



Partoo inside

An insider view on our strategy, people & culture!



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01

What is Partoo?

A composite image showing a man in a bakery on the left and a laptop displaying a digital storefront on the right. The man is smiling and looking at the laptop. The laptop screen shows a grid of product listings with images and text. A smartphone is also visible on the table next to the laptop.

“We offer simple, intuitive, highly performing products”

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

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

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

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

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

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

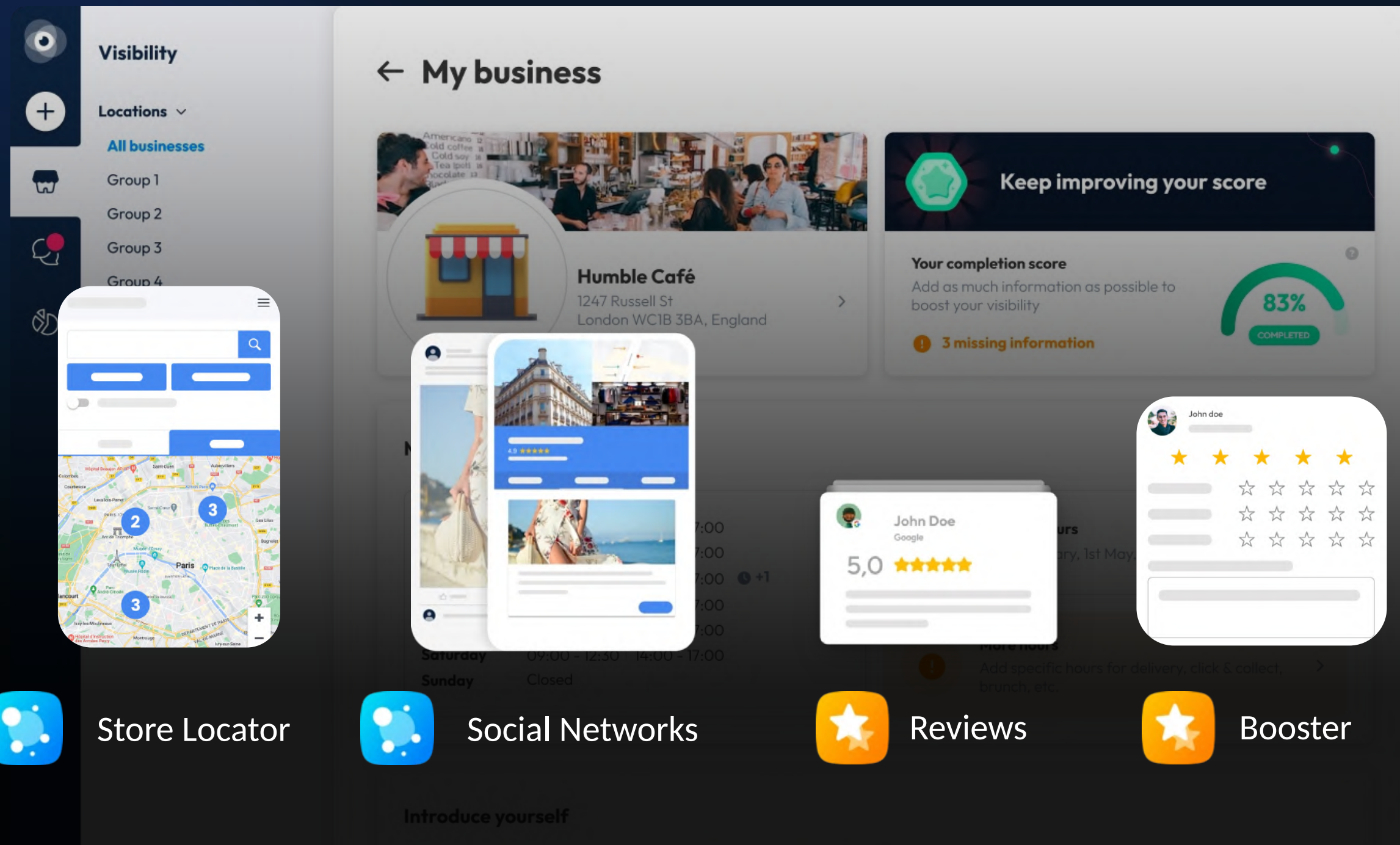


Thibault LEVI-MARTIN
Founder & co-CEO @Partoo

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



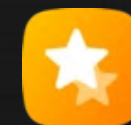
A unique tool to manage it all



 Presence

 Store Locator

 Social Networks

 Reviews

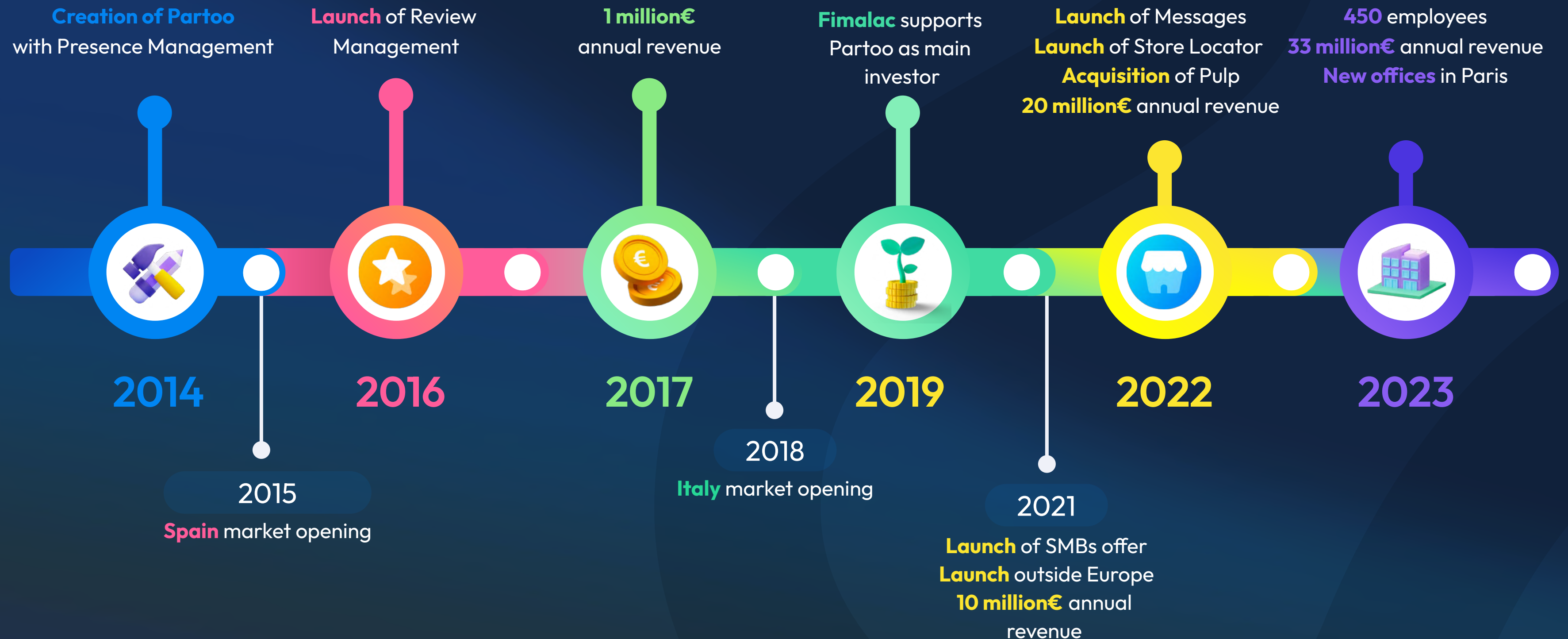
 Booster

 Messages

02

Our strategy

Our story



Our pyramid of strategy



Purpose

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



Mission

Help Businesses get closer to their clients

Vision

Make things right for Nature, Clients & People



All-in-one

Products that cover the entire consumer sales cycle

Trusted partner

Responsive support & unmatched expertise

Local experts

A user-friendly platform for a localized approach



Partoo, already used by 7 500 clients

Our global presence



■ commercial presence ■ core markets

SEVERAL TYPOLOGIES OF CLIENTS...

Chains

SMBs

Resellers

Public Sector

Brands & Network

...ACROSS INDUSTRIES

Banking

Beauty

Fashion

Automotive

Public

Food

Consumer



Key growth numbers

Our happy clients

7 500

Clients

250 k

Points of sales

46

Net Promotor Score

Our amazing team

4.7/5

Glassdoor score

450

Employees

Our 3-year Ambition

100 M€

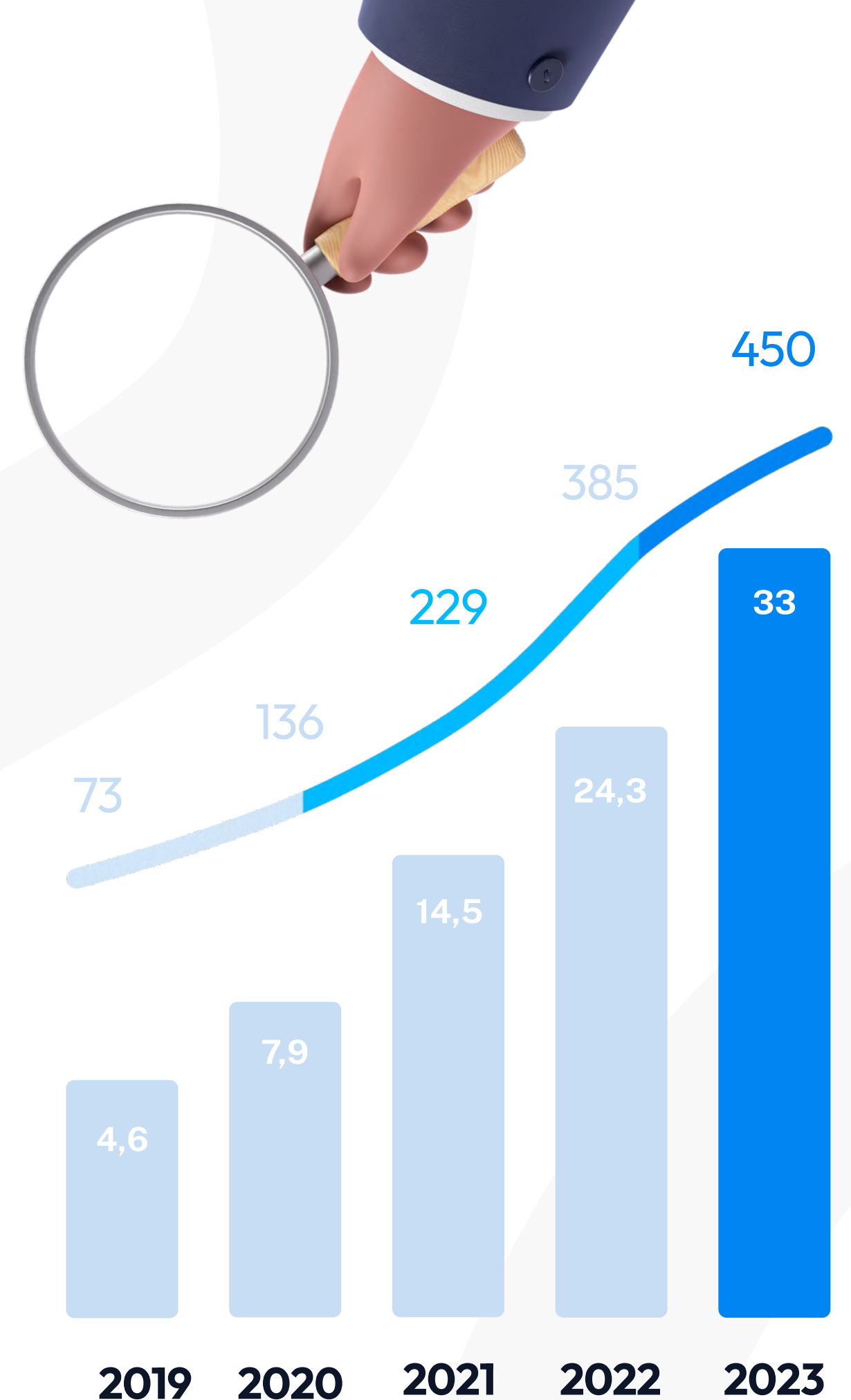
Annual revenue

1 M

Shops covered

Employees

Annual revenue in M€



03

Our values



Thibault RENOUF

Co-CEO @Partoo

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

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



EXAMPLE 1

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

VALUES

Fun

EXAMPLE 2

You invest time in your professional relationships.



Do's

You say hello to your colleagues and welcome newcomers warmly.

You join our Funtastics crew to help organize events.

Don'ts

Behaving unprofessionally during events or parties.

Coming to the office the least possible.

VALUES

Curiosity

EXAMPLE 1

You find innovative ideas to create incremental value.

EXAMPLE 2

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

Do's

You share competitors best practices in our slack channels.

You suggest people for our Partoo Academies, organize shadowing.

Don'ts

Ignoring some emails, missing the Friday Meeting sometimes.

Never spending time with teams other than yours.



VALUES

Empathy



EXAMPLE 1

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



EXAMPLE 2

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

Do's

You volunteer to be a buddy for newcomers.

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

Don'ts

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

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

VALUES

Simplicity



EXAMPLE 1

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



EXAMPLE 2

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

Do's

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

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

Don'ts

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

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

VALUES

High standards

EXAMPLE 1

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

EXAMPLE 2

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

Do's

You are reliable: you respect deadlines and measure success.

You prioritize according to impact and value added.

Don'ts

Forgetting to update your team about your projects.

Complaining about issues and not suggesting solutions.



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Our People vision



Hugo PERRIER

Chief People Officer @Partoo

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

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

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

Getting started at Partoo!



EFFICIENT RECRUITMENT

- ✓ Usually 4-5 interviews to meet the team, based on technical and behavioral skills + a case study.
- ✓ In 2023, we ranked #1 in the Candidate Experience category from the Speak & Act label.
- ✓ Our candidates grade 9/10 their experience with us and our Recruitment team received a LinkedIn Award in 2022.



WELCOME PROGRAM

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



OUR MAIN TOOLS

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



Growing at Partoo



OKR



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

BYR



Every 6 months, we carry out a review of everyone's performance and level, known as the Bi-Yearly Reviews.

Career Development



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

Job change



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

Skill Development Academies



We cultivate internal expertise through bespoke in-house training initiatives. Currently, we've designed programs for management, professional efficiency, and languages.

Our client facing teams receive tailored coaching on new products and sales techniques. Additionally, we conduct comprehensive 360° feedback surveys for managers to help them improve continuously.

Great evolutions at Partoo



Sebastien

7 YEARS AT PARTOO

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



Jade

2 YEARS AT PARTOO

- ↳ Customer Onboarding Manager
- ↳ Customer Onboarding Team Lead
- ↳ Product Marketing Manager



Jess

1.5 YEARS AT PARTOO

- ↳ Business Developer
- ↳ BDR Team Lead
- ↳ BDR Team Manager Europe



Natalio

4 YEARS AT PARTOO

- ↳ Customer Care Manager
- ↳ Product Manager

Our teams



TECH TEAM

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



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



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



Our teams



CUSTOMER TEAM

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



Customer Care handles client onboarding and support.



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



Our teams



REVENUE TEAM

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

- ✔ **Enterprise Sales** identify and nurture key accounts with more than 15 points of sale. **SMB Sales** are in charge of independent retailers with less than 15 points of sale.
- ✔ **Product Marketing & Solution Consultants** are experts in the Partoo solution, they ensure communication and training on the features implemented by the tech team, both internally and externally.
- ✔ **Marketing teams** support sales teams in lead generation. They also develop Partoo's reputation and branding by creating new content and organizing events.



Our teams



SCALE TEAM

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

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



Our benefits

Salary Grid

- ✓ We are setting up **salary grids by level** and by job type to ensure transparency and fairness.
- ✓ **We review these grids yearly** to keep them above the market median thanks to our benchmarking tool.

Remote work

- ✓ **We are an office-first company** as we believe in real-life interactions as a trigger of creativity & trust, but we also allow remote work for flexibility.
- ✓ We authorize **from 2 to 3 days of remote per week**, depending on the role (job, management).
- ✓ It's possible to request longer remote periods for **up to 6 weeks a year**.

BSPCE

- ✓ After one year, we allocate **35% of gross fixed salary in BSPCEs**, according to a pre-established valuation, with a vesting period of 3 years, to incentivize employees on our future success and growth.

Other benefits

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

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Life at Partoo



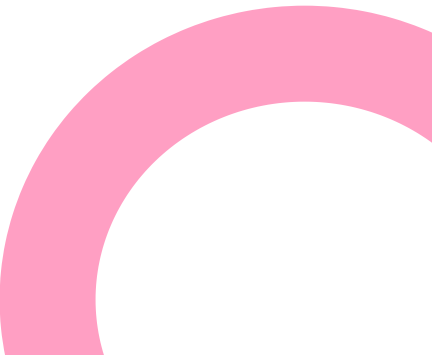
Our offices

PARIS

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

BARCELONA

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



Our rituals



Office life

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

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

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



Festivities

Annual seminar (e.g. 2 days at Parc Asterix in 2022, Green Seminar in a castle in 2023).

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

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



Activities

Several sport groups & art classes in Paris Office (ex: soccer session, chess games, coding, theater, etc).

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

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



06

Our Sustainability agenda



Estelle DELAHAYE

Lead Impact & Workplace @Partoo

“I joined Partoo in 2022 to significantly increase our impact on social, environmental and ethical topics.”

My primary goal is to get the BCorp certification, signifying continuous improvement and accountability. Private companies have a great role to play in environmental, social and ethical issues. **Partoo aims to exemplify these values.**”



Protect the environment



Reducing our CO2 emissions to the lowest possible level

- ✓ Working to reduce by 13% our emissions per employee in 2023 and launching a carbon footprint roadmap for the coming years.

Raising our employees' awareness of environmental issues

- ✓ Organizing seminars and impact days with awareness-raising activities, setting up internal conferences with experts (IPCC/GIEC, Time for the Planet, etc.), recollecting our IT equipment, etc.

Raising our customer awareness

- ✓ Increasingly, we'd like to have a positive CSR influence on our customers. Rather than offering material gifts to our best partners, in 2023 we offered them trees with Treedom. Even though carbon offsetting is not a magical solution, it is a powerful symbol to alert about global warming.





Encourage diversity

Promote an inclusive culture

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



For women

-  Implementing the employee group "**Women at Partoo**" in charge of mentoring women and providing internal education, like awareness regarding discrimination.
-  Tracking and correcting internal indicators such as **women in top management and gender salary gaps**.



Encourage diversity



For minorities

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

For parents

- ✔ **Parents at Partoo are a growing community** that we support with specific policies, for example with additional remote working flexibility, paid sick leaves for a sick child and support for child care.



Run business responsibly

We aim to be 100% ethical in our business decisions

- ✓ **Creating a code of Conduct & Ethics**, a dedicated committee and an anonymous whistleblowing platform for employees.
- ✓ **Joining the anti-greenwashing pledge.**

We want to give back to those in need

- ✓ **Offering employees 2 paid leaves** per year to our employees to support a charity.
- ✓ **Providing access to volunteering actions** through the platform Vendredi. Our employees gave last year 730h of volunteering actions.
- ✓ **Offering a discount to NGOs and social-economy companies** like "Cafés Joyeux", "Nous anti-gaspi" or "Murfy".



Make people thrive

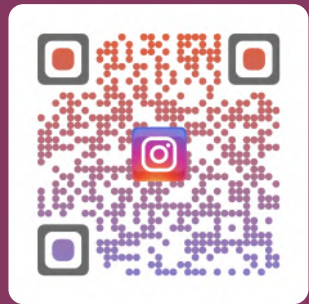
Make people feel good

- ✔ **3 People Experience Managers** are assigned to support a scope of around 150 employees in their wellbeing and development.
- ✔ **Each quarter we send anonymous Pulse surveys** to track engagement and wellbeing, and we follow an action plan based on that.
- ✔ **We provide Alan Mind, an online coaching for mental wellness** in case of stress or conflict, and 2 free therapist sessions.

Help people perform and grow

- ✔ **In most teams, career paths & salary grids** exist to give visibility on career advancement.
- ✔ **Frequent reviews and feedback** allow to perform better, and development plans exist in case of difficulty or job transition.
- ✔ **Claire, our Learning Manager, designs internal workshops and coaching** to train managers and employees to self management, communication and leadership.

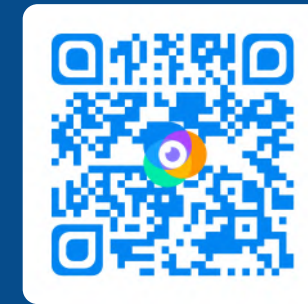
Lets Talk!



Get to know us
on Instagram



Check our
job offers



Discover
our products



Read our
Glassdoor reviews



Check our CSR
commitments