



CORPORATE SOCIAL RESPONSIBILITY REPORT

Captain Decarb  
2023

Mademoiselle  
DESSERTS

▪ IN LOVE WITH PATISSERIE ▪



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2023 CSR indicators

This 14th report demonstrates our desire to communicate in complete transparency on our CSR issues and actions carried out in favor of the Environment and Society. Since 2014, Mademoiselle Desserts has been committed to the United Nations Global Compact, respects its principles and integrates the Sustainable Development Goals by contributing to 11 of them.



### SUSTAINABLE DEVELOPMENT GOALS



## EDITORIAL

Didier Boudy  
CEO



### Mademoiselle Desserts expanded in 2023. So another factory in Belgium?

In June 2023, we took on the Patisserie and Ice Cream capabilities of the Belgian company Galana. Galana was founded in 1990 and manufactures frozen cakes, desserts and ice creams, with the chocolate fondant as its flagship product. The range also includes muffins, cheesecakes, mini tarts, and more. This site exports 75% of its production and boasts ultra-high-performance equipment and the highest quality standards. It was with great respect, pride and enthusiasm that we welcomed the Galana teams. We share common values and a daily commitment to customer satisfaction. This acquisition has not only enabled us to consolidate our presence in the Benelux region, but also opens up numerous opportunities for us in complementary formats and product ranges, both in our domestic markets and internationally, since Galana exports to 50 countries.

### Since October 2023, Mademoiselle Desserts has been a "Société à Mission". Can you tell us more?

After obtaining B Corp certification, Mademoiselle Desserts became a "Société à Mission", a role we're very proud of as it takes us a step further in our transition to a positive impact model. Becoming a mission-driven company is a conscious choice, and we are publicly committed to working for the common good through social and environmental objectives. So, we have updated our articles of association to reflect our raison d'être, "dedicated to baking the best cakes and desserts for everyone", and written our statutory objectives, which are then translated into operational objectives. The mission committee is made up of 5 people, and we aim to include more external stakeholders in 2024/2025.

### Are you continuing your commitment to the 2nd year of the BPI and Ademe Decarbonisation Accelerator?

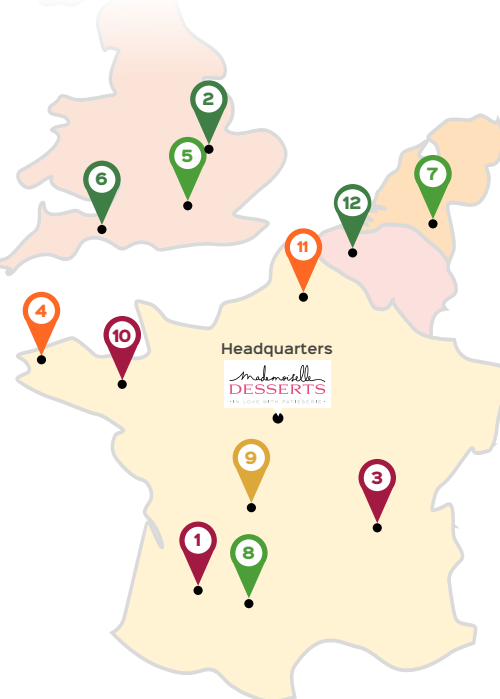
More than ever! In 2023, we were trained in climate issues and worked on the risks and opportunities for Mademoiselle Desserts. We are now in a position to clearly state our vision: "In the face of climate change and the biodiversity crisis, patisserie must reinvent itself if it is to keep its place on everyone's plate in 2050. With this in mind, Mademoiselle Desserts applies its creativity and resources to the search for cakes and desserts that are more plant-based, lower in sugar, more local and zero-deforestation by limiting the consumption and wastage of resources and the production of waste. Mademoiselle Desserts and its teams are committed to setting an example and passing on this know-how and these values to its customers, suppliers and future partners".

### A range of plant-based cakes and desserts, low GI products... What are your recent innovations?

We were already committed to our vegan offering in the UK, and we're confirming our desire to support more sustainable consumption with the integration of a whole range of plant-based cakes and desserts with the Dodo Cookie brand: biscuits, cranberry fingers, carrot cakes, etc. The aim is twofold: to convince those who have chosen a vegan lifestyle to indulge their sweet tooth, while at the same time offering consumers who haven't made that choice the chance to experience more sustainable cakes and desserts that are guaranteed to be just as delicious.

On the other hand, our low GI cakes and desserts are growing increasingly popular! They're 50% lower in sugar than the average on the market, with a glycaemic index below 25, and rich in fibre. For our Oh Oui! products, we've done away with refined flours, using chickpea flour, oat bran and chicory fibre. And now you can even find some of our cakes and desserts at PICARD!

# The main highlights from 2023



## 5 Maidenhead Berkshire

Achieving the ROSPA Awards are important for several reasons, we can be recognised for good work towards improving the Safety of workers, for Reputation boosts with workers, and for benchmarking against other companies. Most importantly: It demonstrates a dedication to employee well-being and sets a benchmark for safety excellence within the industry.



## 9 Argenton Indre

In 2023, the Argenton-sur-Creuse teams donated the equivalent of €380,000 worth of pastries to associations such as Restos du Coeur or the Telethon. These donations are part of the group's desire to always look for solutions to avoid food waste.



## 8 Thenon Dordogne

8 new First Aiders were trained in 2023. Their mission is to provide first aid and participate in the prevention of risks in the workplace. The protection of Health and Safety at work remains the No. 1 priority of the Mademoiselle Desserts group.



## 7 Weert Netherlands

The HR department has gone above and beyond in 2023 by organizing several supporting programs for employees. These initiatives aim to enhance the overall well-being of our valued staff members.

Recognizing the significance of physical health, we have also implemented a general fitness assessment program. This allows employees to assess their current fitness levels and receive personalized recommendations to improve their overall well-being.

## 1 Valade Dordogne

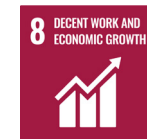
Make a giant galette des rois of 1.20 meters and 15 kg! It's possible thanks to the people of MD Valade! It was an opportunity to highlight the company's historical know-how: puff pastry, and to create a moment of exchange and conviviality between departments. To top it all off, several santons were hidden in the cake. The lucky winners were able to win prizes, such as vouchers in local shops near the Condat-sur-Trincou factory.



Zero hunger



Good health and well-being



Decent work and economic growth

## 3 Renaison Loire

Allowing an increase in line speed while reducing individual workload, such is the objective of the project to modify the hat removal stations in Les Tropéziennes. The teams worked particularly on the ergonomics of the line and its design.



## 10 Broons Côtes d'Armor

In 2023 the Broons site recruited 34 permanent employees. The professional equality index is 96/100, a very good score. This information has been reported on our new website.



## 4 Saint Renan Finistère

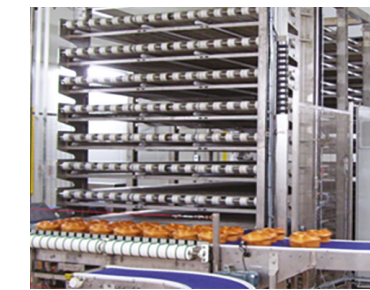
In order to reduce load carrying by production operators, automatic palletizing has been implemented on 3 lines. At the same time, scales for controlling the weight of the products were installed directly under the conveyors so boxes will no longer need to be carried to scales.



Industry, innovation and infrastructure

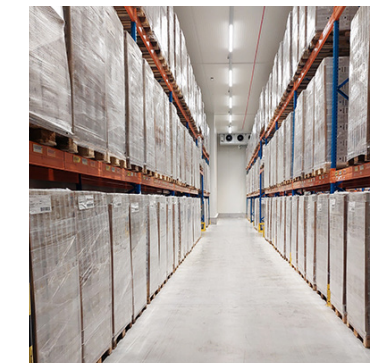
## 11 Tincques Pas de Calais

The mini beignet is the unmissable big winner of the year 2023 in Bakery Viennoiserie Pastry! It is the success of a traditional recipe that makes the mini beignet made in Tincques unique and incomparable. The latest investments and developments in production make it possible to maintain a high level of performance and quality.



## 12 Waregem Belgium

Reducing electricity consumption, 115 neon lights have been replaced in cold storage rooms for frozen pastries. Energy savings of 50% have been achieved.

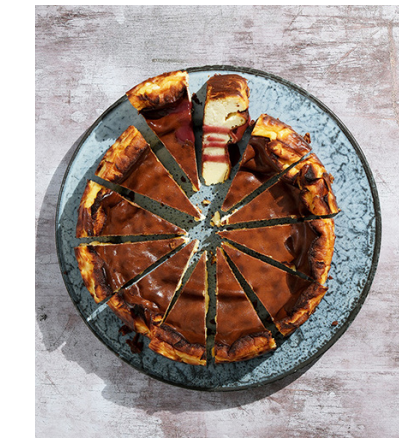


Climate action



## 6 Taunton Somerset

The Procurement team has been trained in Responsible Purchasing and the integration of environmental issues into purchasing decisions. This training integrated the specificities linked to the purchase of agricultural raw materials, the impacts on local communities, and on the environment.



## 2 Corby Northamptonshire

In order to properly control and reduce the site's energy consumption, compressed air leak detection was carried out. The entire compressed air system was revised, which made it possible to eliminate 6 tonnes of CO<sub>2</sub> equivalent.

1

# CSR at the heart of governance and our economic development



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

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

Contribution to:  
**11 SDGs**  
UN Agenda 2030

## Our stakeholders

### INTERNAL



#### 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.



#### Workforce

We update our workforce by internal communications and newsletters. Our ethical charter of conduct is displayed at our sites and is explained as part of new starters inductions. We also recognise the importance of employee well-being by promoting exercise and sporting activity.



#### Shareholders/Investors

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

### EXTERNAL



#### Customers and consumers

Offering healthier products that are just as tasty, while supporting consumers' healthy eating habits. We meet with our customers and consumers regularly to discuss our sustainable development targets and our latest innovations, which includes our own Oh Oui! brand.



#### Recruitment agencies

We work closely with our local agencies to recruit more effectively. Together, we create 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

Mademoiselle Desserts has access to investment grants, involvement in regional life with the water supply agency, local communities and authorities, ADEME and BPI through our participation in the "Accélérateur Décarbonation" programme.



#### Suppliers

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



#### 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 3D group with Coop de France, the ANAIS foundation in the Nouvelle Aquitaine region, and the Global Compact. The Group is also a member of the FFB (French Federation of Bakeries), ANIA, and the B Corp community.



### Mademoiselle Desserts, part of the team « Decarbonization acceleration »

How to decarbonize your product? Life Cycle Analysis, planetary boundaries, circularity: what are the differences? How does an LCA work, and what are its limits? How can ecodesign help me consider new Business Models?

So many questions to which Stéphane MOREL sheds light on promotion 2 of the Decarbonization Accelerator 2 of **BPI France** and **ADEME**, in conjunction with the ParisTech School of Mines, to go ever further in decarbonization. To transform yourself, you have to understand!

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

### Insider view

« Respect is one of the values of our company! Listening to other opinions, helping, and supporting each other is important. Our workplace will become a better environment to work in. Respect is also good for mental health as we feel valued and that we matter. That so, will be a pleasure to work for Mademoiselle Desserts instead of a place to just get money from. Coming to work happy will make our day easier. »

### Outsider view

« The foundations of any progressive supplier / customer relationship are trust and respect. Inevitably during commercial negotiations polarised opinions are often tabled but the respect of one another's position and the evidence which supports it usually lends itself to agreeing a mutually acceptable compromise from which future progress can commence. Our relationship with Mademoiselle Desserts is one of transparency, openness, and an ambition to improve the ways of working and this can only happen when both parties feel total confidence in, and act in accordance with, the values we share and the behaviours we witness. »

## #PASSION

### Insider view

« I have been working with Mademoiselle Desserts for one year and I am so grateful to be a part of this amazing team. It's a great team atmosphere with great people. My colleagues all are very helpful and have been much help throughout the year. Respect is one of the most important traits I have seen in the workplace because it creates a positive work culture for the team to accomplish goals together. Going beyond simply being polite, respect means treating all employees, clients, customers, and stakeholders with dignity and worth – no matter their background, position, or opinions. I have really enjoyed all the training I have done. It has been a pleasure to advance my career. Successful companies' biggest assets are their employees. Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and most of all, love of what you are doing or learning to do. I wish all the success for Mademoiselle Desserts I would like to thank my supervisor and colleagues for all the progress I have done. »

### Outsider view

« In the realm of corporate landscapes, where profit margins often overshadow societal obligations, Mademoiselle Desserts embodies the essence of CSR with an unparalleled passion that echoes throughout its operations. From an outside looking in, one of the most striking aspects of Mademoiselle Desserts CSR initiatives is their genuine alignment with their core values and business objectives. Instead of viewing CSR as a checkbox exercise or a marketing gimmick, they've integrated it seamlessly into their business. While many companies pay lip service to environmental stewardship, CSR remains integral to our meeting agendas and throughout discussions. Mademoiselle Desserts doesn't just preach about CSR; there's a sincere commitment to making a positive impact that's felt when you get the opportunity to visit the site and its people. »



**Kieran Cottrel**  
Production Supervisor,  
Taunton, UK



**Sarah Wiseman**  
Commercial Controller,  
Dairygold Food Ingredients



**Vinesh Zachariah**  
Purchasing Administrator,  
UK



**Rosie Kinvig**  
Commercial Account  
Manager, Meadow Foods.



**Gabin Auger**  
Marketing Project Manager,  
France.



**Les pépites  
de la Boulangerie  
2023 competition**



**Valérie Van Craeyveld**  
Quality Manager,  
Waregem



**Kim Tworke**  
Program leader  
« accélérateur at Bpifrance »

## #COMMITMENT

### Outsider view

« Mademoiselle Desserts is an active member of our second promotion of the Bpifrance / Ademe ACT Pas à Pas Decarbonization Accelerator. As a participant in the Transition, it is a strong and motivating signal to see a group like Mademoiselle Dessert have the ambition for change. The path to a viable and sustainable business model is long, complex but necessary. The management and teams have understood this well. Our program requires a real-time investment. By alternating training days between companies and internal work to structure decarbonization objectives, Mademoiselle Desserts is opening numerous ambitious projects. Bravo for this commitment, and thank you for showing us that the transition is possible! »

### Insider view

« For me, commitment means being driven to do better every day. I try to see comments from audits and inspections as a challenge. How can we best address these comments? How can we implement improvements in a structured way to ensure continuity? What is the best way to communicate new information to the shop floor and motivate operators to perform another inspection? How can we give operators the necessary training? All these questions help me in my daily focus to create a safe working environment for our employees and food-safe products for our customers. »

### Outsider view

« Our new puff pastry Escargot is the winner of the Pépites de la Boulangerie 2023 competition. This delicious recipe, which offers a subtle play of texture between a soft center and crispy puff pastry, won over the Jury made up of professionals and experts in the sector. Our product was identified among the innovative concepts in the BVP universe and even received the "Editor's Favorite"! These gourmet pastries respond to the food-to-go trend. »

## #DELIGHT

### Insider view

« At Mademoiselle, DELIGHT is demonstrated on a daily basis: it is a shared value, I believe, at all levels. We want to allow consumers of our products a moment of escape or sharing through the tasting of pastries and bring comfort to everyone's daily life. The kindness of the most experienced allowed me to be integrated, at the beginning of 2023, in the most delightful way. Here, the pleasure is to practice how to best satisfy all the stakeholders in our activity, with respect and good daily humor. »

OUR RAISON D'ÊTRE

DEDICATED TO BAKING THE BEST CAKES AND DESSERTS FOR EVERYONE

CONSUMPTION

PROCUREMENT



We pay particular attention to the raw materials and packaging we use, to guarantee the highest quality and respect for our values.

Raw materials

**Raw materials of plant origin:**  
flour, sugar, chocolate, etc.

**Raw materials of animal origin:**  
milk, cream, eggs, etc.

- Responsible sourcing, CSR supplier evaluation
- Support for initiatives (Rainforest Alliance, RSPO, Cocoa Horizon, Fair Trade)
- Reducing pesticides
- Buying locally whenever possible

- Responsible sourcing, CSR supplier evaluation
- Animal welfare
- Reducing greenhouse gas emissions
- Buying locally whenever possible

Other ingredients

Reducing and, if possible, eliminating controversial ingredients and additives

Packaging

Product eco-design, reducing the use of plastics



Manufacturing and Innovation

**74,000 tonnes** of cakes and desserts produced  
Share of sales generated by products less than 1 year old: **7%**

Energy consumption

Gas + Electricity  
**86,875,289 Kwh** consumed  
Water  
**3,15 m³** per tonne of product manufactured

Human

**2,009** employees  
**41** years old average age  
**48 %** women | **52 %** men  
Shared values in line with our ethical charter

Factory outputs

waste  
**78%** of waste recycled

Charity

The equivalent of **€ 1,011,575** worth of cakes and desserts and a total of **€1,028,175** donated to charity.  
**340** charities supported

Our dessert range is available in:

- Pastry bases
- Desserts
- Tarts
- Cheesecakes, Traybakes...

- Supermarkets
- Food service

Consumer brand



Including products certified as:

Vegan



Gluten free



Product specifications, often virtual, created with our customers.



MANUFACTURING



**7** SITES IN FRANCE

**3** SITES IN ENGLAND

**1** SITE IN THE NETHERLANDS

**1** SITE IN BELGIUM



DESTINATION SUSTAINABLE  
DESSERTS

## “Destination Sustainable Desserts”

has been the Group’s flagship project for several years now. It represents the company’s genuine commitment to:

- Sustainable economic growth
- Producing innovative, delicious, safe and healthy products
- Industrial excellence
- Promoting the health and safety of employees in the workplace
- An ambitious Innovation programme: Thinking outside the box
- Responsible raw material purchasing
- Sustainable use of packaging



### OUR CLEAN M, NUTRI M and PACK M Programmes

Through our Clean M and Nutri M programmes, we are determined to offer the very best in cakes and desserts by simplifying the list of ingredients, using high-quality, sustainable raw materials, and also by improving the nutritional content.



● **Bethan STRAWSON,**  
Buyer

« The Pack M programme focuses on actively working to reduce packaging waste and introduce more sustainable alternatives for inbound and outbound packaging lines. This programme underscores the company’s commitment to sustainability and proactive approach to addressing environmental challenges.

The team meets regularly to share ideas with an annual collaboration showcasing the year’s achievements and to set goals looking forward.

By reducing incoming plastic by 10 metric tons and outgoing plastic by 85 metric tons, Mademoiselle Desserts is not only cutting down on waste but also minimising its carbon footprint. »



#### Our objectives

#### Ingredients: +6% “Clean” cakes and desserts in 2023

In 2023, 50% of volumes were graded green according to our extremely demanding internal benchmark\* (-12% compared to 2022, due to a more demanding scoring base).

#### CSR: minimum 2 out of 3 “cherries” for all our products,

According to our internal benchmark\*



#### Carry out Life Cycle Assessment of the main products manufactured in each range.

\*Available on request



### THE TOOL OF THE FUTURE

The Group invested €15 million in 2023 to maintain and renovate its facilities and infrastructure and bring them into line with regulations. Respecting employee safety and reducing greenhouse gas emissions are among the Group’s investment priorities.

#### Our objectives

Continued **deployment of ERP** on French sites until 2025.

Launch of Arras **North Hub** for in-house storage and shipping of finished products.

Continuous improvement of production **lines to respond to market trends**: mini-doughnuts, export, gluten-free, vegan, our new brands, etc.

### THE EMPLOYER BRAND

In 2023, Mademoiselle Desserts was named “Best Employer” in the food industry by the monthly magazine Capital and the Satista survey. The survey measures French employees’ satisfaction with their employer. The cornerstone of our HR policy is employee health and safety. The latest QWL survey (December 2022) revealed that Commitment is the most representative of our 4 corporate values.

#### Our objectives

**Promote the personal development** of all employees.

**Make social dialogue more fluid.**

**Promote diversity and disability.**

**Support change** by responding to requirements in the field.

### THE ENVIRONMENT

Reducing environmental impact is one of the major pillars of Mademoiselle Desserts’ CSR commitment, starting with the decarbonization of activities and products. After carrying out our Bilan Carbone (carbon audit) and joining the 2nd year of the Decarbonization Accelerator with BPI and Ademe, we defined our climate vision and our GHG emission reduction approaches, which are available in this report.

#### Our objectives

**Decarbonize** our activities using the **ACT Step-by-Step** (ACT-S) method.

**Reduce emissions** linked to the downstream transport of our products by **14% by 2025** within the context of our FRET 21 membership.

**Calculate the carbon impact** of our cakes and desserts and co-design our products.

2

# Offering sustainable products and services



**2** ZERO HUNGER

Eliminating hunger, ensuring food security, improving nutrition and promoting sustainable agriculture

**3** GOOD HEALTH AND WELL-BEING

Enabling everyone to live in good health and promoting well-being for all at every age

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

Building resilient infrastructure, promoting sustainable industrialisation for the benefit of all, and driving innovation



## One ear to the market

Already committed to our vegan offering in the UK, Mademoiselle Desserts is supporting increasingly sustainable consumption by launching its range of plant-based cakes and desserts on the French market with the Dodo Cookie Co. brand.

### An international trend...

The 2023 "VEGANUARY" campaign encouraging people to try veganism welcomed record numbers of participants, with more than 700,000 people registered in over 200 countries and almost 900 million views on Tiktok. In the UK, the phenomenon is such that "VEGANUARY" gets contacted by companies who are getting in on the act by encouraging their employees to take part. The desserts sector is no exception, with 25% of consumers replacing standard cakes and desserts with plant-based alternatives, thereby boosting the market. In the UK, Mademoiselle Desserts' extensive vegan range already accounts for 7% of business, with sales increasing thirty-fold since 2018.



... that Mademoiselle Desserts aims to support and boost in France by offering a range that combines indulgence and increasingly sustainable consumption.

Mademoiselle Desserts is aware that our consumption will have to be increasingly plant-based, and is committed to offering ever more gourmet products. With this in mind, it has set itself the challenge of offering a range of plant-based cakes and desserts in the US snacking market.

It's the pleasure of eating a cake or dessert that drives the development of recipes. Today, to showcase the expertise developed by the Dodo Cookie Co. brand, the website has been completely redesigned and now offers online sales of an iconic range of cookies to bake at home.





**Moi by Mademoiselle**

With our new “**Moi by Mademoiselle**” brand, mini-beignets are conquering the UK market, with their light, ultra-moist brioche dough. The mini format makes it possible to (really) indulge without being too heavy either. Our mini-beignets received praise from the Jury at the World Food Innovation Awards, in association with IFE, International Food & Drink Event, which celebrate innovation and excellence in all categories of the global food industry.



**The cookie cup**

We've recently revisited the cookie, the star product of British specialities, in mini format and available in several recipes, with milk chocolate, speculoos and caramel...

On the one hand, this work rewards our serious commitment to renewing our offer to our customers, and on the other, confirms our values of commitment and passion to continually challenge the market with new cakes and desserts.



**Our POZZ and Petits Bonheurs brands**

Mademoiselle Desserts is launching two new brands:

The “**POZZ**” range is ideal for any time of day and for anyone looking for a tasty snack. Mademoiselle Desserts offers a new signature for its impulse products! Convenient, on-the-go formats for enjoyment anywhere.

“**Petits Bonheurs**”, the everyday treat to eat alone or share. Mademoiselle Desserts has created a range of traditional cakes and desserts with simple, authentic recipes, just like you would make at home. This range is imbued with nostalgia, bringing together the iconic and essential products of French patisserie.



**A partnership with crunch**

A new partnership has enabled us to bring desserts up to date: through

Dentelle Gavottes® crêpes, we revisit the chocolate crunch with a touch of praline. A chic, gourmet dessert!



**Lava cake, so delicious**

In 1981, the famous French chef Michel Bras created the first molten chocolate cake. From 1982 onwards, this dessert was a huge success all over Europe, while in the USA the lava cake was created following the accidental underbaking of a chocolate cake! In 1995, it was the most popular dessert in the USA. Today, the lava cake made at our Waregem site is recognised by the International Taste Institute for its exceptional taste and quality.



**Mademoiselle Desserts at trade shows**

Mademoiselle Desserts takes part in international trade fairs, for example in Cologne, to present its expertise and new products, at ANUGA...



... and even at the PLMA show in Amsterdam or the IDDBA in Anaheim.



**Our teams in New York**

We are proud partners of the Culinary Academy of France in the USA for the second year running. Over 3 days, we share know-how and products with more than 250 chefs who are members of ACF North America.



**Four Brakes awards**

Brakes, part of the Sysco Group, is a long-standing customer of Mademoiselle Desserts. MD in the UK was invited to the annual conference and awards ceremony at Brighton's Grand Hotel. We were nominated for four different awards: Insight Partner & Innovation, Technical Partner, Meals & More Partner and Sysco Supplier of the Year.



« I took up the position of Product Expert Manager 4 years ago. My role with the export teams, for example at trade fairs, ranges from highlighting our products to providing direct support to key accounts on technical issues or the feasibility of a new product. I also assist with product presentations and implementation. It's a very cross-functional role, supporting, guiding and providing technical assistance to the sales team in line with our 4 values: Respect, Passion, Delight of course and Commitment always! »

**Olivier RUDET**  
Product Expert Manager

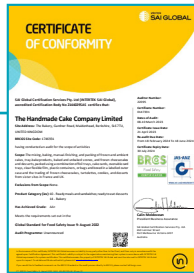
# Ensuring food safety and meeting health challenges

Offering products that are affordable, good, beautiful, healthy and safe is one of the statutory objectives of the Group, which is recognised as a Société à Mission, a business that pursues a set social and environmental purpose with specific sustainability goals. All our manufacturing sites are IFS and/or BRC certified, and certificates are available on our website [www.mademoiselledesserts.com](http://www.mademoiselledesserts.com)



« Our 3 sites in the UK are AA+ BRC certified according to the new, very demanding version of the standard. Audits take place over several days and are unannounced. The gluten-free certification audit was also successfully completed at the Maidenhead site, with only 1 minor non-conformity. These certifications recognise the level of quality and food safety guarantees we maintain on a daily basis. »

Michael JOHN  
Technical Manager



## Quality Management

The Taunton team focused on the theme of "Food Quality/Safety" for three days and for all three production teams. The event also included training courses on foreign body control, hygiene, compliance with procedures, broken glass and metal hazards, pest control, allergens, food quality, etc. For example, a broken glass/metal scenario was simulated to ensure that staff were aware of the immediate steps to be taken and how to reduce the risk of cross-contamination.



## Meticulously manufactured, inspected and packaged coquilles



On the Tincques site, just before Christmas, we make plain or chocolate chip coquilles. It's a real skill for the teams, and making this "little Jesus in swaddling clothes" is not something you can improvise! Throughout the production chain, quality controls are carried out and

products are tested and tasted according to well-defined criteria.

## Supplier auditing

To ensure the quality of the services and raw materials or packaging we purchase, and our traceability procedures and analysis plans, our quality teams regularly audit our suppliers, according to a defined annual schedule. Our suppliers play a key role in our business and our success. We are also increasingly incorporating environmental and animal welfare criteria into these visits.



## Our gluten-free cakes and desserts!

Between 2022 and 2023, the range of gluten-free cakes and desserts grew by 12%. Making gluten-free products requires rigorous selection of ingredients, impeccable traceability and strict procedures for processing, packaging and cleaning of equipment. Maidenhead's quality/production team has been trained and guarantees compliance with manufacturing rules. The site is certified "gluten-free".



# Offering ever more responsible products



## The Clean Label: at the heart of our concerns

With its Destination Desserts Durables (sustainable desserts) business project and its status as a Société à Mission, Mademoiselle Desserts is committed to making good, beautiful, healthy products that respect the environment and biodiversity. Our CLEAN M, NUTRI M and Pack M programmes reflect this.



## Clean M.

The R&D teams are continuing their work to make certain raw materials ever "cleaner".



For example, a millefeuille with or without gelatine? It's hard to tell the difference, both visually and in terms of taste. The team at Weert, who make the millefeuilles, have eliminated gelatine from the recipe for the fondant decoration on many of their products.

Another success: the "feuille succès" recipe has been reworked to remove E471, E477, E42 and E1520. All that remains now is to remove E450 from the yeast. The main ingredients are egg white from cage-free hens, sugar, almond powder, wheat flour...



In the UK, our carrot cakes are now made with a new E450i-free baking powder, and E202 has been completely removed from the raspberry jam puddings.



## UP CLOSE AND PERSONAL WITH RAW MATERIALS

« As part of our commitment to the Club des Filières Responsables (responsible business club), and also following the development of a Galette des Rois made with almonds from Provence, we visited the almond fields together with our customer Auchan! In Garons, we went to meet the almond grower to better understand the challenges of the industry and of almond production. »

Fanny Michonneau, R&D Manager

## Life Cycle Assessment training

The challenge we set ourselves is to define new standards for cakes and desserts by integrating environmental criteria. Our R&D, Purchasing, Technical Administration and CSR teams are trained in eco-design, with particular emphasis on Life Cycle Assessment (LCA). This training is provided by the Eco-design division. Our teams acquire the reference methodology and master an expert tool, Open LCA.

Understanding LCA techniques is crucial to implementing an effective eco-design approach. It allows us to understand the distribution of environmental impacts throughout the product life cycle, enabling us to make informed decisions for our new developments.



## Nutri M

Our NUTRI M programme continues on an ever more ambitious path: more vegetables, more fibre, less butter and saturated fatty acids, less sugar, less salt, and improved nutriscores. Our MD nutrition charter will be published in 2024! For example, we have eliminated sucrose from fruit purées in certain recipes. Our R&D team is also working on low GI sugars. Can you recognise them?



From left to right: Agave (GI 15) beet (GI 65) grape (GI 25) coconut (GI 54)

# Maintaining production equipment:

The Group invested €15 million in 2023 to maintain and renovate its facilities and infrastructure and bring them into line with regulations. Employee safety and reducing greenhouse gas emissions are among the Group's investment priorities.

## Mini-beignet manufacturing at Tincques

The new mini-beignet production unit is now up and running. The Tincques plant has increased its production capacity by a factor of 2.2 between 2019 and 2024, with strong sales growth planned for the export market. Emphasis was placed on improving working conditions and workstation ergonomics. In 2024, the installation of robots will automate the mini-beignet pre-packaging stage. An optical sorter will also be installed to eliminate any non-compliant products.



## Our new site in Waregem

In June 2023, we integrated Galana's Belgian site into the Group. This magnificent factory mainly makes chocolate or caramel lava cakes. Processes are highly automated, and lines are extremely well maintained... The site is IFS, BRC, SMETA, Rainforest Alliance and RSPO certified.

Discover the site on our website: [www.mademoiselledesserts.com/nl-be](http://www.mademoiselledesserts.com/nl-be)

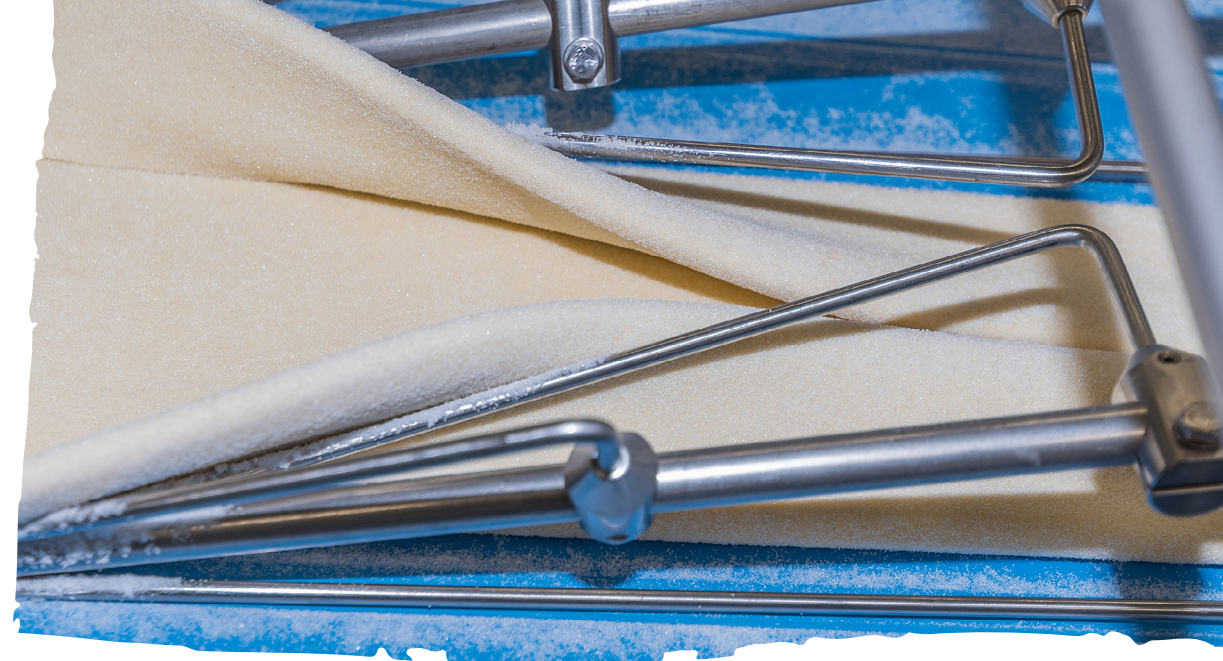


## Taunton, Corby and Maidenhead sites

The electrical voltage optimisation project launched at Taunton has been extended to the Corby and Maidenhead sites. The installed voltage optimisers reduce the electrical voltage of the network and the associated consumption. In 2023, Taunton managed to reduce its electricity consumption



by 8%, equivalent to a saving of 180,000 kWh. The recently installed Maidenhead and Corby facilities have been configured for reductions of 8% and 6% respectively. These adjustments are expected to reduce annual consumption on these two sites by at least 225,000 kWh.



## Muffins in Broons

The Broons' bakery invested in a new line in 2022 and finalized its installation in 2023. This line can produce muffins but also fine tarts, tatin, chocolate moelleux and biscuits for entremet. With a significant improvement in performance, we produced nearly 1700 tons of mini and large muffins.

We are now preparing the transition from products currently packed in blister packs, to products packed in flow wrap, which will generate less plastic.



## Tincques and Valade sites

In 2023, the Tincques and Valade sites joined the European Decarb Fast Track programme, bringing together 100 companies committed to reducing their carbon footprint. The aim of the programme is to achieve a 10% reduction in energy consumption among all participants. Over a two-year period, we'll be supported in reducing our energy consumption and CO<sub>2</sub>e emissions. To achieve this, a roll-out of smart meters and sub-meters on energy-intensive equipment has been undertaken, with around 200 meters installed on the two sites. They will also be equipped with Metron energy optimisation software, enabling near-real-time analysis of consumption data to detect and correct discrepancies and anomalies, and identify optimisation levers. This approach will enable us to target the deployment of energy efficiency projects. Eventually, consumption monitoring software will be deployed on other sites in France.

## ERP in Renaison

The end of the year was marked by the launch of the new information system (Sage X3) at the Renaison site. This deployment encompasses various business areas, such as Procurement, Planning/Scheduling, Production and Quality, and extends the functionalities already operational on the site, namely, Customer Ordering, Invoicing, Sales Administration, Sales, Accounting and Logistics. A single ERP system for all our French plants enables us to manage information flows, traceability and operational indicators with greater reliability... In 2024, we will continue the roll-out at the Tincques site.



# 3

## Be a responsible economic player



<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 
<b>4</b> QUALITY EDUCATION 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	
<b>5</b> GENDER EQUALITY 	<b>13</b> CLIMATE ACTION 	

Ethics, respect for people and the environment, and quality of life at work are at the heart of our strategy. Because the process is just as important as the result.



In 2023, we achieved a 62% participation rate in the **Quality of Working Life** questionnaire and an average score of 7.2/10 across all areas. To the question: **"Which of Mademoiselle Desserts' Four Values is the most represented in the company?"**, employees answered: **COMMITMENT**.

### Open day at Valade

At the end of December 2022, Mademoiselle Desserts Valade opened its doors to employees and their families. It was an opportunity to present the site, its processes and its products... and a chance to exchange ideas and experience with former colleagues who had returned a few years later! They were very appreciative of the changes made, and above all of the investment in ergonomic workstations to avoid repetitive movements and the carrying of loads. Of course, visitors didn't leave empty-handed, and the day was a real success thanks to the volunteers.



### Celebrating commitment!

At our UK sites, we are celebrating the commitment of employees who have worked in the Group's factories for many years. A shared celebration! For example, Mike Emery has been working as Quality Controller at the Maidenhead site for 20 years.



### Best Management Team – ESG initiatives

In November 2023, Mademoiselle Desserts won the CSR award at the Leaders League Groupe Ficafe "Private Equity Exchange & Awards". For the past 15 years, Mademoiselle Desserts has combined the financial performance essential to our LBO business model, the integration of CSR as a key to the sustainability of this model, and innovation to serve our commitment to **bake the best cakes and desserts for everyone**.



# Adapting to the new world – an attractive employer brand

Every day, Mademoiselle Desserts promotes its values of respect, passion, delight and commitment. We believe that every employee deserves to develop on a daily basis, and we are working to achieve this. Our approach to integration, training and career development is a major component of our employer brand.

## Super recruiter



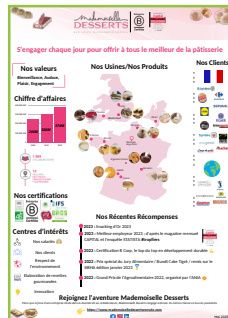
We are proud to announce that Mademoiselle Desserts has recently been certified as a “Super Recruiter” by the HelloWork recruitment platform. Our commitments include, for example, publishing salaries for the majority of our vacancies, clarifying our recruitment

process, disclosing the progress of applications and guaranteeing a response to candidates within a maximum of 7 days.

These commitments reflect our desire to create a transparent and respectful recruitment environment, where every candidate feels informed and valued throughout the process.

## Reverse CV of Mademoiselle Desserts

Because we believe in the importance of transparency in attracting new talent, we've created our reverse CV. It's a unique opportunity to highlight the many facets of our company. At a glance, candidates can now find out all about us: our values, sales, plants, products, certifications, interests, awards and customers.



## Co-optation

In France, the Group adopts a collaborative approach to recruitment, relying on co-optation to attract new talent. This process involves our employees recommending candidates for positions open to co-optation. Six months after a co-opted employee has been hired, the co-opter receives a gross bonus of €1,200 in recognition of their contribution.



## Supporting career development

In 2023, in Taunton, Mademoiselle Desserts opened a new position in the Purchasing and Supply department, offering an opportunity to one of our employees, Phoebe Winsor, who initially worked in the sales department. In accordance with the French Charter for Responsible Purchasing, all buyers are required to undergo dedicated training. Phoebe began her journey by taking a training course, followed by an 18-month programme to obtain CIPS (Chartered Institute of Procurement and Supply) certification. At the same time, she extended her responsibilities by taking on CSR missions and becoming the UK's CSR liaison.



## Intergenerational transmission

Employees nearing the end of their careers have an invaluable asset: years of experience honing their skills. This knowledge is a real treasure trove that they can pass on through mentoring colleagues whom the company wishes to train. As such, they represent a valuable pool of skills on which to draw.

## Supporting mobility



The Group encourages internal mobility whenever possible! Sylvie Cheval started working on the Valade site in the Dordogne on 17 January 2021. At the end of 2022, she applied to the Human Resources department for an inter-company transfer so she could move to Brittany. Sylvie is now a Line Manager on the Broons site. A gateway between the Dordogne and Brittany!

## Mademoiselle Desserts Broons at a Career Forum

Mademoiselle Desserts Broons took part in a Careers Forum organised by the Institut Agro Campus Rennes-Angers, with the main objective of showcasing the Group and, more specifically, its internship opportunities!



## Fostering team spirit

### Finance teams meet



In September, the Finance teams from France, the UK, the Netherlands and Belgium met for the first time in Montigny. This meeting helped the teams to get to know each other better, to discuss best practices, to communicate the principles and expectations of the Finance Function at MD, and finally, to work together to draw up the Finance 2024 roadmap. The meeting ended with a game of Beach Tennis, where a joyful atmosphere made for a perfect “smash”.

## Nominating our staff

For several years now, “Value's Nomination” has taken its place in the internal newsletter of our UK sites. Every month, our employees have the opportunity to nominate their peers who perfectly embody one of our four core values: respect, passion, delight and commitment. In recognition of their exemplary work, the nominees also receive a free cake.

This initiative helps to create a working environment where each individual feels appreciated for their contributions, while at the same time strengthening the bonds within the team.



## Workplace awards at Broons

In early October, Mademoiselle Desserts Broons held a ceremony to award CQP (Certificat de Qualification Professionnelle) Sector Manager diplomas to employees who had completed inter-company training in 2022-2023. The event was also marked by the presentation of ruby (30 years' service) and silver (20 years' service) long-service awards to eight employees.



## On-site officers

Harassment, disability and safety officers have been appointed for each French production site. Their contact details are posted for all employees to see.

These officers are trained to provide support, advice and resources to employees facing difficulties or concerns in these areas. Their role is crucial to ensuring an inclusive and respectful working environment.



WEERT SITE

« We recognise that personal development is one of the essential elements of a healthy lifestyle. That's why we offer our employees the opportunity to take part in lifestyle coaching programmes. These programmes aim to empower individuals to make positive changes in various aspects of their daily lives, such as nutrition, fitness and mindfulness. At Weert, we are committed to fostering a positive and healthy working environment. Through these support programmes, we strive to ensure that our employees feel valued, empowered and equipped with the tools they need to thrive, both personally and professionally »

Anne-Marie Hartman, Plant Manager

# Health and Safety = Priority No. 1

At Mademoiselle Desserts, employee health and safety is our number 1 priority. Within the “Safety”M” collective, all safety managers on French sites draw up and apply a uniform OHS management policy: internal audits on all sites, sharing of best practices, and joint actions.



### Frequency rate:

Between 2022 and 2023, our frequency rate fell from 16.2 to 14.06.

With an industry average of 21.97, we're proud of the progress we've made and will continue to strive to maintain high standards, ensuring a safe and healthy working environment for all our employees.

### Occupational Illness Prevention Seminar

In March, an awareness-raising session on the prevention of occupational illnesses was held for all plant managers, led by Corinne Escot, Group Safety Manager for France. On the agenda:

- Improving proactivity in the prevention process
- Providing knowledge and information on occupational illnesses
- Raising awareness of the ergonomic approach to work situations.

As part of the ongoing process, indicators will be added to integrate the prevention of occupational illnesses into all monitoring procedures, and training will be provided for all site safety managers.



### Inclusion at the heart of the Argenton teams (May 2023)

Since last October, Mademoiselle Desserts Argenton has been welcoming temporary workers with RQTH (Disabled Worker) status, through a partnership between the temporary employment company based on the site and Cap Emploi 36. This makes it easier for disabled jobseekers to access and return to employment, helping them to achieve lasting, high-quality integration.



### Celebrating safety in Thenon (July 2023)

“Safety Day” was held on the Thenon site on 12th June. The plant's employees took part in 4 activities in a spirit of goodwill and conviviality. The workshops covered first aid, relaxation, workplace accident analysis and Escape Game solving. Cohesion and thought were the key to the various puzzles.



### The SAFETY M team in Saint Renan

In October, the SAFETY M team led by Corinne Escot met in Brittany, on the Saint Renan site. The aim of these SAFETY M meetings is to gather, share and improve best practices, reinforcing management systems with the objective of ensuring a safe working environment for everyone.



### Automation in Saint Renan

Mademoiselle Desserts St Renan has had a new palletising machine since the beginning of March, which can palletise two lines simultaneously. A great investment that improves well-being at work by reducing the need to carry loads.



### Safety drill with the fire brigade

Firefighters took part in a drill at our Valade site, in collaboration with the Maintenance team. They simulated an ammonia leak in a technical room, enabling us to test our emergency procedures and improve coordination with the fire brigade. We would like to thank the Health & Safety team for their organisation and the Maintenance Department for their active participation, which contributed to the success of the drill.



### Optimising movement in Waregem

In Waregem, we have optimised movements to promote a safer working environment and reduce unnecessary movements. More specifically, in the packaging department, we have set up a platform to facilitate movement between production lines. As a result, our teams can now work in optimal conditions.



### Sport is health

Since 2021, we have been working with the United Heroes platform to encourage our teams to take part in sporting activities. In 2023, 13,174 hours of activities were completed, representing an average of two hours per week for each employee.

Our teams' favourite activities? Running, cycling and weight training!



unitedheroes

### Ergonomic workstations in Corby

Two major initiatives have been identified and implemented to reduce manual handling and improve workplace safety in Corby. Firstly, the installation of a pallet inverter in the warehouse has automated a task previously carried out manually by our staff. This measure resulted in the elimination of 4,460 monthly movements and a reduction of 79 tonnes in manual handling.



### Maidenhead on the move!

After consultation with our staff, we also invested in the automation of cookie dough loading. This operation involved manually filling the hopper overhead. This investment is designed to avoid the manual handling of 7.8 tonnes of Cookies per shift. This will help reduce the strain on our employees' lower backs and shoulders.



Mademoiselle Desserts Maidenhead paid for four weeks of after-work boot camps for staff on Thursdays. The sessions were run by local business EL Fitness, who did a wonderful job creating sessions to cater for all tastes and abilities. Sessions included HIIT boxing, TRX and circuit training. Despite the rain, our teams had a great time!

# Preserving the environment

Since the end of 2022, we have been building our climate strategy using Ademe's ACT Step-by-Step method. This method is perfectly suited to the food sector. We began by taking stock of Mademoiselle Desserts' climate maturity. Then, we analyzed the transition challenges, risks and market opportunities, defined our climate vision and the associated new strategy. After this, we finalized the action plan for integrating climate change into the heart of our business model to align us with a low-carbon world.



Formation du Comité de Direction à la Décarbonation



### Submitting our commitments to SBTi

After joining the 2nd year of the BPI/ADEME Decarbonisation Accelerator, we defined our reduction trajectory, in relation to our 2022 reference year:

- GHG emissions in absolute terms scopes 1 & 2, 2030 target: -42%
- GHG emissions per tonne of products sold scope 3 (excluding agricultural products), 2030 target: -51%
- GHG emissions in absolute terms FLAG scope 3 (linked to agricultural products), 2030 target: -30%

At the end of 2023, we committed to the SBTi (Science-based target initiative) and will submit the reduction action plan by the end of 2024.

### Captain Decarb

In June 2023, Captain Decarb, Mademoiselle Desserts' decarbonisation vigilante, visited the teams. As the guarantor of the Group's decarbonisation commitments, Captain Decarb maintains regular communication with employees to present the results of the Greenhouse Gas (GHG) Assessment and the carbon strategy.



As well as simply sharing information, we've created a genuine dialogue where ideas circulate, best practices are shared and questions are answered. Captain Decarb is much more than a symbolic superhero; he embodies our commitment to working together to shape a more sustainable future.



### Reducing our energy consumption

Several energy-saving initiatives have been implemented, resulting in annual savings of 30,500 kWh. These savings were achieved by optimising the negative cold production unit and setting up an automatic shutdown of the compressed air system at weekends. Investment led to reductions in electricity consumption of 81% and 94% respectively, as well as a reduction in greenhouse gas emissions of around 1.5 t eq CO<sub>2</sub>.



### Decarbonising our energy

In October 2023, our UK sites opted for a 100% renewable energy contract, putting offshore wind power at the top of the electricity mix. It is a first step towards decarbonising our manufacturing processes.

### Water consumption

At our Waregem site, water consumption was monitored in 2023. This work has given us a clear picture of our water consumption and the most energy-intensive items. The aim is to move towards more sustainable and efficient water management.

The use of water is an increasingly important topic at Mademoiselle Desserts. Although individual actions are already being taken on our sites (audits, process optimisation, reuse of wash water, staff awareness-raising, etc.), we want to define quantified targets that we will incorporate into our SBT action plan.

### Sorting and Recovery working group



This year, the Sorting and Recovery working group met in the Dordogne to learn more about waste management and recovery processes. The programme included an analysis of waste flows at the

Valade plant, a tour of the Condat Energie Verte (green energy) methanisation plant and a visit to the ordinary industrial waste treatment and storage center equipped with a WagaBox. This particular technology enables fermentable waste to be used to produce biomethane. Lastly, the group visited the recyclable waste collection and sorting center, where paper and cardboard are recycled into other types of paper, and cans are recycled into other types of scrap metal. This experience in the field strengthened our determination to pursue and intensify waste reduction and sorting initiatives at our plants. There's nothing like a hands-on visit to fully understand the challenges of the 3Rs: Reduce, Reuse and Recycle.

### Nicolas CROMBACH

Environmental and Hygiene Manager - Mademoiselle Desserts Valade



« In Valade, we have reduced our production of ordinary industrial waste (OIW) by almost 17%, on a like-for-like basis, in 2023 compared with 2022. Our aim is to reduce the amount of waste sent to landfill, and to give priority to recovery and recycling. Throughout the year, we have set up training programs and targeted communications with our teams, with posters displayed near the collection areas, to create awareness of the importance of correctly sorting waste in day-to-day work. Skips were also labelled to identify sorting errors and enable us to make progress in this continuous improvement approach. »



### Pack M

Our Pack M teams have pursued their efforts in eco-design of packaging, notably by reducing the weight and optimising the thickness of plastic packaging. In 2023, we achieved two of our six Pack M targets for 2025:

- 66% of our rigid plastic packaging is now made from recycled plastic, exceeding our initial target of 60%.
- 92% of our plastic packaging is recycled, exceeding our target of 90%.

This reduction in our packaging has resulted in a 26-tonne reduction in the amount of plastic used, contributing to our overall goal of reducing our plastic use by 20% by 2025. What's more, 40% of the virgin fiber paper we use comes from FSC/PEFC-certified sources. Our goal is to reach 100% by 2025.

### Introduction of the combined road-rail transport system

In March 2023, we launched a new combined road-rail transport initiative, drawing on the expertise of the Lahaye Global Logistics Group:

### Matthieu LAHAYE

Managing Director, Lahaye Global Logistics



« This partnership between Mademoiselle Desserts and Lahaye Global Logistics is perfectly in line with our shared commitment to decarbonising transport and logistics activities. The combined road-rail transport solution offers an efficient alternative for transporting products from the Broons plant to the Arras North Hub. This modal shift considerably reduces the carbon footprint by using rail transport between Rennes and Lille. In fact, this solution reduces the emissions generated by each delivery by over 75%, compared with traditional lorry transport. In 2023 alone, this approach reduced the equivalent of 120 lorries on the road, resulting in a significant reduction of over 59 tonnes of CO<sub>2</sub> equivalent. »

### Anthony AUDRAIN

Logistics Manager France



« Reducing the carbon emissions linked to our logistics activities is an integral part of our objectives. For several years now, we have been striving to implement alternative transport solutions, such as the use of trains and less carbon-intensive fuels. Joining FRET 21 was a crucial step in structuring our efforts and making them visible. Through this initiative, we are making a firm commitment to reduce emissions linked to the downstream transport of our products by 14% by 2025. »



# 4

## Committing to the company



**2 ZERO HUNGER**

Eliminating hunger, ensuring food security, improving nutrition and promoting sustainable agriculture



**7 AFFORDABLE AND CLEAN ENERGY**

Guaranteeing access for all to reliable, sustainable and modern energy services at an affordable cost



**4 QUALITY EDUCATION**

Ensuring equal access to quality education for all and promoting lifelong learning opportunities



**17 PARTNERSHIPS FOR THE GOALS**

Partnerships to achieve the Objectives

### Our Rainforest Alliance-certified fillings

In 2022, we asked the Purchasing and R&D teams from Tincques to get ready, from 2023 onwards, to only use chocolate fillings that are 100% Rainforest Alliance-certified for our mini-beignets and muffins. This certification emphasises products that are sourced from practices using highly sustainable methods. RA-certified farms are committed, in particular, to limiting the environmental impact of their products through better use of resources.

## Sustainable and responsible sourcing of raw materials

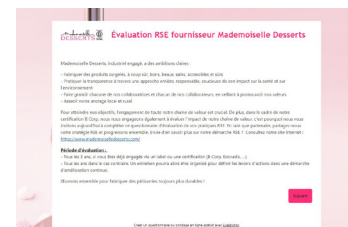


In 2023, Mademoiselle Desserts updated its Responsible Purchasing Charter and sent it to its suppliers. This Charter sets out the Group's commitments and those expected of our partners and tier 2 suppliers. The Charter promotes a balanced relationship, long-term commitments, transparency and respect for business ethics and the environment.

Our goal is to create cakes and desserts that combine pleasure and responsibility. We've been working since 2017 to assess our suppliers on quality, environmental and social criteria, and to source certified and/or local raw materials whenever possible.

### CSR assessment of our suppliers

In 2023, we revised our CSR assessment questionnaire to incorporate new requirements, notably those linked to the B Corp and Ecovadis standards. This questionnaire is structured around five main themes: adherence to our Responsible Purchasing Charter, governance and business ethics, social and human rights, the environment and respect for animal welfare for the suppliers concerned. Evaluating the CSR practices of our suppliers enables us to integrate the most virtuous practices adopted by our partners, to understand the challenges of each business sector and to support those who wish to progress.



We have also set up a partnership with the French company Eval and Go, which hosts our questionnaire online, making it easier for our suppliers to respond to our evaluation. Our aim is to submit it to all our suppliers in 2024.



### Purchasing teams meet

In June 2023, the Purchasing teams from France, the UK, the Netherlands and Belgium met for the first time at the Valade site in the Dordogne. The aim was to share best practices, discuss action levers and commitments for responsible sourcing, and above all define a common responsible purchasing strategy.



### Training in Responsible Purchasing

At Mademoiselle Desserts, we are committed to ensuring that all our buyers are trained in responsible purchasing. Over the course of 2023, all of the Group's buyers met for a series of training courses to better understand responsible purchasing.



**Tania VASILEVA**  
Buyer

"This training was spread over 6 sessions and was very rewarding for our teams. It gave us an in-depth understanding of the issues involved in sustainable development and corporate social responsibility, while providing us with the knowledge we need to make more responsible choices. As a result of this training, we discovered various tools such as the environmental performance index."

### Certified chocolate filling

We are committed to sourcing only Rainforest Alliance Certified chocolate fillings. In 2023, this represented almost 2,000 tonnes of fillings purchased. This certification guarantees that products bearing the Rainforest Alliance Certified label have been produced according to sustainable ecological, social and economic practices.





# Our solidarity initiatives in 2023

Mademoiselle Desserts donated the equivalent of over €1,013,000 (financial donations and donations of cakes and desserts) over the course of 2023. These donations have benefited a variety of causes, including primary schools, charities, sports competitions involving our employees, food banks, etc.



### Food aid

For many years, Mademoiselle Desserts has been involved with food aid organisations, contributing to their vital mission. Every year, our factories redistribute several tonnes of baked goods to local organisations. Through our collaboration with food banks, Restaurants du Cœur, Secours Populaire and the Red Cross, over 150 tonnes of delicious cakes and desserts were made available to those most in need.



### Support for Thames Hospice

On 31 October, Maidenhead held its first charity cake sale in aid of Thames Hospice, a local charity providing palliative and end-of-life care. We are delighted to have raised £517.17 in just 4 hours! The money raised financed 7 sessions of 121 consultations for patients or their family members.



### Free Easter Madeleines from the Argenton-sur-Creuse team

In April, the Familles Rurales charity near Argenton-sur-Creuse invited children on an Easter egg hunt. After filling their bags with eggs, everyone shared a snack. The organisers thanked Mademoiselle Desserts in Argenton for providing the 26 children with delicious filled madeleines. A festive moment enjoyed by all.



### Cakes for Macmillan Coffee Morning

The Maidenhead site donated cakes for the Macmillan Coffee Morning organised by Maidenhead United in September. This event raises funds to support cancer sufferers. The event included litter-picking organised by GoodGym, which we support as part of the New Year initiative, as well as a large football tournament for which we provided plenty of baked goods. In all, over £1,800 was raised for Macmillan.

### Donations of cakes and desserts for the GB women's rugby league team

The Maidenhead site donated cakes and desserts to the British women's rugby league team. This newly-formed team represents a positive step towards greater participation by British women in the sport. Sales of our products at the Oxford Tagfest helped finance the costs of training, equipment and physio, as well as travel, entry and accommodation for the World Cup. After a hard-fought final match, they won 3-0 against Italy to claim the bronze medal.



### Condat @venir partnership

Since 2007, we have maintained our privileged partnership with the Condat @venir association, located near the Valade site. Every year, this association of some thirty volunteers organises a variety of events and fund-raising activities to support disaster areas (such as the AZF factory explosion in Toulouse, the floods in the town of Trèbes, the tsunami in Haiti, etc.) and schools.

### Corinne ALLAFORT

*Chairwoman of the Association, Planning and Scheduling Manager on the Valade site*

*"We're proud to have Mademoiselle Desserts at our side for every one of our events, and have been for 17 years. The donated cakes delight all participants at our various events: themed evenings, telethons, theatrical performances, hikes, night markets, festive days, and many more."*

### Donations to sports associations

In 2023, we donated almost €14,000 to sports associations active in various fields such as basketball, tennis, mountain biking, athletics and many others. By supporting these sports associations, we contribute to the local dynamic while promoting a healthy, active lifestyle in our community.

In July, Mademoiselle Desserts contributed to the purchase of sports equipment for the Thiviers handball club, located near Valade. Thanks to our support, young players have been able to benefit from new, high-quality equipment!



Challenge  
Téléthon  
2023



### United Heroes challenges

In 2023, we supported the French Muscular Dystrophy Association (AFM) for the Telethon challenge, and the Ruban Rose charity for Pink October. Mademoiselle Desserts employees were encouraged to take part in sports activities, either individually or in groups, via the UNITED HEROES app. Through these two initiatives, Mademoiselle Desserts was able to donate €1,250 to the charities.

# 2023 CSR indicators

## INDICATORS

### 1 CSR AT THE HEART OF GOVERNANCE

Turnover (M€)

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

Products certifications

Amount of investment (€M)

IFS and/or BRC-certified sites

Number of RSPO or UTZ/RA 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/ton manufactured)

Energy Consumption - Electricity (kWh/ ton manufactured)

Tons eq CO2 (Scope 1 & 2)

Tons eq CO2 (Scope 3)

Water consumption (m3/ton 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

## 2023 DATA

428

1

Since 2014

11 SDGs from the UN Agenda 2030

Since July 2018

100 %

3

15

100 %

8

14,06

32066

74 %

48 %

330

840

12660

277749

3,15

78%

69 %

1 013 000 €

340

## COMMENTAIRES

35 % of the turnover made outside France

12 production sites : 7 in France, 3 in the UK, 1 in Netherlands, 1 in Belgium

Report on annual Communication on Progress. Available on : [www.globalcompact.france.org](http://www.globalcompact.france.org)

2, 3, 4, 5, 7, 8, 9, 12, 13, 16 and 17

284 people recruited in the group in 2023; 29 trainees on French site 2023.

All sites are part of our CLEAN M - NUTRI M program

Organic, Vegan, Gluten free

Infrastructure maintenance, Safety, Energy, ERP

All sites are certified

Areas: 3 in France, 3 in UK, 1 in NL, 1 in BE

Areas:  
7 sites France,  
3 sites UK,  
1 site NL,  
1 site BE

Areas:  
7 sites France,  
3 sites UK,  
1 site NL,  
1 site BE

CORPORATE SOCIAL RESPONSIBILITY REPORT

2023



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**DESSERTS**

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