

mac.

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Sustainability Report

2022

We create the most sustainable customer relationships in live communication.

Dear customers and partners,

Sustainable action is catching on - this is what your positive feedback to our 2021 sustainability report showed us. It was our motivation to shine a light on other aspects of our action in this new issue and present measures taken last year.

We know: Sustainable action is important to you. The market and government players are adding more pressure to act. For example starting next year the Delivery Chain Due Diligence Act will require all companies with 3,000 or more employees to review and safeguard their suppliers with respect to environmental, social, ethical and economic standards. It is an obligation that will gradually be rolled out to include smaller companies. We are ready for these requirements.

Even if we play a leading role in terms of sustainability in our industry, we know: There's always room for improvement. Therefore, we are developing an ESG road map. An evaluation process here, which has already begun, shows us where we stand and what is still possible. We have already created a carbon footprint for our campus. We are creating more incentives for a more sustainable mobility with the revision of our mobility policy. We are converting our fleet and, depending on the employee's driving profile, offer fully electric or partially electric vehicle concepts and the BahnCard 100 for anyone who can do without a company car altogether. All employees will also have the option of receiving company bikes. For our customers, we have designed specific workshop formats to make events even more sustainable. This is why we have developed analysis tools to examine the carbon footprint of projects. Since March, we have been consistently offering the neutralisation of the remaining impact with all offers. In close cooperation with our compensation partners, we are creating the balance sheets based on which the projects are certified.

As you can see, we want to be responsible and connect this with our passion for designing and implementing fascinating brand spaces.

We look forward to working with you on a sustainable future!

With kind regards,

Stefan Trieb



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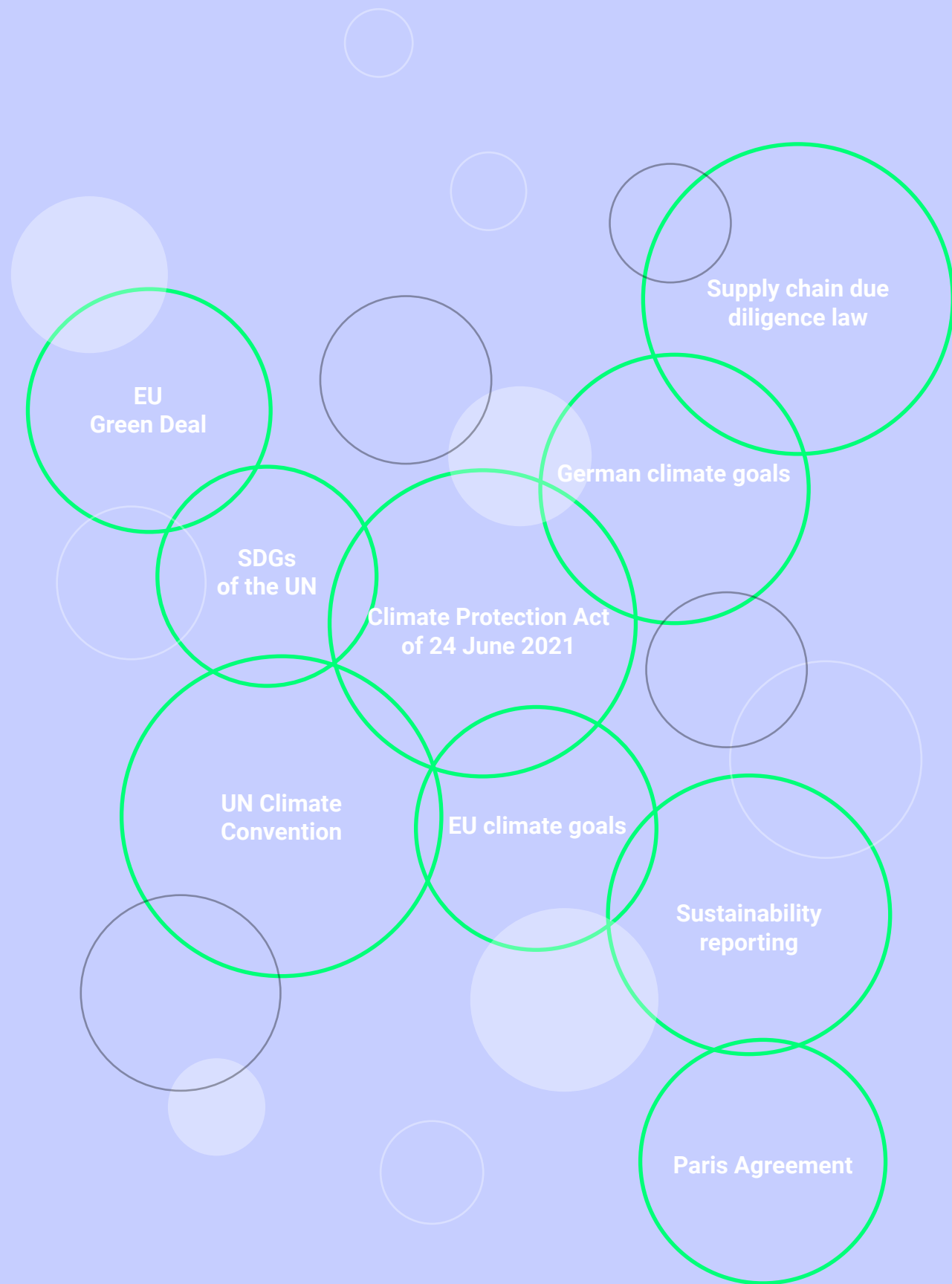
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Promotion of employees



Relevant to everyone.
We are prepared.

FACTS AND FIGURES

Obligations from the Climate Protection Act of 24 June 2021:

Reduction of greenhouse gas emissions:

By 2030: 65% less CO₂*
By 2040: 88% less CO₂*
2045: Climate neutrality

Companies need to set specific emissions reduction goals.

* compared to 1990

Obligations from the Supply Chain Due Diligence Act (SCDDA) of 16 July 2021:

All companies with 3,000 or more employees are required as of 01 January 2023 to review and secure their direct suppliers with respect to environmental, social, ethical and economic standards. This obligation will be gradually expanded to smaller companies in the following years.

The obligations resulting from both laws will be broken down to every company division.

Sustainability - a core element of our company's DNA

DEFINITION OF SUSTAINABILITY

Sustainability, holistically understood as the interaction of environmental, social and economic factors, is a key principle of good corporate governance.

If these are successfully harmonised, the cooperation of all stakeholders is sustainably successful.

The starting shot for our ESG commitment sounded a long time ago. Perhaps 2005 can be named as the milestone. mac established a sustainability officer, which was way ahead of its time then. There were then many measures at the operational level, such as the installation of heated wheels in the paint shop. It is an energy efficiency feature that saves a lot of heat energy, which makes our already sustainable paint shop even more sustainable. Other measures were of a conceptual nature, such as the development of a modular frame to allow for a modular quick planning and assembly of the trade fair stands based on sustainable timber materials. And it was convincing thanks to a high degree of customisability.

Sustainability as a company project is very multi-faceted. One example of this is our administration building. Created 30 years ago from a recycling idea, it was built with the "Trelement" pavilion system, which was used at the Green Week in Berlin and the Theresienwiese in Munich,, among other places. It was thermally 'toughened up' for this purpose and the roof was planted with greenery. This is just one example of beautiful and at the same time simple sustainability. One square metre of planted roof area is enough to bind around ten grammes of fine dust and sustainably clean our air. In addition, one square metre is enough to bind 1.2 kilogrammes of CO₂ annually.



"We have taken five action maxims to heart for the daily work in our sustainability team. Honesty - Care - Transparency - Verifiability - Certifiability. Without this basic prerequisites, we might as well stop working right away".

Marco Meschzan
Senior Project Manager

Responsibility towards employees and partners

We know: We bear responsibility as a company. Responsibility for our environment, our customers and also for our employees and partners. The fact that we take this responsibility seriously is shown, for example, by the average long-term tenure of our employees of around 14 years.

As an employer, they appreciate us because we have fair, collectively agreed pay as well as an active employee representation and we continuously improve working conditions. Examples of this are the installation of our new board warehouse as well as the design of new height-adjustable, mobile flex tables in the joinery. These are changes that significantly help facilitate the handling of heavy bulky components for our employees. The introduction of the drawing and planning program IMOS with the interface to the production software is used to optimize work steps in project engineering and machinery in terms of precision and speed and to reduce the error rate. In our internal change management project "Strengthen strengths", we continuously monitor the effects of our measures.

Carbon Footprint

Scope 1

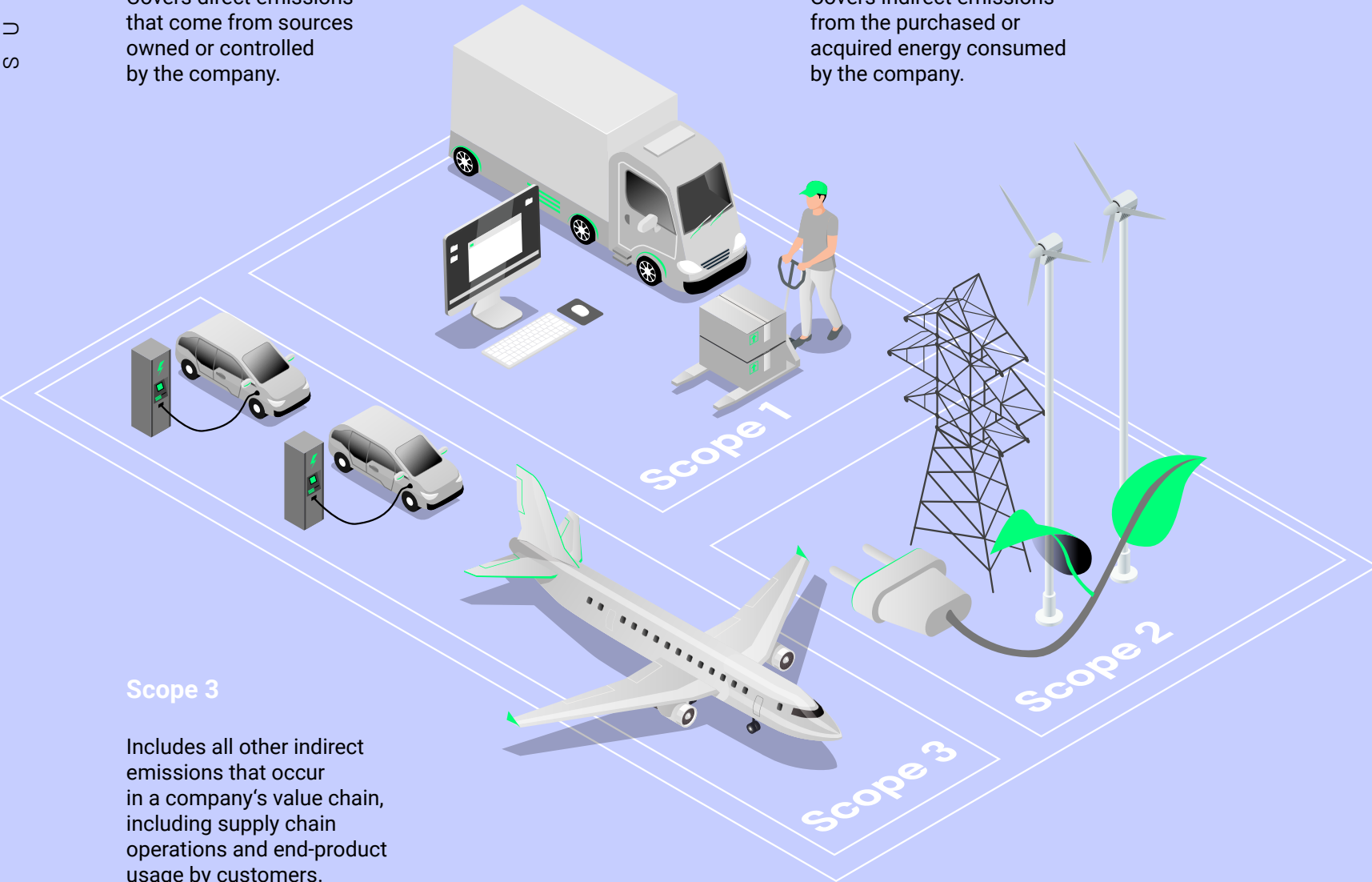
Covers direct emissions that come from sources owned or controlled by the company.

Scope 2

Covers indirect emissions from the purchased or acquired energy consumed by the company.

Scope 3

Includes all other indirect emissions that occur in a company's value chain, including supply chain operations and end-product usage by customers.



The **carbon footprint** **CO₂** is the sum of a company's greenhouse gas emissions. A carbon footprint is calculated according to internationally defined rules set forth in the Greenhouse Gas Protocol (GHGP).

While some emissions, such as from energy consumers and fuel consumers, can be recorded relatively easily, it is harder to record emissions associated with purchased materials or services.

Our adjacent balance sheet includes emissions from energy consumption, fuel (scope 1 and 2) and some other categories, such as business trips, paper consumption, water consumption and waste generation, which are attributed to scope 3.

Our goal is to become even more precise here and record our entire carbon footprint, including indirect emissions. We will report on this in the next sustainability report 2023.

CARBON FOOTPRINT

**Scope 1
Direct
emissions** **293.507 t**

Emissions from heating 148.326 t

Fleet
fuel consumption 145.181 t

**Scope 2
Indirect
emissions** **0.000 t**

Electricity consumption
(green electricity) 0.000 t

**Scope 3
Other
indirect
emissions** **46.083 t**

Business trips and
accommodation stays 29.407 t

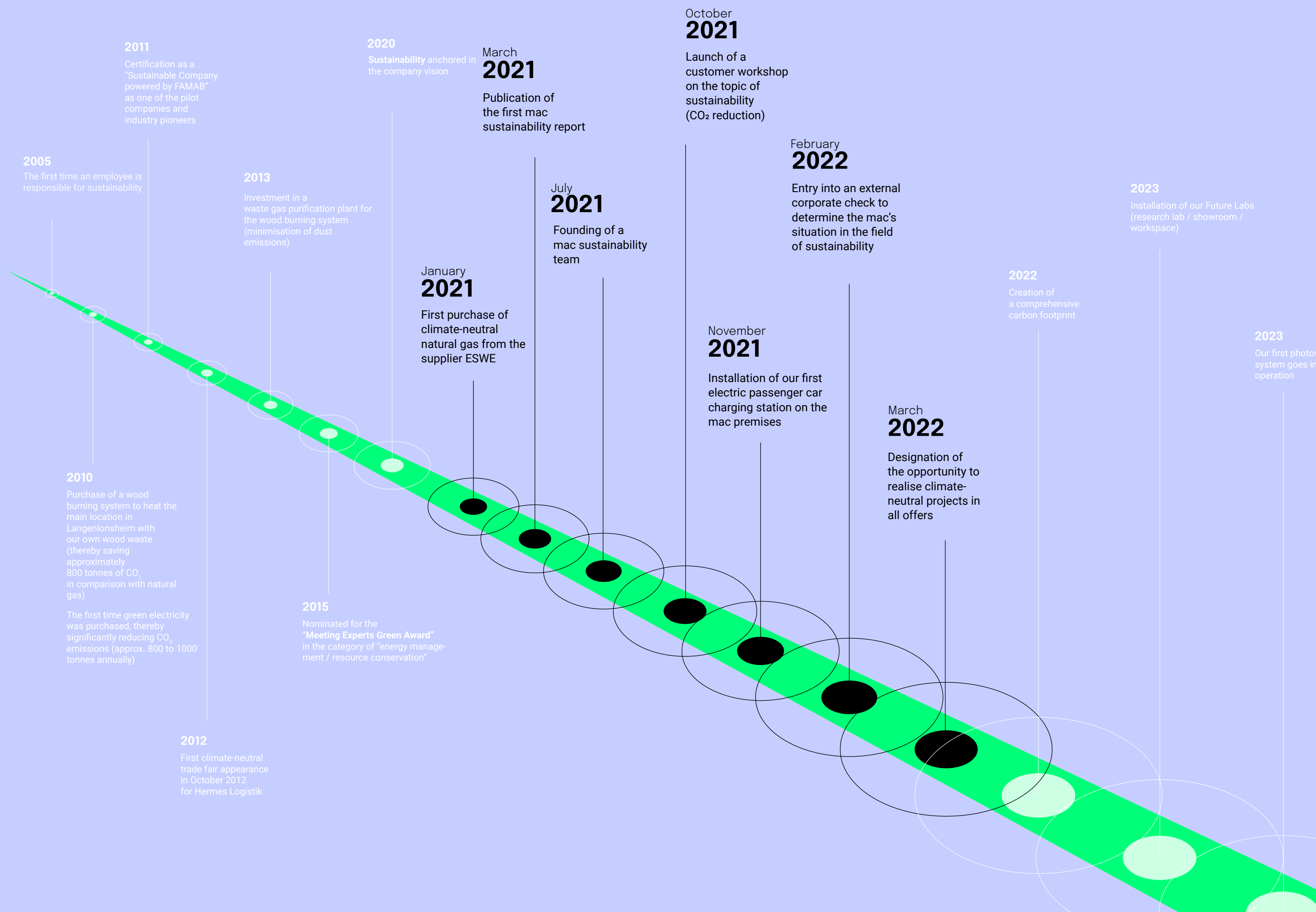
Paper consumption 2.395 t

Water and waste 11.792 t

Energy-related emissions 2.489 t

**mac carbon
footprint** **339.589 t CO₂e**

Balance sheet
Standard: according to the GHG Protocol
Date of completion: 03 February 2022



2005
The first time an employee is responsible for sustainability

2011
Certification as a "Sustainable Company powered by FAMAB" as one of the pilot companies and industry pioneers

2013
Investment in a waste gas purification plant for the wood burning system (minimisation of dust emissions)

2020
Sustainability anchored in the company vision

March
2021
Publication of the first mac sustainability report

January
2021
First purchase of climate-neutral natural gas from the supplier ESWE

July
2021
Founding of a mac sustainability team

October
2021
Launch of a customer workshop on the topic of sustainability (CO₂ reduction)

February
2022
Entry into an external corporate check to determine the mac's situation in the field of sustainability

November
2021
Installation of our first electric passenger car charging station on the mac premises

March
2022
Designation of the opportunity to realise climate-neutral projects in all offers

2022
Creation of a comprehensive carbon footprint

2023
Installation of our Future Labs (research lab / showroom / workspace)

2023
Our first photovoltaic system goes into operation

2010
Purchase of a wood burning system to heat the main location in Langenlonsheim with our own wood waste (thereby saving approximately 800 tonnes of CO₂ in comparison with natural gas)

The first time green electricity was purchased, thereby significantly reducing CO₂ emissions (approx. 800 to 1000 tonnes annually)

2015
Nominated for the "Meeting Experts Green Award" in the category of "energy management / resource conservation"

2012
First climate-neutral trade fair appearance in October 2012 for Hermes Logistik

From here and now into the future

The topic of sustainability is anchored firmly in our corporate philosophy as a key component. In 2011, as a pioneer in the live communication industry, we helped to develop the "Sustainable Company" industry standard and were one of the first service providers in the industry to be certified.

The next milestone that we are pursuing is the certification according to ISO 20121 - it goes hand-in-hand with establishing a sustainable event management system. The first step is the corporate check, which checks our management system for sustainability in environmental, economic and social terms, describes the status quo in detail and clearly names which areas still have potential for improvement.

In the process, we build on our exceptional depth of added value. We develop, design and produce at our integrated planning and production campus in Langenlonsheim. Everything in one location. When possible, we source semi-finished products and raw materials from the region. Both factors combined allow us to optimally control all ESG standards and assure our quality in consulting and craftsmanship. We also reduce transport distances and delivery risks along the way.

Fit for the future with consulting and design

We run all ideas through the re:think! method to reach sustainable results.

That means: We first question the need of every single component **(reduce)** and replace materials with sustainable alternatives **(replace)**. In the process, we plan a multiple use **(reuse)** and a second life of the components **(retain)** right from the start. Finally we return the used resources back into the cycle **(recycle)** and compensate for unavoidable emissions **(rebalance)**.

Only if a stand concept meets all six principles is the maximum possible level of sustainability achieved for this project at this time. During the next planning, the program is put through the re:think method again to continuously further improve it.

Together with partners, we put together CO₂ compensation packages for our customers. These include the creation of the carbon footprint of an event - if desired, including the emissions caused by the customer. Moreover, suggestions can be made for how to reduce the overall emissions volume and compensate for this through climate protection projects. In addition, our customers receive a compensation certificate they can use to prove their sustainability claim.

"We have been active for years to become more sustainable. We are currently having a location assessment performed externally in terms of sustainability. This is intended to reveal potential for improvement and uncover existing gaps on our way to an ISO certification: "sustainable events"."

Tobias Mannhold
Head of Building
Services & CSR Officer



We stand out thanks
to our exceptional depth
of added value.

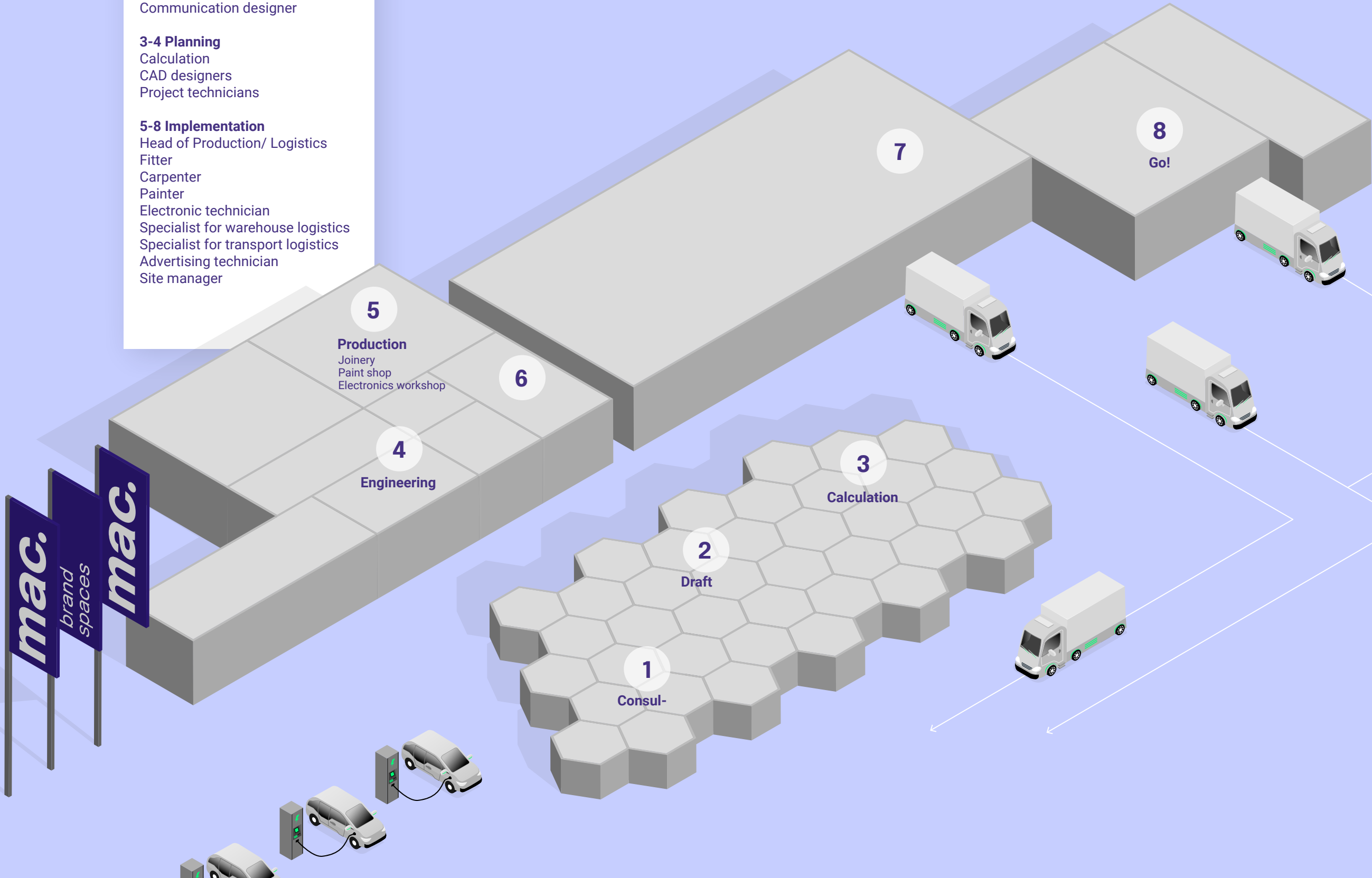
OUR CAMPUS

273 experts in an area of 61,280 m²

- 1-2 Consulting**
Project manager
Architect
Communication designer

- 3-4 Planning**
Calculation
CAD designers
Project technicians

- 5-8 Implementation**
Head of Production/ Logistics
Fitter
Carpenter
Painter
Electronic technician
Specialist for warehouse logistics
Specialist for transport logistics
Advertising technician
Site manager



In the same (sustainability) boat from the start

Planning an event, and even more so planning an entire live marketing program, is complex due to the dependencies on design, logistics and the individual needs. To transparently evaluate all factors, we have developed special workshops that make the potential visible to us and the customer.

The core question of our workshops is: How can live communication be made more sustainable? In constructive discussions, we speak together about how to reconcile the interdependencies of design, construction, production and logistics with the goals of a consistent customer journey.

Workshops

Carbon Reduction Roadmap

"Based on a specific example, our most important customer event, facts and figures were clearly presented to us. These values are a good basis for acting even more sustainably and sensitively in future for events. We are already implementing findings from the workshop to stay on course with consciously reducing CO₂ emissions".

Johann Dumser
Head of Global Marketing and Communications
Plasser & Theurer

The goal of this workshop is to permanently set CO₂ optimisation processes into motion through reduction, innovation and compensation. To start, we provide an insight into the many facets of sustainability and give an overview of the relevance of the topic.

Using the example of one of our own past projects, we give participants an insight into CO₂ balancing and reveal the CO₂ hotspots. Then all workshop participants use our re:think! Strategy to develop ideas and action scenarios for how to continuously improve the future carbon footprint of the stand concept. It becomes clear in the process that it is not just materials used and logistics that cause emissions. Catering, overnight accommodation as well as communication before, during and after the event play a major role as well. That is why we provide suggestions regarding these topics as well and develop new, environmentally-conscious options together. It is exactly this joint development of measures with the clients that makes the workshops so effective, enriching and sustainable.



"Brand worlds sustainably designed - together with Viessmann

Brand worlds sustainably designed

"This workshop is one step of many that Viessmann is taking together with its partners on the way to achieving zero emissions, regenerativity and embedding in healthy ecosystems. Together with mac, we took a big step on this journey. The workshop results are directly incorporated into the next projects as specific measures. Thanks to the mac workshop team".

Ina Hömberg
Uwe Sassmannshausen
Senior Project Managers
Viessmann

Your brand world is the focus of this workshop. We define the current challenges of the brand in communication, discuss possibilities of the sustainable design and implementation, and develop strategies as well as a customer journey for different formats. Our re:think! Strategy is always the guidepost on the way. The special characteristic about this workshop is its interactive nature that is achieved through different break-outs, idea rooms and interview situations. Thanks to a creatively designed roadmap, it gives all participants the opportunity to develop their own ideas.

The first workshops were successful and led to tomorrow's sustainable concepts, which are now being implemented. We are delighted about this - as well as about the consistently positive feedback from the workshop participants.

Fields

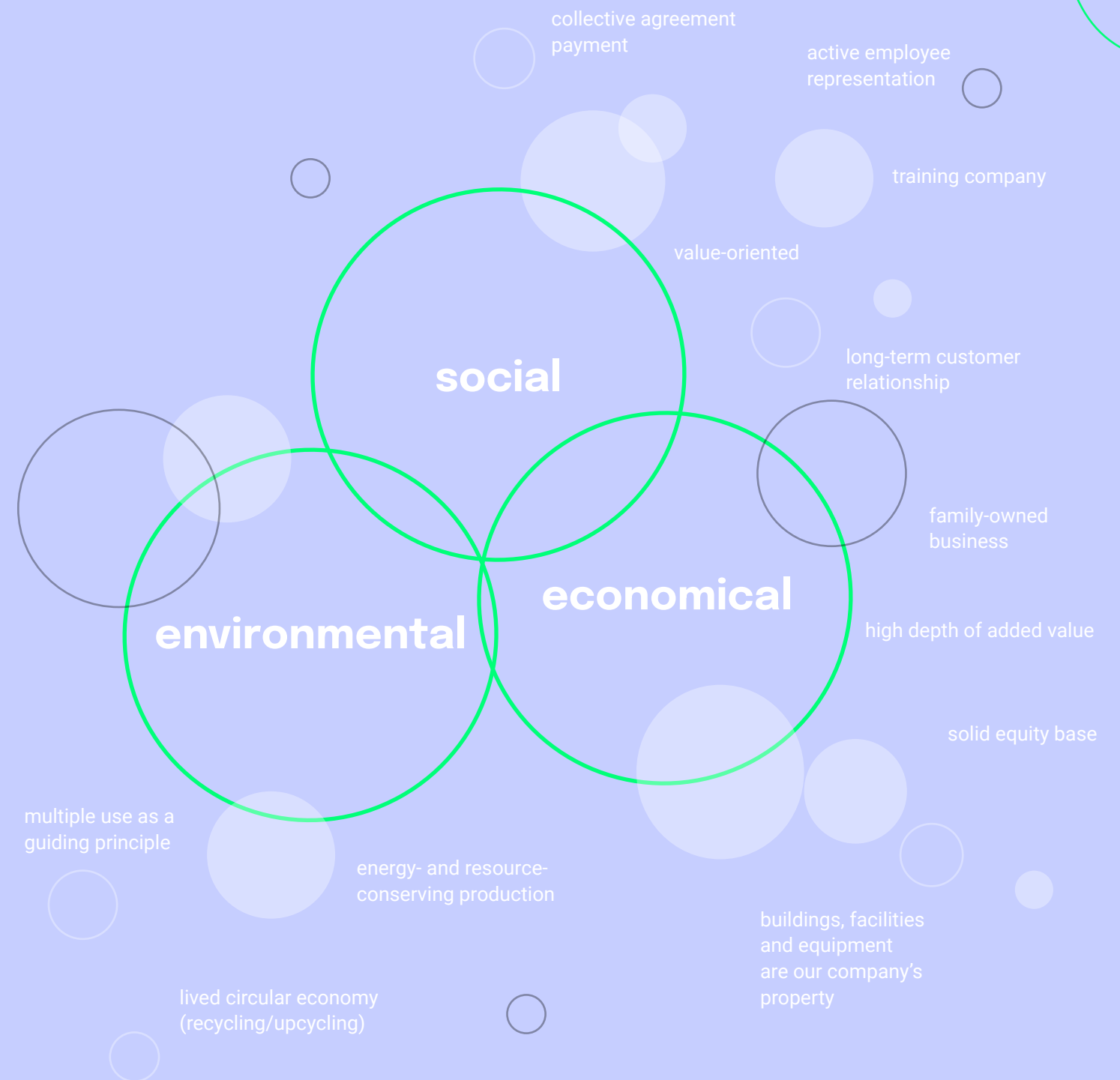
of

ac

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We think
and act
sustainably...

... in an environmental, social and economic respect. It is a claim that challenges all of our creativity and spirit of innovation - especially because environmental and economic sustainability do not always speak the same language.



Acting sustainably socially starts with your own employees. Nothing works without them. Our employees are planners, designers, craftsmen, problem solvers, idea generators and great colleagues. They are the motor that keeps our wheels running.

We continuously work to improve the **workplace conditions** for them. This starts with simple measures, such as an improved spatial allocation of the individual teams, which creates short distances and effective processes.

In production and at the desk, this includes ergonomic work aspects such as height-adjustable desks or the design of the production lines and appropriate work equipment, such as lifting aids.

Occupational health and safety are top priority. Our goal is to continuously minimise occupational accidents - to an accident rate of zero. And the trend speaks for itself: Since 2013, the number of reportable occupational accidents has been reducing year over year.

We have taken different organisational measures to better harmonise work and family life. The implemented solutions include flexible working hours, mobile working as well as a significantly expanded offering of part-time positions.

Sustainability among our own ranks

We employee and need specialists for our demanding business. Where possible, we also develop managers from our own ranks - it is an attractive prospect for many dedicated employees. Our production manager Eric Neumann sucess-fully developed through all of the stages. He started his apprenticeship at mac as a 15-year-old, which he completed as a quality master craftsman. Now the head of Production, he manages seven in-house trades with joinery, the paint shop, the fitter's shop, graphics, the electronics workshop, electro-project engineering and building services and is responsible for 68 employees.

social

"With a dual-studies degree in trade fair, congress and event management at mac, our theoretical knowledge is combined with practical experience - it's the best preparation for a lasting career in the industry".

**Marie Eichler,
Kim Viehmann,
Hannah Ballof
Dual Students**



FACTS AND FIGURES

273 employees
257 professionals
16 trainees
43 company pensioners

Company-sponsored
pensions

**Average
employee tenure: 13.8 years**
37 employees > 20 years
27 employees > 30 years
4 employees > 40 years

Usually **open-ended employ-
ment contracts**, contract work
only to cover peak demands

Average age of 41 years,
heterogeneously distributed
as a principle of our personnel
policy

211 men | 62 women

8% of employees are
part-time employees

Acting sustainably in environmental terms

Unlike many other companies in our industry, we benefit from a **high depth of added value**. That means: We have all key production steps in-house and under control. This not only makes it easier for us to monitor quality and costs, but it also allows for a high level of precision in evaluating projects under ESG aspects. When we make purchases, we pay attention to sustainability in particular, in addition to the price and quality. In addition to complying with strict purchasing guidelines, the primarily local sourcing contributes to this as well, which saves us a lot of time and effort.

Training in sustainability

We are already conveying our sustainability vision to our trainees based on specific projects. In 2021, we placed stand construction materials, such as rubber mats and grates, that we no longer need on the mac flat roof for our “Safe walkways” project. The packing and installation was up to our trainees. The campaign conveyed the “second life” thinking and specifically saves considerable amounts of material as well as material costs. We also utilised used stand construction material to build smoking shelters for our employees, which were jointly designed and built by trainees from all divisions.

Thousands of new employees!

Since spring 2022, we will be buzzing with four beehives and their inhabitants. With our extensive green spaces and the nearby Nahewiesen meadow, we have more than enough food for the useful and endangered insects. A professional beekeeper will take care of the colonies, which will reward us with their honey. Employees who would like to know more about the topics of beekeeping, bees, insects and biodiversity can take advantage of the beekeeper training offer for free.

Just the right amount

We mix most paints ourselves in our paint mixing machines. This allows us to produce exactly the amount of paint that is needed, avoiding hazardous waste. Another advantage: We significantly reduce the number of orders and therefore deliveries. We generate the process heat for drying the components by burning the offcuts from our joinery.

Making limited resources infinitely usable - circular economy

What materials can be optimised under the aspects of material health? To achieve further improvements here and initiate changes, we are currently examining the material market specifically for recyclable materials. To do this, we are working together with circular economy experts who professionally examine and evaluate the materials. Specialists are also helping us with the cradle to cradle topic, which we are increasingly dealing with.

“Because I am convinced that our actions will change things, I work as a forest education and am active in the field of environmental education. It is a commitment that has given me extensive knowledge of bees and insects, among other things. That is why I am happy to work as the mac bee caregiver who will answer all my colleagues’ questions about the important small animals. In addition as a NABU bat ambassador, I organise PR campaigns on the topic of humans/ bats and take care of injured bats and fosterlings”.

Michael Korz
Procurement



environmental

FACTS AND FIGURES

190,000 m² of chipboard from sustainable commitment per year

1000 t CO₂ compensated for through the use of climate-neutral trade fair stands

Savings of 60,000 kWh electricity through the modernisation of lighting systems

Sorting of **15** different waste fractions



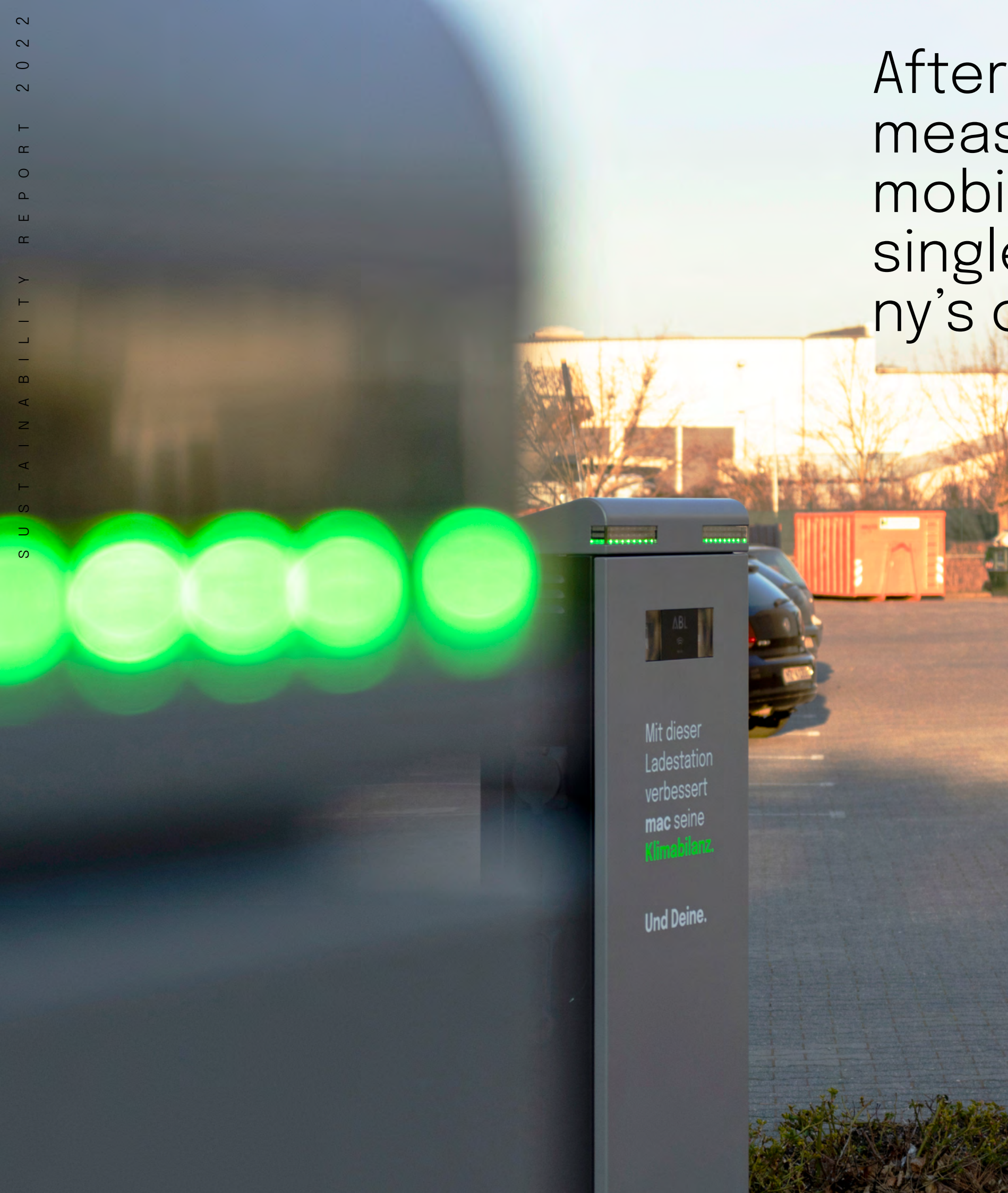
**One green roof.
Many positive effects.**

Our roof planted with greenery shows how versatile the benefits of even unspectacular measures can be in terms of sustainability. Not only does it reduce energy costs, but it also reduces emissions and serves as biotope stepping stones. A lot of insects, especially the endangered bees, find all kinds of food and resting places here.

Another advantage: In addition to the high level of sound insulation, our roof planted with greenery works as a water reservoir. While only a small proportion of rainwater still flows into the sewage system, a whopping 90% is stored. In addition, it is dimensionally stable - which is a particularly important point to avoid storm damage.

The fact that our planted roof improves the climate, the moisture balance and air quality should also be considered. Finally it reduces the amount of CO₂ in the air.

Since temperature fluctuations are reduced, the green roof increases the service life of a roof sealing by a multiple, which in turn saves materials.



After many optimisation measures in operations, mobility is now the largest single item in the company's carbon footprint.

"In the area of operational mobility, we reduce mobility costs and CO₂ emissions for our employees and mac, while at the same time promoting the health of our employees and contributing to the attractiveness of the location".

Jörg Mirowski
Director of Procurement

Paths to achieving a new mobility concept

Our global sphere of operations and the catchment area of employees who often come from rural areas and who are sometimes faced with an insufficient offering of public transport results in a complex situation.

To make progress, we have developed a new mobility guideline that is realistic and creates incentives for environmental conversion, not only that of our fleet, but also for our employees' private mobility. In the process, we are looking at the individual need for mobility and offering a coordinated range of services to use public transport as well as electric and partially electric vehicles. Electric charging points were installed for our employees and customers and will gradually be expanded in the coming years. Since we have long exclusively sourced electricity from sustainable generation, we are thereby reducing our carbon footprint every trip.

Mobility concept

What does a sustainable mobility concept look like? A concept that is truly sustainable must be holistic and focus on people. We identified three main fields of action for ourselves.

1. Composition of the fleet

2. Our employees' business travel needs

3. Private mobility needs, especially of those who use company cars

And this is how our solutions look like:

Travel Management

In future, the "Travel Management" umbrella will centrally cover the fleet and business trips. We will establish a certified mobility manager in the "Travel Management" team for this purpose.

Electric into the future:

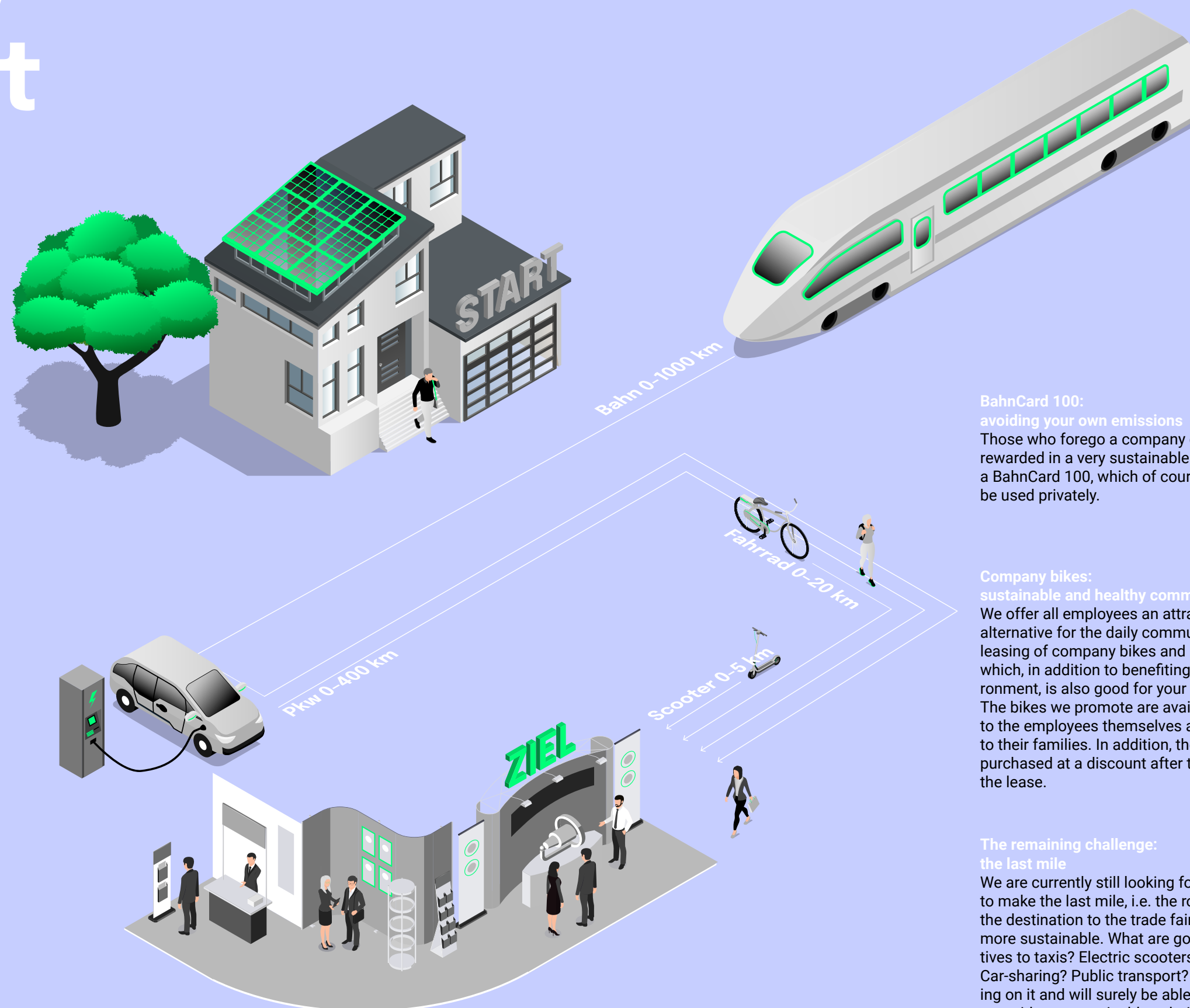
Our pool vehicles

Our pool vehicles are purely electric. By 2025, we want to have 25 fully electric vehicles in the fleet.

Offers to match the driving profile

Hybrid vehicles are attractive from a tax stand point - but they are really only sustainable if they suit the user's profile. In other words:

If the daily route from the place of residence to work and the majority of the annual mileage can be covered fully electrically, we are happy to provide our employees a hybrid vehicle.



BahnCard 100:

avoiding your own emissions

Those who forego a company car will be rewarded in a very sustainable way: with a BahnCard 100, which of course can also be used privately.

Company bikes:

sustainable and healthy commuting

We offer all employees an attractive alternative for the daily commute with the leasing of company bikes and e-bikes, which, in addition to benefiting the environment, is also good for your own health. The bikes we promote are available both to the employees themselves as well as to their families. In addition, they can be purchased at a discount after the end of the lease.

The remaining challenge:

the last mile

We are currently still looking for solutions to make the last mile, i.e. the route from the destination to the trade fair premises, more sustainable. What are good alternatives to taxis? Electric scooters? Car-sharing? Public transport? We're working on it and will surely be able to present you with our sustainable solution.

Sustainability investments

Even during the coronavirus crisis, we consciously decided to invest: around EUR 450,000 were invested in modernising the two CNC machines and in expanding our automated board and block warehouse. Both warehouses are now fully connected to the EDP system and can be managed by machines. This means the boards can be stored better and the time it takes to look for the ideal board has been shortened greatly. The offcuts were also greatly reduced again. So all around it has been a worthwhile investment that has saved a lot of time, costs and space. In addition, the increased storage capacity increased the security of supply - which is currently a hot topic in the global economy.

Modernising the CNC machines contributed to this due to the fact that work can be done faster and more efficiently now. But even as our production continues to digitise further, one thing is clear: the construction of trade fair stand is and remains a handicraft.

Sustainability, also in terms of customer relationships

ON average, our biggest customers have repeatedly been choosing us for 25 years already. We are proud of this and it also has economic advantages - for us and for our customers. After all, both sides can save opportunity costs, since our set customer teams know the target markets and needs of our customers exceptionally well, which ensures they can provide optimal advice. In addition we can optimize the use of construction elements as regards a multiple use.

We also strive for sustainability in our supplier relationships

We want to develop competencies together and to collaborate in the long term with the best economic efficiency. We are successful in this endeavour in most cases. We are very proud that on average we have been working with our partners in Assembly in particular for 30 years already. This long cooperation has yielded a very high level of mutual trust. This includes open communication in line with the 'challenge and support' principle in order to improve together. It's worth it: as regards the quality of the results and in the economic efficiency of the cooperation. Our customers benefit from both aspects. The fair timely payment of the service rendered is an appreciated point of the cooperation for many of our partners.

environmental

FACTS AND FIGURES

Equity in the amount of EUR 6 million

Building, facilities and equipment are the company's property

Total investments over the last ten years of approximately EUR 33 million:

- Edge banding machine
- Board warehouse in the joinery
- Modernisation of lighting

Long-term customer relationships

Economic sustainability requires sustainable operations.

To allow high-quality raw materials and a fair payment, a company must be solidly positioned and work profitably. Thanks to our equity of EUR 6 million, we are positioned well and can calmly face tough times. Apart from the special year of 2020, marked by the coronavirus, we have been generating profits every year since 1996.

First the coronavirus pandemic, and then the war in Ukraine: Two extreme events that have affected every sector. The prices of raw materials have increased tremendously, which is demanding a great deal from our supplier and cost management. After all it is particularly important to us to treat our suppliers fairly. On the other hand, we see ourselves as obligated to optimally negotiate on behalf of our customers to offer fair prices in line with the market. It's a balancing act that we are challenged with daily. Especially because we want to do right by both sides: our suppliers and our customers.

