

2023 ANNUAL REPORT

INNOVATION & ENTREPRENEURSHIP

SUSTAINABLE GROWTH



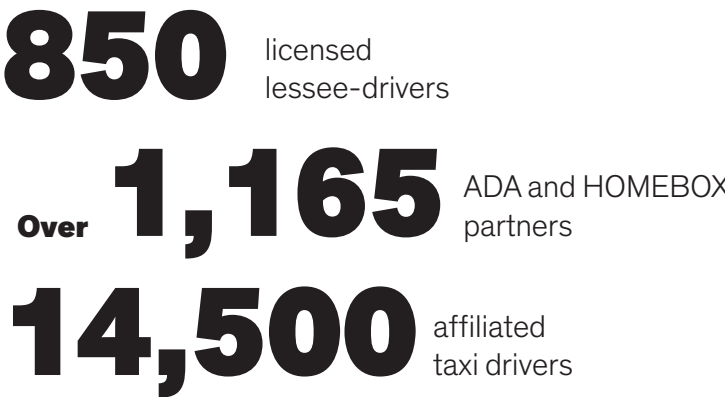
GROUPE
ROUSSELET



CONTENTS

PROFILE AND KEY FIGURES	4
GOVERNANCE	6
INTERVIEW WITH NICOLAS ROUSSELET	8
HIGHLIGHTS AND TESTIMONIALS	12
GROUP COMPANIES	18

AN ECOSYSTEM
OF ENTREPRENEURS



A FAMILY-OWNED BUSINESS with a stable shareholder base, a long-term vision and humanist values

€970 M
BUSINESS VOLUME IN 2023

61%
under brand names

39%
directly owned

A FRENCH
LEADER

Groupe Rousselet develops and promotes entrepreneurship in the service sector in France. The Group is made up of ten businesses organized into three key areas of expertise: mobility, storage and support services.



900
employees



100%
of call centres based in France



33
million passengers transported each year



1,000
independent rental agencies in France



165
HOMEBOX self-storage centres in France and Europe



6
major sites in France

GOVERNANCE OF THE GROUP...

- Based on a three-tier structure
- Board of Directors
 - Group Management Committee
 - Management Committees of each subsidiary



NICOLAS ROUSSELET
Chairman and CEO,
Groupe Rousselet

ALEXIA HUGON
Chief of Staff
to CEO

CONSTANCE MCKAY
Group Legal
Department Director

VANESSA PARODI
Group Communication
and Public Relations Director

CÉLINE ORELLE
Group Chief Financial
Officer

...AND ITS SUBSIDIARIES



EDWIN PRACHE
CEO,
ADA

VINCENT POIROT
Executive Vice President,
HOMEBOX

SOUKAÏNA ARHARBI
Executive Vice President,
HOMEBOX

GUILLAUME SKWAREK
CEO,
Sérénis

BRUNO ROUSSELET
Chairman and CEO,
Pragmatik

NICOLAS BELLEVEGUE
CEO,
Sevenity

YANN RICORDEL
Executive Vice President,
G7

ARMAND JOSEPH-UDIN
Executive Vice President,
G7

ALLAN UNDERWOOD
CEO,
G7 Taxi Services

PIERRE HUBERT
Deputy CEO,
Taxirama and Gamma Solutions

OLIVIER AUSSENAC
Executive Vice President,
Novarchive

VIRGINIE MAZARS
Executive Vice President,
Novarchive

INTERVIEW

NICOLAS ROUSSELET

—
Chairman and CEO,
Groupe Rousselet

HOW WOULD YOU ASSESS THE PAST TWO YEARS?

N.R. — We should congratulate ourselves because we've scaled new heights over the last few years, and all of our businesses have broken new records. In 2023, G7 transported 33 million passengers and achieved 20% growth compared to the pre-Covid period. We set a new all-time record on January 17, 2024, when our network completed 61,000 taxi journeys in a single day. We should also be very proud of the continuous improvement in our quality of service, as we achieved a record-breaking score of 4.9 out of 5. Praised by our customers, this quality is the result of our affiliated drivers' daily hard work, and our strategy of premiumization to differentiate our business from the competition. HOMEBOX, our storage space rental company, has consolidated its position as number one in France with 135 sites, and number two in Europe, following its continued growth, with new sites opened in Germany, Spain, Andorra, Portugal and Switzerland. With its localized network, ADA has asserted its leadership position in commercial and private vehicle rental. This subsidiary has also been praised for its responsiveness and service quality, particularly by our "assistance" customers, who provide replacement vehicles in the event that their insured customers experience a breakdown. Novarchive, the longstanding French leader in document archiving, continues to support its customers throughout their digital transition, whether they are CAC 40 companies, SMEs or independent businesses, by providing its expertise in digitisation and electronic archiving. The digital transition is progressing across all sectors, and with the knowledge acquired by our support subsidiary Pragmatik, we are leading the way in terms of business volume and customer experience. We have achieved all this through our collective energy, our passion for entrepreneurship no matter where we operate, and our drive for success across all our core businesses ●

IN THIS ERA OF DIGITAL TRANSFORMATION, YOU'VE CONTINUED INVESTING IN TECHNOLOGY

N.R. — Technology plays an invisible but essential role within our Group, enabling us to continually improve our performance. We have continued to invest heavily in this field, and are reaping the rewards with the continued growth in download numbers for the G7 Taxi app. We have also managed to significantly boost our productivity by digitising the processes of our various subsidiaries. Our Group's main strength lies in striking the right balance between technology and human expertise, and in the loyalty and commitment of our 15,000-strong ecosystem of entrepreneurs, whether employees, franchisees, affiliates or lessee drivers ●

“With the situation that our fellow citizens are going through today, and the climate challenges that we are all facing, more than ever, we are solutions providers.”

HAS YOUR BUSINESS BEEN AFFECTED BY THE DECLINE IN PURCHASING POWER?

N.R. _ With the situation that our fellow citizens are going through today, and the climate challenges that we are all facing, more than ever, we are solutions providers. Why would people own a car today when they can rent one or hire a taxi? In this era, we are starting to think more in terms of mobility rather than ownership. Moreover, there has been a significant decrease in Parisians’ use of private cars. Likewise, our storage unit rental business provides an alternative for the many French people who decide to move house for various reasons, or are forced to temporarily downsize their accommodation ●

WITH SUMMER 2024 APPROACHING, ARE YOU PREPARED TO TRANSPORT THE LARGE NUMBERS OF PASSENGERS EXPECTED IN THE FRENCH CAPITAL?

N.R. _ This is going to be a massive event which creates a lot of expectation, so our experience of managing big events is essential and will make the whole task much easier. We’ll be on-hand to support our passengers and drivers, who will receive daily updates on which zones are open or closed to traffic. Between July and early September 2024, we will be expanding the workforce in our reservation call centres to double the normal size, with 200 people available in total. What’s more, a special phone line will be set up for English-speaking customers. We are also planning to provide a fleet of 600 vehicles for people with reduced mobility. Via our G7 Taxi app, users will be able to view the meeting points near to the major events, and a team of around 30 coordinators will be deployed on the ground close to the busiest sports venues to assist with the arrival of taxis and organize customer pick-ups. We regularly organize these kinds of operations, such as setting up ephemeral taxi stations for major cultural events. Everyone is ready to go and our drivers are very proud to be involved ●

HOW IS THE GROUP PERFORMING IN TERMS OF CSR?

N.R. _ The Group has been firmly committed to CSR issues for a very long time. All our staff members are determined to uphold this commitment. This culture has been developed gradually and is based on a solid foundation. It now serves as the compass that guides all of our operations, making the environment and inclusion central to our actions, a principle we are currently applying to the G7 vehicle fleet. Today, 85% of this fleet is made up of hybrid or electric sedans, and we have set a target of 30% electric vehicles by 2030. With this in mind, we have signed a partnership agreement with Toyota and committed to ordering 2,500 fully electric vehicles by the end of the decade. Our fleet of G7 Access vehicles is also growing, and we transported 23,000 people with reduced mobility in 2023. Our CSR teams are working daily with all our franchise partners to reduce our environmental footprint and contribute to the national effort for a fair and just society. Across our entire network, we are leading and deploying initiatives in areas such as photovoltaic production, waste management, energy consumption, electric charging stations, environmental partnerships and community initiatives. We are aware of our responsibilities, and are all playing our part on this exciting and important journey to achieve sustainable growth ●



HIGHLIGHTS AND TESTIMONIALS

“Socially-responsible taxi service”

When my daughter became paraplegic at age 10, it was a rude awakening for me in terms of disability and the lack of transport infrastructure. It changed the course of my life. I decided to embark on a new career and stopped working as a project manager in the building services engineering sector to become a taxi driver. But not a run-of-the-mill taxi driver. I bought a vehicle, and even before getting my taxi license, I knew I wanted to get it adapted for people with reduced mobility. I got my license just over two years ago and I love my new life. Even though the majority of my customers are with reduced mobility, I also book taxi rides for other types of clients via my own website and the G7 platform, particularly in Paris. In this job, every day is different and I really enjoy driving my customers around.

CÉLINE LECAILLON
G7 Access



An objective of 10% female drivers by 2030

G7 organized its first open house with the sole aim of recruiting women drivers, which was attended by around one hundred people. The event program included feedback sessions, themed roundtables and talks on the future of the profession. A targeted recruitment campaign is being publicized via social media. G7 has set up a special program to support and engage with the community of G7 women drivers. Since then, the percentage of taxi students trained by G7 Academy has increased from 7% to 14% ●

G7 wins an award

The company won Gold at the TOP/COM Grand Prix awards in 2023 in the “multi-media advertising” category. This award is deserved recognition for G7’s advertising campaigns, which have catapulted the company to the top of users’ choice lists, with over 20% growth in fare numbers over the last two years. G7’s image as a premium company has been bolstered with an advertising campaign highlighting the unique experience offered by G7 drivers ●



DIAMANTINO MATIAS MARQUES
G7 Électrique

“The electric revolution”

I’ve been a taxi driver for twenty-seven years, and for the past year I’ve been driving a fully electric vehicle. Once you’ve tried an electric vehicle, there’s no going back. Obviously, the environmental aspect is important, but the silent operation and driving comfort can’t be beaten, so now my customers say I don’t drive, I glide. At night, I plug in my vehicle and it uses the driving history to calculate the charge required depending on how many kilometers I’ve travelled, and whether I’ve used the heater or windscreen wipers. Every morning, I unplug my vehicle and set off for the entire day, with the range easily covering the 250 to 350 kilometers I need to travel. In terms of longer journeys, there’s been rapid progress on France’s road network and there are now efficient charging stations. It’s not just about the difference in cost between electricity and fuel, electric vehicles are also very economical when it comes to vehicle maintenance.

Wizville Trophy

From the 17 finalists selected in the “car rental” category, ADA was awarded the Bronze Trophy for Best Retail Customer Satisfaction 2023. The Trophy is awarded based on Google reviews over the last twelve months, and ADA scored 4.26 out of 5. Presented by Wizville, a platform specialized in customer experience and e-reputation, this award underlines the brand’s ongoing commitment to its customers and further consolidates its position as a local rental company ●



The Climate Fresk

70 employees from the Group’s head office took part in workshops themed around the planet’s climate challenges, run either by external speakers or staff trained in-house. The purpose of these sessions is to raise collective awareness of the profound upheaval we are facing and the actions that can be taken to reduce the Group’s carbon footprint. The HOMEBOX CSR team is planning to roll out these workshops across its entire network ●



“HOMEBOX S'ENGAGE” Label

The company has created the HOMEBOX S'ENGAGE label to support its key account customers in meeting their sustainability challenges. This process incorporates actions to support ecological, social and societal transition, based on three key areas: the energy transition, sustainable waste management and people. HOMEBOX has trialed the approach at seven pilot centres (Grenoble, Montpellier, Annecy, Reims, Nantes, Nanterre, Metz) and aims at deploying this scheme to all of its network ●

“The young gun of the network”

I'm 23 years old and the Group's youngest franchisee. After working for a luxury concierge service, I wanted to start my own business and with my passion for cars, I was naturally drawn to this new line of work. I heard about ADA through someone I know, and after some research, I was impressed by the brand's reputation. After a year and a half in business, and a lot of hard work prospecting for new customers and developing my client base, I expanded my fleet from 22 to 50 passenger and commercial vehicles for private and professional customers, and started to win regular rental contracts with these clients. My plans for the future? I'm going to keep developing the business in Vincennes and the Val-de-Marne, and may well open a second branch in this area, which has major potential.

JOSEPH ASSOR
ADA Vincennes



Charlotte Fairbank, Ambassador for G7 Access

Since 2022, the French wheelchair tennis champion has been an ambassador for G7 Access, the world's largest fleet of taxis equipped with access ramps for wheelchairs. The athlete lends her experience to all the teams and drivers with the aim of improving transportation for all. G7 Access drivers have been trained in transporting people with disabilities by G7 Academy, with the support of the Garches Foundation. The G7 Access fleet now has 500 vehicles equipped with access ramps ●



The G7 community is growing and finding its voice

In November 2023, G7 welcomed its 10,000th taxi driver in Paris. Our drivers act as brand ambassadors all year round, using innovative media communications to raise the profile of their profession and promote this valuable work to the general public ●

Electrical and electronic waste

To mark the European Week for Waste Reduction (EWWR), a large-scale collection drive for used electrical and electronic equipment was organized for employees. With 10 Ecologic collection points installed across the Group's three main sites, 305 kilograms of used equipment were collected for reuse or recycling ●



Taking action to reduce waste

Customers now have access to returnable storage boxes in our storage centres. This simple and free system developed by HOMEBOX helps to reduce waste by avoiding the need for single-use cardboard boxes. These returnable boxes can be reused and

provide stronger protection for the belongings stored inside. The system is currently being trialed in Aix-Sainte-Victoire, Strasbourg Schiltigheim and Colombes, and the aim is to expand this service across the entire French network ●



Electric charging stations

ADA and Charge-in, the first cost comparison site for the installation of electric charging stations, have signed a partnership for our franchisees. Each branch can now install a charging station tailored to the site's specific needs and parking lot, at preferential rates ●



SÉBASTIEN GALLO
ADA Nîmes and Metz

“A proactive and flexible approach”

With a team of five employees, we manage a fleet of 106 private vehicles and 80 commercial vehicles. The part of our customer base that includes tradespeople, construction and equipment companies, retail professionals, hospitals and clinics, accounts for 60% of our business in winter and 40% in summer. These numbers have been achieved through hard work prospecting for customers which requires a lot of advance preparation to identify the needs of each potential client. We meet with 10 companies a day on average, and are developing our visibility with a range of service providers in maintenance and tire trading, for example, and are active in business and professional networks. We are also the main rental partner of the Nîmes tourist office, which has helped to raise our profile. Through this partnership, we also rent minibuses to foreign delegations visiting the region except during peak season.



LUCIE DUCAMP
HOMEBOX, Amiens
and Amiens Glisy

“The story of a rewarding encounter”

My husband and I owned an old logistics building for which we really wanted to find a commercial use. We also wanted to use this space to provide a new service in Amiens. We found out about the self-storage sector at the Salon de la Franchise in 2013, and we were very impressed by the HOMEBOX concept and the comprehensive support provided by the company. There is a real business culture embedded across the brand, which is underpinned by the close support given to new partners and the training courses offered. We were also surprised by the rapid growth in business at our centre, because it's not in a busy area. This success has come from meeting a real need and applying a proven concept.



Diversity and inclusion

HOMEBOX has demonstrated its ongoing commitment to diversity by signing France's Diversity Charter, a national initiative encouraging companies to promote and value diversity among their staff. With this approach, the company has shown the importance it places on values such as inclusion, equal opportunities and respect for differences ●



G7, 1st Green Fleet in Europe

With 85% hybrid or electric sedans (7,500 G7 Green taxis), G7 has consolidated its position as the most eco-friendly taxi fleet in Europe. The transition to fully electric vehicles is continuing to gather pace, bolstered by a partnership concluded with Electra, the French champion in rapid charging. G7 has also partnered with Toyota to electrify its fleet, and will add 2,500 new fully-electric vehicles by the end of the decade. The aim is for the fleet to be composed of 30% electric vehicles by 2030, i.e. double the percentage of the average French vehicle fleet ●

“A model for sustainable development”

With the climate challenges we are currently facing, it's still possible to consider the legacy we're leaving behind for our children, and contribute to the economy at the same time. We wanted to prove this at our site. We started off with an existing building of 290 m², and have added an extra 800 m². We then decided to plant around twenty jasmine shrubs at the front of the building, which has created an insulating, fragrant and beautiful oasis of greenery right in the heart of an urban setting. We've also installed solar panels across the entire roof, so that we can generate our own electricity and then resell it. Lastly, we installed five permeable parking spaces without asphalt to combat land take.

ROMAIN VERGNE
HOMEBOX, Libourne



Community outreach

HOMEBOX has continued its work with the Secours Populaire association by participating in the “Green Santas” initiative. 31 centres across the whole of France were transformed into collection points for essential goods and gifts, bringing warmth and comfort to people in need over the festive season ●



A taximeter “made by Gamma”

Gamma Solutions has produced its own innovative taximeter called the Gamma X. With its sleek design, the taximeter offers a range of features, including a three-line display (fare price, extras, total), direct communication via radio tablet which means saving money on a dispatcher, and journey tracking for wheelchair users. This taximeter has also been designed to limit the amount of electronic components and materials used when producing, installing and maintaining the equipment required for running a taxi business ●

€381 M

Mobility

€278 M

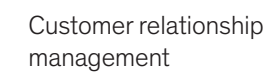
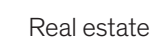
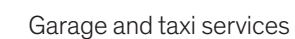
Self-storage and Archiving

€95 M

Other activities
and support services

€8 M

GROUPE ROUSSELET



A NEW EXPERIENCE IN **COMMERCIAL AND PRIVATE VEHICLE RENTAL**

ada

2 brands

ada
Location de véhicules

Medium-sized towns
and major cities

pointloc
by ada

Rural areas

Over **1,000**
independent rental agencies

€68.9 M
brand turnover in 2023
for ADA only, excluding Corsica
and international turnover

1st local
network in France

Whether travelling just a few kilometres to a train station, moving house, going away for the weekend or on holiday...

ADA supports its customers with all their transport needs, at every moment of their lives.

With centres everywhere in France, from medium-sized towns to major cities, and even in rural areas via Point Loc, ADA offers its customers a new experience in commercial and private vehicle rental. When you visit an ADA branch, you'll be greeted by a rental expert who listens to each customer's specific needs and gives advice on the best vehicle for you.

With its extensive network, ADA offers vehicle rental throughout the country, making it the leader in local rental in France.



FIRST BOOKING PLATFORM EXCLUSIVELY FOR FOR TAXIS IN EUROPE



10,000

taxis in Paris

7,500

hybrid or electric vehicles

€600 M

in business volume annually

250

employees

4,500

affiliated taxis in regional areas

17 M

taxi journeys per year

85%

hybrid or electric vehicles in 2024

100%

G7 Green vehicles target for 2027

33

million passengers transported
each year

G7 supports its customers with travel in and around Paris, across 230 cities in France, in 20 countries and 50 cities worldwide, via its major network of over 10,000 affiliated independent taxi drivers, various partners and popular smartphone app. G7 also provides both private customers and businesses with a wide range of effective and innovative tools, services and solutions to meet their needs and support their daily travel requirements.

G7 mission's is twofold: to facilitate the daily lives of its taxi drivers and to improve transportation for all.

Launched in 2019, G7 Academy offers aspiring taxi students an exceptional training program adapted to new market expectations and changing customer requirements. Having trained over 800 students in 2023, G7 Academy delivers a complete training program, from preparation for the professional entrance exam through to continuous training for working drivers.

4.9/5

customer satisfaction rating

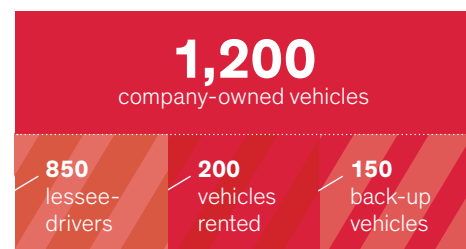




___ **G7 Taxi Services supports professional taxi drivers throughout their entire career, by providing a range of services to help them run their business:** rental of a vehicle alone or with a license, rental of a fully-equipped vehicle in the event of a breakdown or insurance claim, mechanical and bodywork repair shops, and insurance brokerage exclusively for taxis ●

70 employees

€36 M turnover



___ **Taxirama is the first multiservice centre exclusively for taxi drivers:** purchase of a new vehicle at a preferential rate, support with acquisition and financing of a license or mandatory and optional equipment, access maintenance services such as taximeters, roof lights and G7 radios. Gamma Solutions offers a wide selection of taximeters and roof lights in France and abroad ●

50 employees

€52 M turnover

100 license transfers

1,150 vehicles sold

11,200 workshop customers

6 sites in France
including archiving facilities,
2 digitisation workshops and
1 data centre

1 hybrid archiving portal
combining physical document
inventory and Novadoc® electronic
files, with over 4,500 users

33 years
of experience

80
employees

€11 M
turnover

___ **Novarchive is the longstanding French leader in document archiving, digitisation and management services for a variety of customers, including CAC 40 companies, pharmaceutical laboratories, banks, manufacturers, public authorities, music labels, independent businesses and SMEs.**

Specialized in outsourcing the storage and management of paper and electronic documents, the company provides a comprehensive offering with four main services: paper document storage, electronic archiving (EDRMS), simple and reliable digitisation systems (NF544 certification), as well as consulting and auditing services. SIAF approved and certified according to the strictest AFNOR and ISO standards, Novarchive offers its customers efficient, simultaneous management of both paper and digital documents, with storage guaranteed for an unlimited period of time. Novarchive also meets the highest standards of compliance, ensuring the security and confidentiality of customer data throughout every stage of its lifecycle.

Novarchive's impeccable service quality is based on five key pillars: safety, customer satisfaction, social impact, respect for the environment and continuous improvement ●

HOMEBOX, NO. 1 IN STORAGE SPACE RENTAL IN FRANCE

HOME
BOX

Over **50,000**

active customers, of which 70%
are private customers

165

self-storage centres in Europe

€96 M

brand turnover
in 2023

4.7/5

customer rating

**HOMEBOX is the expert in secure individual storage
space rental for private and professional customers.**

The company offers storage units ranging in size from 1 to 50 m², with independent access 7 days a week and 24-hour video surveillance, so its customers can store their most treasured possessions in total peace of mind. HOMEBOX offers personalized support, with a range of additional services, including cardboard boxes, packaging and truck rental, as well as bespoke services for its professional customers and key accounts, such as parcel reception and waste recovery.

HOMEBOX provides a local service for its customers, as the only major player on the market with such an extensive network, boasting over 135 centres in France, as well as sites in Europe (Germany, Spain, Andorra, Portugal and Switzerland), offering over 500,000 m² of storage space in total 📍





80

development engineers

REAL-TIME
DISPATCH APP

MULTIMODAL
AND MULTIDEVICE
PLATFORM

SMART
VEHICLES

EXTRANET
CUSTOMERS

Pragmatik develops IT services for the mobility and storage activities of Groupe Rousselet, in France and internationally. With a multilingual programming team, Pragmatik supports its customers with their digitisation needs, thus helping to improve their services and performance. The subsidiary provides the Group's companies and customers with cutting-edge solutions, such as real-time dispatch applications, multimodal and multidevice platforms, smart vehicles and customer extranets.

3

platforms (Châteauroux, Reims and Clichy)

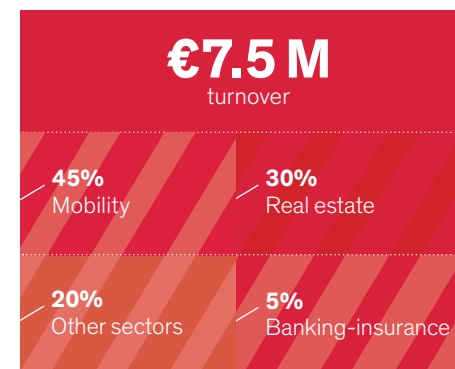
200

employees

9 M

calls in 2023

A company 100% "made in France", Sérénis provides a CRM call centre service open 7 days a week, offering customized solutions for its key accounts in the real estate, banking and insurance and transport sectors. From customer service management to Business Process Outsourcing (BPO) and consulting (training, recruitment), the company ensures efficient and high-quality handling of contacts via all channels, across its various sites.





75

real estate assets, including:

65

storage/archiving centres
in France, Spain and Germany

2

logistics platforms with close
to 70,000 m² of space

Head offices of the Group's
subsidiaries

425,000 m²

of real estate surface area

Seventy is the Groupe Rousselet real estate company that owns, manages, promotes and develops its real estate assets in France and Europe, which are primarily used by its subsidiaries.

Its mission is to ensure the quality of the Group's real estate assets over the long term, taking into account environmental factors, while also supporting its subsidiaries' development in France and abroad, by identifying and acting on asset acquisition opportunities based on precise criteria.

Seventy is also continuing to implement the professionalisation process launched two years ago, by strengthening its organization, improving its management and monitoring procedures, and making use of new technologies 📡

BOARD OF DIRECTORS

Évelyne Caillaud
Nicolas Rousselet
Philippe Rousselet

ADVISORY COMMITTEE

Rémy Sautter
Marc Tessier
Jean Veil

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Group Rousselet – June 2024**
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