

# SUS TAIN ABIL ITY RE PORT

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## Dear clients, dear partners,

We are grateful for the positive feedback we regularly receive regarding our sustainability endeavours. For four years now, we have been consistently investing more in every aspect of sustainable corporate management, in its environmental dimension, social dimension and governance. Herewith we present our endeavours transparently. In 2023, it was confirmed that sustainability does not have to be at odds with commercial success.

Our unique depth of consulting and added value as well as our commitment to sustainable solutions have contributed to profitable growth across locations. With Group sales totalling EUR 96 million, we can proudly look back on the most successful year in the history of **mac.** brand spaces GmbH. These successes encourage us to continue investing in sustainability and to actively shape our future.

One project in focus is the ongoing DIN ISO 20121 certification, within which we are creating new management standards along the entire value chain. This process is an important step for us to underpin the seriousness of our actions and accelerate progress. Another milestone was the acquisition of a 50 per cent stake in the Munich trade fair subsidiary meplan. This will enable us to scale our activities even better in the interests of our clients in the Munich area and generate long-term growth.



**Geschäftsleitung** • Stefan Trieb (CEO), Jörg Bürkle (COO), Melanie Hagedorn, Klaus Pieper und Alexander Ody

With Alexander Ody and Melanie Hagedorn, we have expanded the management team and advanced the generational change in leadership. Both have already brought a lot of impetus to the company. They are making a significant contribution to optimising **mac** for the requirements of the future and positioning it as a driver of sustainability in the live marketing industry.

With best regards,

Stefan Trieb, Jörg Bürkle, Melanie Hagedorn,  
Klaus Pieper and Alexander Ody

**mac.** brand spaces

**We create  
the most  
sustainable  
customer  
relationships.**

## Climate neutral in

# 2030

**Sustainability, understood holistically as the interaction of ecological, social and economic factors (ESG), is a key principle of good corporate management. Harmonising these factors, ensures successful cooperation between all stakeholders in the long term.**

We showcase our clients' brands through structures that are always determined by their marketing objectives and the best communication concepts for their needs. Modular stand construction with folding frames enables us to combine cost-effectiveness, eye-catching design with sustainability. In addition, the high level of local vertical integration and regional supply structures enable us to operate in a fundamentally sustainable manner.

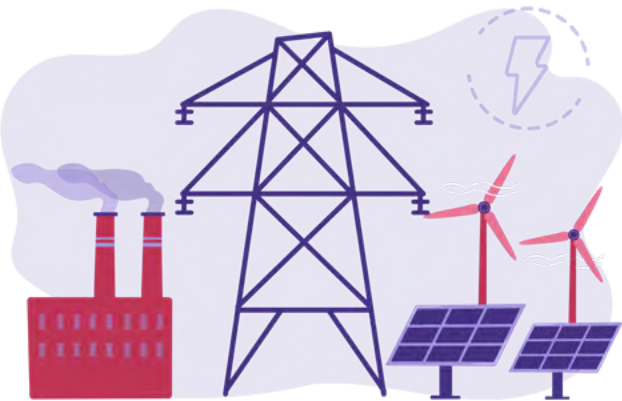
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**Sustainability strategy** • *Climate neutral in 2030*

In the so-called 'Scopes', the emission of greenhouse gases is set relative to the company's activities. These standards help to understand the causes of emissions and develop strategies to minimise them.

### SCOPE 1

records the emissions that are emitted **directly by a company**. From the company's own vehicle fleet and building heating systems, to systems or machines that are directly involved in value creation. All these influences are summarised here.

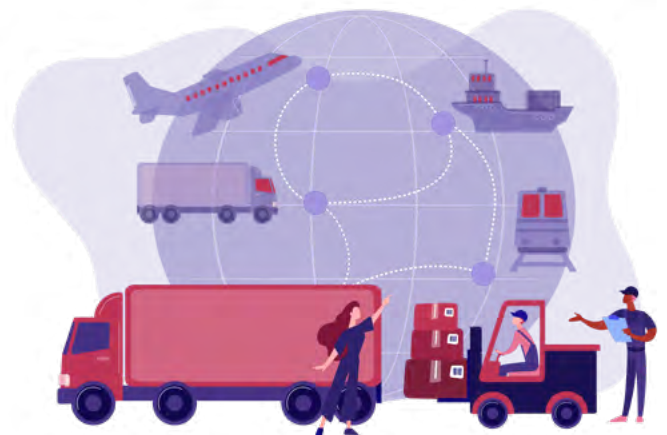


### SCOPE 2

also includes **indirect** emissions resulting from the procurement of **energy** or other raw materials. Although these do not occur directly within the company, they are caused by the company's operations.

### SCOPE 3

also includes all emissions that are generated - **directly or indirectly** - **along the entire value chain** of the company's activities. These are beyond the direct influence of the company and have often only been partially recordable to date.



While we have already succeeded in completely neutralising our footprint in Scope 1 and Scope 2, we are continuously working to significantly reduce emissions in Scope 3 relative to gross value added. We do not want to confuse compensation with genuine sustainability. That is why we are looking for better solutions through the use of new materials and intelligent circular economy approaches.

The materials used, circular economy and logistics present us with major challenges. Many emissions are difficult to measure or are beyond our control. In some cases, there are simply no available alternatives, as is often the case with transport.

## Corporate Carbon Footprint

397.93 t CO<sub>2</sub>e

Balancing according to GHG Protocol using the market-based method

### SCOPE 1 233.49 t

#### Direct emissions from company facilities

Heat (self-generated) 20.10 t

#### Direct emissions from the company fleet

Fleet 213.39 t

### SCOPE 2 30.01 t

#### Purchased electricity for own use

Electricity (stationary) 0.00 t

Electricity (fleet) 0.00 t

#### Purchased heat, steam, and cooling for own use

Heat (purchased) 30.01 t

### SCOPE 3 134.43 t

Partially assessed.

#### Fuel and energy-related emissions

Upstream electricity 54.91 t

Upstream fleet 54.76 t

Upstream heat 24.76 t



## Environmentally friendly design doesn't have to be green.



Fraunhofer-Gesellschaft • Hannover Messe 2023

→ Showreel

***„Fraunhofer wants to make a contribution to a changing society. In doing so, we are committed to minimising our ecological footprint. The new website that mac has developed for us does just that whilst being as flexible as we need it to be.“***

Welf Zöller • Head of Dialogue Communication • Fraunhofer-Gesellschaft

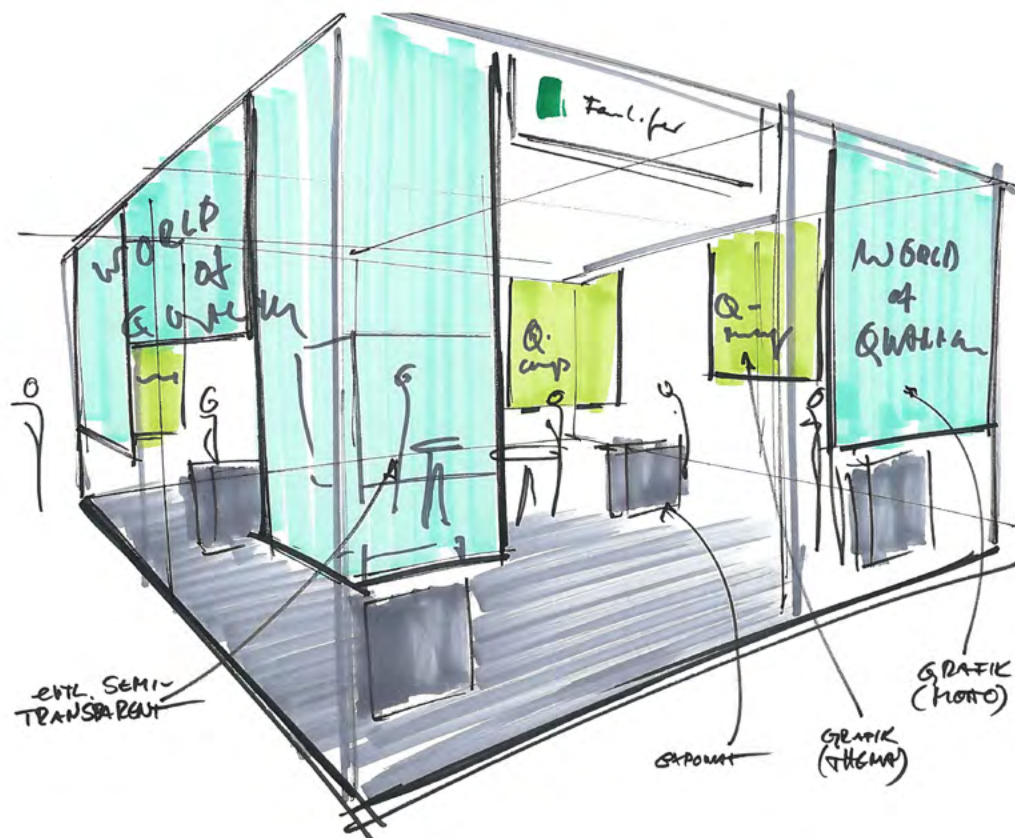
## Sustainability strategy • Design concept

In 2023, we won the tender for the Fraunhofer-Gesellschaft's strategic trade fairs in a competition with clear sustainability requirements.

The highly modular stand architecture and equipment, developed individually for Fraunhofer enable optimal customisation for the complex needs of the client. The variable communication supported by the stand design can be used worldwide and decentralised. Our new furniture design with its diverse utilisation possibilities is manufactured entirely in Langenlonsheim for the European market.

Items are perfectly designed, from the smallest microchip to the largest module, to convey the story specified by the client.

In addition to reusability, our guiding principles also include the use of environmentally friendly materials and production methods. We use water-based paints and emphasise the long-term life cycle of our furniture. Instead of carpets, we use recyclable vinyl, which can be laid as a floating floor and is easy to clean. The only consumables on the large stands are the textile facades, which are increasingly made from recyclable products.



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**Sustainability strategy** • *sustainable. brand spaces*

Our in-house consulting team, **sustainable. brand spaces**, pools our expertise in every aspect of sustainability and is constantly evolving. Since December 2023 Marc Metzler has been a part of the three-person team, contributing his expertise as a project manager.

***„Only by critically  
scrutinising existing  
practices can we  
combine sustainability  
and innovation.“***

**Marc Metzler** • Project manager • **sustainable. brand spaces**

**sustainable. brand spaces** • Torsten Wolf, Tobias Mannhold, Sandra Henze and Marc Metzler



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Sustainability strategy • *sustainable. brand spaces*

# re:think! workshops

Our entire **mac** team within **sustainable.** brand spaces act as ambassadors with a clear mission to implement live marketing measures in the most resource-efficient and socially responsible way possible. In both internal and external workshops, we drive change management processes and support our clients in reviewing their entire event-customer journey for sustainability. Together with our clients, we analyse the process and look for sustainable alternatives step by step for every stage of value creation.

→ Workshops

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Sustainability strategy • sustainable. brand spaces

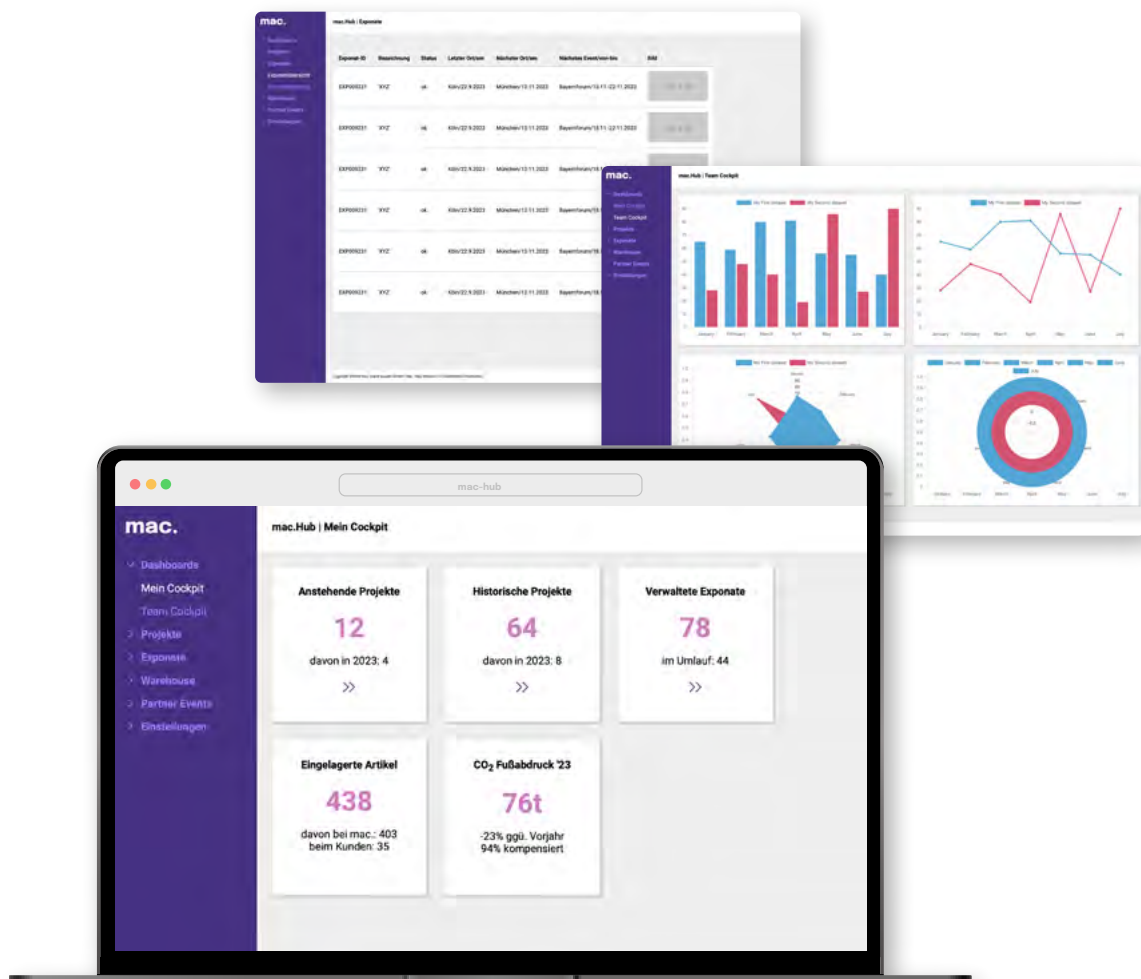


In addition to client workshops, we develop a common understanding of sustainability with the various departments in our service chain via internal workshops. We want everyone to scrutinise their daily actions for alternatives. The workshops also promote the exchange of knowledge across departmental and hierarchical boundaries. This is not just theory: one of the results is that we now universally suggest eco-materials as flooring for every specification.

## Digitalisation and sustainability go hand in hand.

In addition to the digital extension of live marketing formats, our digital unit, **mac. digital brand spaces**, has for some time now had an additional focus. This lies in supporting the collaborative nature of most brand spaces and increasing the transparency and efficiency of projects, from planning to realisation.

The newly developed **mac hub** is a project cockpit, planning and warehouse management tool and carbon footprint monitor all in one. The individual service modules can be individually booked by clients and made available for their individual stakeholders. The monitor for the carbon footprint of projects, which can be activated as of this current year, is likely to be of particular interest to clients, as it directly helps with the sustainable design of projects and the fulfilment of upcoming reporting obligations.



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**Digitalisation** • Infrastructure

For around a year, we have been strategically realigning the digital transformation of the entire infrastructure as part of our "Strengthen strengths" programme. Through systematic initiatives, we are developing scalable processes to fulfil requirements in the best ways possible. By creating a digital infrastructure, we can become more efficient and productive and thus also advance our sustainability goals.



***„The more  
productive  
we become,  
the more  
sustainable  
we become.“***

**Ralf Sonnefeld** • Director of IT & Digitalisation • mac. brand spaces

# STOP WASHING. START ACTING.

As part of our communication strategy, we give the topic of sustainability a stage at various trade fairs in a specially designed roadshow. To this end, we are organising panel talks with members of the Executive Board and ESG representatives from the trade fairs on the set-up days and the first days of the event. We also use this framework to showcase our own expertise in the areas of digitalisation and sustainability. Event containers serve as the venue, which will now make their next appearance on our sustainability journey after **mac**'s 50th anniversary celebrations. With this format, we bring the topic of sustainability to trade fairs and promote the exchange of ideas between decision-makers and realisers in live marketing.

→ [roadshow.mac.de](https://roadshow.mac.de)





In action • Putting values to the test

# United for sustainability.

mac. social spaces • Our guiding values accompany us everywhere.

## Werte



**Ambitioniert**  
Wir prägen die Branche mit herausragenden Projekten.



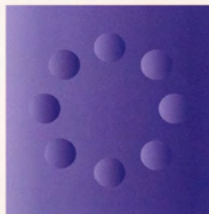
**Nachhaltig**  
Nachhaltigkeit prägt seit Jahren unser Handeln.



**Partnerschaftlich**  
Gemeinschaftlich mehr Erfolg



**Hörbar**  
Kommunikation und Zusammenarbeit macht bei uns auf Augenhöhe statt.



**Teamgeist**  
Teamgeist beginnt im Kopf.



**Menschlich**  
Für uns steht der Mensch im Mittelpunkt.



**Ambitioniert**  
Wir prägen die Branche mit herausragenden Projekten.

VISION

**Mit uns entstehen die nachhaltigsten Kundenbeziehungen in der Live Kommunikation.**

A key component of the ISO process was the further development of our corporate mission statement. Moderated by our sustainability team, we scrutinised our corporate values together with our employees and examined their significance for our sustainability efforts. From business decisions to our dealings with each other, as well as with clients and suppliers, this maxim reflects our actions. Our internal feedback discussions have also changed and are now even more participatory.

Our mission statement gives rise to specific tasks that have a profound impact on our procurement process, for example. We know that we also owe our success to long-term relationships with our partners. That is why we are planning development processes with all suppliers until 2030 in order to operate more sustainably. Individual criteria such as company size are taken into account, as is the correct approach to not overburden craft businesses and service providers with a high level of vertical integration. We are guided by the requirements of the Supply Chain Act and want to be prepared to provide support along the entire value chain. As a first step, we are conducting an inventory and have formulated our expectations in a → *Partner Code of Conduct*. In doing so, we have also taken into account the individual capabilities of our suppliers.

## A good match. When customers become partners.



Hesse Lignal • Holz-Handwerk 2024

In spring 2024 we published our criteria for sustainable procurement. We drive product innovation through procurement, as this allows us to exert the best possible influence on the products and raw materials to be used later. As one of the leading suppliers, we see ourselves in the driver's seat of sustainability development in our industry.

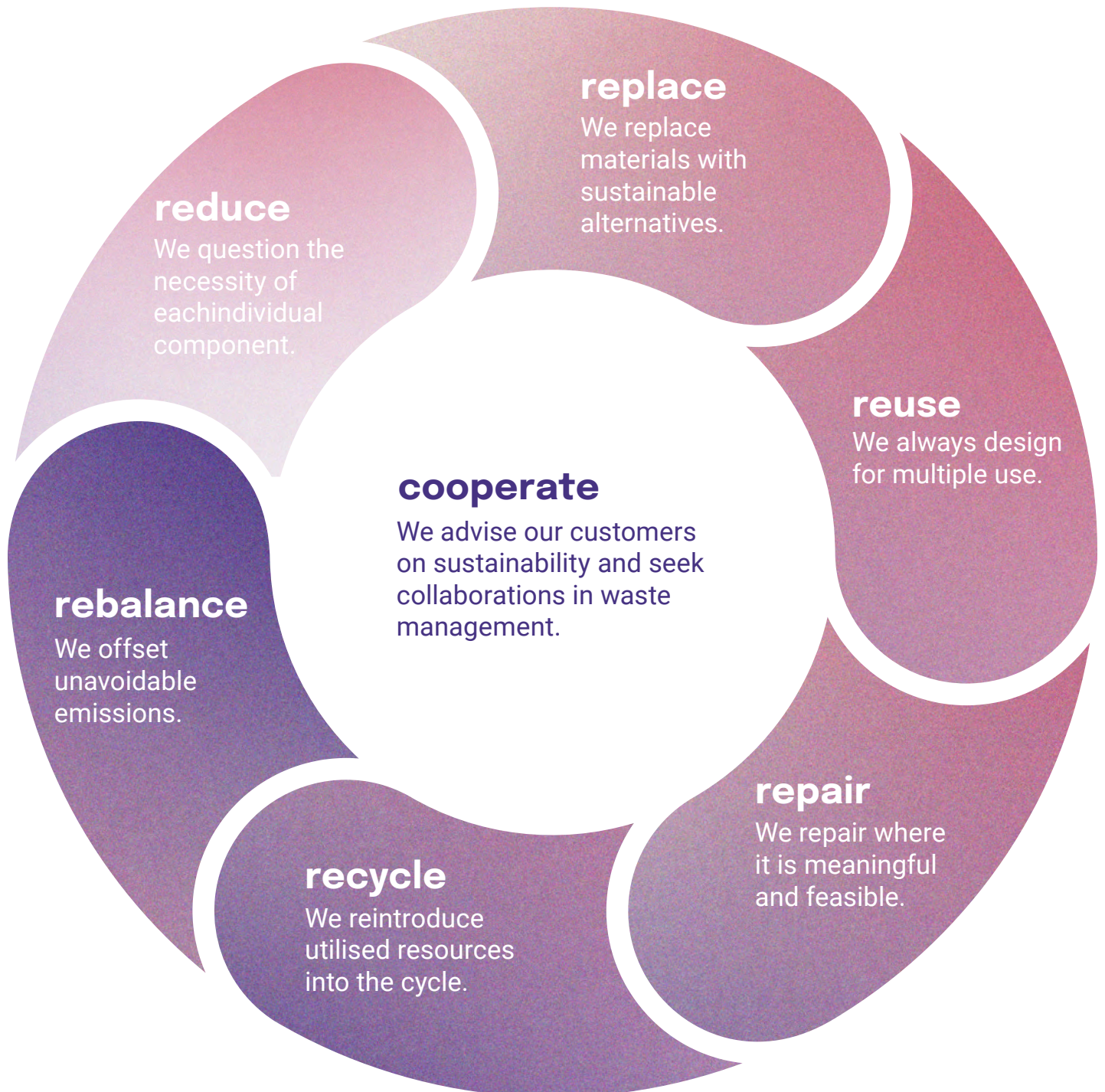
We have had a particularly close relationship with our client Hesse GmbH & Co KG for over 20 years. We source the majority of our sustainable lacquers from this family-run manufacturer of lacquers and stains. We also take care of the company's trade fair appearances. In doing so, we plan the components sustainably at the client's request. The reuse of trade fair components has long since become a design principle and former exhibits, for example, can be found at subsidiaries or in the client's social spaces.

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**In action** • Sustainable procurement**Peter Haberkorn** • Product Marketing Communications • Hesse Lignal

***„We greatly value our partnership with mac. As a family business, we see it as our duty to take responsibility for the sake of future generations. That's why we decided two years ago to switch from nitro-based paints to more sustainable alternatives and set ourselves the goal of replacing all solvent-based products by 2030. As a production location, we consider Germany to be an enormous strength. Just like mac, we rely on a high level of vertical integration in our domestic market and prove every day that this does not stand in the way of ambitious sustainability goals. On the contrary: companies like us think and act for the long term!“***

## Circular economy as a guiding principle.



We want to make our business model circular. We strive to achieve this by living the circular design principles of "**rethink, reduce, replace, reuse and recycle**". However, this is only possible in close cooperation with our partners, both on the client side and on the supplier side.

We see the sustainable procurement of materials as a key lever for reducing environmental impact. Our team is therefore constantly on the lookout for new materials that meet our high standards.

We want to get involved in product development processes as early as possible and promote technology transfer between suppliers and **mac**. To this end, we show our team new technical possibilities at suppliers, actively introduce ideas from partners and identify suppliers with innovation potential. We see long-term partnerships as an important instrument for motivating suppliers to innovate. We reward progressive ideas with, among other things multi-year contracts and joint marketing.

**mac** has been successfully reusing wooden folding frames for decades. However, we are constantly examining alternatives, e.g. recycled aluminium, in order to increase reuse rates.

One example is floor coverings. Cleaning and storage make carpets extremely unattractive both ecologically and economically. We are increasingly focussing on hard flooring for reuse or, when using carpets, on products that can be returned to their original raw components in accordance with the cradle-to-cradle principle. There is constant innovation in this area, but practical use often fails due to the costs, the lack of scalability or the extraordinary requirements in the event industry. In addition, there is often a lack of recycling infrastructure. After all, we want materials that are not only recyclable after repeated use, but that can actually be returned to the cycle.

We compile the materials that fulfil all these ecological and economic requirements in a comprehensive materials library. In this library, we evaluate the raw materials to be procured on the basis of transparent ecological criteria in order to create comparability. Based on this our design team, together with the project management team, can also provide optimal advice with regard to ecological criteria.

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**In action** • *Circular economy*

We are developing a completely new trade fair concept for our client Krones, the technology group and service provider at the heart of the beverage and liquid food industry. Based on standardised aluminium frames with a length of three or four metres, we have developed a modular concept. Since → [BrauBeviale 2023](#), this has been successively rolled out, tested at smaller events and optimised. Krones will then inspire its clients on 12,000 m<sup>2</sup> at the leading Drinktec 2025 trade fair.



***„mac as a partner understands the commercial importance of our showcases and at the same time supports us in achieving our sustainability goals.“***

**Charles Schmidt** • Head of Cross Media Solutions • Krones AG



## Continual improvement.

In our → [2023 sustainability report](#), we presented our efforts to obtain DIN ISO 20121 certification. The aim is to standardise a management system for sustainable events along the entire value chain. In this way, we want to ensure the best possible transparency and goal-orientation across all areas of activity and systematically anchor sustainability in all decision-making processes.

# 2005

First employee with a focus on sustainability

# 2020

Sustainability anchored in the corporate vision



# 2010

Installation of the wood combustion plant to heat the main site in Langenlonsheim from generated waste

First purchase of 'green electricity'

# 2021

→ Publication of the first sustainability report

Introduction of client workshops on the topic of sustainability (CO<sub>2</sub> reduction)

Installation of the first electric car charging stations on the **mac** campus

FEBRUARY

# 2023

Inbetriebnahme der PV-Anlage Commissioning of the PV system

# 2022

Expansion of both the electric car charging stations and the electric **mac** vehicle fleet

Payment of an inflation compensation bonus to all employees

First **mac** honey from our own bees

APRIL

# 2023

Planting of a 200 m<sup>2</sup> flower meadow on the **mac** campus

SEPTEMBER

2023

Development of the sustainability container and start of the roadshow to mark the → *50th anniversary* of **mac**



2024

Successful certification in accordance with DIN ISO 20121

2024

Expansion of expertise in sustainability consulting with additional services

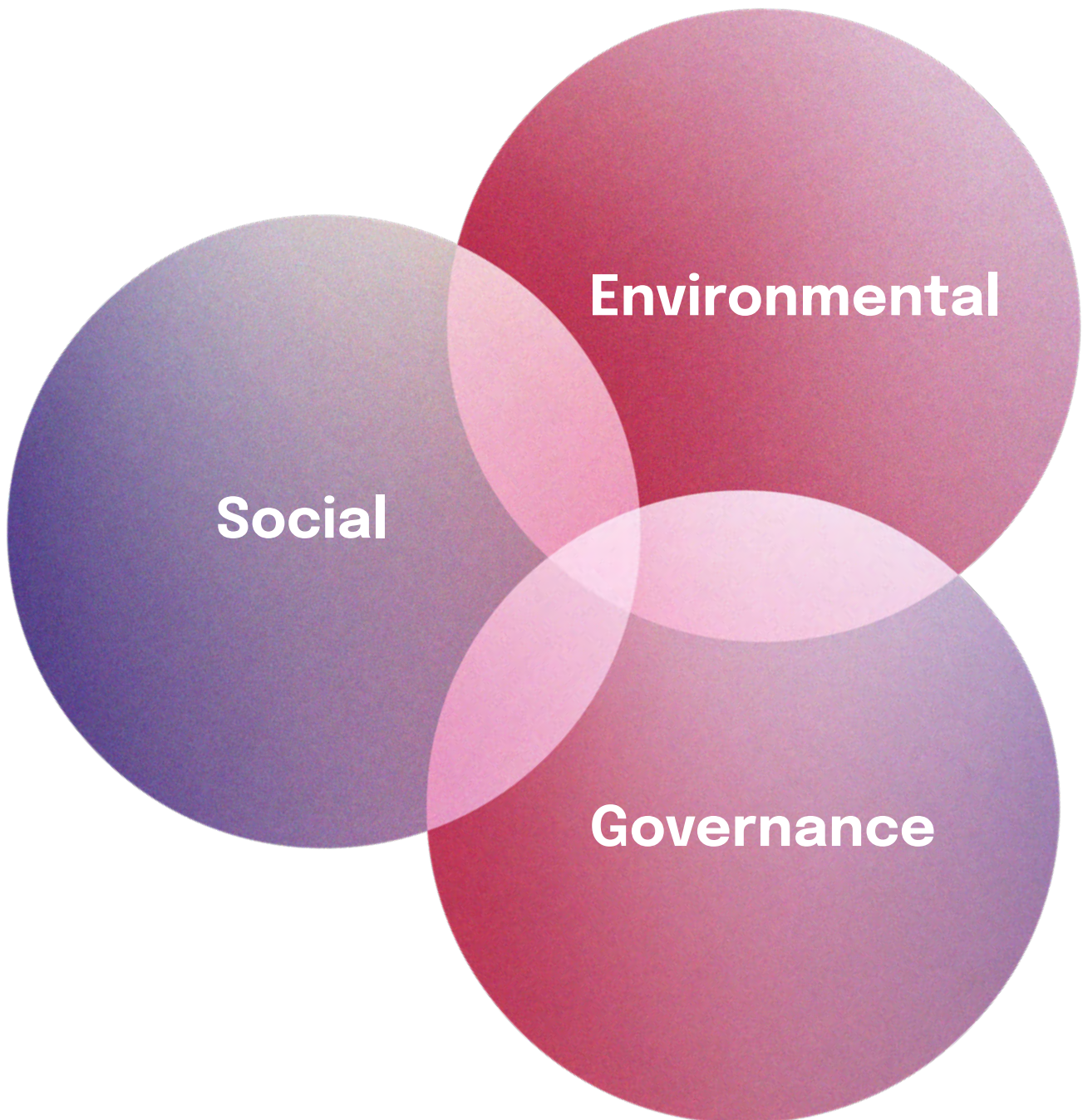


2024

Launch of the **mac** eco-material library



# Holistically sustainable.



# Environ- mental.

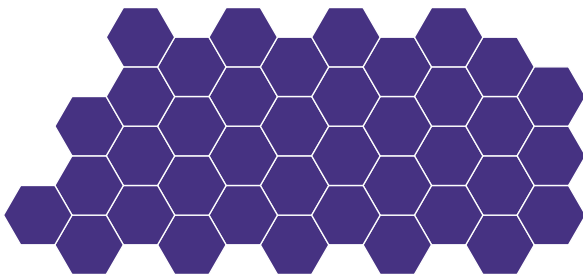
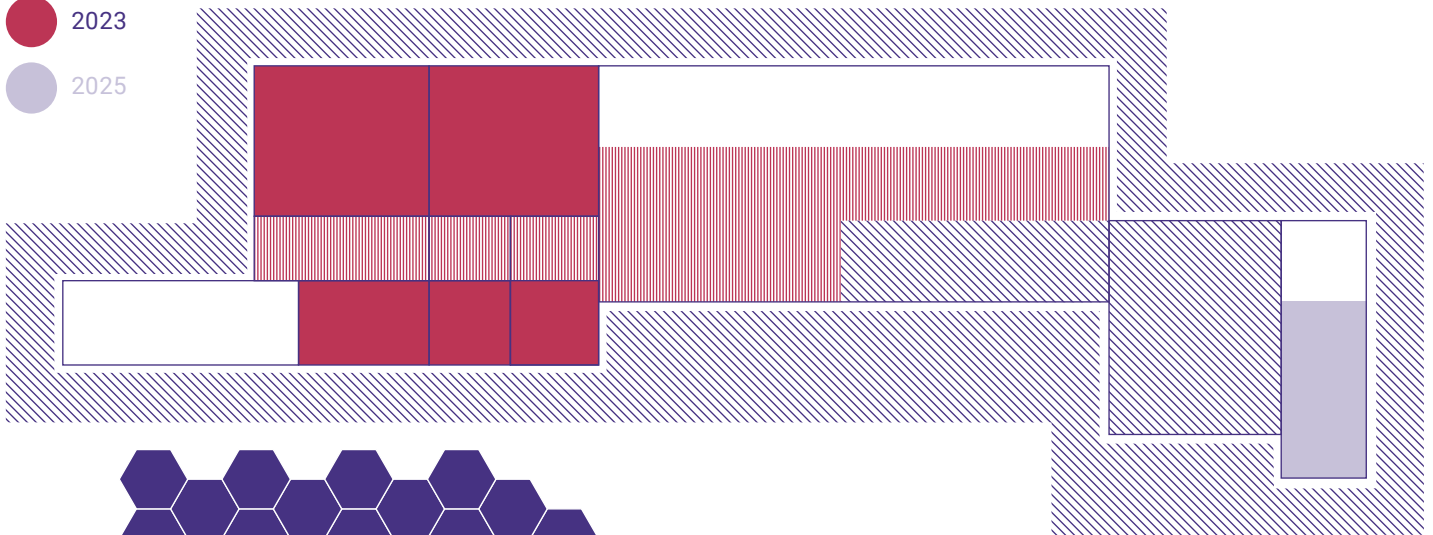
## In 2023 we achieved ...

- a reduction of 1,245 tonnes of CO<sub>2</sub> through the use of renewable energies for electricity and heat
- a reduction of 109,000 kWh of electricity through modernised lighting systems
- a rate of 96 % of our energy consumption from renewable or self-generated sources

# We save.

- 2014
- 2017
- 2022
- 2023
- 2025

Over the past few years, we have successively modernised the entire lighting system on the **mac** campus. This has enabled us to consistently implement energy-saving measures.



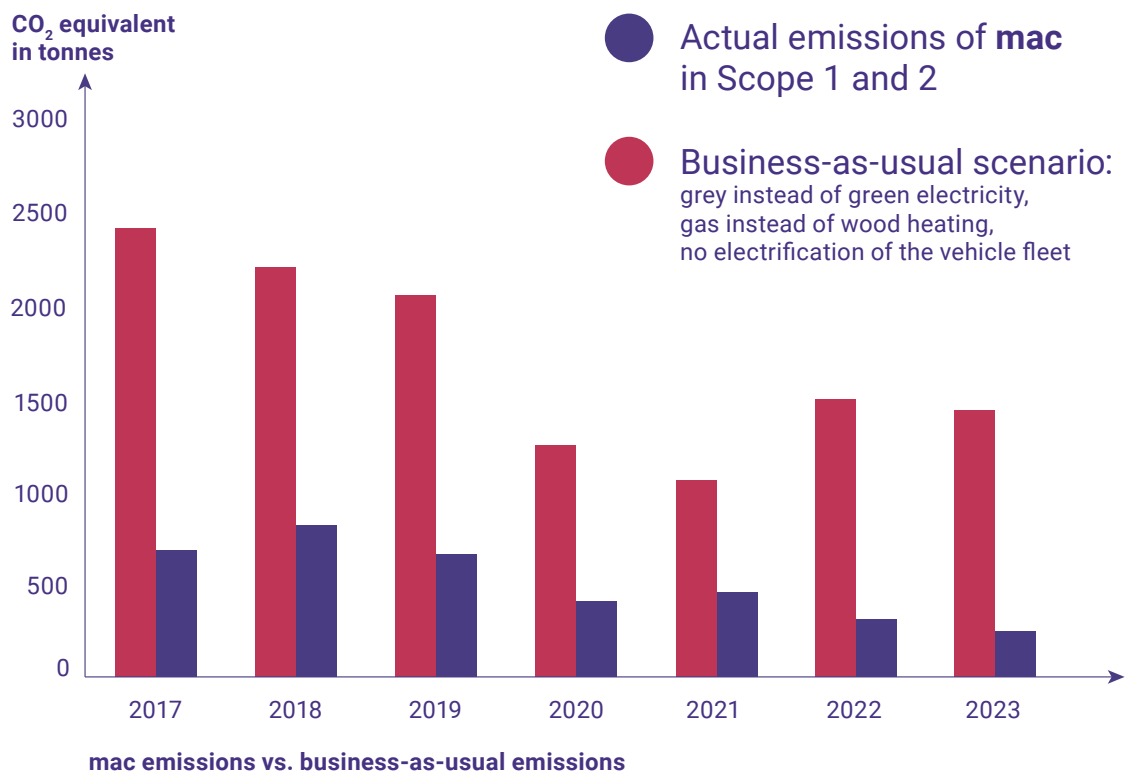
We have been using green electricity at our main site since 2010. On average, we cover 85% of our heat consumption on campus by thermally utilising the wood waste produced in our wood incineration plant. This means we have low emissions from our energy consumption and can also help other companies to heat in a climate-friendly way by passing along wood that can no longer be used.

**Environmental** • Energy management

We put our photovoltaic system into operation in 2023. In the first year, our PV system generated 189,000 kWh of electricity - three quarters of which we consume ourselves, with the surplus being passed on to other electricity consumers.

We have neutralised a further 800 tonnes of CO<sub>2</sub> by offsetting client projects. Using the values determined by us, they offset the emissions generated by their live marketing activities via their own programmes or through us.

Our designs are primarily focussed on the brand staging and commercial objectives of our clients. Over and beyond that, we always work with them to find sustainable design solutions that can be reused.



## Recycling und Upcycling.

After energy production and consumption, unavoidable waste is our second most important environmental factor. Where disposal cannot be avoided due to wear and tear or an extreme degree of customisation, we are constantly looking for environmentally friendly options. Unfortunately, there are currently still far too few recycling companies that process materials in a way that adds value.

Giving textile banners a second life as shoulder bags is a charming idea. In reality, however, this only delays the disposal and is not scalable to the quantities of a professional trade fair organiser. Nevertheless, we maintain partnerships with workshops for people with disabilities, which we supply with suitable used products.

We are currently testing a number of B2B platforms whilst also constantly on the lookout for companies that can for example, usefully reuse offcuts. Short transport routes are a must for the ecological benefits to be realised. The extremely tight dismantling times and the storage capacities required for the trade fair business also limit such endeavours.

### Container Roadshow • Upcycling unserer Textilbanner zu einzigartigen Taschen





# We are mobile.

## Reach your target by train.

With a new company agreement on business mobility, we have placed a clear focus on public transport. Clear, transparent rules combined with an attractive incentive system promote the switch to sustainable mobility solutions. With the help of a digital travel platform, colleagues manage their journeys independently. Travelling by plane is taboo on short journeys. First-class tickets for journeys of four hours or more make travelling by train much more attractive for all **mac** employees.

## Emission-free journey to work.

As an employer, we support private rail travel by subsidising the so-called 'Deutschlandticket'. In this way, we want to help ensure that all employees can get to work CO<sub>2</sub> free. For this reason, we have provided around 40 colleagues with a job bike. Anyone travelling to work by cycle can now park their bike at three different covered shelters and charge e-bikes free of charge.

## e-mobility.

We have exceeded our target of one third of our fleet being e-vehicles by the end of 2023: Our fleet has currently grown to over 50% e-vehicles - and this trend is increasing. We also exceeded our target for the charging network ahead of schedule: clients and employees can now charge their e-car (subsidised by **mac**) at one of 28 stations. We will have phased out the last of the combustion engine cars by 2030. .

## Diverse by nature.



mac campus in Langenlonsheim • green rooftop

Last summer, with the help of NABU, we embarked on a project to increase biodiversity on our company premises. Our aim was to create varied habitats and provide hibernation opportunities for small mammals and insects.

Instead of "pretty" and "easy to care for", plants are selected based on criteria such as their contribution to the ecosystem or water consumption. With a specially allocated budget of € 10,000, we have planted indigenous trees and created flowering meadows.

We have also learnt to appreciate that sometimes it is good to do less: we now only mow parts of our meadows twice a year, creating food and habitat for insects, nesting opportunities for birds and retreats for other small animals. Our fire water pond has turned out to be a drinking water reservoir for insects and birds. In addition, a regional workshop for people with disabilities has made us nesting boxes, which were hung up in time for the breeding season - we are looking forward to the first breeding pairs.

Our four bee colonies have developed into real favourites. At after-work events with the beekeeper, our employees learn a lot about our 200,000 winged colleagues and their way of life.



# Social.

## 310 employees with ...

- an average age of 42.8 years, heterogeneously distributed as a principle of our personnel policy
- an average length of service length of employment of 13.1 years

85 women

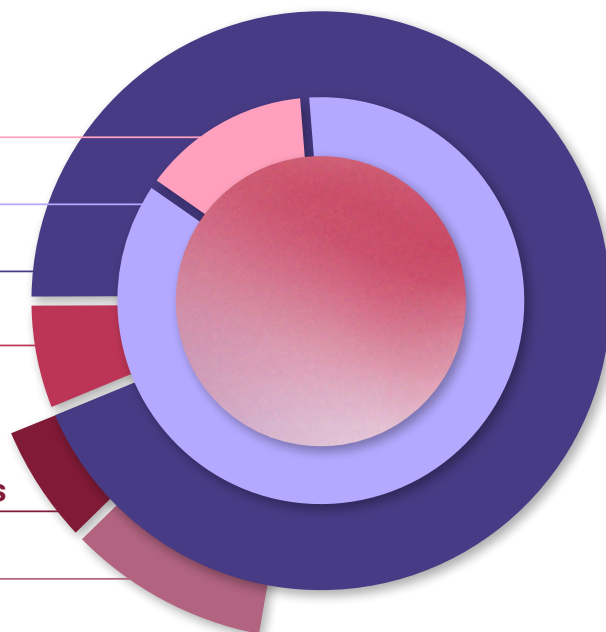
225 men

277 professionals

33 trainees

31 part-time employees

48 company retirees



## **Further social facts:**

- **Company-sponsored pensions**
- **Permanent employment contracts as standard, temporary work only to cover peaks in demand**
- **Incapacity to work rate without / with long-term illnesses: 4,1 % / 5,9 %**
- **200,000 bees who have given us 177 jars of honey**

## When it comes to sustainable action in the social sphere, our employees are our first priority.

That is why occupational health and safety has been, and remains our top priority. With a single accident at work last year, we were very close to our target of 0. We will continue to do everything we can to achieve this goal.

One of the measures for the health of our workforce is the ongoing purchase of lifting aids and height-adjustable work and packing tables. Depending on body height, these can be optimally adjusted to minimise strain on the back. The offices are also pleased to have this option: last year alone, we modernised 40 workstations to make them more back-friendly.

Our weekly exercise break is also very popular: during working hours, a physiotherapist encourages everyone to exercise for 20 minutes. With around 30 **mac** employees taking part each week, we are keeping fit.

There is now a fridge at the **mac** campus that is supplied with fresh meals by a regional provider. The offer is subsidised by us and also includes vegan and vegetarian meals. This means that good meals are readily available to everyone during the most stressful project phase, as are free hot drinks and mineral water.



This summer's Health Day was all about stress management. Various muscle measurements and workshops on physical and mental health invite you to take care of yourself in the long term. As an employer, we not only fund the working hours, but also a healthy lunch together.

## Social • Systematic health promotion



AOK Certification • „Healthy Company“

While we were delighted to receive the → AOK's "Healthy Company" bronze award last year, we are aiming for silver in 2024. We want to emphasise our commitment to prioritising the health advancement of our employees.

We have experienced the AOK as a proactive partner that presents specific approaches for improvement with targeted workplace analyses by external consultants. Management coaching has also been developed at the suggestion of this health insurance fund. Young managers in particular benefit from focal points such as assistance in coping with stress, facilitating handovers or methods for structuring tasks.

# We train.

→ [mac.de/career](https://mac.de/career)

Training has long been one of **mac's** strengths - as the Chamber of Industry and Commerce (IHK) once again confirmed with its award for "Best Training". In addition to twelve apprenticeships, we offer four dual study programmes in cooperation with the DHBW. From wood technology to IT, we want to get young people interested in live communication at an early age.



**Bachelor of Arts BWL**  
Trade fair, Congress and  
Event Management

**Bachelor of Arts**  
Accounting, Taxes,  
Business Law  
Accounting & Controlling

**Industrial Clerks**



**Bachelor of Engineering**  
Wood Technology

**Technical**  
Product Designer  
Product Design  
and Construction



**Bachelor of Science**  
Business Informatics  
Software Engineering

**IT Specialist**  
Application Development/  
System Integration



**Electronics Technician**  
Energy and building  
services engineering

**Specialist for**  
Event Technology



**Painter and Varnisher**  
Design and Maintenance



**Carpenter**



**Media Designer**  
Print Media/  
Design Conception



**Metal Worker**  
Construction Technology



**Specialist for**  
Logistics Warehouse



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**Social** • *Promoting young talent*

In 2023, we awarded a so-called 'Deutschland-Stipendium' or Germany Scholarship for the first time to a communication designer graduating with a Bachelor's degree from Mainz University of Applied Sciences.

The aspect that's particularly special about it: the scholarship holder has no obligation to the sponsoring company. These scholarships are awarded by the university on the basis of social criteria in order to support people who, in addition to outstanding achievements, are characterised by social commitment.

Those who, for example, have obtained their higher education entrance qualification via the second-chance route or are single parents are also eligible for support. We use this opportunity to get to know each other and promote the attractiveness of our industry at an early stage.

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**Social** • *Life situation & family service*

## Support in every situation.

As a sustainable employer, we also recognise our responsibility when life is particularly challenging for our colleagues, for example due to the physical or mental illness of a family member.

With external support, we offer life coaching and a family service. A portal provides anonymous help for special difficulties - a 24-hour hotline is always available in an emergency. Information regarding caring needs and suitable contact people are also available and easy to access.

# Governance.

## Investments 2023:

- **Lighting: € 90,000**
- **Cycle parking spaces: € 45,000**
- **PV system: € 240,000**
- **Team: 2,5 FTE\***
- **Smart canteen: € 9,600**
- **Biodiversity: € 10,000**
- **e-charging stations: € 40,000**
- **Health management: € 50,500**
- **Further training: € 90,000**
- **Two defibrillators: € 2,960**

\* Full-Time-Equivalent

# DIN ISO 20121

The main activities in the area of governance are best demonstrated by our upcoming certification in accordance with DIN ISO 20121. We will be one of the first providers in the live communication industry to have our entire operation certified and thus have harmonised all ESG measures. All areas of our management system will be aligned with sustainability criteria and supported by control systems such as risk management, compliance, etc.

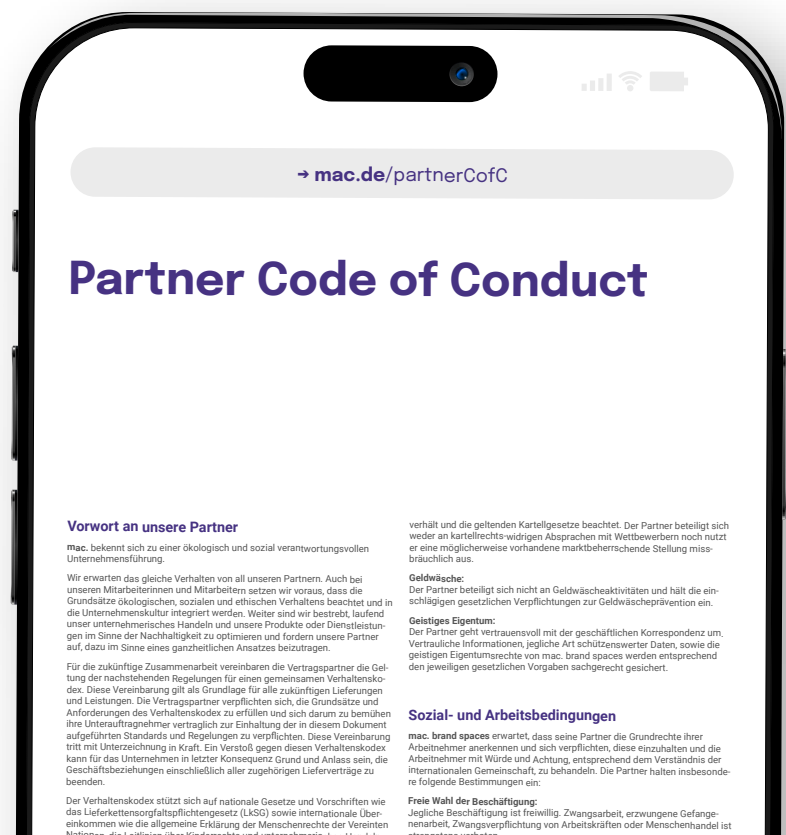
Following initial certification in the course of the year, we will carry out regular internal assessments and an external audit in future. This will enable us to effectively review the implementation of our sustainability goals during ongoing operations and make any necessary adjustments. We also consider ourselves to be well positioned, in accordance with the expected regulations in the area of corporate reporting.

## Governance • Whistleblower protection

Since July 2023, we have had an officer for the whistleblower system in accordance with the Whistleblower Protection Act (HinSchG). Suspected or actual breaches of compliance can be entered anonymously or personalised via a software system. Our authorised representative validates these according to a predefined process with clearly defined guidelines and initiates investigations if necessary. She is also authorised to bring in external help for example, from lawyers.

## Governance • Management Compliance

Last year, the two managing directors Stefan Trieb (CEO) and Jörg Bürkle (COO) set out their pledge to sustainable management in seven principles. Building on respect, integrity and trust, the managers are committed to transparent, ethical, value-adding and sustainable corporate management.



→ [mac.de/partnerCofC](https://mac.de/partnerCofC)

## Partner Code of Conduct

### Vorwort an unsere Partner

mac. bekennt sich zu einer ökologisch und sozial verantwortungsvollen Unternehmensführung.

Wir erwarten das gleiche Verhalten von all unseren Partnern. Auch bei unseren Mitarbeiterinnen und Mitarbeitern setzen wir voraus, dass die Grundsätze ökologischen, sozialen und ethischen Verhaltens beachtet und in die Unternehmenskultur integriert werden. Weiter sind wir bestrebt, laufend unser unternehmerisches Handeln und unsere Produkte oder Dienstleistungen im Sinne der Nachhaltigkeit zu optimieren und fordern unsere Partner auf, dazu im Sinne eines ganzheitlichen Ansatzes beizutragen.

Für die zukünftige Zusammenarbeit vereinbaren die Vertragspartner die Geltung der nachstehenden Regelungen für einen gemeinsamen Verhaltenskodex. Diese Vereinbarung gilt als Grundlage für alle zukünftigen Lieferungen und Leistungen. Die Vertragspartner verpflichten sich, die Grundsätze und Anforderungen des Verhaltenskodex zu erfüllen und sich darum zu bemühen ihre Unterauftragnehmer vertraglich zur Einhaltung der in diesem Dokument aufgeführten Standards und Regelungen zu verpflichten. Diese Vereinbarung tritt mit Unterzeichnung in Kraft. Ein Verstoß gegen diesen Verhaltenskodex kann für das Unternehmen in letzter Konsequenz Grund und Anlass sein, die Geschäftsbeziehungen einschließlich aller zugehörigen Lieferverträge zu beenden.

Der Verhaltenskodex stützt sich auf nationale Gesetze und Vorschriften wie das Lieferkettensorgfaltspflichtengesetz (LkSG) sowie internationale Übereinkommen wie die allgemeine Erklärung der Menschenrechte der Vereinten

Nationen und die geltenden Kartellgesetze beachtet. Der Partner beteiligt sich weder an kartellrechts-widrigen Absprachen mit Wettbewerbern noch nutzt er eine möglicherweise vorhandene marktbeherrschende Stellung missbräuchlich aus.

**Geldwäsche:**  
Der Partner beteiligt sich nicht an Geldwäscheaktivitäten und hält die einschlägigen gesetzlichen Verpflichtungen zur Geldwäscheprävention ein.

**Geistiges Eigentum:**  
Der Partner geht vertrauensvoll mit der geschäftlichen Korrespondenz um, Vertrauliche Informationen, jegliche Art schützenswerter Daten, sowie die geistigen Eigentumsrechte von mac. brand spaces werden entsprechend den jeweiligen gesetzlichen Vorgaben sachgerecht geschützt.

### Sozial- und Arbeitsbedingungen

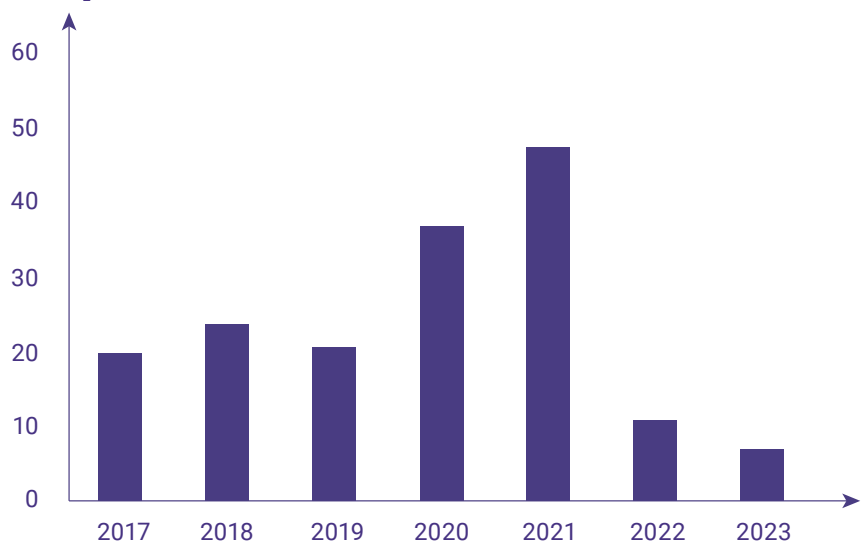
mac. brand spaces erwartet, dass seine Partner die Grundrechte ihrer Arbeitnehmer anerkennen und sich verpflichten, diese einzuhalten und die Arbeitnehmer mit Würde und Achtung, entsprechend dem Verständnis der internationalen Gemeinschaft, zu behandeln. Die Partner halten insbesondere folgende Bestimmungen ein:

**Freie Wahl der Beschäftigung:**  
Jegliche Beschäftigung ist freiwillig. Zwangsarbeit, erzwungene Gefangenarbeit, Zwangsverpflichtung von Arbeitskräften oder Menschenhandel ist

# Comprehen- sible and transparent.

We want to know where we really stand so that we can improve. That's why we record many key figures, from traditional corporate management KPIs such as turnover or earnings to extended quarterly reporting, which we are currently implementing. We break down the total consumption of energy into the individual energy sources and track the release of greenhouse gases according to Scope 1 and 2. The biggest challenge here is also the recording of Scope 3. We are endeavouring to find a solution with the greatest possible transparency.

kg CO<sub>2</sub> per €1,000



CO<sub>2</sub> emissions per gross value added

In 2020 and 2021, the core business was significantly restricted due to measures related to COVID-19.

# There is still a lot to do ...

... so let's create a platform to discuss it. Anyone who didn't have the chance to visit our stand on "Sustainability in Live Marketing" at Anuga FoodTech in Cologne will still have the opportunity to do so in 2024 at HannoverMesse in Hanover and IFAT in Munich. In addition to an interactive journey through the sustainability of **mac** - where there are also prizes to be won - the centrepiece of our involvement will be an exciting talk with high-calibre guests. Find out more about what sustainability means for trade fair organisers and large industrial companies in their communication strategy. Get to know our team in person - we look forward to meeting you!

→ [roadshow.mac.de](https://roadshow.mac.de)

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evan  
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Wende

Standpunkt

Unser Standpunkt  
für neue Perspektiven.

Wendepunkt