



kolsquare

Culture Book



Culture Book

www.kolsquare.com

Mission Statement

“Empower all people, organizations and ideas with KOL Marketing to positively impact the world. We use all our resources — our tech, our voice, our tribe — to inspire, implement and contribute to solutions to complex social and environmental problems.”

Note from the CEO

Quentin Bordage

Founder and CEO



Kolsquare is a journey. It's an inspiration. It's a vision of how we can use new technologies to have a positive impact. It's a bet on the future of communications and on a global revolution for marketing professionals. It's a bet on people who share the same vision and ambition, and it's about perseverance in the face of doubts and unexpected challenges.

But it's also our customers, KOLs, employees, and partners who are betting on Kolsquare to succeed and, in doing so, help them have a positive impact in both a professional and personal sense.

The Kolsquare story begins with a simple question: why? Why are we doing this? What is the problem we're trying to solve? Why should you join, invest in, or buy a product from Kolsquare? We can have the best KOL Marketing product on the market, but I believe that the driving force of the company must be a compelling, authentic story.

This Culture Book tells our story. It's the story of our company, yes, but it's especially the story of our tribe, without whom we'd be nothing. During the Kolsquare journey, we've come to the realization that our brand is an imprint of our culture. We've created this book because the Kolsquare culture can mean different things to different people, be

they our staff, customers, KOLs, or partners. As we continue to grow, we need to make sure that everyone has the same understanding of the Kolsquare culture, so that anyone can become a part of it.

For me, the Kolsquare culture is a mix of several unique elements. It is about our desire to help ideas, people and organizations reach their greatest potential using KOL marketing. It's about great technology innovations that inspire us. Importantly, it's about the core values which are the drivers behind how we build our team, and our relationships with customers, KOLs, suppliers, or anyone we come into contact with.

It's about believing that beyond business and profits, we can have a positive impact on the world. That on our own scale, we can contribute to making the world a better place.

Our culture will continue to evolve. Defining our values, and setting down guidelines for how we intend to live and work by them, is the motor that will continue to drive Kolsquare's culture in the right direction.

Welcome to the Kolsquare Culture Book 2023. We hope you enjoy the ride!

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Manifesto

FOUNDATION LOUIS VUITTON





Manifesto

Kolsquare is in business to have a positive impact. We want to empower our staff, our clients and our partners to reach their greatest potential.

Our mission is to help people and organizations leverage the power of KOL Marketing (Influencer Marketing) to help them reach their full potential. We strongly believe in our responsibility to leverage KOL Marketing for good. We use all our resources – our tech, our voice and our tribe – to develop and implement solutions to complex problems. We apply this mission as much to business and our industry, as we do to broader social and environmental issues.

Social media revolutionized the way the human race interacts, socially, politically and within a commercial context. The great technological transformation of our times has amplified both the good and the bad within our society, with sometimes disastrous results.

But despite the often jarring headlines, we at Kolsquare believe in the immense power of social media to have a positive impact by bringing people closer together, boosting the fortunes of small business and facilitating debate. And rather than become submerged by the negatives, we've taken the lead to force change for the better.

More than 10 years ago, Kolsquare (then known as brands and celebrities) pioneered KOL Marketing by connecting brands with relevant celebrities for marketing purposes. Since then, the industry has undergone radical change.. The marketing revolution that our industry is built on continues to fuel great expectations with its ability to deliver massive and immediate impact on brand awareness and customer acquisition. Clearly, influencer marketing overperforms compared to traditional marketing formats, but many are still unsure how to harness its power.

At Kolsquare, we firmly believe in the power of this new form of marketing. We're convinced it's an essential lever for people and organizations to reach their greatest potential. Since 2018, our unique proprietary tool has helped hundreds of great brands grow their businesses.

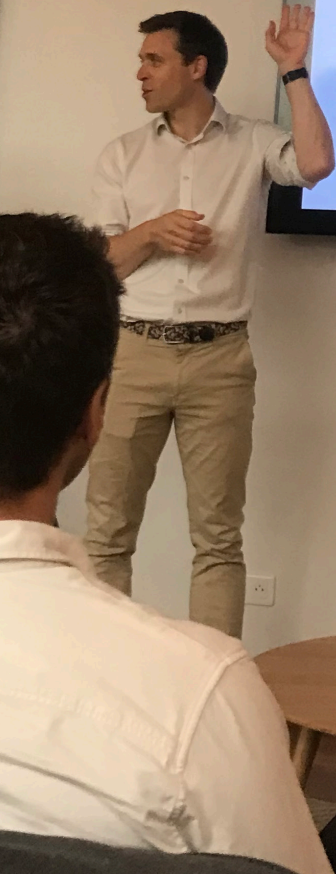
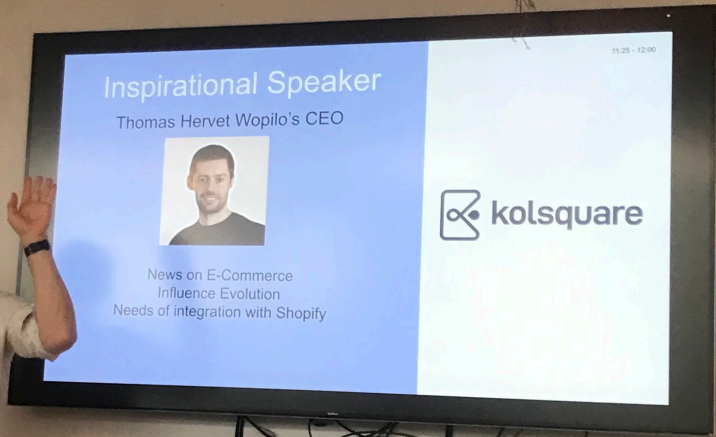
And we're just getting started.

We want to build the biggest community of Influencer Marketing specialists in the world; our team of experts stands ready to engage in meaningful partnerships with brands and agencies to enable them to fully harness this strategic tool.

But beyond business objectives, we believe Influencer Marketing is an amazing tool to help make a better world, to have a positive impact.

Over the years, we have used Kolsquare to mobilize influencers in blood drives in support of blood cancer, created #influenceforgood during the Covid-19 pandemic to help spread public health messages, and provided our technology free or at reduced prices to NGOs and nonprofits.

“We at Kolsquare believe in the immense power of social media to have a positive impact by bringing people closer together, boosting the fortunes of small business and facilitating debate.”



**IN 2020
WE FORMALIZED
OUR SOCIAL
RESPONSIBILITY
AMBITIONS
BY BECOMING
A BENEFIT
COMPANY AND
MAKING FOUR KEY
COMMITMENTS**



01

EMPOWER ALL IDEAS, PEOPLE AND ORGANIZATIONS THAT POSITIVELY IMPACT THE WORLD WITH OUR TECHNOLOGY AND KNOW-HOW

By providing NGOs, non-profits, government agencies with access at reduced prices. Promote KOL and content creators engaged for social and environmental causes (#influenceforgood).

02

TRAIN, EMPOWER AND INSPIRE FUTURE "CHANGE MAKERS"

By creating the Kolsquare Academy to teach KOL Marketing internally and externally. Share industry insights and promote positive impact change-makers. Create dedicated media.

03

PROVIDE FINANCIAL SUPPORT TO CONCRETE SOCIAL AND ENVIRONMENTAL ISSUES SOLUTIONS.

Of annual sales to social and environmental issues and spread the word within our community to encourage others to contribute.

04

CONDUCT A RESPONSIBLE BUSINESS TO START POSITIVELY IMPACTING THE WORD AT OUR OWN LEVEL.

By taking steps to reduce our carbon footprint, ensure equality and diversity in our teams, and family-friendly working conditions. Lead and contribute to efforts to ensure responsible practices within our industry. Promote social and environmental responsibility inside our own technology.

Why are we doing this?



01

Social responsibility

We incorporate social responsibility into everything we do, at both the individual and company levels. Having a responsible mindset means focusing on more than environmental issues. It means being proactive about making the world a better place, starting with our own industry.

02

Educate children

For the past two years, we've provided financial support to French association Génération Numérique to educate children and teenagers about the dangers, myths and realities of social media and the internet. In 2023, we've expanded this support to similar associations in Spain and Germany.

03

Regulate Influencer Marketing

We're taking an active role in helping to shape and regulate the Influencer Marketing industry in Europe by participating in government consultations and supporting the development of new trade bodies.

04

Together, we'll inspire change

Influencer marketing is a growing industry with huge potential to shape and influence economies and societies. It needs to be structured and regulated for the benefit of all. We won't do it alone, but together with our tribe: our clients, partners, and all Kolsquarians.



*“Kolsquare is a company that makes you evolve, grow, that accepts you as you are and knows how to get the best out of each person. **All companies today talk about benevolence, but we live it. It is an international company with people from all sorts of backgrounds. It’s a real melting pot, and that’s what I love about it.** We’re in a market that is growing extremely fast, there is a lot to do. I need the WOW for myself and to WOW people, and **we’re in a business that leaves no one indifferent. It’s motivating to talk about something that impacts everyone, all sectors.** I’m proud to be where I am, to have matured with the company and to see the responsibilities I have managing people. Collectively, I’m proud of the energy and the bonds we’ve created. There is a closeness when we meet once a month, it doesn’t feel like you’re just meeting colleagues.”*

Alix, Head of Key Account Management

Testimonials





*Are
you
ready
for
it ?*

Understanding





Understanding our operating environment

“Positively impact the world means respecting environmental and social issues, and participating in concrete solutions. We can't solve the world's problems on our own, but we can contribute at our own level, and, by sharing our experiences, inspire others to do the same. Having a positive impact should be a point of personal and professional pride. And while we will not achieve all our stated goals, we commit to always trying our best, learning from our mistakes, and trying again.”





The positive impact of social networks

In just over 20 years

social networks have revolutionized the way we communicate, breaking down social and international barriers, facilitating debate and connecting communities around shared interests.

In 2023, an **estimated** 5.16 billion people worldwide use the internet, with some 4.76 billion using social media.

It's an astonishing figure, but perhaps not all that surprising given social network's ability to facilitate social interactions, by text, photo, video, or live stream.



At Kolsquare, we love social networks. We believe the development of this modern media has been overwhelmingly positive for our society, **creating unprecedented access to knowledge and information.**

Social networks provide access to news, data and research. Long-distance learning that incorporates social networking tools has become refined and accepted, enabling the most isolated communities to reach out and **access education** and services, lifting them up and delivering a brighter future.



For younger generations, social networks have replaced traditional media formats as **a new avenue of entertainment and connections**. Social media is often a source of pleasure, an escape and release from stress. Social media can reduce isolation and loneliness, by connecting people across the globe via video, chat and instant messaging.



Social networks are a powerful tool for social impact organizations to raise awareness and drive momentum for positive societal and environmental change.

Social media has provided digital native startups with powerful new tools to reach audiences directly, creating new businesses and jobs.

The negative impact of social networks

SOCIAL NETWORKS ARE YOUNG, FAST-EVOLVING TECHNOLOGIES THAT HAVE INHERENT LIMITS RELATED TO THEIR STRUCTURE AND USAGE.

The need of social media companies to generate revenue warped the good intentions of social connection that was the impetus for their development. Today, they are designed to encourage **user addiction**, enabling the platforms to monetize audiences with ads and by collecting and user data.

Paradoxically, the more time people spend on apps, the more social networks fuel antisocial behavior by reducing personal interactions.

Ostensibly to improve user experience by targeting more relevant content to us, social networks' algorithms have been refined to the point where users are locked into a cycle of content that shows us only what we want to see.

By doing so, social networks have fragmented societies and pitted people against each other. The social and political implications of this evolution are evident in the polarization of opinions which today defines some of the world's biggest democracies.



Major issues exist around data protection given the billions of terabytes of data collected on users. Despite being privacy protections strengthened in the wake of the Cambridge Analytica scandal, there remains a frustrating lack of transparency around how tech companies collect, store and use data.

Finally, **the environmental impact of social networks cannot be ignored.** As they have grown, so too has their voracious appetite for the energy essential powering their massive data storage requirements.

These are structural deficits, but the negative impact of social networks derives mostly from their usage.

While they can be and are used for noble, socially useful and positive causes, it cannot be denied that social networks have been the facilitators of terror organizations and criminal gangs the world over.

Social networks **remove people from reality.** The constant streams of perfectly curated happy images and holiday photos reinforces a false belief that everybody else's life is better than mine. This enhances our consumerist tendencies, driving people to purchase unnecessary products for the short term gratification of boasting about it online.

People **waste precious time on social network** that could be better used for productive purposes or for spending with family and friends. This is a particular concern for younger generations who arrive at adulthood lacking the educational and social tools required to be successful in life.

Virality on social networks is powerful, but concerning. Fake news, misinformation and harassment spreads like wildfire, with users less likely to challenge sources and more likely to hide behind anonymity. Sometimes it is unintentional, other times it has a catastrophic impact, such as the vilification of the parents of the Sandy Hook school shooting victims in the US.





*“Kolsquare cares about your wellbeing. They care about your place in the company, where you are going and about being fulfilled in your professional and personal life. **It’s a mission company and cares about the environment. This is important for me because I would like to be part of a company which cares for the environment and the future.** I’m proud of taking on tasks outside of my work. I’m also proud to be on the mission team. It’s really important to me to participate in something of benefit and to do this with other Kolsquarians.”*

Janet, Business Development Representative

“We really embrace each other’s differences, cultures, points of views, and skills.

*What makes us great is this melting pot of different profiles and skills. I think we all share the same values and want to go in the same direction. [The key motivator for me] is all about the challenge; pushing yourself and with the help of others, pushing yourself to do better. There’s an active way of always improving ourselves and our skills. **I’m proud that we all have a space to express ourselves,** to share our difficulties, our pride, our successes without fear of being judged.”*

Anaïs, Digital Marketing Assistant





“The people are what makes Kolsquare very different from other companies. The ambiance is very nice, everyone is so welcoming. I’ve not been here that long, but I’ve always felt like it was a company where it felt good to work at. We help people every day, we help people to get better at their jobs, we help people do influence better than what they are used to. That’s a good purpose to have and that’s what motivates me. I’m proud of what I do on a day-to-day basis. Sometimes I reach my targets, sometimes I don’t but it’s fine as long as I keep going, and keep going at 100% and beyond to achieve it.”

Merwan, Business Development Representative

Testimonials

The positive impact of Influencer Marketing

We are incredibly lucky to live in a generation where **anyone can become a content creator** in a single click. Never before has it been so easy to share ideas, knowledge, expertise, and opinions, and to try to have an impact on the world. These initiatives work because they are based on trust and authenticity of digital opinion leaders. It is unlimited, anyone can be a KOL.

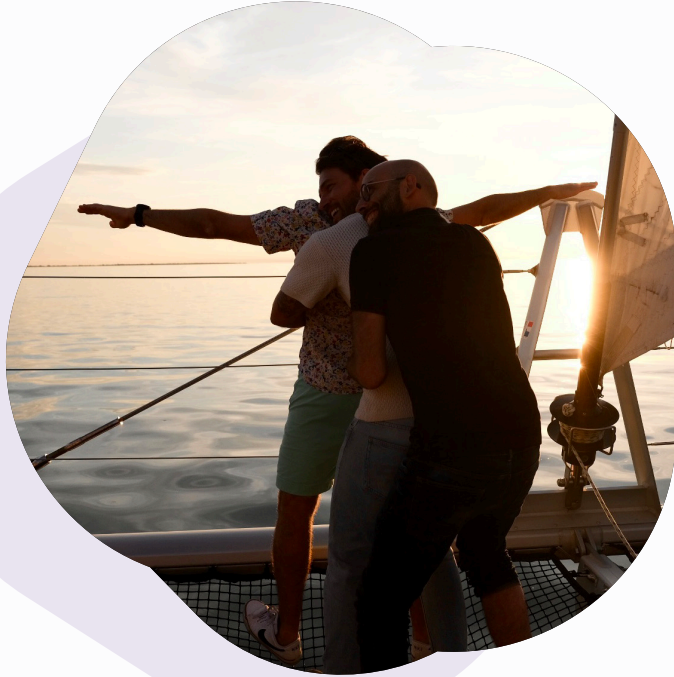
KOLs generate the trust between brands and consumers. They are a new tool that delivers far more than traditional or social media advertising. The closeness between the audience and publisher is more profound, with limitless interactions, creativity and fun. For young generations skeptical of traditional media and advertising, it is all the more relevant.

Influencer Marketing has had a **large and positive impact on the global economy.**

Beyond the joy of sharing content, **KOLs have transformed their passions into life-sustaining jobs.** The professionalization of influencer marketing and the development of the creator economy has led to a new generation of entrepreneurs who are hiring agents, managers, videographers, designers, and others. Some are also creating new brands and companies.

Influencer marketing has **democratized access to digital media and increased competitive opportunities** for small companies. It is an affordable lever for countless companies with limited marketing budgets **to promote products and services to targeted audiences**, replacing expensive TV and traditional mass media marketing methods. **Millions of Digital Native Brands have taken advantage of this relatively cheap and 100% digital acquisition and branding lever to build solid and scalable businesses**, challenge established brick and mortar competitors, and create jobs.





There has also been a significant impact on the quality of consumer products and increased interest in consumer welfare.

Some brands use **KOLs to test the quality of new products or services**, and are quick to radically change direction if required. The strength of relationships KOLs have with their audiences has strengthened consumer power over their favorite products, with brands quick to respond to both negative and positive reactions.

Beyond the media, **KOLs are human beings with a natural tendency to use their incredible influence for good**. They evolve, rise, fall, and improve. They have launched trends to use less make-up, less photoshopped images, fewer filters, or receive unnecessary products. They regularly engage in philanthropic efforts to support issues such as climate change, cancer research or public health information campaigns, raising millions and encouraging their vast audiences to do the same.

The negative impact of Influencer Marketing

It's no secret, Influencer Marketing is grappling with its seedy side.

Unfortunately for the overwhelming majority with good intentions, some unscrupulous brands, agents and content creators have seized on our immature and unregulated industry to make a quick buck, **often at the expense of consumers.**



Thankfully, regulators and industry bodies have moved strongly over the past year to address the lack of regulation that has encouraged unethical behavior in the industry.

As brand/KOL collaborations have boomed, fans and followers have begun to feel overwhelmed by ads. They are more likely to question the authenticity of KOLs relentlessly pushing products. Brands too, have often viewed KOLs as just another advertising billboard, adding to the pressure.



KOLs have sacrificed authenticity under pressure from their communities, brands, and the need to earn a living. They can be pushed to say and share things they don't believe in an effort to please everyone and maintain good engagement rates.

The tendency to disguise reality with photoshopped images too much positivity and false happiness also **has a negative effect on fans' mental health.**

Willingly or unwillingly, KOLs can **manipulate fans.** The unprecedented proximity between content creators and their followers makes the latter more susceptible to suggestion and manipulation.

Influencer Marketing is also criticized for fueling overconsumption. Each collaboration, especially if not transparently labeled, can prompt followers to buy a new product or service, regardless of whether they really need it.



Establishing efficient influencer marketing collaborations requires collecting and storing billions of data that may not be available through social networks' APIs. All technologies working with social networks face the same issues (social listening, gaming, retargeting...), but Influencer Marketing platforms have to build complex big data strategies and infrastructures to answer brands' needs. This raises questions for terms and conditions, and the principles according to which we run our business.

The industry's reliance on data also raises questions about energy consumption and the environmental impact of Influencer Marketing. It's an issue we are actively working on in 2023, so watch this space.

Testimonials



*“The fact we are proud to use the platform for #influenceforgood is also different. When I started, I didn’t expect the complexity that exists in Kolsquare. I was a bit surprised and it took me longer than I expected to get into the swing of things. I’m proud of being able to overcome all that; the team was so kind, they understood I was just starting and needed time to adapt. It’s something I really appreciated. **Kolsquare is trying, despite everything, to promote KOLs that don’t promote bad things. There are rules that limit certain types of influencers in the catalog. It brings a positive impact to influencer marketing and it is really important to me. It’s part of the reason why I wanted to join the company.**”*

Asser, Backend Developer



*“There is a good pressure that comes with a lot of benevolence. There is a lot of autonomy that allows you to express yourself when you might not otherwise. There is space to grow, even while the expectation is of a high quality result. The more we advance, the more I realize that Kolsquare is 100% rooted trying to make influence marketing becoming responsible worldwide. **We’re in a sector that sometimes brings out the worst in society; the best way to cure that and make change is from within. I’m proud that we’re trying to help make it better.** There’s a really good atmosphere in the team. We don’t see each other that often but you have the impression of being close to quite a few people, as if you saw them every day in the office.”*

Loïc, Product Manager



*“It’s motivating that Kolsquare is transparent in everything we do, even during the meetings, if there is a conflict of opinions. This is really very important, and it’s one of the pillars. **I’m not the biggest user of social media or the biggest follower of influencers,** but what convinced me was Quentin, because he embodies the values of the company, and then all the people themselves. **The mission to make this sector more positive, that’s one of things that motivates me the most.** For the work itself, it’s about the flexibility we have, we’re applying scrum and agility, not only to the product and how we develop it but also how we are working together in the team. It’s a test and learn approach. I’m very proud of that because not a lot of companies get to really innovate and try different methodologies. It’s really cool that people are agile.”*

Michella, Chief Product Officer

Mission



“Empower all people, organizations and ideas with KOL Marketing.”

Use all our resources – our tech, our voice, our tribe – to inspire, implement and contribute to solutions to complex social and environmental problems.”





*“I stumbled into working in marketing, communications and PR a bit by accident and it’s always made me feel like I’m not doing something socially useful. But now that I’m **working for a Benefit Company and can drive actions that have an impact — from NGO collaborations and giving a voice to social and environmental issues — that’s really meaningful for me. It gives me a lot of motivation and a sense of being proud of the skills I have.** What I also find super positive at Kolsquare is that everybody is genuinely a nice, friendly, respectful person. It’s super important and not at all a given in the corporate world. It’s really motivating when you’re thinking ‘hey, they’re actually genuine and have good values.’”*

Katy, Brand Manager

Testimonials

Mission

At Kolsquare, we're not perfect.

**BUT WE TRY OUR BEST TO ACT ON OUR AMBITIONS
AND HAVE A POSITIVE IMPACT.**

It starts at home. We measure our company's carbon footprint annually, with the aim of reducing and mitigating it.

We try hard to conduct a responsible business, both internally for the benefit of our staff, clients and partners, and externally for the benefit of our industry. We involve ourselves constructively in efforts to introduce responsible best practices within influencer marketing. **We encourage diversity, equality, support free speech, and call out the misuse of influencer marketing.**

Our ambition extends to social, educational and health issues where we might have a role in supporting initiatives, and encouraging and inspiring positive change.

In 2020, Kolsquare registered as a Benefit Company under French law (Entreprise à Mission), which obliged us to publically affirm our *raison d'être*, along with one or several social or environmental objectives to pursue in the course of our business. As of 2023, we are in the process of applying for B-Corp status, which will anchor our ambitions for the years to come.

Every word of our mission statement has been carefully chosen to express our operational willingness to contribute to the global fight for social and environmental issues. We know we won't save the planet on our own, but we believe it is our responsibility to join with others to try. This mission is in our DNA and is the beacon which guides us in our daily decision-making process.

We know the power of Influencer Marketing on Social Networks. Our technology is about providing our customers with a choice of the most relevant KOLs to ensure the success of their campaigns.

But we also want to share this power with positive-impact organizations, associations, non-profits who are actively fighting for social and environmental causes.





**WITH GREAT POWER COMES GREAT
RESPONSIBILITY.**

We aim to educate, inspire and inform our users of best practices so they can grow professionally and personally. We want to support and highlight those who are working to make our world a better place, be they KOLs, Kolsquarians, clients or private citizens.

We sincerely believe in this mission, which is a priority for all Kolsquarians and a powerful motivator. Our ambitions are bigger than us, but if we recruit as many people as we can to the cause, then success is guaranteed.

Commitments




At Kolsquare, it is important that the issues we focus on reflect the diversity of our team and their beliefs. This is because they take the lead in endorsing and implementing our mission.



Kolsquare is actively trying to have a positive impact on the global Influencer Marketing industry. We were active participants in recent consultations by the French government to introduce a Best Practice guide for our industry, and to legislation aimed at providing greater protections for KOLs and consumers.



kolsquare

A large, irregular, organic shape in a vibrant pink color, resembling a splash or a thought bubble, positioned in the lower half of the page. A smaller, solid pink circle is located to the left of the main shape, connected to it by a thin, curved line.

We see it as our responsibility
to help drive social and
environmental change in our
industry through participation.

It is our responsibility to fight the negative forces within our own industry and society. Our efforts should inspire and contribute to solutions for:



FOSTERING DIVERSITY



CYBER-BULLYING



MISINFORMATION



CONSUMERISM



BODY POSITIVE



FREE SPEECH



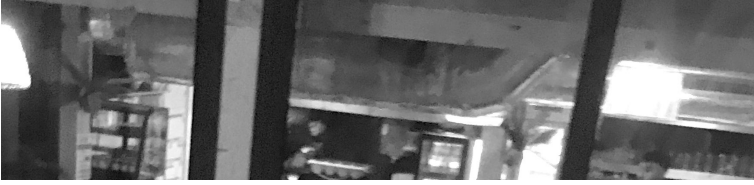
ENERGY CONSUMPTION



CONSUMER PROTECTION



Commitments



Commitments



01

EMPOWER ALL PEOPLE, ORGANIZATIONS AND IDEAS THAT POSITIVELY IMPACT THE WORLD WITH OUR KOL MARKETING TECHNOLOGY AND EXPERTISE.

Offer our technology to associations, charities, public and benefit companies, at accessible rates.

Actively support organizations to use KOL Marketing more effectively in actions that have a positive impact.

Promote KOLs advocating for positive social and environmental change (#influenceforgood).

02

TRAIN, EMPOWER AND INSPIRE THE FUTURE "CHANGE MAKERS".

Create a KOL Marketing Academy to train and educate a maximum of people in effective, responsible KOL Marketing.

Create content to educate the KOL Marketing community about industry standards, best practice and #influenceforgood.

Promote inspiring people, KOLs, projects, and brands working for better social and environmental outcomes.

03

FINANCIALLY SUPPORT CONCRETE SOLUTIONS TO SOCIAL AND ENVIRONMENTAL ISSUES.

Donate 1% of sales, or 10% pre-tax profits (whichever is greater), to social and environmental causes.

Offer FTE pro-bono for social and environmental causes.

Encourage industry players to donate to social and environmental causes.

04

CONDUCT A RESPONSIBLE BUSINESS TO HAVE A POSITIVE IMPACT.

Build a socially and environmentally responsible business by measuring and mitigating our carbon footprint, and promoting equality and diversity in our teams.

Encourage brands and KOLs to follow best practice guidelines.

Launch and contribute to initiatives that help the industry evolve towards greater social and environmental responsibility.

Promote social and environmental responsibility within our product through the use of dedicated filters and tags.

*“This is the first SaaS startup I’ve worked with that is super structured. The teams are so organized, and you don’t find that with new companies. **Kolsquare has all the good parts of a startup and functions like a big organization. With family in a different country, the worldwide WFH policy is a huge source of strength and support.** Kolsquare is profitable and has growth potential, we can see that leads are being generated almost every minute. Having no external funding means we’re not tied to the whims of investors. To be financially independent and profitable at the same time; it’s fantastic. The culture in general is great. There is an amazing synergy between all the teams, and even though we are 100% remote, all of us know each other quite well. I’ve never felt left out.”*

Neelabh, Growth Manager





*“In my mission as a designer, I am free to propose things for the interface. There’s no one telling me to change the color, or do this or that. They trust my expertise. I’m quite autonomous which is cool. As a team, we get along and work well together. **It’s good that we’re a Benefit Company, and this year we’ve really stepped it up. It’s good that we offset our carbon emissions, it’s the least we can do. Also that we donate to associations; it’s very hard for associations to get funding, especially the small ones, so it’s good to help. The product team has changed a lot, so I’m proud I’m still here and have helped onboard new people and put methodologies in place. I’m also proud of the functionalities we’ve produced, the design and the user experience. We’re getting good feedback.**”*

Ludivine, Product Designer

Testimonials

Values





Deliver WOW
Be Responsible
Growth & Learning
Passionate & Determined
Share Passion, Knowledge & Wealth
Authentic Relationships

Deliver WOW

Memories, good or bad, are driven by emotion. In Influencer Marketing we often talk about the power of word-of-mouth, which is essentially driven by emotion. WOW experiences are those that you naturally share with your friends, family, colleagues or even strangers.

At Kolsquare, WOW is in our DNA.

Proactively WOWing people does not come naturally. It requires a mindset that constantly questions: "What's the best way to imprint this moment on a person's mind?" or "How can I improve myself to WOW customers or colleagues?".



"To WOW, you must differentiate yourself, do something a little unconventional and innovative. You must do something that's above and beyond what's expected. And whatever you do must have an emotional impact on the receiver."

Tony Hsieh, founder of US online retailer Zappos



WOW is achieved through creativity, not money. Offering discounts or bonuses is not the way to WOW people. It should be done with service and experience.

Kolsquare is a customer centric company. As we grow, so will our focus on improving the customer experience. More than that, we want to deliver memorable, enjoyable, bespoke moments to our employees, partners and KOLs.

Be Responsible

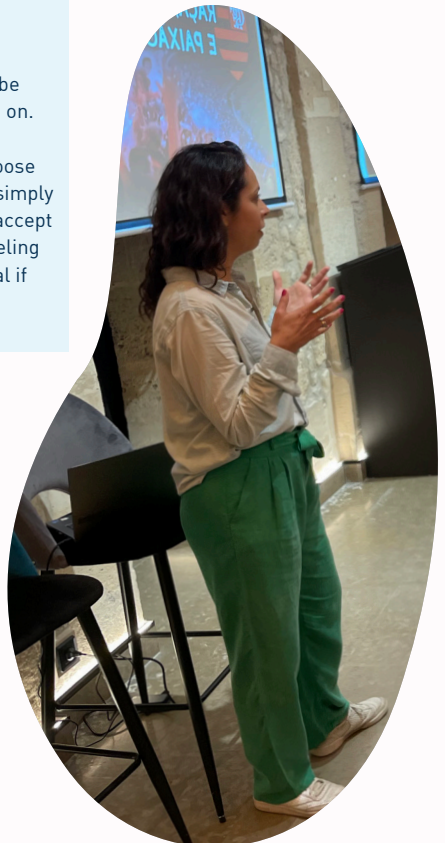
“We want to create benefits for all stakeholders, not just shareholders. We believe that we must be the change that we seek in the world. That all business ought to be conducted as if people and place mattered. That through their products, practices and profits, businesses should aspire to do no harm and benefit all. To do so requires that we act with the understanding that we are each dependent on each other and thus responsible for each other and future generations.” B-Corp Declaration of Independence

Being responsible means having control and authority over our conduct in business. It implies a duty to look after it. Being responsible in business means taking rational and moral decisions and being accountable for them. It means we can be trusted, and that our word can be relied on.

Responsibility also suggests we can choose how we respond to events, rather than simply reacting to them. Kolsquarians should accept responsibility and not blame others. Feeling responsible feels good, and it's essential if we are to live up to our full potential.

Kolsquare aims to balance profit and purpose. We want to meet the highest standards of social and environmental responsibility, transparency, and accountability. We want to build an inclusive and sustainable business. We recognize that the world's most difficult problems will not be solved by governments and NGOs alone.

We want to create high-quality jobs with dignity and purpose, contribute to reducing inequality, building stronger communities and creating a healthier environment.



*"It's good to feel part of a team and to be able to contribute fully, which has been a breath of fresh air after working as a freelancer for so long. **People listen to my ideas and give me the autonomy to do what I know how to do.** As a print journalist, I'm really proud that Kolsquare recognises the value of in-depth research, good writing and intelligent analysis. It's not very trendy, so it's nice to know that my skills are still useful. I like that we're pushing hard on trying to do better for the environment, both personally and professionally. It's the defining issue of our times and we need to be doing as much as we can."*

Sophie, Journalist/Copywriter



Testimonials



*"Our remote/office model provides a completely different vision of work. It gives you more flexibility in your personal life and the quality of your work is because you're not in an open space where it's complicated to get stuff done. Of our values, growth and learning is what speaks to me the most. **I like to pass on what I know, to help people. You learn but also you help to learn and that's something I feel a lot more now that I'm managing several people. It's important and what makes you get up in the morning and do your job.** It's good knowing I can improve the daily routine of the people I work with. Everyone is 100% remote but we have managed to have a quality in the people who have arrived which means that it's a very positive environment, and there's a pleasant dynamic."*

Mehdi, Lead Customer Success Manager

*“For me, it’s important to be certain of the quality of the product that I’m selling. We are very sure and very proud about the quality of our product. The product quality goes with another element, which is the human element. **Often startups are a bit of a mess, but what’s pleased me is that Kolsquare, which is in the process of being structured, has put the human aspect very much at the forefront of the company. It means that we are avoiding top-down management.** We want all employees to grow with the company, to feel free to suggest ideas and express themselves and as a consequence, to participate in the company’s development. For me, that’s super important. It’s about the product, humanity and the challenge. We all want to succeed and we’re all going in the same direction.”*

Antoine, Business Manager, France



*“This is an amazing company, we have flexibility, a great atmosphere, a great team. Having the opportunity to go to Paris every month to have fun and join the team is very unique. The mission is important. We’re not only interested in revenue and shareholder benefits and that’s it. We’re also trying to help enhance the transformation of the world. They’re encouraging you to keep going and show your adventures. **Here you don’t have to ask, you can pick up your bag, go anywhere and do your job — as long as you have a proper high-speed connection so you can do it properly!** It’s very special.”*

Zacarias, Business Development Representative, Spain & LATAM

Growth & Learning

Kolsquare is a technology company.

We operate in a fast changing and competitive global market that is worth billions and growing fast. Growth is in our DNA, in our clients' DNA, in KOLs DNA... Kolsquare is a Benefit Company with an ambitious mission. The most efficient way to achieve it is to rapidly grow and make profits. Continuous improvement drives us daily. Our product should help our users to always grow and learn.

Kolsquarians are passionate, curious people who seek to learn new things, to grow and become the best versions of themselves.

- We want employees who will challenge and question us, and insist on answers.
- We want people who believe in the decisions they take, and work like the devil to produce high quality outcomes, fast.
- We want our employees to pursue growth and learning in order to achieve their greatest potential.



Passionate people are productive; they achieve more in less time because they enjoy what they are doing. They make great teammates because their enthusiasm is contagious.

They are motivated to learn, improve and achieve goals. They have a positive impact because they know why they are doing something.

We claim our ambitions. We have a challenger mindset. We value determination, perseverance, and a sense of urgency.

You can't teach passion. You either have it or you don't. Welcoming passionate Kolsquarians is key to our success.

Champions and virtuoso have more than skill in common, passion is what drives them. Skills build something good, but passion builds greatness.

Passion makes people take up a cause, start movements and change the world.

In KOL Marketing, passion is what drives brands, KOLs, fans, and communities. Kolsquarians and members of our tribe are inspired by their belief in the power of KOL Marketing.

We believe in what we are doing and the direction Kolsquare is headed. We don't take 'no' for an answer. We always try our best and ask for more.

Passion underpins everything we do. It drives us to pursue excellence in our personal and professional lives.

Passionate & Determined

Share passion, knowledge, wealth

AS THE SAYING GOES, THE MORE YOU GIVE, THE MORE YOU GET BACK. SHARING IS AT THE HEART OF KOL MARKETING; SUCCESSFUL CREATORS SHARE THEIR PASSION, IDEAS AND KNOWLEDGE WITH THEIR FOLLOWERS.

At Kolsquare, we want to encourage our tribe to share their learnings to help others reach their greatest potential. We want Kolsquarians to unite around common interests and to one day become KOLs themselves.

We focus on sharing our story and those of our tribe. We try to share our knowledge and expertise, and to demystify technology and data within KOL Marketing to make it as accessible to as many people as possible.

For Kolsquarians, sharing power means finding ways to give access to our technology to anyone who needs it, but especially those with a social impact purpose.

We also believe we should share our wealth by giving 1% of our sales to social and environmental causes, and we want to encourage others to do the same.



Authentic relationships

Authenticity means being genuine, true to ourselves, communicating openly, and stripping back the layers to build strong foundations. Being authentic means having the courage to be imperfect and vulnerable.

PEOPLE PERFORM BETTER WHEN THEY ARE FREE TO BE THEMSELVES. AUTHENTICITY EMPOWERS PEOPLE TO BE WHO THEY ARE. WE ENCOURAGE OUR TEAM TO SPEAK OPENLY WITHOUT FEAR OF JUDGMENT.

Building authentic relationships means encouraging honest conversations, feedback and fostering ideas. It means always being honest with clients, partners and KOLs; when the news is not good, there is always a kind way to be authentic.

Authenticity breeds loyalty. We want to grow and learn from people whose values are honesty, trustworthiness and kindness.

Authenticity is essential in life, and in business. In Influencer Marketing, it is the foundation of relationships between fans and KOLs. In recent years, KOL Marketing has cemented its position as the most effective lever for restoring trust between brands and consumers.

As such, KOLs and KOL Marketing professionals must focus on building authentic relationships if they are to succeed. KOLs who promote products and services they don't believe in will only destroy the trust and loyalty of their fans.



Testimonials

*“What differentiates Kolsquare is the amount of responsibility I’ve been given. It’s a feeling of being in charge of your projects, of the implementation, of their success, together with the expertise and training that is continuously shared. **I feel myself growing and gaining legitimacy. I sum it up as responsibility, autonomy and legitimacy. Trust and respect reigns here.** The 100% WFH home model; you know you have to do X hours per week, but there is no feeling of someone looking over your shoulder. The company offers lots of side projects, so you are able to vary your days. I joined in 2021 and I feel like I’m one of the building blocks. I’m proud to be part of a core group that helps Kolsquare grow. We’re on a great trajectory. It’s the first time I’ve wanted to see a company evolve and be part of its evolution.”*

Camille, Customer Success Manager



*“Kolsquare is a very contemporary company. The management, the company’s organization, WFH and the autonomy, you don’t find that anywhere else. It gives employees responsibility and makes them feel valued. **I don’t feel like I am being judged for my mistakes or for things that perhaps I didn’t do well. I’m not afraid to tell my manager why, what I learned and to talk about how to improve the next time.** If you’re invested and doing your best, that’s what matters. I’m quite proud of my results. It wasn’t easy to convert after ten years in the fashion industry and come to a company in full development, so to have succeeded in being important both in terms of the process and my results makes me proud and want to continue.”*

Samuel, Account Executive, France



*“Kolsquare really believes in the talents and the capabilities of its employees. They know what people can do and really believe all the employees can reach their greatest potential. This is the baseline of the company but it’s applied to all the team members. Being in customer support, I’m motivated to help people to go where they want to be and do what they want to do. My motivation is being acknowledged and recognized for my work. I’m proud of my mission. There’s really something in Kolsquare about creating this tribe of customers and through the events, the Influencer Marketing Klub, we’re really trying to get them on board. **This is a company where you can be whoever you want and it won’t be judgy. It’s a company where I can act as I am almost from day 1.**”*

Vincent, Customer Care Specialist



*“During my recruitment process, I was impressed by the idea that you can change the world through your work. And when I started in Kolsquare, I saw how all the people are quite motivated to follow that idea. **It’s not only words, I see that we are trying to do things like calculating the carbon footprint and trying to compensate for that by planting trees, for example. It’s a small action but we are committed to it. We have a lot of flexible help provided by the company. I have a lot of independence to propose things. It’s very important for me and I’m proud to see that my opinion is important for all the people.**”*

Ana, Marketing Specialist, Spain

Philosophies



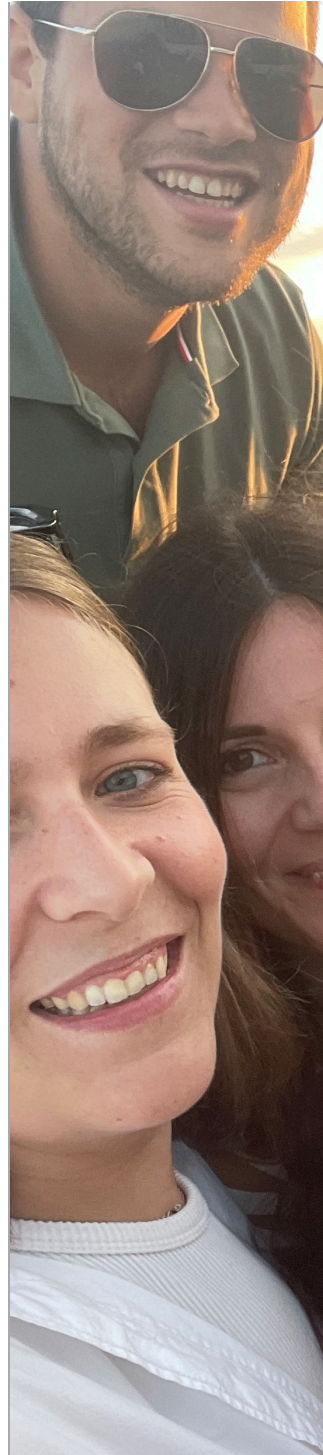


Product
Tech
Sales
Marketing
Community
Financial
Human Resources
Management

POOD



Having outlined our mission and commitments, it is important to understand how they fit into our everyday activities. In this chapter, we have defined the philosophies that drive our operations at Kolsquare.





Product Philosophy

Kolsquare is a product company

We want influence marketers and KOLs to say that :

***“Kolsquare built the best
KOL Marketing tool ever”.***

Helping ideas, people and organizations reach their greatest potential through KOL Marketing means we aim to provide our users with the best tech product on the market: a simple UX/UI, an over-performing database, a clear measurable impact, multifunctional, integration with third-party marketing or sales software, and best practices guidelines.

We believe that building the best product is the most efficient way to fuel word-of-mouth among the KOL Marketing tribe, both at home and abroad.





INNOVATION VS INVENTION

Building the best product may begin with invention, but real inventions are rare. An invention may take 30 years to come to fruition, and unless you are Leonardo Da Vinci, they are once-in-a-lifetime events.

At Kolsquare we're not pretending to reinvent the wheel.

Innovation, on the other hand, can be achieved quickly because it starts with an existing product idea or design. We believe there are brilliant ideas everywhere, both in our own, highly competitive industry, but also in other industries.

"Picasso had a saying -- 'good artists copy; great artists steal' -- and we have always been shameless about stealing great ideas."

Steve Jobs, 1996

AT KOL SQUARE, 'ORIGINALS' ARE RECIPES FOR INSPIRATION WHEN DOING OUR OWN THING. BETTER THINGS.

A SIMPLE UX/UI

"Simplicity is the ultimate sophistication."


Leonardo Da Vinci

"If you can't explain it, you don't understand it well enough."

Albert Einstein

In modern parlance, these two great thinkers were saying: let's KISS!

"Keep it simple, stupid".



A simple UX/UI is key, especially in our martech and adtech industry where elegant design, beauty and ease of use are must-haves.

KOL Marketing is extremely powerful, but it can also be very complex to activate.

Simple product design is the best way for Kolsquare to fulfill its mission.

A DATABASE THAT EXCEEDS EXPECTATIONS

The best KOL Marketing platform offers users the best database. In the digital era, data is everywhere. It seems accessible but in reality, collecting quality data is complicated given strategies put in place by social networks to limit third-party access to their data.

Brands and KOLs are desperate to collect data from their own systems — websites and e-shops, social networks, blogs, CRM, etc. — and to connect it efficiently and intelligently with influencers and campaign actions. Kolsquare endeavors to **offer users the most KOL profiles in all markets, on all relevant social networks, with an exhaustive data driven approach that covers the complete range of micro to top influencers.**

Beyond quantity, quality is key. Kolsquare is building the most reliable data set on the market. This includes crude data, data collected from social networks, but also data from relevant sources like websites, blogs, e-commerce, CRM, affiliation programs, etc.

Importantly, our tool offers extensive data processing, analysis and translation to ensure data is comprehensible to our users, enabling them to easily exploit information and reach their greatest potential.



A CLEAR AND MEASURABLE IMPACT

Having a positive impact means enabling our users to measure each impact of their actions.

We try hard to provide brands, agencies and KOLs with all the relevant data, including KOL and campaign performance metrics such as engagement, reach, EMV, and sales during KOL selection, campaign management and evaluation processes.

This also includes calculation of campaign ROI, and benchmarking against industry best practice via share of voice and listening tools.

MULTI-FUNCTION

Kolsquare is an all-in-one solution that supports brands and KOL initiatives at every step of the journey. That means covering all needs from Search to Analysis, including Influencer Relationship Management, chat, metrics... but also mass briefing vs cherry picking.



INTEGRATION WITH OTHER MARKETING AND SALES SOFTWARE

KOL Marketing professionals need to move fast and efficiently if they want to reach their potential. Kolsquare products should be integrated with all relevant existing company software, from CRM (import or API), to marketing automation software, websites, e-commerce, performance marketing and media buying solutions.



Start with the 'Why?'

Our product exists to solve our users' problems and help them reach their potential. Our product methodology does not start with ideas about great features. We start by finding the problem we want to solve and investigating the issues at the root of its cause. This is what drives us to develop the right solutions

PRODUCT RELATIONSHIP IS ABOUT WOWING USERS

To build the best product on the market, we must build close relationships with our users. We communicate frequently about new features, but also to identify users' needs and pain points, to learn from them and improve our products. We want to connect all our users within an expert tribe to help them share their best practices.

To build authentic, durable relationships with our users, we share our product roadmap. We always meet our commitments. We are ambitious but we prefer to under promise and over deliver. And we consider each product release an opportunity to WOW our users, whether by being original in the way we announce it, or simply by notifying the user at the origin of the issue with a personalized message.





BEST PRACTICES GUIDELINES

KOL Marketing requires expertise. At Kolsquare we aim to share our expertise with our users (brands and KOLs). Our products should be built to natively teach users how to improve their performance, to share market best practice, and learn from it.

On a day-to-day basis, continuous improvement is a major driver for us. Our products should help our users — be they organizations or individuals — to always learn and grow.

A RESPONSIBLE PRODUCT

Kolsquare aims to be a responsible business, meaning that our product must be responsible by design.

Answering our users' needs requires trillions of data and complex data processing systems. In all our efforts, we try not to collect data that we don't need. We regularly rationalize data collection and processing. During data collection, we ask for consent when required and possible to do so. We make every effort to ensure data is secure and meets GDPR requirements.

Beyond business, we want our products to provide users with all relevant information about the environmental and social impact of their actions. It should help users understand (at least warn them) when they are falling into practices that are not responsible or have a negative environmental or social impact.



*“What stands out is that **the product is amazing, with very clearcut USPs which is something that is not so easy, especially in the software business. Literally when people see it, you have the WOW effect.** It’s very easy to sell, we just need to get eyeballs in front of it. It’s amazing that we have this flexibility in working from anywhere you want, being able to structure your day how you want, the work life balance is amazing. It enabled me to fulfill my lifelong dream and move with my family to southern Europe, which I’m very grateful for. It’s always very nice to get out of the day-to-day and see everyone in Paris. There’s no room to hide for anyone who is not going in the same direction as the rest. Everyone is super focused, super helpful. It’s a great group of people.”*

Philipp, Country Manager, DACH



Testimonials

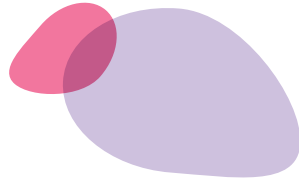
Tech *Philosophy*

The tech team, from Engineering and R&D, to QA, faces our biggest challenge at Kolsquare : build the best product to help our users reach their greatest potential.

MISSIONARY NOT MERCENARY

At Kolsquare we want to build a team of missionaries, not mercenaries. We want tech teams to understand the ins and outs of features they are working on, in order to maintain their passion, maximize knowledge sharing and help the organization grow.

We believe developers need to work with product teams and with end users (brands, agencies and KOL). Meeting the product managers and designers upfront allows engineers to fully understand the specific functions of the features they are coding and the problems they are solving. It facilitates authentic discussions about what it takes to build the required product, and encourages the tech team to be proactive with technical and practical solutions.



QUICK & DIRTY, BUT NOT THAT DIRTY

When developing any tech product, quality is important but velocity is paramount. The speed of our product improvement must be our focus if we are to continually solve more users' problems. The best being the enemy of good, we try to develop high quality products as quickly as possible. We prefer an agile approach: an imperfect MVP is offered for use as soon as possible, and improved step-by-step in consultation.

Where we estimate that it might take six months to launch a complete, high quality product, we prefer to launch an iterative version of it on a bi-weekly basis during the same time frame. In doing so, we know that the final product will be better, that our customers will be more satisfied, both with the beta versions and in the long run.

As part of our modus operandi, we organize regular 24h hackathons — Deliver24 — to rapidly develop innovative MVPs for challenging problems we've identified.



DEVELOP LONG TERM RELATIONSHIPS WITH RESPONSIBLE SUPPLIERS AND CONTRACTORS

An ideal business requires few suppliers and contractors, because the fewer involved the more co-dependent partners become. We try our best to limit the number of suppliers. We choose them carefully to ensure strong, durable relationships.

CRITERIA FOR CHOOSING PARTNERS:

1. Service or product quality
2. Skilled employees
3. Environmental and social impact

Our business requires three main categories of suppliers:

- Server providers: we integrate the carbon impact of the solution into our decision and commit to monitoring it in order to reduce our environmental impact.
- Data providers: we examine personal data and GDPR compliance.
- Service providers: we look at social responsibility (salaries, equality, diversity) and the environmental impact.

For each partnership, we try to remember that the stronger the relationship with our supplier is, the better. Our suppliers rely on us for jobs and revenue, and we rely on them for quality.

PURSUE LEARNING AND BORROW IDEAS FROM OTHER DISCIPLINES

Influencer marketing is one of the world's fastest moving industries. We are not afraid of it, we don't fight it. We embrace its evolutions, especially in terms of technology. We constantly re-evaluate our tech organization, processes and existing solutions. We constantly strive for new improvements, and do not hesitate to borrow and adapt ideas from unlikely sources. We cherish every lesson learned from technical difficulties. Organizing hackathons with external engineers is also a way to enrich and share our knowledge.





*“A lot of value is placed on the human element, which is put forward a lot in our culture, but not necessarily in practice. At Kolsquare, they manage to do it pretty well, the human aspect is highly valued, they put people first while also giving them a sense of responsibility. That’s pretty cool and pretty innovative. There is an expression, don’t throw the baby out with the bathwater; Kolsquare’s values say that although some influencers are not responsible, the technology and influencer marketing isn’t bad in itself. What’s bad is what people do with it. I think this is a great idea. **Technically speaking, we’re managing quite a lot for a small time, I’m pretty proud of us in that sense. It’s pretty impressive.**”*

David, Lead Backend Developer

*“WFH is very motivating, there is obviously trust that we do our jobs. I’m really amazed by the product. It works very well and it’s amazing how we implement the feedback from customers or potential prospects. Everyone is so open and friendly. **The cooperation between the teams: there are many companies where people try to just succeed for themselves and here is a good example of the opposite.** Everyone is busy, you could simply say we’ll talk in a couple of weeks, but within one or two days we jump into a call and I get a lot of support”.*

Said, Account Executive, DACH





“The structure of the company being 100% WFH, the management needs to have trust in the employees. That extends to all levels, we have freedom to make decisions. It’s really nice to feel that we have a margin to make decisions on our own. It means you feel you have an impact on the performance of the company, and not just being a pawn and stupidly executing what was said from above. I like the investment in people and continuous learning. When I started, there were some technologies that I didn’t know but they hired me anyway and gave me time to learn. I’m proud of the relationships I have with my team. We have a great team of developers and it’s really nice to work together. Also the features we’ve released lately; they were not small fry and we managed to release them in a reasonable time. It was a great achievement for the team.”

Guillaume, Backend Developer

Testimonials

Sales *Philosophy*

Kolsquare is a Benefit Company with an ambitious mission.

The most efficient way to fulfill our mission is to grow and make profits. This is the responsibility of the Sales team.

HELP BRANDS INTERNALIZE KOL MARKETING AND BUILD EXPERTISE

Part of Kolsquare's mission is to empower brands with KOL Marketing. As a result, we believe we should help brands internalize their KOL Marketing activities, develop their expertise and responsible best practices.

As KOL Marketing professionalizes, companies are investing millions in influencers, raising the stakes and strategic positioning of Influencer Marketing. Influencer Marketing is infiltrating all aspects of modern businesses, extending its reach beyond marketing and communications departments to sales, HR, financial, or even legal departments who are using influencers to reach their goals. Beyond customers, influencers are brands' clients, suppliers, shareholders, and employees. More and more, companies are building dedicated in-house teams to manage sophisticated KOL Marketing strategies.

BRANDS GAIN THREE MAIN ADVANTAGES BY INTERNALIZING KOL MARKETING:

1. **Increased performance.** KOLs prefer direct contact meaning internalization increases the likelihood KOLs will answer partnership offers. Limiting intermediaries improves information transfer on both sides.
2. **Brand differentiation.** Building a unique KOL Marketing strategy allows brands to differentiate from competitors.
3. **Reduced risk.** Brands have direct access to their preferred KOLs and control of this strategic branding and acquisition lever. Brands can build genuine and long-term relationships with KOLs, rather than delegating to a short-term partner.

Together with our product, our sales and account management aim to help brands build a strong team and solid expertise in KOL Marketing in order to reach their potential. We believe internal teams will act in a more authentic and responsible manner towards KOLs, leading to a more responsible use of KOL Marketing, and a greater positive impact.

BUILD THE WORLD'S MOST POWERFUL NETWORK OF KOL MARKETING EXPERTS

Kolsquare products are used by brands and individuals within their organizations. In order to help our users grow and learn, we believe we should create conditions to maximize knowledge sharing.

Kolsquare is, by definition, the forum through which everything about KOL Marketing should pass through. Kolsquarians that are the first level of experts in a network which continues with the growing community of KOL Marketers amongst brands and agencies.

We want to build the world's largest tribe of KOL Marketing experts, starting with our customers by giving them the opportunity and means to share their passion and knowledge of social networks, recruitment needs and opportunities, partnership opportunities, best practices, tools, ...

AUTHENTIC AND DURABLE RELATIONSHIPS

At Kolsquare we are fast and furious, passionate and determined. But we are not short-termist. We know that reputation is crucial, and we want to build a solid and responsible business that lasts for decades.

We always speak the truth, even when it is difficult or might cause us to lose the deal and we strive for authentic relationships and emphasize customer satisfaction because we believe in the mutual benefit of authentic, durable relationships.



Share 1%

As part of our obligation to run a responsible business and contribute to the general interest, we donate 1% of our sales to support social and environmental impact projects, regardless of whether we are profitable. The more sales we do, the more we contribute to concrete initiatives that positively impact the world.

TRIBE REFERRAL

We believe that our Tribe is the most relevant source of qualified leads for Kolsquare. Sharing network connections and business opportunities is the most effective way to grow sales. We want to build a unique referral program to automatically reward every new business opportunity fueled by our tribe members, from employees to alumni, including customers, prospects, suppliers, KOLs, investors, or friends.

The most unique and significant way to reward our tribe members in the referral program is to offer gifts or vouchers among our existing customers' products and services.



INSPIRE CUSTOMERS AND PROVIDE THEM WITH REAL SOLUTIONS TO POSITIVELY IMPACT THE WORLD

Our mission at Kolsquare is to use all the resources we have, especially our voice and our tribe, to inspire and implement solutions to social and environmental issues. We know that more and more brands are looking closely at the environmental and social responsibility credentials of their suppliers. That's why we want to use every Sales point of contact to share our mission and values in clever and inspiring ways.

It means adding messages related to our mission to all our sales documents (presentations, price list, purchase order), to our email signatures and during personal interactions such as product demonstrations. It could be sharing our mission statement, spreading inspiring messages, or quoting concrete examples of actions supported or launched by Kolsquare.



Sales Philosophy

SUPPORT CUSTOMERS THAT POSITIVELY IMPACT THE WORLD

We don't think it's our place to decide who can or cannot access the power of KOL Marketing. We don't want to deny anyone access to Kolsquare without a legal or ethical reason. We are committed to ensuring that companies conducting illegal activities or involved in scams do not gain access to Kolsquare.

We will always find solutions to help people and organizations use the power of Kolsquare if we believe it can have a positive impact. Having a positive impact can mean organizations that will benefit from KOL Marketing to create jobs (digital native startups, for example, and especially when created by our alumni), but also governments, associations and foundations that might use KOL Marketing to fight for environmental and social causes. This includes other Benefit Companies, and all those which have demonstrated a real commitment to contributing to general interest causes.

WOW OUR CUSTOMERS

We try our best to systematically create positive emotions with our customers. When a customer experiences WOW, we are giving them a pleasant surprise, exceeding their expectations, or addressing their needs thoughtfully and in unexpected ways.

WOW is an expression of your authentic interest in the person who seeks our products and services, not just in the transaction. It is about creating enduring personal connections with empathy, generosity, and gratitude. WOW is about awareness of common human concerns that make a difference to each customer. It is about truth and meaning, and details that cannot be measured by KPIs. In today's ultra-competitive markets, enduring businesses call for enduring customer relationships.

CHERISH EXISTING CUSTOMERS BEFORE GAINING NEW ONES

At Kolsquare, we believe that building a responsible business means building sustainable relationships with customers, based on mutual trust and common interests. We dedicate time and resources to understand our users' existing and future needs (both in terms of product, but also around services, networking and knowledge), communicate with them on product releases and marketing analysis. To share our knowledge, help them find solutions to their KOL Marketing issues, and to benefit from our tribe's opportunities. In our business efforts, we prioritize satisfaction and loyalty of our existing customers, and build closer relationships with them (including providing them with more licenses). Finding new business opportunities is important, but keeping those we already have is paramount.



*“In terms of technology we are the best, in terms of people we are the best and in terms of the approach we choose to reach our customers, we’re the best. To learn every day, to be efficient in everything I do and to learn from each other, and gain trust from my colleagues and customers, is what motivates me. I’m very proud of our product. This is important, not to just do your job but to be really proud of the product and to be part of the value you are bringing others. I’m very proud of the progress we are making in the industry. **I’m proud of the results, because we started everything in the German market from zero and to see the results we are doing in the market is great.**”*

Viktoriiia, Business Development Representative, DACH



*“Kolsquare cares a lot about the work-life balance and for me that’s super important. We can enjoy our free time, we can manage our time as we like, we can work from wherever we like. We are very modern in the way we think about the environment, about the ethical issues of the industry. We care about a lot of different issues that are very current in the world. I like that my company is thinking about the big picture. **I’m proud of what I’m doing as a job, which is to open a new market. It’s a challenge and I think the best results are still to come, but I’m proud of the hard work I’ve put in, even if you can’t see it yet.**”*

Matteo, Country Manager, Mediterranean Area

Testimonials

Marketing Philosophy

KOL Marketing is all about sharing ideas and passion with communities. We decided to build our marketing around those, simple principles.

KOL MARKETING : FOR KOLSQUARE

At Kolsquare, we believe that KOL Marketing is the best way for ideas, people and organizations to live up to their greatest potential and make a better world. There is no reason we cannot use KOL Marketing for our own communication, in the B2B ecosystem. It should be a major pillar of our marketing strategy. We should use KOL Marketing for business purposes to increase our brand awareness and establish our positioning, but also to support our initiatives in environmental and social causes.

INSPIRE AND EDUCATE

In our communications, we do not want to directly promote our products or services. We do not want to play the game of being the biggest or the best with our competitors. Instead, we want to inspire and educate the market. We believe that our expertise will achieve greater recognition if it is demonstrated than if it is self-declared.

In all our communications, we focus on sharing stories and educating our audiences about KOL Marketing and Social Networks. We share our knowledge, our expertise, and demystify technology and data. We use simple examples and data to make it accessible to as many people as possible.

Beyond KOL Marketing, we also want to inspire and educate about responsible business, ideas, people, and organizations that are positively impacting the world and trying to solve environmental and social issues. Especially if they are doing it through the power of KOL Marketing.

TELL PEOPLE WHO WE ARE AND SHARE OUR STORIES

The best and simplest way to be authentic is to talk about ourselves. We share our story and the stories of our tribe.

As industry pioneers, we want to share our vision, our initiatives, success and failures, and our efforts to build a responsible industry that has a positive impact.

We are humble, but we also want to share our actions related to our mission. We do this through digital communication: our website and blog, social media, our newsletters. We've created our own digital media about KOL Marketing to tell great stories about ideas, people and organizations that are using KOL Marketing to change the world. If the opportunity arises, we'd like to create our own publishing company to tell stories and reach more people the world over.

We'd like to create an awards program to reward people and organizations doing great things.

To be fully aligned, the content we share should come from our tribe as often as possible. Our photos, stories, videos, and case studies should come from real people and organizations doing real things.



WE WOULD RATHER EARN CREDIBILITY THAN BUY IT

We know that we have to advertise our products and technologies when required. But we also know that authentic promotion comes from word-of-mouth and favorable comments in the press. We therefore focus our communications on genuine and expert content allowing us to favor earned media. For professional events, when possible, we prefer not to pay for our presence but trade our expertise for visibility.

Community *Philosophy*

Our mission includes helping KOLs reach their potential and positively impact the world. We do it by providing them with the best professional tools to select relevant partnerships, to be more efficient and improve their performance.

PROVIDE KOLs WITH RELEVANT BUSINESS OPPORTUNITIES

Providing KOLs with as many business opportunities as possible allows them to turn their passion into a living, and reach their greatest potential.

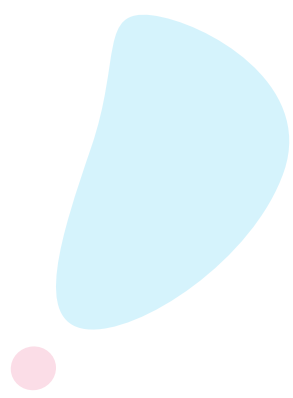
At Kolsquare we should try to understand their profile and needs, and to develop the best tools to deliver relevant partnerships. Kolsquare should offer KOLs the opportunity to contact brands directly to propose collaborations.

It is also our responsibility to offer KOLs tools that simplify partnerships, allowing them to spend more time developing their passion and inspiring their fans.

TRAIN INFLUENCERS TO BECOME PROFESSIONAL KOLs, AND EDUCATE THEM ON RESPONSIBLE BUSINESS

We think that professional KOLs with a responsible approach to business are the most relevant media for brands and for the industry. At Kolsquare, we want to help any influencer acquire the best knowledge about KOL Marketing, and become more professional. We've established training programs dedicated to teaching KOL about best practices, including their responsibilities as opinion leaders to positively impact the world.

We also believe it is our responsibility to share our beliefs, mission and values with KOLs, and to make them proud of being a member of the Kolsquare tribe.



PROVIDE KOLS WITH TOOLS TO FAVOR RESPONSIBLE KOL MARKETING AND POSITIVELY IMPACT THE WORLD

At Kolsquare, we don't think it is our role to say which brands are good or bad, which ones are responsible or not. But we want to help KOLs easily identify brands that have a positive impact on the world, and inspire brands to do better. On our platform, we provide them with KPIs promoting responsible brands, so they can take this into consideration when negotiating a partnership. We also allow KOLs to comment on brand partnerships and share their feedback with other KOLs in order to promote responsible brands.

In parallel, we want to provide all KOLs with solutions to easily contribute, for example by allowing KOLs to share 1% of their revenue earned on Kolsquare to fight social and environmental issues.



FEDERATE AND PROMOTE KOLS THAT POSITIVELY IMPACT THE WORLD

An incredible number of KOLs are involved in initiatives that fight for social and environmental causes through posts or stories, financing or volunteering their time. We want to maximize the agents of change. We want to give them a platform, support their initiatives and help them increase their positive impact.

In 2020, during the first Covid-19 lockdown in 2020, we created the hashtag #influenceforgood to federate initiatives fighting against the global pandemic. On Kolsquare's platform, we clearly identify KOLs willing to support foundations, associations and other initiatives for general interest, and those who have completed the French Certificate of Responsible Influence.

We promote KOLs that have a positive impact on the world by labeling them on our platform, for example, but also by producing content so that their initiatives may inspire other KOLs to follow suit.



Financial Philosophy

Kolsquare is a technology company. We operate in a fast changing and competitive global market that is already worth billions, and has incredible growth potential. We are paving the way for a global revolution, and being part of the race requires significant investments in a short period of time. We must develop breakthrough technologies which require intense R&D efforts, and constant updates and improvements. We must open new markets, explore new industries, study untapped markets and new habits, acquire technology and buy out relevant competitors. We must do all of this even before signing any client or recouping the return on our investments.

If we want to succeed, we have to go fast. Really fast. But we don't have a short-termist approach. We believe that social networks and KOL Marketing will still be a major global trend in 10 years. Opinion Leaders existed long before social networks, and will still exist in 50 years. So will Kolsquare. This means we must structure a solid business model to ensure its longevity.

GO BIG OR GO HOME

Our motivation is big because we believe that participating in this race (and winning it) will allow us to fulfill our mission and empower people, ideas and organizations with KOL Marketing. And only this will allow us to efficiently positively impact the world. Winners take all, so it is now or never.

Our industry and mission are capital intensive. It is risky. But we are not afraid of taking calculated risks. Reaching our potential requires us to invest significant amounts of money before seeing any results, before fueling turnover. That's why we regularly fund the company: we need investors and we need to use debt.

INVOLVE OUR FINANCIAL PARTNERS IN OUR MISSION

Whether banks, investment funds or private investors, we carefully choose our financial partners. We favor long-term relationships because we believe they are mutually benefits. We favor partners we know, with whom we have a common history and shared values.

Most of our investors are business angels that have a personal link with our founder. Some are tech entrepreneurs having created thousands of jobs and positively impacted the world, others are sporting world champions, and most of them are deeply involved in concrete solutions to fight environmental and social issues. Our bank BNP is a long term partner that is heavily involved in the entrepreneur community.

CapHorn Invest led our Series A round and claims to be “the network you can trust to build game-changing tech leaders”. It has a reputation as a responsible VC fund, heavily involved in the tech and investors community. They are signatories to the United Nations Principles for Responsible Investment (PRI) and committed to promoting gender equality in private equity firms and private equity backed companies. They financially support initiatives to protect the oceans and we are very proud to share the same values.

We share our mission with any potential financial partners, and make sure they are aligned with our vision. We ask them to sign our “responsible charter”, and we offer them the opportunity to share 1% of their investment in Kolsquare to fight social and environmental issues.

BE PROFITABLE, BE AGILE.

Our goal is to be profitable and debt-free. We achieved our goal of profitability in 2021, and are proud to have maintained that status.

A company with little debt and with cash in the bank can take advantage of opportunities as they arrive, easily decide whether to make or buy, and create significant competitive advantage. It is very hard to be profitable. That’s why we must be efficient in our financial decisions. We cannot rest on multiannual financial plans, even on annual plans. We have to permanently adjust our budgets and financial plans, often on a quarterly basis. The role of the financial team is to examine the “what if” scenarios.



BE RESPONSIBLE IN OUR BUSINESS

Financially, being responsible means lots of things. We pay our taxes and do not set up complex structures to avoid paying our contribution to society. We have a 100% dematerialized approach and do not print invoices or any legal or financial documents, except when legally compulsory. To limit server consumption, we prefer links over sharing PDF documents on our email communications. We chose our suppliers according to our “responsible charter”, including when purchasing equipment for Kolsquarians’ homes as part of our Work From Home (WFH) model. We offer our suppliers the opportunity to share 1% of their invoices for Kolsquare to fight social and environmental issues.

Most importantly, we decided to become a Benefit Company, adopting the status “Entreprise à mission” under French law. It is a new business model which statutorily has a social or environmental purpose in addition to profit. Our vision at Kolsquare is that profit is a vote of confidence, a confirmation that our customers approve of what we are doing.

“It’s ok to be eccentric as long as you are rich, otherwise you’re just crazy.” **Yvon Chouinard, founder of Patagonia**





WOW THE FINANCIALS

Our vision of a tribe includes our financial partners and our suppliers. We want to empower them with KOL Marketing, and involve them in our mission. We want to turn them into Kolsquare ambassadors. That's why we want to WOW them, by using any point of contact to positively surprise them and fuel word of mouth. Our customer invoices include funny sentences and quotes, present our values, or expose an initiative we are supporting financially. We want to add meaning to our collaborations, for example by educating our partners about KOL Marketing KPIs or best practices in any common document, or in our email signature.



“We have a unique WFH model that is working very well for us. Even with this WFH model, we still have strong values that are shared with everybody. People really feel it when they join the company; you can see how they really see that there is a real team spirit among Kolsquarians. It’s very unique. As a Kolsquarian, I’m proud that the team is strong and that since the end of 2021, we are profitable. It’s thanks to the team that we can manage to be profitable while maintaining good growth: we had 80% growth in 2022. There is a good balance and complimentary profiles in the team. From an HR point of view, growth and learning, and our open training policy for all Kolsquarians so that everyone has the possibility to really reach his or her greatest potential [is one of our strengths]. Everybody is aligned with this mission statement of reaching our greatest potential. I’m also proud that we offer all Kolsquarians share options, it’s very important that everyone can have a share in the company.”

Alexis, Chief Financial Officer

Testimonials

Human resources

Philosophy

Kolsquare is a startup. Our work culture is that of a young tech company, in the hip but sometimes disturbing social media industry. We have big international ambitions with a French accent. We are a challenger and we will always think as such. There is no global player in our industry currently, so there is no world leader. But even if we become the global market leader, which is our short term goal, we will do our best to maintain our challenger mindset and never surrender.

PASSION FIRST

Nothing great has been accomplished without passion. It's our first principle of hiring. Passion is at the heart of our industry thanks to KOLs inspiring millions by sharing their passions and expertise with their fans. Kolsquarians should be passionate people. We are not talking about their day to day job. We are talking about real passion. When talking about their passion, one can see the flame in Kolsquarians' eyes as they can express clear reasons for particular interests. **Beyond passion, we want to be joined by curious people who continuously seek new learnings, to grow and become better people.**


It is also our hiring philosophy that as many Kolsquarians as possible be regular users of social networks, and have a real interest in this technology and in KOL Marketing. We don't expect all new Kolsquarians to already be passionate about social media and KOL Marketing, because we know that this passion will rapidly grow after joining us. But we want our candidates to share our vision of KOL Marketing, have a positive vision of this industry and its unprecedented power.

At Kolsquare we don't try to think like our customers, but to effectively act like true customers, like KOL Marketing professionals. Thus our ambition is to have either 100% Kolsquarians who are KOLs themselves, or 100% Kolsquarians that have a project (business or association) that uses KOL Marketing techniques. And if they are both, even better!




SOCIAL AND ENVIRONMENTAL RESPONSIBILITY OF KOLSQUARIANS


We expect Kolsquarians to be engaged in social and environmental causes, and we favor profiles who are actively involved during the hiring process. We believe that beyond a company, each individual can contribute and positively impact the world. That's why we encourage each Kolsquarian to personally commit to a project, association or foundation each semester and actively contribute to it through the use of our KOL Marketing technology, and through one day per month offered for free to the project.



When joining Kolsquare, each collaborator is asked to sign our "responsibility charter", committing to our common values and engagements as professionals and individuals. It is something that we talk about very early in the recruitment process, and which we include in annual reviews with each Kolsquarian. We are all different and we have all different goals, which is why implementing individual challenges and incentives to help Kolsquarians reach their potential and be more responsible (this could be sporting challenges, quitting smoking or health goals, clean transportation).



Kolsquarians come from diverse backgrounds and have a variety of political, social and religious beliefs. That's normal and diversity is a treasured part of our company culture.



"Not everyone wants to change the world, but we want the company to feel like home for those who do."

Yvon Chouinard, founder of Patagonia

WORK FROM HOME (WFH)

Previously viewed as a disadvantage, Kolsquare decided to see the shift to WFH during the global pandemic as an opportunity. In 2020, we created and launched our WFH model with the ambition of improving Kolsquarians' quality of life and happiness by addressing their work-life balance.



We believe WFH is the best way for each team member to improve their work-life balance, and reach their greatest potential. It is the best way to hire and collaborate with remote talents, and scale team growth.

We think it is the most responsible way of working, preserving the planet and resources. We think it promotes flexibility and a results-driven culture, while empowering employees with autonomy and trust needed to reach their goals.

We don't believe in a 100% WFH model without any physical events. We want to replace physical working shortcomings (time lost, focus, stress) with WFH advantages, without losing the advantages of working in the same office.





ALL KOLSQUARIANS ARE SHAREHOLDERS

We believe that all Kolsquarians need to feel like the company is their own, and that we should share the benefits of our collective efforts. As a result, we defined a clear and transparent Stock Options policy to allow all permanent employees to be shareholders of the company.



"It's the first company I've worked for which really has a test-and-learn mindset. If you have an idea and want to test it, you need to argue why you want to test the idea, but the management allows you to develop your idea and to test it. I like the responsible influence positioning because it's not just a marketing slogan, it's in our daily work that we try to be responsible and to push the employees to be responsible in their actions, personally and professionally. The team is really great and we have a lot of fun. It's really enjoyable to see each other every month."

Lucie, Head of SEO & Content



Testimonials



*"Kolsquare is a lot about communication and the challenge, they push you to go further. Above all they are kind. There is a lot of listening and understanding. They push us to learn every day so I am discovering a lot of things and I feel responsible for my work. I'm proud of this given that I am in direct contact with the clients. **The atmosphere in the team is very jovial, we're all happy to see each other. It's a bit like a family of Kolsquarians.**"*

Morgane, Business Development Representative



“As soon as we have an idea, or something we want to activate, the managers are very open to it. I’ve worked for other startups and it’s always been a bit difficult to have an impact on the company. Here, as soon as I have an idea, I tell Julien and Antoine and they’re really willing to listen, and when they’re good ideas, they want to put them in place very quickly. I can see that the company wants to grow; my goal is to grow with Kolsquare, that’s what motivates me. I’ve learned a lot about the product and the sector in a very short time.”

Vincent, Account Executive France

“I’m working with guys I enjoy working with. They know what they’re good at, because they know what they’re working with. Frankly, I learn from them every day. There’s a real cohesion amongst the team, which makes us feel a bit like a family. There’s a lot of emphasis on how to make you more competent, on how you can become better. I’ve been offered English training and have a weekly meeting with my manager to see how things are going. It’s good, you feel like you’re evolving and they actually listen to what you say.”

Lucky, Data Collect Engineer



*“The full remote and flexible model is very different. I was really surprised when I started that meetings really do start and finish on time. **If someone needs to go off to do sport or pick up a kid at the end of the meeting, even if it’s not finished, they go. There is no judgment. It shows a respect for the working hours and homelife.** It’s a safe environment with a lot of support. Kolsquare is trying to impact the world positively, we see on a daily basis that it’s really important. That it’s not just talk, there is really something behind it. 1% for change is not nothing.”*

Fabien, Chief Technical Officer



Testimonials



*“At Kolsquare, there is a lot of benevolence. Everyone is there to help when somebody needs it, regardless of whether it’s their job. WFH works quite well, especially the fact that we meet once a month and we’re happy to see each other. **There’s a great atmosphere; there isn’t anyone who I feel I could get into an argument with. You feel at ease in the company. People are sincere, kind, and if they have things to say, they get said but there is never any animosity.** I’m proud to be part of a team that is motivated, and to participate actively in the improvement and the vision we have of the product. Ideally, the aim is to sign new customers and build loyalty, but it’s about making an application that’s fun and easy to use, and is what users need. It’s cool to actively participate in that.”*

Romain, Product Manager

Management *Philosophy*

“It’s not the strongest species that survives, nor the most intelligent, but the one most responsive to change”

Charles Darwin

At Kolsquare we don’t want soldiers, robots, or clones. We want employees who question what we do, seek answers until satisfied, challenge the wisdom of something they consider to be a bad decision. We are looking for people who, once they buy into a decision and believe in what they are doing, will work like demons to produce something of the highest possible quality as fast as possible. We want individuals that will pursue growth and learning so they can reach their greatest potential. Our management philosophy at Kolsquare helps us get these unique people to align and work for a common cause.

HARDER, BETTER, FASTER, STRONGER

“Work it harder, make it better. Do it faster makes us stronger. More than ever, hour after hour. Work is never over.”

Daft Punk

We don’t take anything for granted. No matter how tired or unmotivated, we never surrender because we know that success comes at this price. We are not afraid of change. On the contrary, we look for change as we constantly embrace new ideas and operational methods to improve our performance.

We try hard to harmonize our work methodology, to have common, scalable rules that fit everyone, to have a satisfying professional / personal balance but to perform and improve continuously. We limit our meetings to the bare necessity of just one third of our time, and each quarter we challenge our existing organization and meetings. As often as possible we replace meetings with asynchronous exchanges.

We are ready to fail. Failure is normal. We fail a lot, and there are more failures than success. This is the required path to success. So we accept failure and celebrate it. Failure will teach us what we need to reach our goals. We place just one condition on failure: fail fast!

We want to give employees the maximum autonomy. To coordinate our efforts, we define OKRs (Objectives and Key Results) on a quarterly basis, with measurable KPIs that allow us to regularly benchmark our performance against the roadmap. We measure the impact of all our actions and start every project by defining exactly what we expect from it.



HELP EACH KOLSQUARIAN REACH THEIR GREATEST POTENTIAL

We believe we do not reach goals that we don't define. So we help each Kolsquarian define career goals and path, and revise them with their manager every 12 months. We try to provide each Kolsquarian with a maximum of information and support, but we also believe that each person is responsible for their own development.

As we want to provide Kolsquarians with the best possible knowledge. We have an "Open Training" policy for financing training at their convenience. We expect each Kolsquarian to build or lead at least one "Boost your Skills" training per year to share their knowledge, and help others reach their potential.

We also believe Kolsquarians would be better at their job if they are KOLs themselves, or entrepreneurs using KOL Marketing. That's why we also train Kolsquarians to become KOLs or entrepreneurs, or to become better ones if they already are.

Finally, we believe that our responsibility is not limited to the time Kolsquarians remain employees. Wherever possible, we try to help Kolsquarians leaving the company to find a new position and enter the alumni tribe.





Beyond training, we believe that our success can only be built on trust and ownership. We think it is the best way to reach our multiple and complex goals, but most of all to help Kolsquarians grow and learn. For every project at Kolsquare, we define an Owner and Helpers. Each Owner is in charge of the project, and takes decisions autonomously. They may consult, but are not obliged to act on advice received. Helpers ensure dependency on a single person for key projects is limited.



AUTHENTIC EXPRESSION

Authenticity is key in KOL Marketing, and we should start by applying it at Kolsquare on a daily basis.

In the first instance, we must express our intentions simply.

In all our documents and emails, we try to avoid misunderstanding by applying a simple 3-step rule:

- 01 Fewer than 30 words in a sentence.
- 02 Replace adjectives with data.
- 03 Cut out imprecise words. Answer questions with “yes”, “no”, or “I don’t know but I will get back to you later”. We are precise about the degree of uncertainty by using a percentage like “I’m 90% sure it’s a wrong decision.”



We always tell the truth.

We always say what we are really thinking, even when it is hard and especially if the consequences are significant.

We do not speak about a Kolsquarian with another person without having said exactly the same thing to them.



*“Every person at Kolsquare is important. Everyone has a clear role and a clear responsibility. Perhaps it’s because we are profitable that all jobs have to be important. I love learning, so if I keep learning in a company, I stay. **I get energy from the fact that everyone has an impact. Everybody can say what they want and have a real discussion, it means you have to be smart and challenging.** In my team, it’s not a top-down management. My goal is not to say I have the best idea, but to listen to the ideas coming from my team and take the best one. The meetings where everybody brings their ideas have a lot of energy, and it means everyone contributes to building the process and has responsibility for its success. We’re all doing our best to succeed and this is very important and something very specific to Kolsquare. I’m very proud of the team.”*

Julien, Chief Revenue Officer

*“**The company is very human. I really like the projects with NGOs, and its human and progressive values. It’s about changing things for the better.** Even if it’s not the ultimate goal of the company, it’s still important and the values are shared by everyone. It’s cool. I’m proud of my team and their commitment. They’re all very committed, even those in Madagascar. Whenever there is a colleague who leaves, they always make a point of saying how nice it was to work with me, and not just to suck up. It’s authentic and it’s a point of pride that I can federate and get people to give as much as they do to get everyone moving in the same direction.”*

Gaël, Head of Data Collect





*“The WFH model means we pay particular attention to recruitment. **We recruit people who have experience and in whom we can be confident. We give people confidence, agency and autonomy so that it’s their job, their project.** It’s impressive how well everyone gets along. The relationships are very natural. The culture that has been created for the WFH model allows for strong ties between people. We want people to spend time together. The Monthly KOLs are great. Kolsquare’s values of growth and learning particularly speak to me; sometimes in a company we can be scared to admit when we don’t know something. At Kolsquare, it’s not a problem, because they encourage everyone. They know that the company is a step in our careers, and that we’re still learning and that’s normal. I love the mentality of continuous learning.”*

Caroline, Head of Growth

Testimonials



“It’s easy to reconcile work and homelife, which, as a father, is very important to me. Despite the WFH model, we maintain a culture of exchange and feedback; you know what actions need to be taken but it also leaves a certain amount of autonomy. The fact that we’re a benefit company, and addressing issues linked to the environment and our carbon footprint; there is a real desire to try, on our own scale, to measure the impact of our actions and limit digital ecological pollution as much as possible. The culture of sharing ideas and being able to lead projects, to own these subjects and be the driving force behind them, it’s something I like and think is really concrete. Everyone is willing to listen and be open to new ideas. There is a spirit of open-mindness.”

Pierre-Nicolas, Customer Success Manager



*“Since joining Kolsquare, I’ve been able to find confidence and freedom on a daily basis, which in my work are a source of well-being and motivation. **Holding a position of responsibility is a stimulating challenge that confronts me with technical and complex challenges that contribute to my daily search for adrenalin. I also enjoy working with people with different and varied skills,** which is enriching personally and professionally. I’m very lucky to be part of what I see as a revolution in the world of work: homeworking! This new way of working is an inexhaustible source of happiness, giving way to a peaceful harmony of life. I also like the fact that our culture is based on the “Be Responsible” principle, as it helps us to evolve outside the workplace and become better people through our daily actions.”*

Maxime, Engineering Manager

Testimonials





Culture Book

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