

General guidelines Community investment, sponsorship and corporate memberships

Decision support document

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Objectives of this document

Provide frame of reference for analysis and selection of project proposals

- Qualification of proposals according to main impact sought:
Business/Communication, Employer Brand/HR, Social Impact, R&T
- Definition of selection and evaluation criteria for community investment, sponsorship and corporate memberships projects
- Definition of impact metrics and reporting requirements

Define areas of focus

Define areas of focus of the Group community investment, sponsorship and corporate memberships policy as per Chorus instruction (ref. 87213789-GOV-GRP-EN)

Provide frame of reference

Definitions

Community investment



Material or financial support that an Entity provides to a Beneficiary Organization for the exercise of **activities having a general interest feature**, and which is not accompanied by any expected contractual compensation on the part of the Beneficiary Organization in favor of the Group, the Entity or any of its employees (or, if a compensation exists, it is of negligible value: for example, a simple mention of the donor in a publication).

Sponsorship



Material or financial support that an Entity provides to a Beneficiary Organization, in relation to a gathering or event not having a general interest feature, and this in order that the Beneficiary Organization favors or accepts a promotion of the brand image of the Group and/or the Entity on this occasion. The Sponsorship does not entail any consideration other than the promotion of the brand image of the Entity and/or the Group.

The expenses which are incurred for a purpose being mainly the participation of one or more Entities in a trade show do not fall under a Sponsorship action, but are the consideration for services (e.g. the rental or the construction of a booth) resulting from a Purchasing process.

Corporate memberships



Participation of an Entity as a member of a professional or sectoral organization (Beneficiary Organization), whether directly or indirectly (i.e. through the registration of one or more employees representing the Entity, or through an individual membership financed by the Entity).

Individual Memberships showing no interest for the Group or having no connection with an Entity's activity are not funded by the Group and are not covered

Main objective of the project

Community investment, sponsorship and corporate membership projects must be presented in terms of their main type of expected benefit and must correspond to one of the Group's priority objectives.

Expected COM benefit

Expected impact for the Group in terms of:

- Brand image or awareness among customers, partners and employees
- Institutional relations

Expected HR benefit

Expected impact for the Group in terms of:

- Attractiveness and employer brand
- Pride in belonging to the company and employee engagement
- Diversity & Inclusion in all its aspects (gender, origins, disability status, academic background, etc.)

Social Impact

Expected social impact* in Thales Solidarity focus areas:

- Education and professional integration
- Digital citizenship
- Environment

or
Impact linked to a specific context:

- International or local solidarity
- Support to military veterans organisations

*This is a social impact, external to the Group

Expected R&T benefit

Expected impact for the Group in terms of:

- Access to technical/scientific communities on specific subjects
- Access to knowledge or academic research and results
- Attractiveness to engineers/scientists
- Interaction with innovation ecosystems

* Education and professional integration, digital citizenship and environment

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Selection and assessment criteria

COM

Event sponsorship or business, sports and cultural publications. Also covers corporate membership of professional or sectoral organisations.

Eligibility

- Does the project strengthen Thales's brand image and/or increase awareness among existing and potential customers, influencers and media outlets of Thales as a technology leader for the Defence, Security, Ground Transportation, Aerospace and Space markets?

Value

- **Coherence with Thales activities:** Is the proposed sponsorship project sufficiently closely related to Thales markets, products and capabilities for the return on investment to be of benefit to the Group's business and brand image?
- **Audiences targeted:** Are the audiences targeted Thales priority stakeholders (existing and potential customers, influencers, partners, etc.)
- **Coherence with Group image:** Will the type and theme of the event contribute positively to the Group's image and are they compatible with the Group's HSE/CSR commitments?
- **Visibility:** Is Thales a main sponsor (only 1st or 2nd level sponsorships are considered)?
- **Total investment:** In addition to the sponsorship amount, does the budget include set-up and activation (additional chargeable services, event organisation for customers/suppliers/media, logistics, Thales stand, etc.)?

Metrics

- Level of brand visibility before, during and after the event
- Media coverage (type of media, timeframe)
- Social media exposure in relation to target audiences (which platforms, amplification support)
- Impact on employees

Selection and assessment criteria

HR

Community investment or sponsorship for events organised by schools, universities, training institutes and associations in contact with recruitment candidates or targeted audiences. The focus is on the development of Diversity and Inclusion. Also covers corporate membership of professional or sectoral organisations.

Eligibility

- Will Thales's participation strengthen the Group's attractiveness to targeted students, schools, universities and training institutes that could provide skills needed for the Group's activities?
- Will Thales's participation strengthen the Group's attractiveness to targeted audiences in terms of its commitment to diversity (gender, background, education, training, nationality and disability)?
- Will Thales's participation strengthen employee engagement?

Value

- **Coherence:** Is there a direct connection between the project proposed and the skills and profiles needed by the Group?
- **Outreach:** How much influence do the associations/foundations/organisations have among targeted populations in practical terms?
- **Social media:** How much influence do the associations/foundations/organisations have among targeted populations on social media?

Metrics

- Number of job applications generated by the project
- Thales ranking in student opinion polls
- Increase in number of job applications from targeted groups (women, engineers, etc.)
- Results of employee engagement surveys

Selection and assessment criteria

Social impact

Community investment for charitable projects, publications or events with an impact outside the Group.

Eligibility

- Does the community investment project involve a registered non-profit organisation?
- Does the project use innovation and technology to benefit one of Thales Solidarity's three areas of focus (Education and Professional Integration, Digital Citizenship, Environment)?
- Will the project be conducted in one of the Group's countries of operation?
- Does the project have a neutral or low environmental impact?

Value

- **Social impact:** Does the project aim to achieve a measurable impact on a clearly identified social need that is not currently being adequately met?
- **Innovation:** Does the project make responsible use of new technologies with a view to improving access to those technologies or increasing their impact?
- **Effectiveness:** Are human, financial and technical resources available and optimised to ensure achievement of the project's goals?
- **Sustainability:** Will the project have a long-term impact and is it sustainable without Thales's support?
- **Engagement:** Are Thales employees involved in the project and/or could it provide volunteering opportunities?

Metrics

- Number and categories of recipients targeted by the project
- Benefits or changes for the targeted group
- Number of Thales employees involved in the project
- Additional indicators to measure project impact (hours of training, etc.)

Selection and assessment criteria

R&T

Community investment or sponsorship for scientific conferences, academic chairs, research consortia, learning institutions, organisations engaged in science and technology monitoring or interaction with innovation ecosystems

Eligibility

- Does the project position Thales within a technical or scientific community on a subject that is of interest to the Group?
- Does it bring Thales access to an innovation ecosystem through a membership association?
- Does it bring Thales early access to knowledge or academic research findings and a chance to define roadmaps jointly with partners?
- Does it strengthen the Group's image in terms of innovation and research?
- Does it strengthen the Group's attractiveness to young engineers/scientists?
- Will it help the Group to develop a training programme on a topic not covered in the existing syllabus?

Value

- **Alignment:** Is the project aligned with the Group's Technical & Innovation Strategic Plan (TISP)?
- **Transversality:** How many units could benefit from the project?
- **Disruption:** How disruptive is the topic with respect to the Group's existing activities?
- **Investment:** What is the project's cost/benefit analysis?
- **Visibility:** How much visibility will the Group have?
- **Attractiveness:** How will the project impact the attractiveness of the Group?

Metrics

- Number of actual uses of the knowledge/results in Thales's R&T activities
- The Group's capacity to influence emerging technical or scientific trends
- Number of young engineers/scientists attracted to the Group as a result of this project

A few 2021 examples

R&T

- ❑ **Aerospace Vehicle Systems Institute (AVSI)**: collaboration between academia and industry on aeronautical projects in North America → Thales SA TRT
- ❑ **HiPEAC**: collaboration between academia and industry on European projects (cybersecurity, AI, etc.) → Thales SA TRT
- ❑ **IAEG**: share innovative environmental solutions in the aeronautical field → Thales SA (HSE)
- ❑ **European Quantum Industry Consortium**: contribute to the emergence of an industrial fabric and a market in Europe based on technological know-how and scientific skills in the quantum field → Thales SA TRT

COM

- ❑ **Business Bridge Europe** : conference « Space Embracing a Changing World: Green, Digital, Resilience & Security » in Brussels → TAS France
- ❑ **US Chamber of Commerce**: increase Thales' visibility in the United States → Thales USA Inc.
- ❑ **Veteran Fondation – Danemark**: support to the veterans of the Danish army → Thales Denmark

RH

- ❑ **Association Française des Managers de la Diversité (AFMD)**: mobilizing for an inclusive work environment → Thales SA RH
- ❑ **Fondation UPEC**: develop joint projects (universities and companies) on the employment of people with disabilities. Thales is a founding member. → Thales SA RH
- ❑ **Association Hanvol**: professional integration of people with disabilities in the aviation sector → Thales SA RH
- ❑ **Fondation Innovation Pour les Apprentissages (FIPA)**: develop and test innovations related to learning → Thales SA RH

IMPACT SOCIÉTAL

- ❑ **Thales UK** is working with **Primary Engineers** and **The Smallpeice Trust** to raise awareness of science among UK students. The two partner organizations are dedicated to a major challenge for our societies: engaging children and teachers to inspire the next generation to consider careers in STEM (science, technology, engineering and math).
- ❑ In partnership with **Indonesia Mengajar**, **Thales Indonesia** is supporting the improvement of the quality of education in Indonesia during the Covid-19 pandemic, with the deployment of 20 young teachers in rural areas.

Examples of rejected themes/projects

Events of a cultural nature, for example

- Lodging at the opera,
- Exhibition financing,
- Book financing,
- Movie financing.

Events of a sporting nature, for example

- Car racing,
- Sail regatta,
- Financial support for local sports teams.

Support to charities that do not correspond to the 3 axes of the Thales Solidarity program

Follow-up and reporting

At the end of the project, the applicant must submit the following information to Group Communications for data consolidation and impact reporting.

Projects with Communication benefit

- Type of event
- Target audiences
- Entities involved
- Budget details (sponsorship + communication actions)
- Details of communication actions
- Communication outcomes

- Type of event
- Target audiences
- Entities involved
- Budget details
- Details of associated communication actions
- Outcomes in terms of recruitment and rankings

Projects with HR benefit

Projects with R&T benefits

- Type and role of organisation
- Entities impacted by project outcomes
- Budget
- Thales point of contact for liaison with units
- Media outcomes

- Description of project
 - Type of organisation and support
 - Budget and resources allocated
 - Indicators of impact on project beneficiaries and employees involved
 - Details of communication actions
- A reporting form must be sent to the Thales Solidarity Delegate of the GBU/Country/Region concerned.

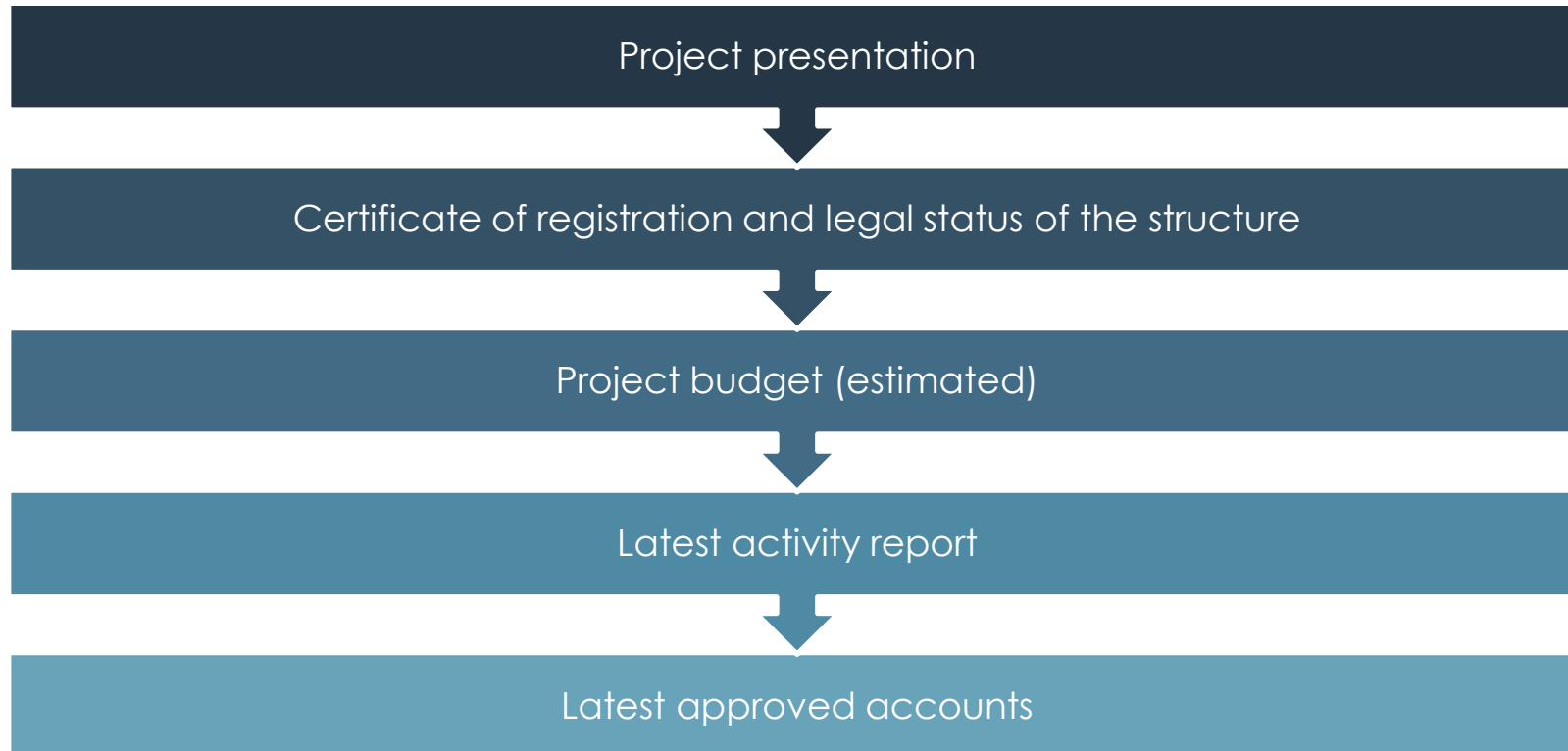
Projects with Social Impact

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For all requests:



For more information, see the Chorus Instruction (87217989-GOV-GRP-EN)

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For all requests:

- The draft contract and, if renewed, the previous contract(s)
- The approval request questionnaire (Appendix 3 of the instruction)
- Beneficiary Organization's bank account details (mandatory)
- Documents of administrative and financial nature
 - by-laws, ethical chart or equivalent;
 - reputation e-check;
 - list of board members and managers;
 - registration certificate, ...
 - activity reports for the previous years;
 - approved accounts (audited, if available) of the latest years;
 - budget forecast for the project, or quotation or invoice;
 - commitment taken by the Beneficiary Organization as regards fight against corruption (if not reproduced in the contract).