



Partoo inside

An insider view on our strategy, people & culture!



Agenda

What is Partoo? 01

Our Strategy 02

Our Values 03

Our People vision 04

Life at Partoo 05

Our Sustainability agenda 06

01

What is Partoo?

A composite image showing a man in a bakery on the left and a laptop displaying a digital marketing dashboard on the right. The dashboard includes sections for 'All locations', 'My shop', and 'My location', with various data points and charts.

“We offer simple, intuitive, highly performing products”

For a decade, digital was all about websites. Having a great website could help your business thrive. **It was that simple.**

Now, digital buying journeys are **much more complex**: platforms like Google, Instagram, and Apple have a growing influence throughout the purchasing process. SEO is increasingly critical to drive audiences. Reputation is key in reassuring customers. And conversational commerce is becoming essential for businesses to convert leads into clients.

Creating a great digital experience for customers **has become difficult.**

As an **all-in-one platform**, we assist businesses in adapting to new digital buying journeys in a simple way, enabling them to get closer to their clients.

With Partoo, they find more prospects, close more leads, and offer customers a **seamless digital experience** above market standards.

To achieve this, we create great products that empower our clients to (1) become easily discoverable on the platforms people use to find them, (2) be chosen by customers thanks to a strong online image and reputation, and (3) convert leads into clients through to conversational commerce

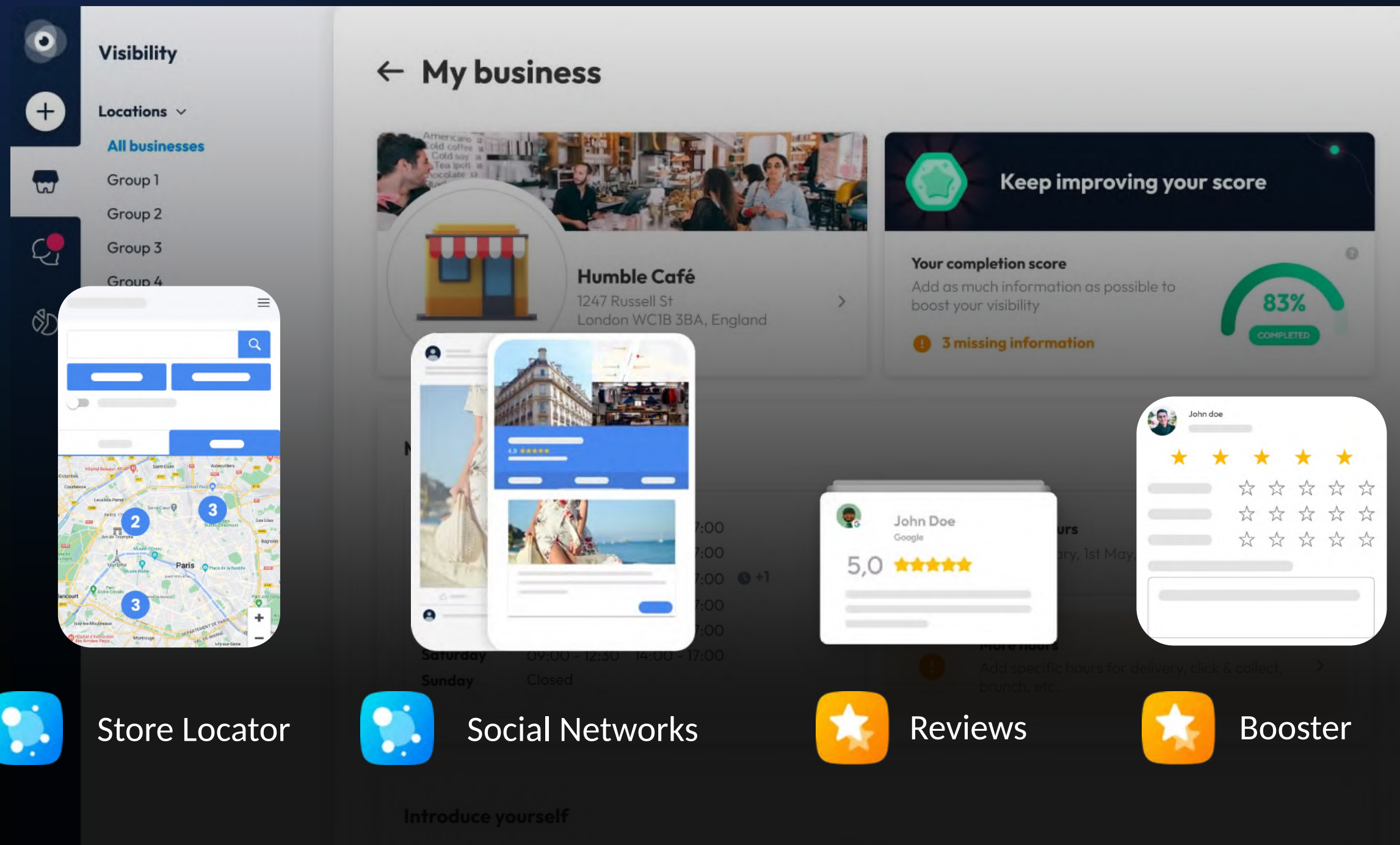


Thibault LEVI-MARTIN
Founder & co-CEO @Partoo

“Our ambition is to become a world leader. To do so, we want to create exceptional products to enable businesses to **get closer to their clients.”**



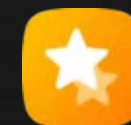
A unique tool to manage it all...



 Presence

 Store Locator

 Social Networks

 Reviews

 Booster

 Messages



...and help Businesses get closer to their clients

- Visibility
- Locations ▼
 - All businesses
 - Group 1
 - Group 2
 - Group 3
 - Group 4
 - See more
- Bulk modifications
- Posts >

← My business

Humble Café
1247 Russell St
London WC1B 3BA, England

Keep improving your score

Your completion score
Add as much information as possible to boost your visibility

83% COMPLETED

3 missing information

Manage your opening hours

Monday	09:00 - 12:00 14:00 - 17:00
Tuesday	09:00 - 12:00 14:00 - 17:00
Wednesday	09:00 - 12:00 14:00 - 17:00 +1
Thursday	09:00 - 12:00 14:00 - 17:00
Friday	09:00 - 12:00 14:00 - 17:00
Saturday	09:00 - 12:30 14:00 - 17:00
Sunday	Closed

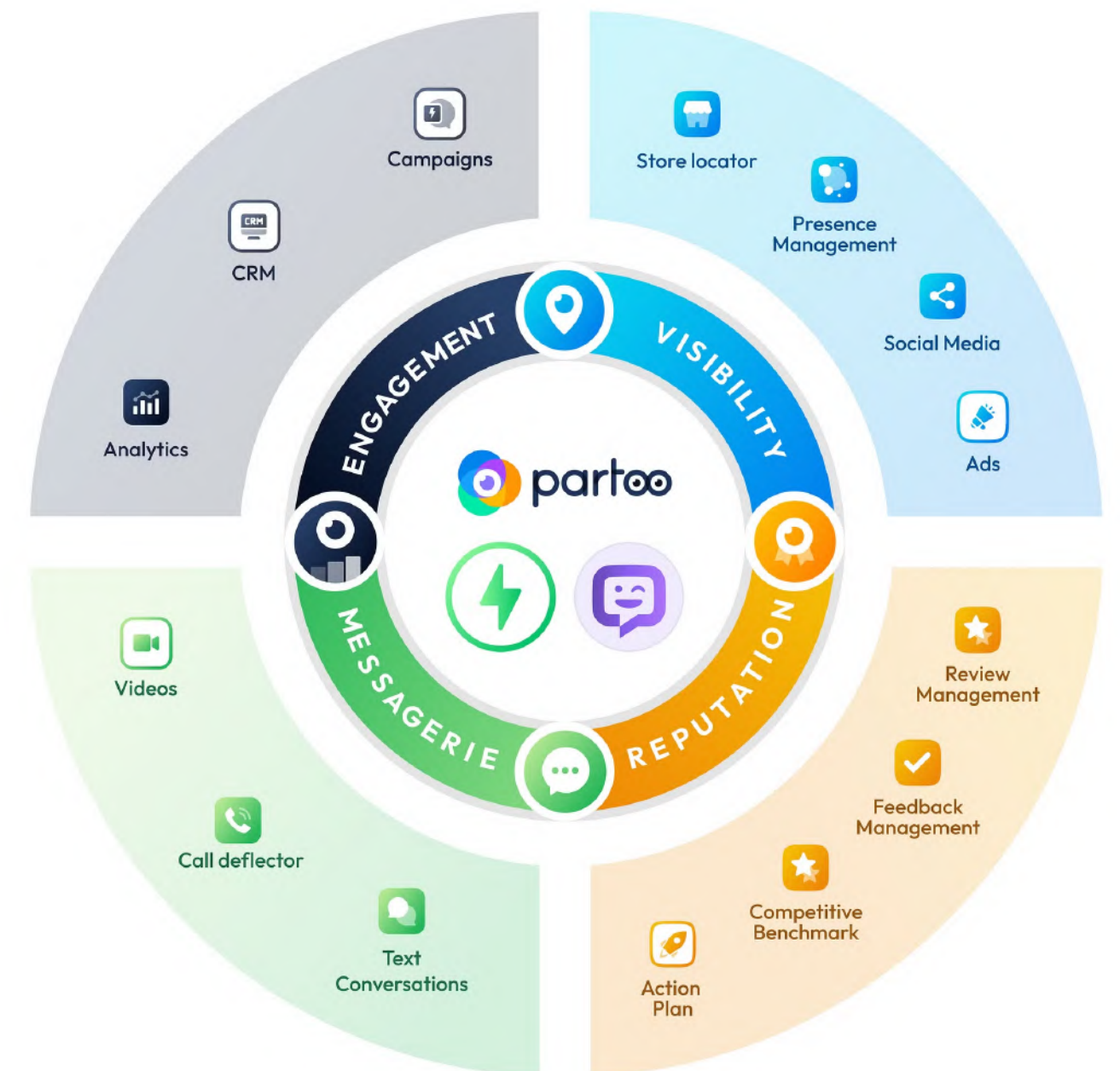
Specific hours

1st January, 1st May, 25th December

More hours

Add specific hours for delivery, click & collect, brunch, etc.

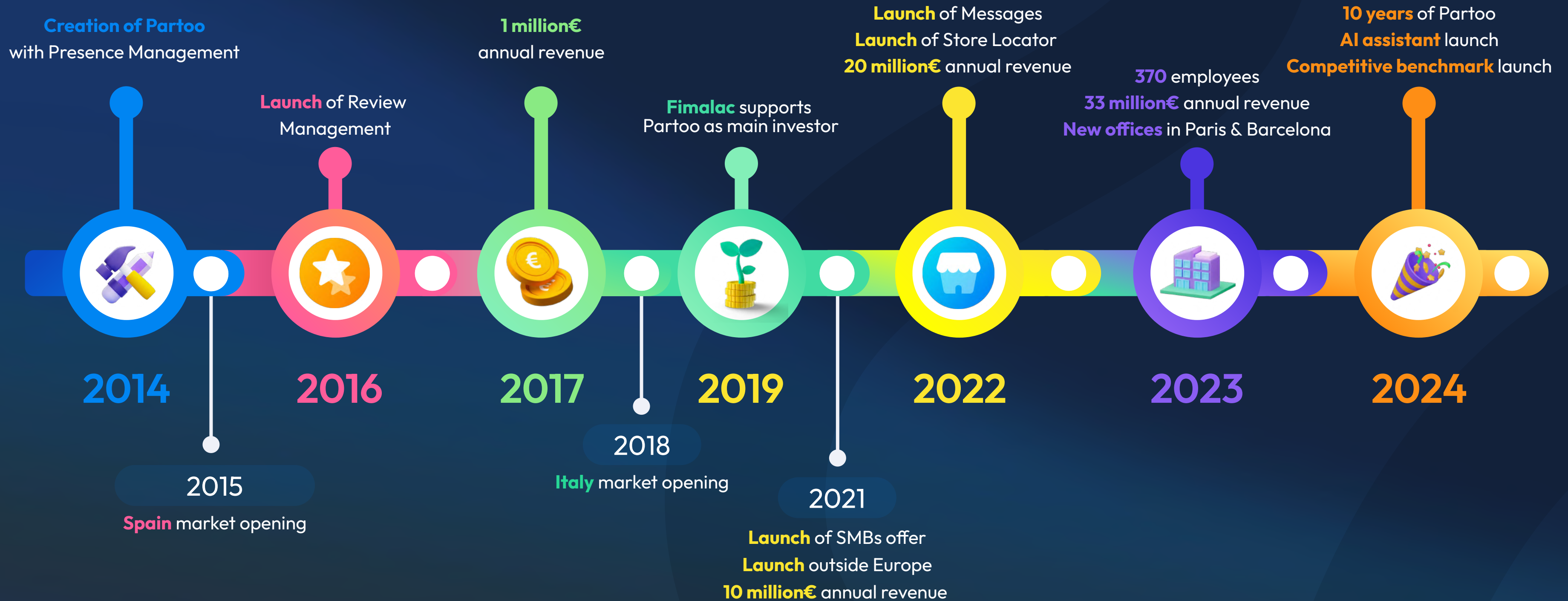
Introduce yourself



02

Our strategy

Our story



Our pyramid of strategy



Purpose

Support businesses and communities in their development in a local and sustainable way



Mission

Help Businesses get closer to their clients

Vision

Make things right for Nature, Clients & People



All-in-one

Products that cover the entire consumer sales cycle

Trusted partner

Responsive support & unmatched expertise

Local experts

A user-friendly platform for a localized approach



Partoo, already used by 7 500 clients

Our global presence



■ commercial presence ■ core markets

SEVERAL TYPOLOGIES OF CLIENTS...

Chains

SMBs

Resellers

Public Sector

Brands & Network

...ACROSS INDUSTRIES

Banking

Beauty

Fashion

Automotive

Public

Food

Consumer



Key growth numbers

Our happy clients

7 500

Clients

250 k

Points of sales

46

Net Promotor Score

Our amazing team

4.3/5

Glassdoor score

360

Employees

Our 3-year Ambition

100 M€

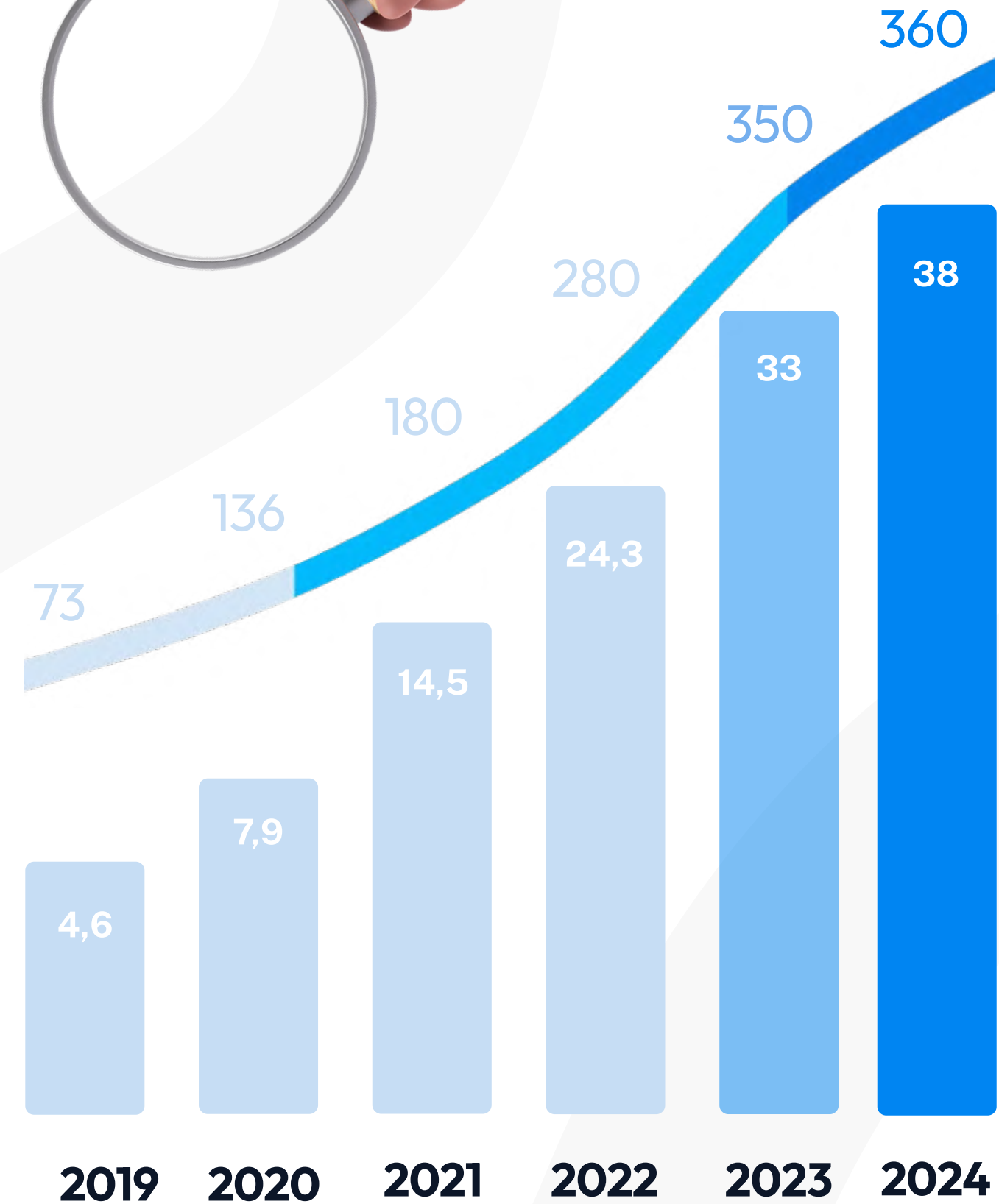
Annual revenue

1 M

Shops covered

Employees

Annual revenue in M€



03

Our values



Thibault RENOUF

Co-CEO @Partoo

**“Our ongoing - and future - success
relies on exceptional people working
together.”**

Our core values and aspirations guide us in identifying outstanding talents. Our top commitment is to empower them and help them thrive.”



VALUES

Fun

EXAMPLE 1

You bring an infectious positive energy to your team and others.

EXAMPLE 2

You invest time in your professional relationships.



Do's

You say hello to your colleagues and welcome newcomers warmly.

You join our Funtastics crew to help organize events.

Don'ts

Behaving unprofessionally during events or parties.

Coming to the office the least possible.

VALUES

Curiosity

EXAMPLE 1

You find innovative ideas to create incremental value.

EXAMPLE 2

You create opportunities to learn by yourself & share them with others.



Do's

You share competitors best practices in our slack channels.

You suggest people for our Partoo Academies, organize shadowing.

Don'ts

Ignoring some emails, missing the Friday Meeting sometimes.

Never spending time with teams other than yours.

VALUES

Empathy



EXAMPLE 1

You listen with the intent to understand and not to respond.

EXAMPLE 2

You find solutions for clients, colleagues & stakeholders prioritizing Partoo's interest.



Do's

You volunteer to be a buddy for newcomers.

You defend the point of view of the client when needed.

Don'ts

Criticizing partners, competitors, colleagues or any stakeholder without a constructive spirit.

Saying "it's not my problem" in inter-team challenges.

VALUES

Simplicity



EXAMPLE 1

You always ask yourself *“is it the simplest way to do it?”*



EXAMPLE 2

Humble whatever your accomplishments are, you accept feedback & admit mistakes.

Do's

After meetings you send short recaps to stakeholders through a doc, email, slack.

You say when you don't know or don't understand & ask for help.

Don'ts

Implementing a process that takes more than 1 min to explain.

Spending more than 20% of your time measuring progress, rather than doing stuff.

VALUES

High standards

EXAMPLE 1

You set up ambitious objectives & consistently deliver something you can be proud of, on time.

EXAMPLE 2

You embrace change and you are quick to react to risk and seize new opportunities.

Do's

You are reliable: you respect deadlines and measure success.

You prioritize according to impact and value added.

Don'ts

Forgetting to update your team about your projects.

Complaining about issues and not suggesting solutions.



04

Our People vision



Hugo PERRIER

Chief People Officer @Partoo

“In 2022, I joined Partoo with a mission: scale our organization while fostering individual development.”

I firmly believe in the synergy between well-being, performance and personal development. In the past 18 months our workforce doubled and yet we managed to improve employee well-being.

We launched new benefits and added opportunities through training, career planning and refined performance policies.”

Getting started at Partoo!



EFFICIENT RECRUITMENT

- ✓ Usually 4-5 interviews to meet the team, based on technical and behavioral skills + a case study.
- ✓ Our candidate satisfaction exceeds +50 of Net Promoteur Score.
- ✓ 87% of our candidates (whether hired or not) are satisfied with their process. However, we are still very selective: we hire only the top 1% of our candidates!



WELCOME PROGRAM

- ✓ Top managers introduce you to all our fields of expertise and internal processes over a 1-week period.
- ✓ In addition to your team, a buddy supports you to learn the vocabulary and guide you through Partoo.



OUR MAIN TOOLS

- ✓ All our documentation is stored in a wiki so you can find the information you need quickly.
- ✓ Our favorite tools are Slack, the Google Suite, Salesforce, LinkedIn, etc.



Growing at Partoo



OKR



We review our priorities every **quarter** with "Objectives & Key Results" for each team.

BYR



The **BYR** is a yearly **performance evaluation** where employees and managers discuss career development: promotion, grading, salary, training, etc.

Career Development



We have **expert & management tracks** for each job, associated with specific skills and salary grids.

Job change



We have always promoted **internal moves** and have many examples of people switching from one department to another, after preparing themselves in advance to succeed in that change.

15% of our roles are hired from internal promotion!

Skill Development Academies



We cultivate **internal expertise through bespoke in-house training initiatives**. Currently, we've designed programs for management, professional efficiency, and languages. **Our client facing teams** receive tailored coaching and enablement on new products and sales techniques. We also value **reverse feedback** to feed managers.

Our Management Principles



high standards for actions and results, empathy & support towards people



DRIVER



1. **follow up on performance** and start progress plans when needed
2. **train yourself and coach your team** on behaviour & expertise
3. **cultivate positivity** and reward efforts & successes

HANDS-ON



1. **do your team's job** 10 to 50% of the time (according to scope)
2. address issues **liaising directly** with the person in charge
3. **take over work from your team** when needed

BRAVE



1. prepare well for **feedback** and **difficult situations**
2. **receive feedback well** and act on it
3. participate to debates but **align** with the final decision

EFFICIENT



1. identify problems quickly, evaluate options, **solve problems**
2. **define owners** to each action & delegate when needed
3. keep a good supervision on **goals and targets**

AGILE



1. **adjust your management style** to motivate and engage
2. prioritize the **company's overall success** above your team's
3. **communicate** eloquently and concisely key info

Great evolutions at Partoo



Sebastien

9 YEARS AT PARTOO

- ↳ Business Developer Intern
- ↳ Product Marketing Manager
- ↳ Head of Solutions Consultants



Estelle

3 YEARS AT PARTOO

- ↳ Account Manager SMB
- ↳ Team Lead AM SMB
- ↳ Customer Success Enterprise



Michaël

2 YEARS AT PARTOO

- ↳ Senior Developer
- ↳ Engineering Manager



Natalio

5 YEARS AT PARTOO

- ↳ Customer Care Manager
- ↳ Product Manager

Our teams



TECH TEAM

These two teams come together in **impact teams**, made up of a product manager and several fullstack developers.



The Engineering team is responsible for developing new functionalities and maintaining the Partoo application infrastructure.



The Product team is in charge of strategy and deployment of new functionalities and application design.



Our teams



CUSTOMER TEAM

They support and "pamper" our customers, whether they are major chains, independent retailers or local shop-owners, from the moment they sign and throughout their life cycle with Partoo.



Customer Care handles client onboarding and support.



Customer Success educates on product usage to ensure optimal use of the platform.



Our teams



REVENUE TEAM

They are responsible for selling and promoting Partoo's entire suite of products. They are composed of 3 main teams:

- ✔ **The Sales team operate on 4 segments:** Key Accounts, Mid Accounts, SME and SMBs, which are independent networks under 20 point of sales.
- ✔ **Product Marketing & Solution Consultants** are experts in the Partoo solution, they ensure communication and training on the features implemented by the tech team, both internally and externally.
- ✔ **Marketing teams** support sales teams in lead generation. They also develop Partoo's reputation and branding by creating new content and organizing events.



Our teams



SCALE TEAM

Our global cross-functional team, which brings its expertise to the rest of the company in order to boost performance & support business growth.

- ✔ **Strategy** team consists of in-house consultants providing direct support to top management & all other teams in scaling, structuring and creating processes. They work particularly on the go-to-market strategies, new geographies and M&A.
- ✔ **Finance, Legal & Operations** focus on setting up processes, tools and training systems to improve the performance of marketing, sales & customer teams, as well as the company's financial management.
- ✔ **People** team ensure the quality of the employee experience from recruitment to career development. They also steer the company's CSR agenda.



Our benefits

Salary Grid

- ✓ We are setting up **salary grids by level** and by job type to ensure transparency and fairness.
- ✓ **We review these grids regularly** to keep them in line with the market median.

Remote work

- ✓ **We are an office-first company** as we believe in real-life interactions as a trigger of creativity & trust, but we also allow remote work for flexibility.
- ✓ We authorize **from 2 to 3 days of remote per week**, depending on the role (job, management).

Other benefits

- ✓ In France, we offer **6 days off (RTT)** per year for employees and a monthly half-day off for interns.
- ✓ We provide **Alan** health insurance cover & lunch cards, as well as a **green mobility** package (in France).
- ✓ **Our CSE** offers sport memberships in Paris & Barcelona, as well as discounts on leisure activities & supports child care for parents in Paris.

05

Life at Partoo



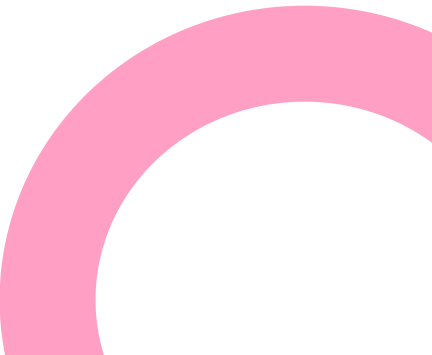
Our offices

PARIS

- 5 000 m2
- 3 floors, in the heart of the 18th district, 190 Championnet Street
- Patio & Rooftop
- Living spaces (cafeteria, terraces...)

BARCELONA

- 300 m2
- Rambla de Catalunya, 33, 3^o floor
- Rooftop



Our rituals



Office life

Friday meetings: review of the week's highlight from top management.

Partoo Academy (Paris): top speakers sharing their experiences (e.g., CEOs of Lemlist & Respire, member of the GIEC/IPCC, professional swimmer & basketball player, etc).

Thematic months organized by our CSR team (ex: Wellbeing Week, Pride Month).



Festivities

Annual seminar (Parc Asterix in 2022, Green Seminar in a castle in 2023, 10th anniversary seminar).

Team retreat: (usually 1-2 days near Paris) & quarterly team buildings (ex: climbing, dinners, etc).

Summer/ winter parties (ex: Partoo-anniversary in July) and regular events organized through the year by the "Funtastics" Club.



Activities

Several sport groups & art classes in Paris Office (ex: soccer session, running during lunchtime, chess games, Hackathons, etc).

Awareness-raising activities: organized by our D&I Team (ex: Women@Partoo).

AI Pioneers squad to discover new AI tools and launch exciting POCs.

Rooftop terraces : spontaneous drinks are organized when it's sunny in Paris & Barcelona!



06

Our Sustainability agenda



Thibault LEVI-MARTIN
Founder & co-CEO @Partoo



**The B Corp label is more than just a distinction;
it's a roadmap that drives us to continually improve.**

We are determined not only to be the best in the world but to become the best *for* the world.

This certification compels us to constantly rethink our practices
and innovate to combine performance with responsibility.



the 5 pillars of the B Corp philosophy



Environment

Are you measuring, reducing and reporting on your environmental impact?



Governance

What's your mission and how is your company governed to ensure standards and transparency are upheld?



Workers

Do you treat your employees fairly? What are your compensation practices, benefits, training, worker ownership and work environment?



Community

What's your impact on external community stakeholders (suppliers, distributors, local economy)?



Customers

What's the impact of your business model on customers and do you serve underserved communities?

Partoo is B Corp certified since September 2024, with 105.5 points, above the certification threshold of 80 points.



Protect the environment



Reducing our CO2 emissions to the lowest possible level

- ✓ Working to reduce by 6% our emissions per employee in 2024 and launching a carbon footprint roadmap for the coming years.

Raising our employees' awareness of environmental issues

- ✓ Organizing events with **low carbon footprint** and choosing **clean providers** is complementary to **educating our people on environmental issues** with talks for experts and internal workshops (Fresque du Climat)

Raising our customer awareness

- ✓ Increasingly, we'd like to have a positive CSR influence on our customers. Rather than offering material gifts to our best partners, last year we offered them trees with Treadom. Even though carbon offsetting is not a magical solution, it is a powerful symbol to alert about global warming.





Encourage diversity



Promote an inclusive culture

- ✔ **Signing the IDEA Pact in 2022** and following the 7 commitments to Inclusion, Diversity, Equity & Accessibility.
- ✔ Running a **company-wide diversity audit** since 2023 with a dedicated action plan.
- ✔ **Tracking an NPS score for diversity and inclusion** and targeting over 9/10.

For women

- ✔  Implementing the employee group "**Women at Partoo**" in charge of mentoring women and providing internal education, like awareness regarding discrimination.
- ✔  We have made progress over the past three years, with an **Egapro index now at 94/100**, and more women in the highest-paying roles, as well as equality in promotions between genders.



Encourage diversity

For minorities

- ✔ **Crafting an action plan to hire and raise awareness on people with disabilities**, and offer additional equipment when necessary.
- ✔ **Partnering with specialized schools**, associations and agencies for hiring talent from underprivileged zone or diverse background.
- ✔ **Celebrating diversity** with office events, like the Pride month, and raising awareness to our clients with dedicated articles on our blog.



For parents

- ✔ **Parents at Partoo are a growing community** that we support with specific policies, for example with additional remote working flexibility, paid sick leaves for a sick child and support for child care.
- ✔ **We signed of the Parental Act** in order to go further and increasingly integrate the various recommendations proposed.



Run business responsibly

We aim to be 100% ethical in our business decisions

- ✓ **Creating a code of Conduct & Ethics**, a dedicated committee and an anonymous whistleblowing platform for employees.
- ✓ **Joining the anti-greenwashing pledge.**
- ✓ We have implemented a charter against **discrimination and harassment**, and another one regarding **the right to disconnect**.

We want to give back to those in need

- ✓ **Offering employees 2 paid leaves** per year to our employees to support a charity.
- ✓ **Supporting our former employees** who have ventured into social entrepreneurship or the nonprofit sector.
- ✓ **Offering a discount to NGOs and social-economy companies** like "Cafés Joyeux", "Nous anti-gaspi" or "Murfy".



Make people thrive

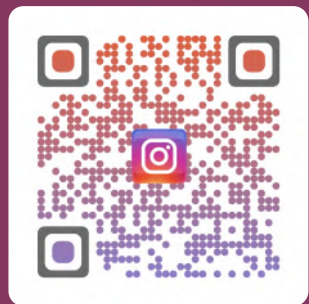
Make people feel good

- ✓ **3 People Experience Managers** are assigned to support a scope of around 150 employees in their wellbeing and development.
- ✓ **Each quarter we send anonymous Pulse surveys** to track engagement and wellbeing, and we follow an action plan based on that.
- ✓ We launched the **FeelGood Programme** with **Moka.care** to raise awareness and train all teams on mental health, and we offer 3 sessions with a therapist per year.

Help people perform and grow

- ✓ **In most teams, career paths & salary grids** exist to give visibility on career advancement.
- ✓ **Frequent reviews and feedback** allow to perform better, and development plans exist in case of difficulty or job transition.
- ✓ **Training sessions are offered every quarter by Claire and Sonia**, our Learning team, on topics related to our challenges: artificial intelligence, co-development, feedback, stress management, etc.

Lets Talk!



Get to know us
on Instagram



Check our
job offers



Discover
our products



Read our
Glassdoor reviews



Check our CSR
commitments