

SUS TAIN ABIL ITY REP ORT

2026

●●●●●● 2025 fiscal year

This report provides an overview of our **ESG activities during the 2025 fiscal year**. It follows the reporting standard as set out in the German Sustainability Code (DNK) and is intended for our clients and all interested stakeholders who would like to learn more about our corporate sustainability practices and developments in the industry.

mac. brand
spaces



*“It’s not a trend.
It’s an attitude.”*

Dear readers,

“It’s not a trend. It’s an attitude.” – In challenging times like these, sustainability can easily fall by the wayside. For us, however, it remains just as important as ever. Regardless of the EU’s decision to delay – but not abandon – corporate reporting obligations, we remain committed to publishing this report.

We don’t need regulatory mandates to make our business activities more sustainable. Our commitment is driven by a broad community of stakeholders: the Management Team and shareholders, not to mention employees and suppliers.

Above all else, we receive a significant volume of inquiries from our clients, reflecting the growing demand for carbon footprint assessments, workshops, and individual consulting at project level. We’re staying the course and will continue to report on the measures we take voluntarily. ESG-driven business practices are what will keep us fit for the future.

In this report, we take an in-depth look at how we are harnessing digitalization to drive innovation and streamline our business processes – and how this connects to our strategy to improve our sustainability. Less surprising is the fact that reliable, traceable data is also key to how we steer our business.

We hope you find this report both an insightful and an enjoyable read.

The management team of mac. brand spaces

Stefan Trieb (CEO),
Jörg Bürkle (COO),
Melanie Hagedorn,
Alexander Ody,
Klaus Pieper, and
Katja Sassi-Bucsit

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ENVIR
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COM
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The trade fair industry at a glance.

Taking responsibility

Around the world, the trade fair industry provides a global forum for personal communication, networking, information exchange, and the development of business relationships. Trade fairs help reduce the need for business travel, saving both time and resources.



* Source: UFI (2025), UFI Global Exhibition Industry Statistics
**Source: AUMA (2026), Study: The Trade Fair Effect



Trade fairs and events are time-limited formats with tight budgets and often short material lifecycles, driven by high levels of custom fabrication and single-use application. This generates significant CO₂ emissions worldwide. So this makes it all the more important to take a holistic approach to rethinking resource consumption, material use, working conditions, and value chains.



*“As a leading company operating in the field of **live marketing**, we are **responsible** for what we create and set in motion. **Digitalization and sustainability** are our central levers for consistently improving quality, performance, and resource efficiency and for preparing our business model for the future.”*

Alexander Ody
Director of Business
Development

Our commitment to sustainability. People – Planet – Profit

The question is not **WHETHER** we need trade fairs and events – it’s **HOW** we deliver them. **PEOPLE – PLANET – PROFIT: the three key elements for successful events.**

Our → **sustainability policy** reflects our commitment to more sustainable practices.

For us, sustainability isn’t an add-on – it’s an integral part of how we grow as a company. This report allows us to transparently document how we are taking responsibility, seizing opportunities, and advancing futureproof solutions for more sustainable events in the 2025 fiscal year and beyond.

Our ambition is to cut 90% of our emissions and become the market leader in circular, brand-focused trade fair experiences by 2030.

The demands placed on live events have fundamentally shifted. What is required nowadays are resource-efficient, climate-neutral concepts – delivered without compromising on design quality or economic viability. Our stakeholders also expect safe, healthy, and fair general conditions: for our employees, our partners along the supply chain, and event attendees alike.

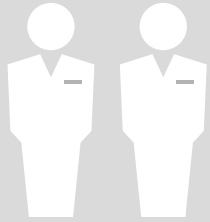
So, for us, sustainability is about more than just protecting the climate and safeguarding biodiversity – it also encompasses social responsibility and transparent, accountable corporate governance. Meeting these challenges requires synchronized solutions – environmentally effective, economically viable, and socially responsible. We are continually hard at work designing circular trade fair booth concepts, improving our operational processes, developing our employees’ skills, and building collaborative partnerships with our clients and our suppliers alike.

We approach sustainability as an ongoing development process, in which we take an integrated view of the ESG dimensions of Environment, Social, and Governance, and set clear targets for continuous improvement in line with ISO 20121. This commitment shapes both our brand environments at trade fairs and our day-to-day business operations.

Company name
mac. brand spaces GmbH

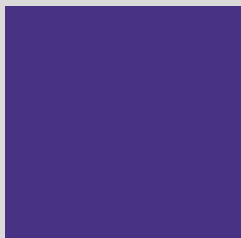
Founded in
1973

Managing Directors

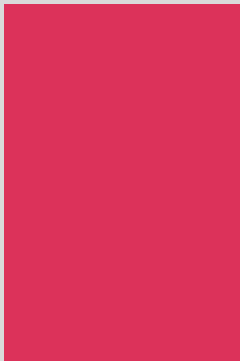


CEO: Stefan Trieb
 COO: Jörg Bürkle

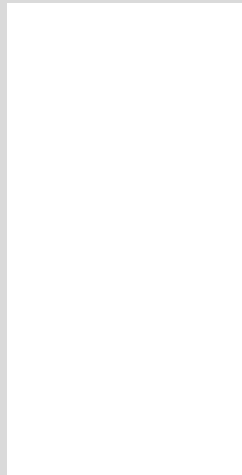
85
M €
 revenue of
 mac. brand spaces



144
M €
 Group revenue



270
Km²
 of built-up area
 mac. brand spaces



1,610 Number of projects
 (mac. brand spaces only)

327
 employees at
 mac. brand spaces



227
 employees at
 subsidiaries

Subsidiaries



Clients:
 Corporations, institutions,
 SMEs, agencies

About us.
 We are a high-performance network

mac. brand spaces GmbH and its subsidiaries STANDout GmbH and meplan GmbH (50%) form an internationally active group of companies operating in the live marketing sector. Drawing on complementary expertise and shared values, the Group holds a leading position on the European market. With high quality, a broad reach, and a comprehensive service portfolio, we offer our clients an extensive range of solutions spanning consulting, design, production, and on-site implementation.

mac. brand spaces delivers live marketing projects of all sizes and complexity levels all over the world for SMEs and corporations, renowned agencies, trade fair organizers, and their clients. For 50 years, we have been a major employer and a provider of vocational training in the Rhine-Nahe region. The diverse nature of our stakeholder groups and projects makes it absolutely essential that our corporate governance and our management and regulation systems are designed to be transparent, ethical, value-creating, and sustainable. Accordingly, the Management Team of mac. brand spaces is committed to implementing a sustainable management system that is **certified to ISO 20121:2024 – and to continuously improving the same.**

Affiliation

Certifications

Sustainability strategy.

Integrating sustainability, putting values into practice



Tobias Mannhold
Head of Infrastructure
and Environment

*“Progress with
purpose.”*

Mission statement

Sustainability has been an integral part of our corporate strategy since 2020. In 2023, we further developed our values, working together with employees from different departments. This process gave rise to seven guiding principles that define our culture and serve as a binding guiding framework for our internal conduct and our collaboration with external stakeholders.



Sandra Henze
Head of sustainable
brand spaces

*“To improve
is to **change.**”*

Systematic responsibility

Our → **ISO 20121:2024 certification** and our mission statement demonstrate a principled, systematic approach. We see sustainability as an integral part of every collaborative relationship. Together with our partners, we are keen to develop responsible, data-driven, and forward-looking solutions for more sustainable trade fair experiences.



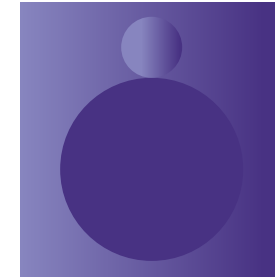
Daniel Hoffmann
Quality Manager
& Head of Transport

*“Clarity creates
security.”*

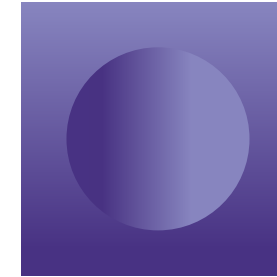
Quality management

Quality management ensures that our ISO 20121:2024 management system is effectively implemented and continuously improved. Clear processes, defined KPIs, and both internal and external audits create transparency and reliability. In situations where measures aren't delivering results yet, we take targeted corrective action with the aim of achieving measurable quality and sustainable progress.

Values



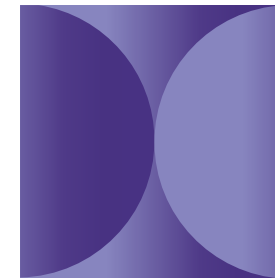
Reliable
You can count on our word.



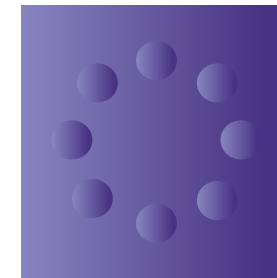
Sustainable
Sustainability has shaped our actions for years.



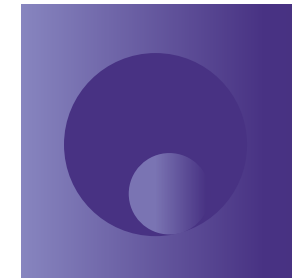
Collaborative
Greater success through partnership.



Approachable
We communicate and collaborate as equals.



Teamspirit
Teamspirit starts in the mind.



Human-Centered
We put people first.



Ambitious
We shape the industry through outstanding projects.

VISION

We create the most sustainable client relationships in live communication.

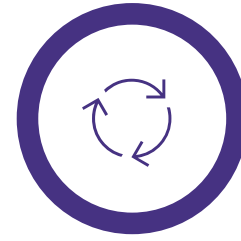
■ Environment
■ Social
■ Governance



Sustainable consulting services



Sustainability communication



Material circularity & waste management



Sustainable supply chain & procurement



Compliance & corporate policies



ESG-controlling & risk management



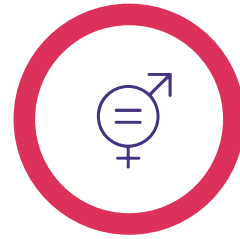
Energy efficiency & CO₂ reduction



Protection of the natural environment



Occupational health & safety



Diversity & equal opportunity



Employee health & well-Being



Employee skills development



Employer attractiveness



Regional community engagement



Digitalization & data security

There's work to be done. Our areas of activity

Our sustainability strategy is built around **15 material areas of activity** spanning Environment, Social, and Governance. They were identified based on a materiality assessment pursuant to ISO 20121 and further developed in the 2025 fiscal year through a **dual materiality assessment aligned with the ESRS requirements**, conducted in collaboration with an external consulting firm.

In line with the dual materiality principle, our areas of activity address both the impact we have on the environment and society, and the business risks and opportunities that are relevant to us. This gives us a well-grounded, holistic basis for systematically integrating our **People – Planet – Profit strategy** into our business strategy and our management processes alike.

By defining our material ESG areas of activity, we have established a clear strategic framework for our sustainable development. They structure our business activities in the areas of Environment, Social, and Governance, and provide direction for specific measures, targets, and performance indicators.

The measures taken within each area of activity are regularly reviewed, evaluated, and refined, helping us to lessen the impact we have on the environment, strengthen our social responsibility, and ensure accountable, futureproof corporate governance.

DIGI
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TRANS
FOR
MA
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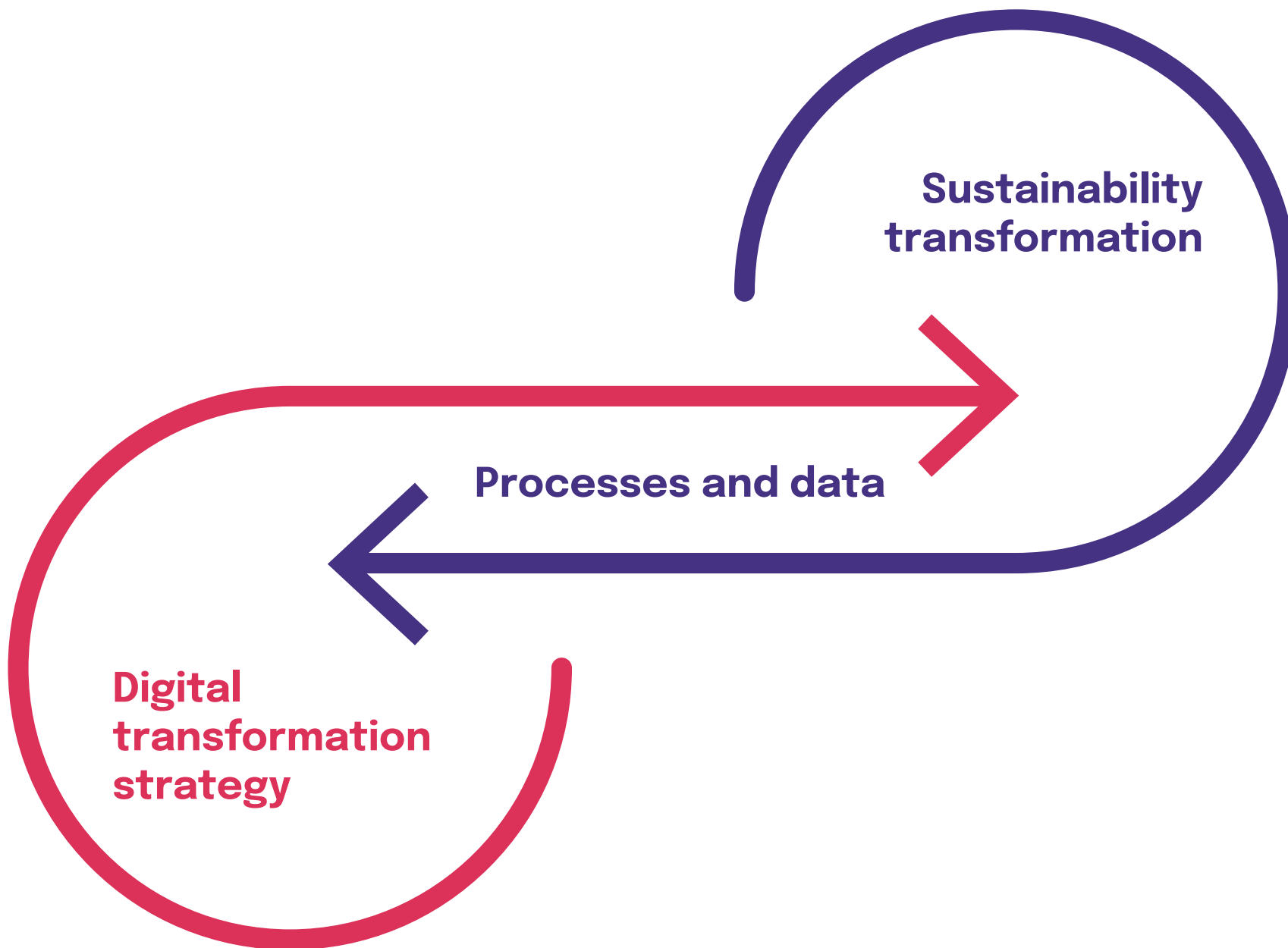
*“At mac, **digitalization and our sustainability strategy** go **hand in hand** – to the benefit of our clients, employees, and shareholders.”*

Ralf Sonnefeld
Director of IT & Digitalization

Greater sustainability through digitalization. Twin transformation

Our digital strategy and our sustainability strategy are closely intertwined. Together, they form a “twin transformation” that drives the sustainable evolution of our entire value creation chain.

Both transformation paths stand on their own strategically, yet they are both mutually reinforcing. Increasing our level of digitalization is a key prerequisite for achieving a circular economy and greater resource efficiency. After all, the corresponding processes and digital technologies generate reliable data that drives decision-making. Data transparency along the entire value creation chain enables targeted process optimization, boosts resource efficiency, and provides a systematic overview of the greenhouse gas emissions we generate.



Connected to the future.

Greater transparency,
better processes

We see digitalization not as an end in itself, but as a targeted means of improving our business processes and responsible corporate governance – economically, environmentally, and socially.

Our digitalization strategy strengthens our competitiveness, enhances process quality, improves project planning reliability, and lays the groundwork for innovation – across design, production, and service.

Without a digital data foundation, material flows, emissions, and the potential for a circular economy cannot be accurately measured or systematically managed. Digital collaboration tools also enable faster, more transparent project planning and management.

We believe that twin transformation delivers:

- Data-driven transparency on materials information and processes along the entire value creation chain
- Efficiency gains in project management, administration, and production
- A design concept for circular approaches that are integrated from the planning stage
- Reliable carbon footprint accounting and ESG reporting
- Greater resource productivity and reduced emissions

That way, we combine eco-social responsibility with economic resilience – and shape the future of trade fair construction.

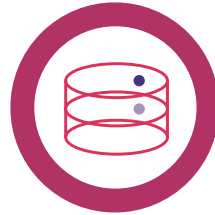
Digital measures.

Planning and data



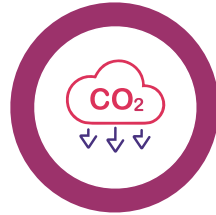
ESG reporting (Scope 3)

Further development and improved data maintenance within master data management supports robust ESG reporting in line with ESRS standards.



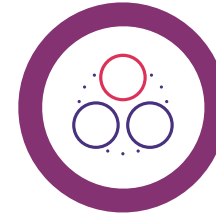
ESG data architecture

Transitioning to a product-based / item-based approach to project processing enables more precise calculation of product-related emissions and establishes a reliable data foundation for carbon footprint accounting, based on sustainability attributes stored at item level.



Reducing CO₂ emissions

Smart meters give us real-time insights into energy consumption from our own photovoltaic installations. A proprietary app allows employees to charge their electric vehicles on campus.



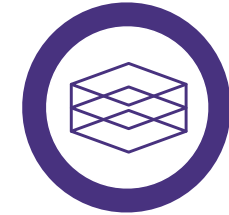
Material flow analysis

Our ERP system provides visibility into material flows and inventories.



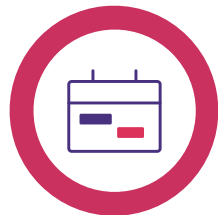
Design and material efficiency

Newly implemented design software supports material-efficient design processes. Integrated standardized elements reduce material consumption from the very outset.



Design and engineering efficiency

Fully digitalized design creates seamless processes between design, CAD, and production.



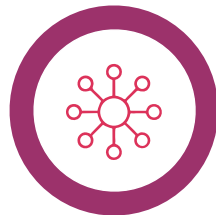
Resource planning

Digital project management using the ERP system creates real-time transparency with respect to processing status and improves operational planning reliability.



Cutting error costs

Maintaining data and information in a digital, dynamic information system creates seamless, transparent flows of information, improving interdepartmental communication and cutting workflow error costs.



Shortening setup times

Vertical process and machine integration shortens machine setup times and improves quality.



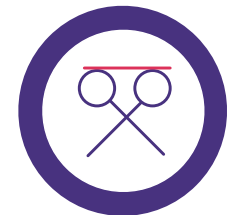
Reducing GHG emissions and microplastics

Remote working from home is enabled due to cloud-based data access and video conferencing. This cuts environmental pollution by reducing the need to travel and supports a work-life balance.



Time and location flexibility

Cloud-based software enables time- and location-independent working, increasing flexibility and collaboration opportunities for project managers working in the trade fair business.



Production with less material waste

Semi-automated machines reduce material waste during processing.

BEST PRACTICE



Affiliation

**BETTER
STANDS**

by NZCE

Better Stands.

Reuse is part
of the solution

We have qualified for membership of the international industry organization → **Better Stands** and will be officially listed as a member from January 1, 2026.

The goal of our Better Stands membership is to promote the following throughout the entire industry:

- Reuse and recycling
- Waste reduction, more efficient construction, and long-term cost savings
- International comparability and clear, transparent standards for more sustainable trade fair concepts

Our Better Stands membership demonstrates our commitment – together with our clients and selected trade fair venues around the world – to delivering more sustainable trade fair concepts. At CPHI 25 in Frankfurt alone, four of our projects were awarded the highest rating (Gold).

Best practice.

Reuse and materials management

For SIMONA AG's attendance of the trade fair IFAT in 2024 and 2026, a high degree of reusability and material productivity was built into the design from the very outset. Components were deliberately engineered for use over multiple years, both at trade fairs and at smaller events too. The exhibits will subsequently be repurposed for permanent use at the company's site.

A central feature of the concept is the integration of the client's own products – particularly panels and pipes – as both design and structural elements of the trade fair booth. These materials are ISCC-certified and are returned to the company's internal recyclable materials loop after use. This means the materials are not only put to functional use, but are also incorporated into existing circular structures.



IFAT trade fair concept from 2024 to 2026, winner of the Go Green Pioneer Award



Sustainability measures at a glance

Reuse

- Reuse of pipe elements in the lounge, logos (already five years old), images, standing tables, and other furnishing elements at future trade fairs and smaller events
- Substructure system materials from the existing inventory – that can be flexibly adapted and are partly made from renewable raw materials
- Use of rented furniture and technology, along with high-duty-cycle lighting
- Continued use of exhibits (e.g. PSC exhibit, large-format components including base and monitor) at company sites

Carbon footprint

- Renewable energy at the trade fair venue cuts energy-related greenhouse gas emissions
- Avoiding new component production cuts production-related emissions – saving at least 20% in emissions
- Eliminating full-surface textile ceiling banners typical of trade fair booths saves at least 500 kg CO₂ in material production, avoids the need for separate transportation, cuts costs, and shortens the installation time
- A project-specific carbon footprint assessment was conducted to identify emission hotspots, from which a financial contribution to climate protection projects was derived.
- Efficient truck load utilization

Waste and circular management

- Substituting fossil fuels by using residual materials and non-recyclable wood-based panels for energy generation to heat our own production facilities
- Use and return of ISCC-certified materials to the recyclable materials loop after the trade fair
- Waste separation at the company site

F

S

G

ESG milestones.

Continuous improvement

2005
First sustainability expert joins the team

2010
Installation of the wood-burning heating system for heating the main site in Langenlonsheim, fueled by production and wood waste

Procurement of green electricity for the first time

2020
Sustainability anchored in the corporate vision

2021
Publication of the → first sustainability report

Introduction of client workshops on sustainability

Installation of the first EV charging stations on the **mac** campus

2022
Expansion of the EV charging stations

Expansion of **mac's** EV fleet

Payment of an inflation compensation bonus to all employees

First **mac** honey from our own beehives

2023
Commissioning of the PV installation

Creation of a 200 m² wildflower meadow on our campus

2024
STOP WASHING. START ACTING. → Roadshow launch

AOK Silver → Certification

Member of the CDP Registered with the Carbon Disclosure Project

DIN ISO 20121 → Certification

Quality Officer employee qualification

march
“**Sustainability Alliance**”

for recyclable textile graphics

may
Circular strategy

integrated into our sustainability policy

october
DIN ISO 20121:2024

transition audit

september
Renovation

of the administrative building begins

2025

october
Product data management is established

november
Digital Carpentry Shop 2030
Project launch: “Digitalized Carpentry Shop”

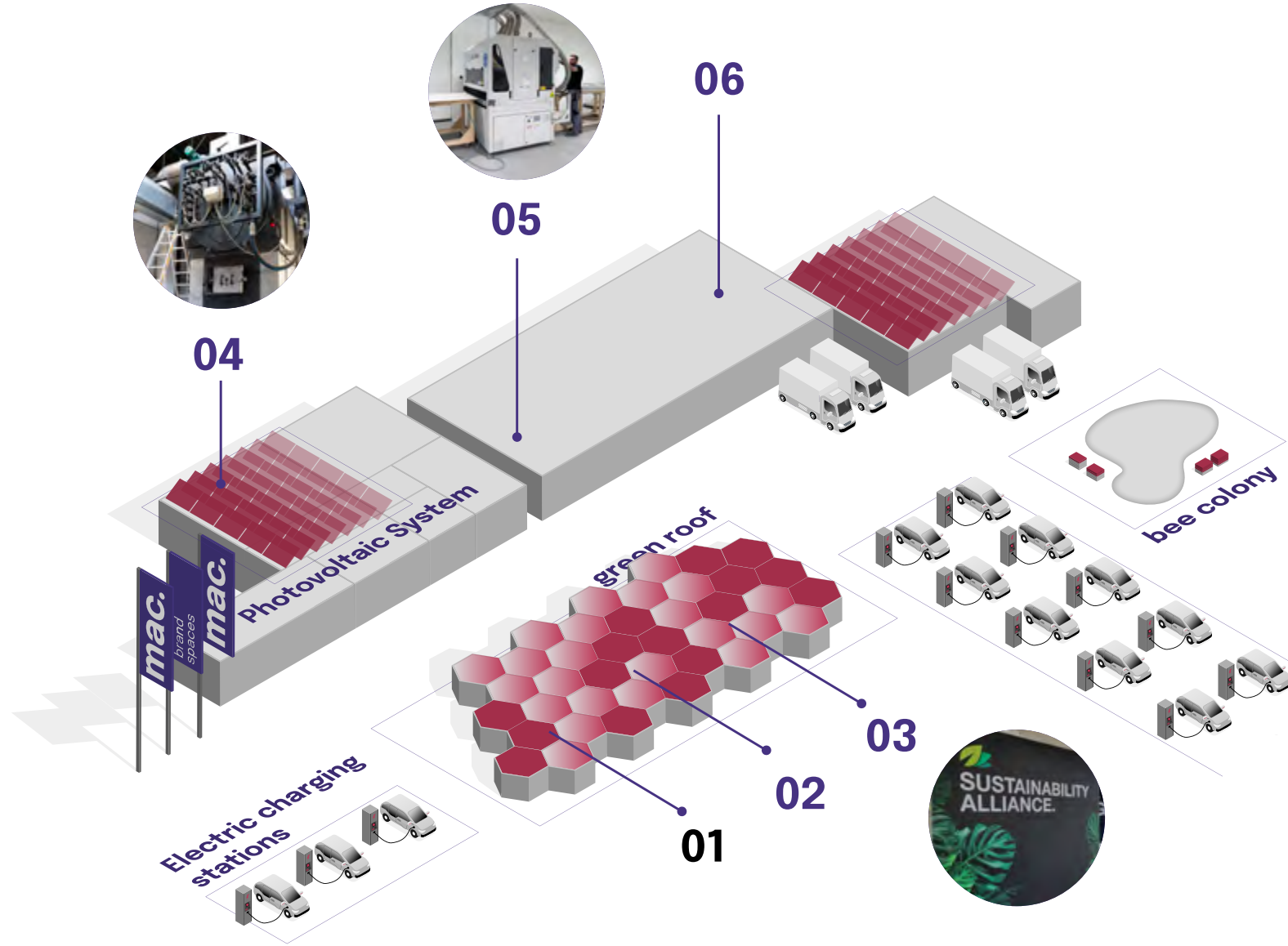
december
ESG Controlling
Establishment of CSRD / ESRS-compliant ESG reporting

Our campus. Our advantage

Our campus in Rhineland-Palatinate sets us apart. From project management and design, PT/CAD, and the carpentry shop to the paint shop, graphics, electronics, warehousing, and logistics – everything is in one place under one roof. Our **centralized depth of value creation** enables a high level of supply chain control and is one of a kind in Germany.



Jessica Spieth
Project Manager
sustainable. brand spaces



We prepare the carbon footprint analyses for your project. Contact our team: sustainability@mac.de

01 Consulting

- Our trained team offers:
- Carbon footprint assessments for trade fairs and events; circular design constructions
 - Eco-material portfolio for materials with a lower environmental impact

02 Design

- Implementation of new design software improves resource efficiency; optimization and standardization of structural dimensions to minimize material waste

03 Procurement

- Establishing a network of suppliers for recycling loops
- for flooring and graphics
- Foundation of the "Sustainability Alliance" – a partnership for a circular value creation process for textile graphics

04 Buildings

- Energy-efficient building renovation
- Renewal of the filter system on the wood-burning heating system to reduce particulate dust emissions

05 Production

- Renovation of the paint shop for sanding and painting free of fine dusts

06 Warehouse

- Planning stage for leasing additional warehouse space adjacent to our operations yard for more efficient, lower-emission warehousing

Environment.

Our goal is to reduce our Scope 1 and 2 greenhouse gas emissions by 90% by 2030 compared to our 2019 baseline.

To achieve this target, we have defined an action plan that is regularly reviewed and updated. Progress is systematically tracked, evaluated, and reported through our ESG Controlling function, and operationally managed by the Head of Infrastructure & Environment.

Collection of our Scope 3 emissions data has been underway on a phased basis since the 2023 fiscal year. Based on this data, we will define specific reduction targets in the coming fiscal years and develop our reporting activities accordingly, with our first dedicated disclosure planned for the next report.

Corporate carbon footprint in 2025

SCOPE 1 132.71 t CO₂

= Direct emissions generated by the company itself – from the company's own vehicle fleet and building heating systems to equipment or machinery directly involved in value creation.
 = Indirect emissions arising from the procurement of energy or other raw materials. While not generated directly by the company, they are caused by its operations.

SCOPE 2 0 t CO₂

= Direct or indirect emissions along the operational value creation chain, arising during business activities from sources outside the company's direct control – such as the supply chain, transportation, product use, or disposal.

SCOPE 3 Data to follow in 2027

CDP Score B

= The CDP (Carbon Disclosure Project) rating indicates how effectively companies measure, report, and manage their environmental impact. The scale runs from A to D and evaluates companies based on their transparency and environmental management practices.

B (Management Level) represents companies with solid environmental management practices – meaning that they measure emissions and implement reduction measures – but still have room for improvement in terms of implementation and strategy.

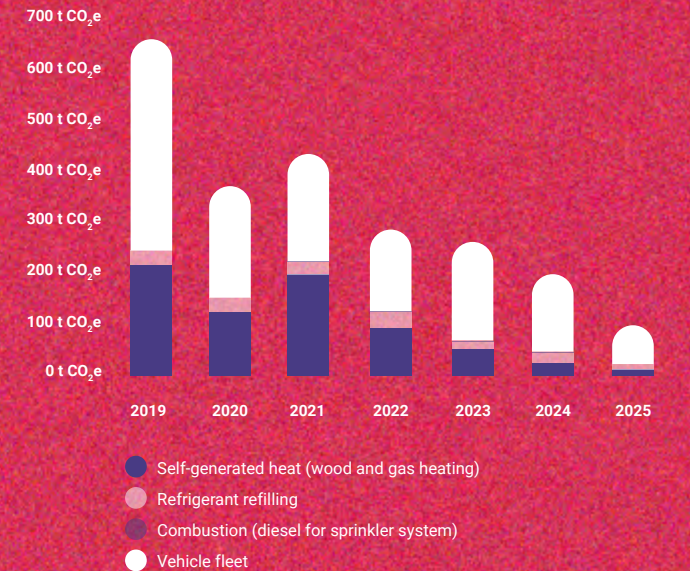
Electricity consumption 1,316,676 kWh

Green electricity 100%
 PV Self-generated 12%
 electricity Utilized 153,292 kWh

Heat consumption 2,588,625 kWh

Own wood-fired heat 55%
 Green gas 45%
 Savings compared to conventional gray energy 617 t CO₂

Corporate carbon footprint Development since 2019



Protecting the climate in 2025.

Preserving buildings, cutting emissions

As a company operating in the trade fair and events industry, we take responsibility for the impact that our infrastructure, our mobility, and our value creation processes have on the environment. Our approach is to systematically cut emissions, use resources efficiently, and extend the life of existing structures wherever possible.

A significant contribution to climate protection is the **renovation of our administrative building that began in 2025**. We made a conscious decision to retain the existing structure – our **pavilion dating back to 1983**. Rather than pursuing a new build, we are instead restoring and upgrading what is already there. Interiors, the roof, walls, and floors are being comprehensively modernized to current energy and construction standards. This measure enables us to reduce energy consumption, avoid the additional emissions and raw materials associated with new construction processes, and significantly improve the building's energy efficiency.



Renovation of the interior of the administrative building



Christiane Kassermann
 Mobility Manager &
 Procurement Associate

Our mobility. Reality check in 2025

Our CIC-certified Mobility Manager develops futureproof mobility concepts designed to reduce CO₂ emissions in everyday working life, increase the use of environmentally friendly transportation at our office sites, and make business travel more efficient.

84%
 electric / hybrid
 company cars



-574 t CO₂
 since the switch from fossil
 fuels to electric / hybrid (2021–2025)

100,896 km



= 3.6 t CO₂

347,490 km
= 85.9 t CO₂



**1.5 h minimum
 flight time**
 required for flights to be
 considered as a transport option

30
 bicycle shelters
 with electric bike charging
 stations



31
 Jobrad cycle to work
 lease agreements

Our travel policy allows employees to purchase a Deutsche Bahn discount railcard (BahnCard 25 to 100), only permits flight bookings for trips with a flight duration of 1.5 hours or more, and limits individual company car entitlements so that employees are encouraged to choose public transport or use our pool vehicles instead. We also offer our employees the option of leasing a bicycle through the Jobrad cycle to work scheme.

Climate protection and biodiversity.

Our initiatives

Wood-burning heating system



EV charging stations



Green roof and garden



Our own bee colony



PV installation



Tobias Mannhold
Head of Infrastructure and Environment



Waste separation



Nest boxes to protect birds and the building



Construction phase of a new NABU-compliant planting mound

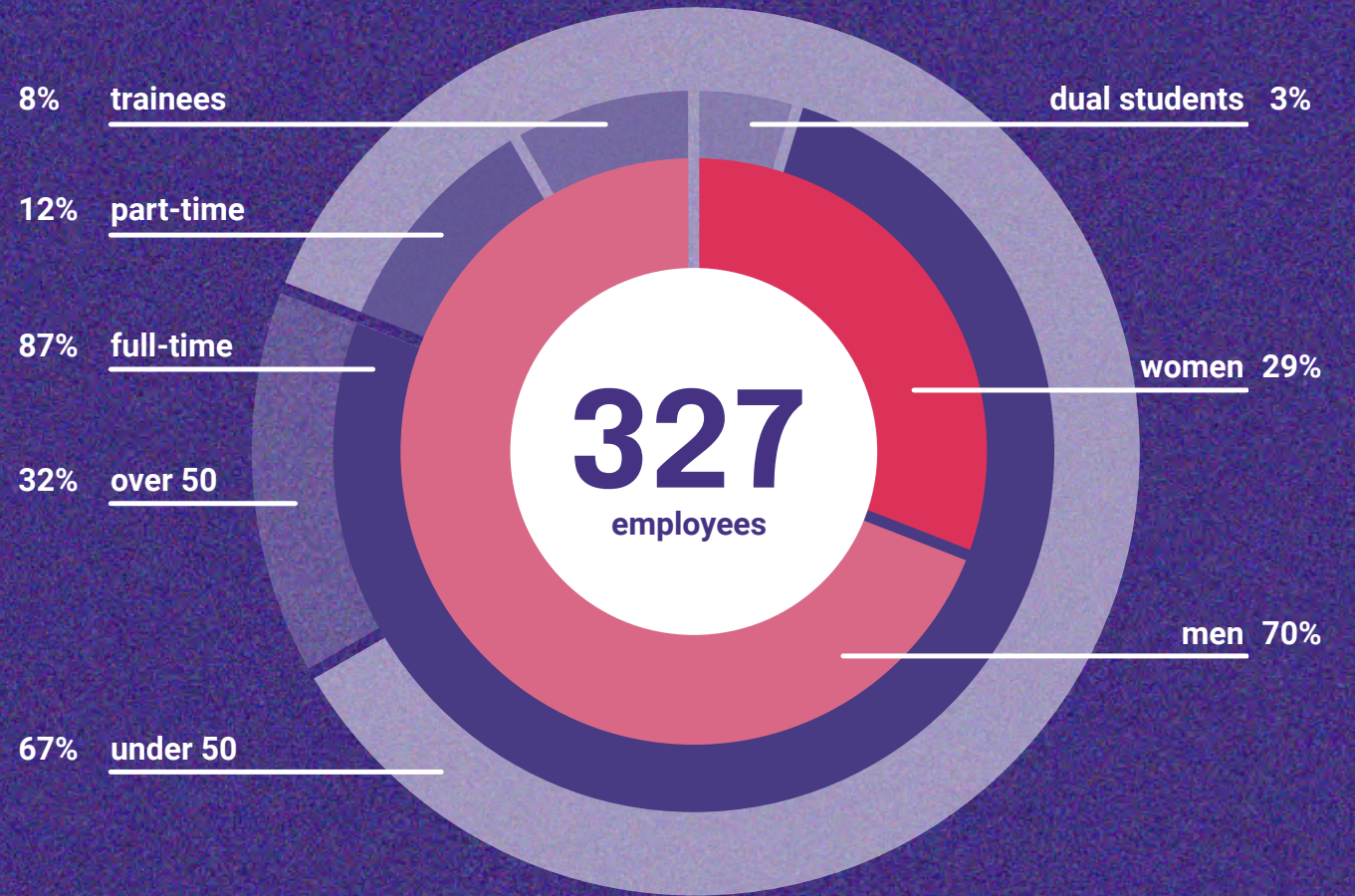
Social.

For us, sustainability begins with the people who help shape our company day in, day out. Our employees are more than just skilled professionals – they are the carriers of knowledge, experience, and values. Their engagement, health, and further development are fundamental to the quality of our work, our innovative strength, and our long-term corporate growth.

As an employer, we are responsible for safe working conditions, fair general terms, and a work environment that accommodates individual life circumstances. Operating in an industry defined by project work, tight deadlines, and physical demands, we deliberately invest in preventive health measures, reliable structures, and solutions that support a work-life balance.



Melina Stapelmann
Heath Manager & HR Associate





Corporate yoga program to promote employee health

Health-promoting initiatives:

Health services



- Private occupational accident insurance
- Supplemental occupational insurance
- Company pension plan
- Flu vaccination
- TBE vaccinations

Mental health



- Mental health first aid
- Leadership seminars on healthy management
- Family coaching portal
- Participation in the return-to-work program for parents
- Annual training on addiction and prevention in the workplace
- Employee participation through surveys

Physical health



- Therapeutic massages
- Preventive health screenings (e.g. skin cancer screening)
- Guided exercise breaks
- Ergonomic workplace equipment
- Exoskeleton for physical support when lifting
- Jobbike to work scheme
- Blood donation drive

Health management. Work healthy, live better

In 2024, AOK recognized us with the **“Healthy Company – Silver”** certificate. The certification is based on a nationally uniform quality standard and evaluates, to name but a few examples, the strategic anchoring of corporate health management (CHM), its systematic implementation, and the sustainable promotion of employee health and performance.

The award validates the path we have taken, and also serves as a benchmark for our continuous further development.

Building on our Silver status, we further expanded our health management program during the 2025 reporting year. In addition to existing health prevention and occupational safety solutions, additional measures were introduced to further reduce both physical and mental strain in the workplace.

Our goal for 2025 is to achieve **AOK Gold certification**. To this end, we are consistently further developing our CHM program, embedding health considerations more firmly in leadership and decision-making processes, and actively involving employees. We believe that health is an integral part of a responsible corporate culture that is fit for the future.



The measures we have taken at a glance.



Lifting crane for safely handling large wooden panels

Safety measures



- Trained occupational health and safety specialists
- Continuous further training for safety officers
- Medical treatment room and equipment
- Company medical officer
- Trained first aiders
- Fire safety officers

Employer attractiveness



- Collective bargaining agreements and compensation
- Flex-time account management
- Overtime pay or compensatory time off
- Compensatory time off for work on Sundays and public holidays and for additional work
- Local public transport subsidy
- Jobbike leasing
- Electric charging stations

Family and work



- Remote working
- Part-time work models
- Independent external family support service for questions and challenges relating to family, physical health, and mental wellbeing
- Childcare subsidy

Dual study program



- Bachelor of Arts in Business Administration and Trade Fair, Conference, and Events Management
- Bachelor of Arts in Book-keeping, Taxation, and Commercial Law – Accounting & Controlling
- Bachelor of Arts in Media Design
- Bachelor of Engineering in Wood Technology
- Bachelor of Science in Business Information Systems – Software Engineering

Training and education



- Advanced training for skilled professionals
- Coaching for managers
- **Apprenticeships:**
- Electrical Engineering
- Industrial Business Management
- Events Technology
- Painting and Decorating
- Carpentry
- Media Design
- Metalworking
- Warehouse Logistics
- IT
- Technical Product Design

Governance.

Strong **governance** forms the basis of sustainable and responsible business operations. It ensures that we make business decisions transparently, in compliance with applicable regulations, and in line with our long-term goals.

In the area of **compliance** in particular, we implement clear processes and guidelines to ensure that legal requirements and ethical standards are upheld in all areas of our company. Effective compliance management not only protects us from legal risks; it also reinforces the trust that our clients, partners and employees place in us. Regulatory violations can cause not only financial damage, but also harm our reputation as well.

That is why we foster a **corporate culture** that places integrity and accountability at its very core. Regular audits, training programs, and our **whistleblower system** help us identify risks at an early stage and embed compliant conduct in our company.

Code of Conduct

Our Code of Conduct is designed to promote integrity, safety, and fairness. It strengthens trust in our company and minimizes risks such as violations of legal requirements, conflicts of interest, or inappropriate workplace conduct. It helps us create a respectful and transparent work environment in which all employees should feel safe and valued.

Whistleblower protection procedure

The → **whistleblower protection procedure** is an essential tool for us to identify and address rule violations, ethical concerns, or illegal conduct within our company at an early stage. It enables employees and external stakeholders to report violations of laws, internal guidelines, or compliance requirements safely and confidentially, without any fear of suffering negative consequences. To this end, we have integrated a digitalized reporting system and defined mandatory processes with our designated Whistleblower Protection Officer.

Partner Code of Conduct

Our → **Partner Code of Conduct** communicates the ethical, social, and environmental standards we uphold in our business relationships. It is published on our website, distributed to our suppliers and service providers, and reviewed by our Procurement Team. Our aim in this regard is to ensure that our supply chain is founded on responsible business practices and compliance with applicable laws and human rights standards.

IT security and data protection

Protecting our clients' and employees' data is our top priority. That is why we rely on a comprehensive IT security and data protection framework that is regularly reviewed and updated to reflect current legal requirements and technological developments. Through our training courses and IT security measures, we ensure the confidentiality of sensitive data and compliance with the requirements set out in the GDPR and the German Federal Data Protection Act (BDSG). Our Data Protection Officer continuously monitors adherence to these standards to ensure maximum security and legal compliance.

2025

Renovation

Launch of comprehensive renovation works across our buildings

ISO 20121:2024

Recertification

Scope 3

Data collection

Investment

in materials research and development

Digitalization

Expansion of digital processes

Better Stands

Member registration

AOK Gold

Healthy Company

Recycling

Pilot project for graphics and flooring

Refurbishment

Interior fit-out of the administrative building

Digitalization

Continued expansion

New warehouse

Leased on the company premises

2026

A very significant year lies behind us – and we made the most of it from the very start. At the beginning of the 2025 reporting year, we conducted a dual materiality assessment. This allowed us to identify risks to people and the planet early on, better assess emerging developments, and invest purposefully in sustainable solutions. The measures derived from this work help us to maintain financial stability while efficiently managing resources and driving forward innovation.

In the coming fiscal year, we will focus on advancing our ESG management activities, systematically capturing key data across the entire value creation chain, and expanding our digital processes.

At the same time, we are investing in research and development to strengthen circular solutions and partnerships – enabling us to further reduce our environmental impact and create new opportunities for the future.

We hope that this report has given you valuable insights into our company, our approach to our work, and our goals. We look forward to having you accompany us on our journey together toward greater sustainability and one-of-a-kind trade fair experiences.

*“Responsibility
drives **progress.**”*