment and strictly forbids any behaviour designed to create an intimidating, hostile or offensive working environment.
- WORKING CONDITIONS AND HEALTH AND SAFETY**  
All employees must know, obey, and encourage others to obey relevant regulations, in line with the group's health and safety policy. Employees must pay particular attention to the working conditions and wellbeing of all those on the group's sites. Management should be guided by the following:
- ENVIRONMENTAL PROTECTION**  
All employees are committed to carrying out their professional duties in a way which contributes to the company's environmental goals. Group Entreprise des Desserts protects the environment by reducing waste, collecting a strict waste separation policy, optimising energy consumption etc. Our sites have also carried out a "greenhouse effect" audit.
- LEGAL COMPLIANCE**  
The group rigorously complies with and ensures compliance with all laws and regulations, in particular regarding intellectual property, employment rights, safety, health and environmental protection. All employees must follow both the law and their own internal policy.
- CONFLICT OF INTEREST**  
All employees must ensure that their relationships with group stakeholders are carried out with integrity, honesty and fairness. When dealing with a client, supplier or other third party, employees must make decisions based on objective criteria serving only the interests of the group. All forms of active and passive corruption are forbidden. No employee may directly or indirectly give privileges to a third party, whatever their nature and by whatever means. In order to satisfy, whatever their nature and by whatever means, no employee should be guided by the following:
- RELATIONSHIPS WITH STAKEHOLDERS**  
Employees must aim to uphold contractual agreements between the group and its clients. Employees may not divulge outside the group confidential information which they have obtained either in the course of their duties or inadvertently through their involvement with the group. Nor may employees share confidential information with other group employees who have not been authorised to receive it. All employees are obliged to maintain the group's reputation and image by refraining from spreading rumours or by making false statements.
- USE OF COMPANY PROPERTY**  
All employees are responsible for proper use of company goods and resources. Employees must take all possible measures to avoid damage, theft or destruction of inappropriate use. Employees must not modify the settings of any IT equipment, either by adding or removing components or by installing external or unauthorised software.
- LISTENING AND DIALOGUE**  
All employees must ensure that they maintain courteous relationships with their business partners. The group maintains accountable and high-quality communication channels between employees, between representing staff, and other stakeholders. Managers undertake to maintain a two-way flow of communication with their teams, and to take their feedback into account.
- PROFESSIONAL COMMITMENT**  
All employees must take pride in their work by establishing an atmosphere of trust and close collaboration between colleagues. No discrimination, offensive or belittling behaviour should be tolerated. All employees must be committed to carrying out work of the highest standard by respecting relevant hygiene and food safety regulations within the group.

"We have found Handmade Cake Co to be imaginative in their approach to NPD with a real passion for good quality finished product which meets their exacting standards as a business."

Fairway, wholesaler in England.




"Each employee treats the members of their team, other employees of the group, and in general, any person with whom they have a professional relationship with respect and politeness."

# An attractive employer brand

In 2018, Mademoiselle Desserts participated in several events that allowed students and their teachers to discover the interest of our professions and our professional environment, as well as great career opportunities.

Promoting and enhancing the value of professions with few vocations today is part of the actions carried out by our teams throughout the year to anticipate training and recruitment issues.



**CGENIAL: teachers in companies**

New success for the second "Teachers in companies" operation at the Valade and Broons sites, in partnership with the CGénial Foundation: the Broons site in particular welcomed a group of eight teachers from different backgrounds to learn about our activities, our professions and our industrial environment. On the agenda: presentation and tour of the company, discussions with the site's different employees (Plant Manager, Production Manager, HR Manager) and of course, a tasting of our desserts!



**RENAISON: the site celebrated its 10<sup>th</sup> anniversary**

In June, the 10<sup>th</sup> anniversary of the reconstruction of the Renaison plant was celebrated in the festive, summer atmosphere. We organised an open house to introduce employees' families to the company, who were able to taste - and enjoy! - the cakes and desserts made on site. It was also an opportunity to award long-service medals to 13 people who had spent between 20 and 42 years in the company.



**VALADE: Professional Qualification Certificates celebrated**

Several employees of Mademoiselle Desserts Valade gracefully celebrated receiving their Professional Qualification Certificate, a testament to their proficiency in industrial cleaning, during a day of sharing in the Dordogne. They were congratulated by the Jury for their level and involvement, in the presence of Ms Ginestet, Joint Commission for Collective Training representative for local and national authorities and companies.

**Mademoiselle Desserts takes action in Brittany...**

The Human Resources team at the Broons site participated in the 18<sup>th</sup> edition of the Agrocampus Ouest Job Fair, in Rennes. Their mission was to promote careers at Mademoiselle Desserts to engineering students in the agri-food industry.

Quentin Mottier, Human Resources Manager for the Broons and Saint Renan sites, also participated in the Business Fair at the École Nationale Supérieure d'Ingénieurs de Bretagne Sud (ENSIBS) in Lorient. Students in industrial engineering and mechatronics were able to find out about career opportunities at Mademoiselle Desserts.



Renaison site team.



**... and in the Centre-Val de Loire Region**

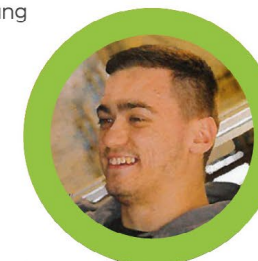
The Argenton-sur-Creuse site's Human Resources department has participated in numerous events dedicated to recruitment and training. From quick job interviews with Pôle Emploi, Wizbii and Crédit Agricole, to the CV and interview workshop at the Lycée professionnel de Châteauneuf, to the "2000 jobs, 2000 smiles" exhibition and the presentation of HR professions at the Centre campus.



**Industrial maintenance: a business of the future**

In September 2018, Mademoiselle Desserts Valade initiated the third meeting of the Industrial Maintenance exchange club, based on the following observation: "Maintenance: a profession under pressure". The club's aim is to put the CFAI Aquitaine training centre in contact with the region's industrial players in order to respond to the training and recruitment problems in this profession.

Catherine QUEYROI (CFAI Aquitaine) had the opportunity to present the book "Talents d'apprentis", written by Christine RIBEYREIX, in which we find the account of Jonathan EME, a young talent trained by Mademoiselle Desserts, in the Professional Baccalaureate (Distinction) and Maintenance Advanced Vocational Training Certificate. Jonathan EME passionately recounts his professional career, his training in industrial maintenance within the group and his vision of a profession in need of human resources.



**VALADE SITE**

**Jonathan Eme,**  
*Industrial maintenance apprentice*

**"Maintenance is much more than just failure management. Focused on prevention, maintenance technicians also work on projects to improve the productivity and ergonomics of the machine. They are also there to resolve malfunctions or problems of misuse, in consultation with the production and safety departments. Maintenance is a versatile profession and requires mechanical skills to control the machine's operation, as well as electrical, hydraulic and pneumatic skills. All in all, it is a fulfilling profession in which logic and curiosity are essential, as well as spatial vision."**



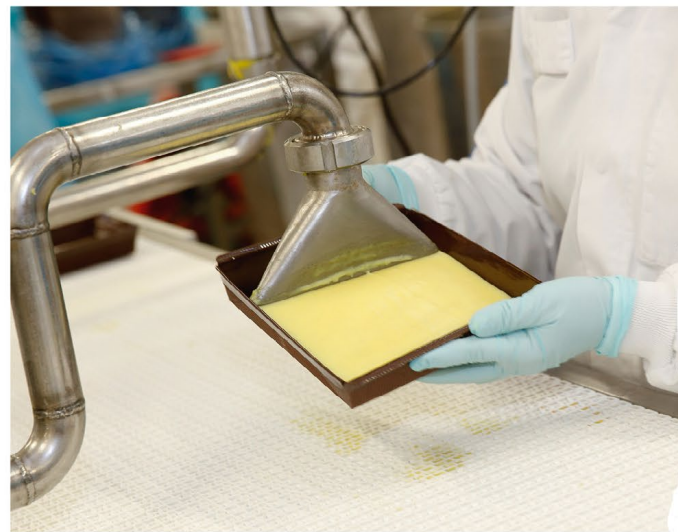
**OHSAS 18001: Occupational health and safety certification**

The Valade site has been OHSAS 18001 certified since 2012. The follow-up audit revealed once again this year a strong knowledge and respect of safety regulations among all employees, as well as people working on an interim basis.

2019 will be marked by a pre-audit to prepare the transition from OHSAS to ISO 45001 certification. This is part of our continuous improvement approach to health and safety.

In addition, two major projects have just been launched to increase productivity and improve working conditions. The "Big 3" project for the redesign of the lamination manufacturing area began with a phase of expansion and reorganisation of production lines in the historic heart of the plant.

As for the "Big Bag" project, this will make it possible to eliminate manual sieving operations. Optimisations are under way for a simplified transfer of certain ingredients during production, for example creams in production.



**Responsible Business**

All our sites in England, as well as two French sites exporting across the Channel, are members of the "SEDEX" collaborative platform, on which we inform our customers in complete transparency about our performances in labour law, health and safety, the environment and business ethics. Many of our customers are aware of the SMETA assessment framework and ask us to share our data on our responsible practices.

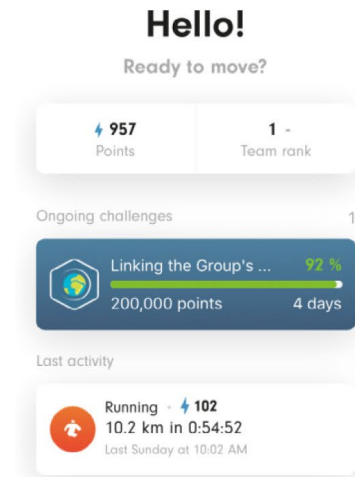
They use it as the global standard to ensure that their products are manufactured in factories with responsible and ethical practices. This is a real indicator of a company's "good management" and guarantees the protection of private labels.



**Physical activity and health**

We are always mindful of the health benefits of regular physical activity.

With this in mind, Mademoiselle Desserts invites all its employees to participate in the "United Heroes" corporate challenge. This is a collaborative platform whose objective is to bring people together and improve well-being.



Everyone can participate by connecting their watch or smartphone. We highlight efforts and organise challenges to raise funds for charities, such as CAMI Sport & Cancer in France or Prostate Cancer UK.

**Warm-up exercise workshop on BROONS and VALADE**



The Broons and Valade sites are implementing the approach of learning muscle awakening techniques and applying the principles of physical safety. Led internally by trained tutors, the sessions offer a variation of warm-ups and are based on production movements, creating a friendly dynamic.

Some people already reported a decrease in the pain experienced as a result of these movements. A great initiative for the well-being of our employees.



Warm-up exercise workshop



Sedex audit report images from the Valade production site



In Renaison, a team was formed to participate in the "Tout Roanne court" run - well done and thanks to them!



**Reduction of energy consumption in VALADE...**

In 2018, the Maintenance team launched an initiative to reduce energy consumption. A major project, allowing the recovery of heat generated by the machines powering the refrigeration equipment in the factory, was implemented at the end of the year.

Through the temperature monitoring and control system, the team found that the machine room was creating unused excess heat. The continuous operation of these facilities is necessary to supply cooling to freezers, refrigerators and the air conditioning system of production areas.

This heat is connected to the operation of the machines, generating a heat exchange that is now recycled internally. It is now mainly used to heat water up to 60°C, collected in a 75 m3 tank.

Located in a strategic location, this tank meets 100% of the hot water needs of the cleaning teams every week and also supplies the production areas and evaporative condensers. Finally, the heat recovery system regulates the temperature and optimises the unit heaters installed in the factory's attic space.

According to our estimates, this system will save around 950,000 kWh of gas per year and 864,000 kWh of electricity per year.



Heat recovery system



**... and in MAIDENHEAD Optimisation of cooling systems**

We have expanded the freezer in the manufacturing area and, for the first time, have invested in a CO2 cooling system. This cooling fluid, which is less harmful to the environment than HCFC-type fluids, is also less dangerous than ammonia or hydrocarbons.



Freezer

**Energy Efficiency Certificates in France**

In order to fight global warming, reduce our greenhouse gas emissions and control our energy consumption, we aim to use technologies that are recognised and eligible for Energy Efficiency Certificates.

This system actually encourages companies to take action for environmental protection. Some of the actions we have implemented, such as our heat recovery project, allow us to benefit from it.

The validation of Energy Efficiency Certificates limits technical investment costs by using ergonomic and innovative systems. The amount of the investment is essentially equivalent to the number of Certificates.



Heat recovery tower

**Our waste is a resource**

In 2018, the group processed 7,600 tonnes of waste, cardboard, plastics, food, etc. Most of the waste is sorted and 74% is recycled thanks to the procedures in place in our factories.

We follow the famous "3 Rs rule" to the best of our ability: Reduce, Recycle, Reuse. Our Research and Development teams are increasingly aware of the development of new products that generate less food waste, for example,



by optimising the cutting and recycling of materials. Monitoring production losses is a key management indicator.

Waste, on the other hand, is processed by different methods. For example, food waste is either intended for animal feed or transformed into Biogas through bio-gasification stations.

In both France and England, our waste management teams work closely with service providers, who also provide training to improve sorting and recycling and ensure optimal communication.

We continue our efforts every day to reduce the quantities of waste generated and to turn the remaining waste into real resources with the aim of creating a circular economy.

**Towards responsible packaging**

Most of our fragile cakes and desserts are delivered to consumers in plastic packaging with a black base and a transparent lid. Under our responsible purchasing charter, it is important to us to ensure that our packaging is recyclable.

Black plastic bases, which are poorly identified by sorting centres, can be disruptive materials (carbon black dye). As for PVC packaging (containing chlorine), this will be completely eliminated by 2020.

However, the issues around this matter are sometimes more complex than they appear. The conservation of our products, their presentation in stores or their protection during transport are constraints that counter the aim to reduce the quantity of plastic.

This is why, in 2019, Mademoiselle Desserts has committed to an eco-design approach. As a first step, the Group has introduced a "Choose my packaging" training module for project managers and will soon offer a second "Eco design" module.

In the longer term, by 2022, all teams will have been trained to systematise these good practices into all new product developments.



**Éléonore Delattre**  
Purchaser and Packaging Manager

"In my job as a packaging developer, we are often torn between different choices. Packaging design requires providing the most protective container, whether flexible or rigid, at the best price, with recyclable materials as much as possible. In 2018, I was recruited to initiate the "Packaging" roadmap. Where do we stand today? Sorting instructions are systematically indicated on consumer packaging, cartons are 100% made of recycled fibres and flow packs are made of mono-materials. In 2019, Mademoiselle Desserts aims to sign the National Plastic Packaging Pact, and to do so, they want to create their first Responsible Packaging Charter: no more PVC, carbon black in thermoforms, with FSC-certified cardboard boxes and a reduction in film thickness."

4

# Uniting and committing to the company



Every day, the group's co-workers produce products with ingredients selected to make pastries that combine pleasure and responsibility.

## Responsible Purchasing



As part of our Clean M program, we aim to purchase raw materials that are produced in a responsible and sustainable way. Our main challenges are currently finding local raw materials and a sustainable and committed source such as the global G.A.P or the charter for good agricultural practices. Our third challenge is to work only with suppliers that have been assessed according to the criteria of Social Responsibility, in line with the ISO 26000 standard or the 2030 agenda of the UN through the Sustainable Development Goals (SDG).

The main raw materials used to produce our cakes and desserts are flour, eggs, milk, vegetable and animal fats, chocolate, sugar and fruit. We are particularly careful when purchasing our materials. We work closely with committed suppliers within the industries. We support good agricultural practices and respect for animal welfare, which we believe leads to better product quality.



For example, the UK's Maidenhead site already uses 100% free range eggs. In line with our customers' commitments and in collaboration with our suppliers, we are committed to sourcing 100% of eggs from non-caged hens for all egg products by 2022 - 2025. 17% of the egg products used in the group came from alternative farms in 2018, compared to 15% in 2017.

As for dairy products, the majority of milk supplies for France come from Charente. Our suppliers comply with the standards recognised by the national bovine federation and the national federation of milk producers. In the Netherlands, our suppliers have outlined their own commitments: setting up partnerships with farmers, combating greenhouse gases, respecting animal welfare, etc. The majority of milk suppliers in the United Kingdom are BRC certified and are members of SEDEX.



The group also supplies several tonnes of wheat flour each year. We buy flour from local wheat grown less than 250 km from our production sites. All our sweet pastry made on our site in the Dordogne uses wheat from the Périgord.

We source our chocolate from suppliers committed to corporate responsibility, who are committed to providing quality cocoa, dealing with climate change and bringing together a sustainable and profitable production model for producers. For example, 15% of our supplies are currently UTZ certified.

**80 suppliers** are committed to CSR criteria and action plans are in progress.



**Cyril Gargot**  
Quality, safety and environment manager of the Surgères site  
Grands Moulins de Paris

"Wheat is a living material that is very sensitive to changes in climate, so we work hand in hand with our customers to look for the batches and varieties best suited to each industrial line. Located near the Mademoiselle Desserts Valade site, we have a historical partnership based on care, competence and shared environmental values."



# In 2018...



### Our partnerships with local charities and young people... in Brittany

Our factories in the countryside are a well-established part of the region. The group has implemented an active sponsorship approach with local sports and cultural charities to which our employees or their families belong. Close to Broons, the Ploufragan U15 Girls' Basketball team did a great job of representing the group in 2018.

**“The Bretons finished 2<sup>nd</sup> in the Elite Regional Championship. They won the Montfort-sur-Meu tournament in the Elite League against l’Avenir de Rennes, and at the beginning of July they finished third in the Barcelona international tournament.”**

says Cécile Cardin, Research and Development assistant at our Broons site and the team’s number one supporter!

The girls even came to visit the site and enjoyed Mademoiselle Desserts’ desserts. Wearing a hair net, a mask and a smock was a first for them!



### Wink wink!

At the beginning of the year, the France Bleu Périgord radio show “Suivez le guide” was recorded at Mademoiselle Desserts in Thenon. A great opportunity to talk about the group, its local roots and the launch of our Oh Oui! brand. The teams had a lot of fun there!



### Avoid food waste, support charities and help provide for vulnerable people



The group regularly supports charities and food banks by donating unsold cakes and desserts. In Brittany and Dordogne, the equivalent of €135,000 worth of pastries was donated to several food banks in 2018.

**“The 80 volunteers, 3 employees and 60 partner charities of Rennes Food Bank, thank the employees of Broons Mademoiselle Desserts, in particular Sabrina, for the donations they have made over the years, which help to give a little more enjoyment to those who rely on food banks.”**

**● Claude Robert**  
Logistics and Warehouse Manager,  
Brittany Food Bank dispatcher.



### ... and in Yvelines.

With our Oh Oui! brand, we sponsored a mini-basketball tournament in March. Olivier Rudet, our Sales Manager for France, had a stand on site and distributed t-shirts for the referees and brownie bars made in Maidenhead for all the children. The French Basketball Federation and the young participants were delighted with this partnership.



### Our participation in the employment and work-study meetings in Périgueux

These meetings are an opportunity to develop our Employer Brand and to present the professional opportunities we offer as a key local player.

This exhibition provided an opportunity to meet candidates, particularly for production and maintenance jobs, and to talk to many local participants, including the Prefect and Mayor of Périgueux. We have also requested to create a partnership with Le Grand Périgueux for the development of our employer brand, or even for geographical mobility aid.

Aurélié Ezra, Human Resources Manager, and Anne l’Honoré, Production Manager, represented the Mademoiselle Desserts group at this Périgueux Fair in May 2018.



### Mademoiselle Desserts is committed to its customers



Frank Coughlan, Managing Director of BaxterStorey's prestigious British Airways Lounges contract, was selected by his company to participate in the 2018 annual Springboard trek in Vietnam, for which he aimed to raise £3,500. Springboard Vietnam Trek is a five-day long-distance hike across northern Vietnam to raise funds for a school in the poor province of Ham Yen. Mademoiselle Desserts in Maidenhead participated by donating money to this heart-warming act.



### Charging stations for electric cars in VALADE

Dordogne Departmental Energy Union SDE 24 [Syndicat Départemental d’Énergie de Dordogne], has already installed 148 charging stations for electric vehicles (ECS) in public sites in 113 municipalities in the department. The union is now installing these on private sites and Mademoiselle Desserts was the first company to sign an agreement on February 6, 2018. The stations will be intended mainly for employees and visitors to the company.



### Mademoiselle Desserts is committed to the training of young people in Togo

Our computer equipment is being given a second life in Togo, through a foundation that aims to develop youth education. The refurbished devices are then installed in schools. Through this same foundation, we are also contributing to the construction of a facility in Aklakou, which began work in summer 2018, and will soon serve as a training centre.



# 2018 CSR Indicators

## INDICATORS

1

### CSR AT THE HEART OF GOVERNANCE

Turnover.

Number of new sites integrated.

Member of the Global Compact.

Contribution to Sustainable Development Goals.

Employer brand and strengthened communication.

2

### PROVIDE SUSTAINABLE PRODUCTS AND SERVICES

Our CLEAN M - NUTRI M program.

New labels.

Amount of investments €m.

IFS and/or BRC-certified sites.

Number of RSPO-certified sites.

3

### BEING A RESPONSIBLE ECONOMIC PLAYER

Safety frequency rate.

Number of training hours.

Proportion of employees who have received at least one training course.

Gender equality.

Energy Consumption - Gas (kWh/tonne manufactured).

Energy Consumption - Electricity (kWh/ tonne manufactured).

Water consumption (m<sup>3</sup>/tonne manufactured).

Amount of waste recovered.

4

### UNITING AND COMMITTING TO THE COMPANY

Proportion of supplier turnover with a CSR assessment.

Amount of cakes and desserts donated to charities.

Number of charities supported.

## 2018 DATA

€325m

3

Since 2014.

10 SDGs from the UN Agenda 2030.

Since January 2018.

100%

2

6

100%

6

31.25

8509

45%

47%

299

754

3.38

74%

47%

€220,000

274

## NOTES

2018 growth rate = 32%.

Integration of Pâtisserie Michel Kremer and Délices des 7 Vallées.

Report on annual progress. Member of the Advanced Global Compact in France, member of the France and UK offices. 2019 objective: integrate the NL office.

<https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Development of a new website, presence on social media.

All sites are part of our CLEAN M program.

Organic, Vegan.

Infrastructure maintenance, Safety, Energy.

Integration of the notions of "Food Fraud".

Areas: 2 in France, 3 in UK, 1 in NL.

Areas: 8 sites in France, 3 in UK, 1 in NL.

Areas:  
6 sites in France,  
3 in UK,  
1 in Netherlands.

Areas: 5 sites in France, 3 in UK, 1 in NL ; In 2017 : 20%.

Areas: 6 sites in France, 3 in UK, 1 in NL.

Areas: 6 sites in France, 3 in UK, 1 in NL.



CORPORATE SOCIAL RESPONSIBILITY REPORT  
**2018**

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*mademoiselle*  
**DESSERTS**

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