

mac.

Documentation status: 31 December 2022  
All facts are updated annually.  
Release: 31 March 2023

# Sustainability Report

2023



We create the most sustainable customer relationships in live communication.



Dear customers and partners,

Sustainability was one of the big driving social topics in 2022. It shaped public discourse on all levels, legislation, and not least what is happening in companies - and we were no exception. Sustainability is on everyone's lips. We realised this from many conversions and your reactions to our 2022 sustainability report. We received more recognition and positive feedback for the 2022 report than for its predecessor. We thank you for that!

Since ESG is associated with a high consulting demand among many customers, we have strengthened our capacities and bundled them into our new team "sustainable. brand spaces". To meet your demand for workshops, reporting, information and accounting processes, five employees are now working on these issues full time, which allows us to live up to our standards, now and in future, and to make progress in this area.

You'll probably be hard pressed to find more expertise dealing with sustainability in live communication in our industry.

Another particularly pleasant experience from last year was the knowledge that live communication is truly needed. The demand for our services in 2022 was huge once events could take place again. People's need to meet in person, to discuss products, brands and solutions, was and is great.

Certainly factors such as the fact that in 2021, which was still largely free of trade fairs, 54% of all exhibitors recorded fewer new orders. Brand awareness suffered and, even though virtual formats took place as a replacement for live events, we did not see the desired and usual success. Many companies realised that the digital option cannot replace live events.

It became clear that trade fairs play a tremendous part in a company's success.

It's one reason why over half of all exhibitors want to become more active in future and want to hold more events.

In some respects, the digital tools have proven their worth however. Not as a replacement solution, but more as an option for extending events beyond the trade fair time period and for making the content generated at the trade fair usable in a more comprehensive manner. After all, digital solutions create seamless communication between the live events and create additional touch points.

This is an exciting development, which we are helping to shape with innovative formats.

What else should be mentioned? We are looking forward to celebrating our milestone birthday this year: mac has now been around for half a century and of course we're going to celebrate that fact. How exactly? You'll have to wait and see!

With kind regards,

Stefan Trieb  
CEO

A handwritten signature in blue ink, appearing to read 'Stefan Trieb', with a stylized flourish at the end.



# 1 Sustainability – A major character trait of mac.

p. 1 sustainable. brand spaces  
Sustainable growth

## Fields of action

### social

p. 13 A goal of zero occupational accidents  
Optimised IT structure  
Employees as process facilitators  
Our trainees  
Welcome employee purchase program

### environmental

p. 17 Sustainable tracking  
Carbon footprint  
Environmentally-friendly lighting  
e-mobility  
mac bees

### governance

p. 25 Sustainable investments  
Improved storage organisation  
Future-proof overall investments

# 2 Intended for the future

p. 7 Sustainably certified: ISO 20121

# Sustainability

– A major character trait of mac.

**“sustainable. brand spaces” as a separate area for even more sustainability**

Since the consultation demand in terms of sustainability is increasingly growing, we have combined all employees dealing with this topic and put them in one new team:

**sustainable. brand spaces.**

Five full-time employees are now working here solely on ESG topics and help customers even more comprehensively in the sustainable realisation of their projects. The focus here is not only on development, but primarily also on the right communication of the sustainable assets that can be used beyond the events. One example of this are digital project management tools, such as mac-hub, which will be launched in March 2023 and tracks and discloses a project’s carbon footprint.

For sustainable communication.

This requires a deep understanding of the statutory requirements and a familiarity with the status of the discussion in the different professional bodies. The sustainable. brand spaces follow the relevant publications and bodies and combine their findings for various projects so that our customers can focus on the content side of live communication projects. We focus on creativity and credibility during the integration into the 360° communication of our customers.

From describing the goal, to the operational development of the optimisation steps, to controlling and compensation – we help you to define and achieve sustainability goals throughout the entire project chain and are happy to accompany you beyond the individual event. You have a reliable partner in us, even for existing customer projects.

**Welcome to the team!**

Our new department has been so well received that we have already been able to expand our team. We are delighted to have a real reinforcement in our sustainability boat with Sandra Henze as a sustainability consultant. She will strategically advise our customers, hold workshops and also manage internal projects, such as the build-up of the material database.

In addition to the expansion of internal expertise, we are using strategic partnerships to also work with experts outside of our company to keep up with the dynamic developments in this field.

**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.



SUSTAINABLE. BRAND SPACES  
from left to right

As the head of sustainable. brand spaces and one of three Heads of Sales, **Torsten Wolf** is responsible for organisational management. He also functions as the contact for existing and new customers.

With plenty of experience with internal audit and quality checks in compliance with ISO 16949, 9001 and 14001, **Catarina Barroca** is responsible for the technical part with a focus on material and accounting. CO<sub>2</sub> balancing as well as internal sustainability projects also fall within her work sector.

**Tobias Mannhold** has been responsible for environmental management at mac since 2005, and is the in-house sustainability manager, our expert for the environment, CO<sub>2</sub> balancing, energy and occupational health and safety.

**Marie Eichler** takes care of sustainability reporting, social media channels and all communication. She laid the foundation for this with her bachelor's degree, which focused on sustainability in live communication.

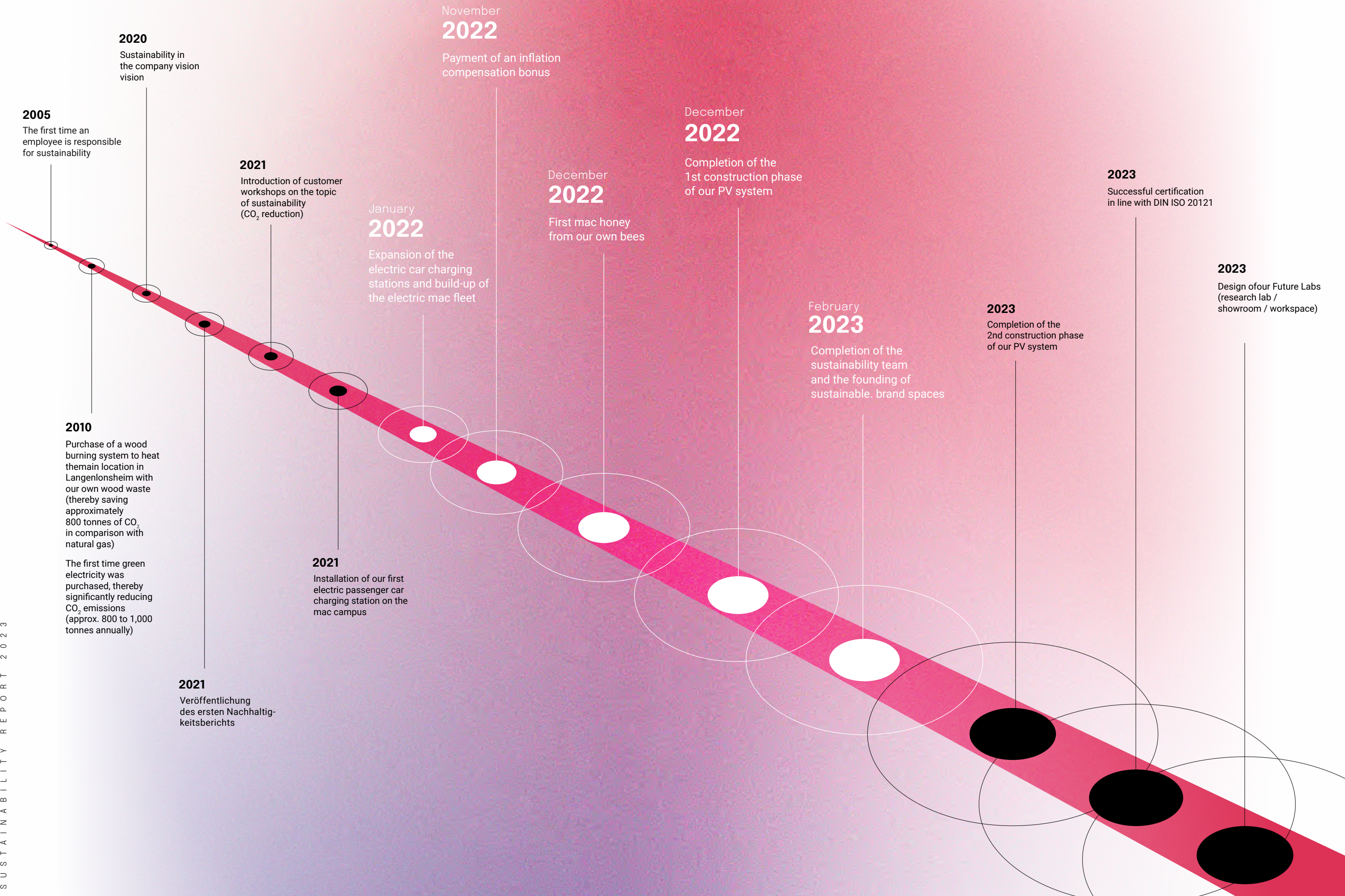
**Sandra Henze**, business economist with an academic focus on strategy and sustainability management, with her many years of experience in the agile project environment of the IT industry and in the sustainability field, and also thanks to 12 years of retail experience in interior design and management, is highly qualified to work as a sustainability consultant for customers and their accompanying agencies, as well as for all internal project partners.



»re:think! We have to adapt to alternative ways of acting and implementation, which is why we need an innovative culture and innovative mind-set in live communication to ensure our added value for customers, society and the environment in the long term“.

sustainable. brand spaces







## SUSTAINABILITY REPORT 2023

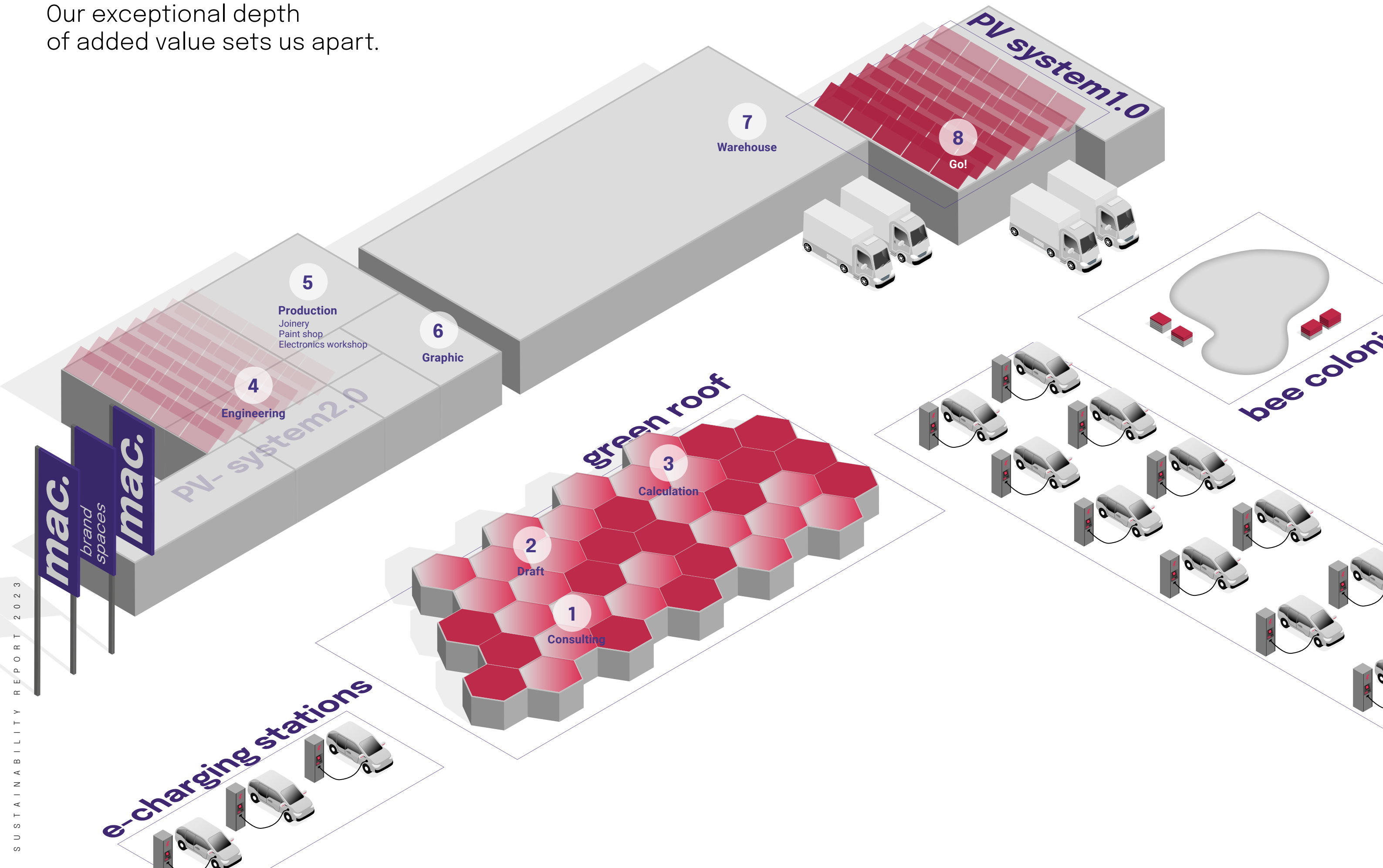
**Tobias Mannhold**  
Head of Building  
Services & CSR Officer



We want this to put a continuous improvement process into motion that supports the change process among all stakeholders in the company. The annual audits and the recertifications every three years will ensure this continuously.

Transparency and communication, both internally and externally, are important measures here that also play an important role in the introduction of standards. We have formed an internal management body for this purpose, in which all specialised and staff departments, as well as our sustainability experts and management are actively involved

Our exceptional depth  
of added value sets us apart.

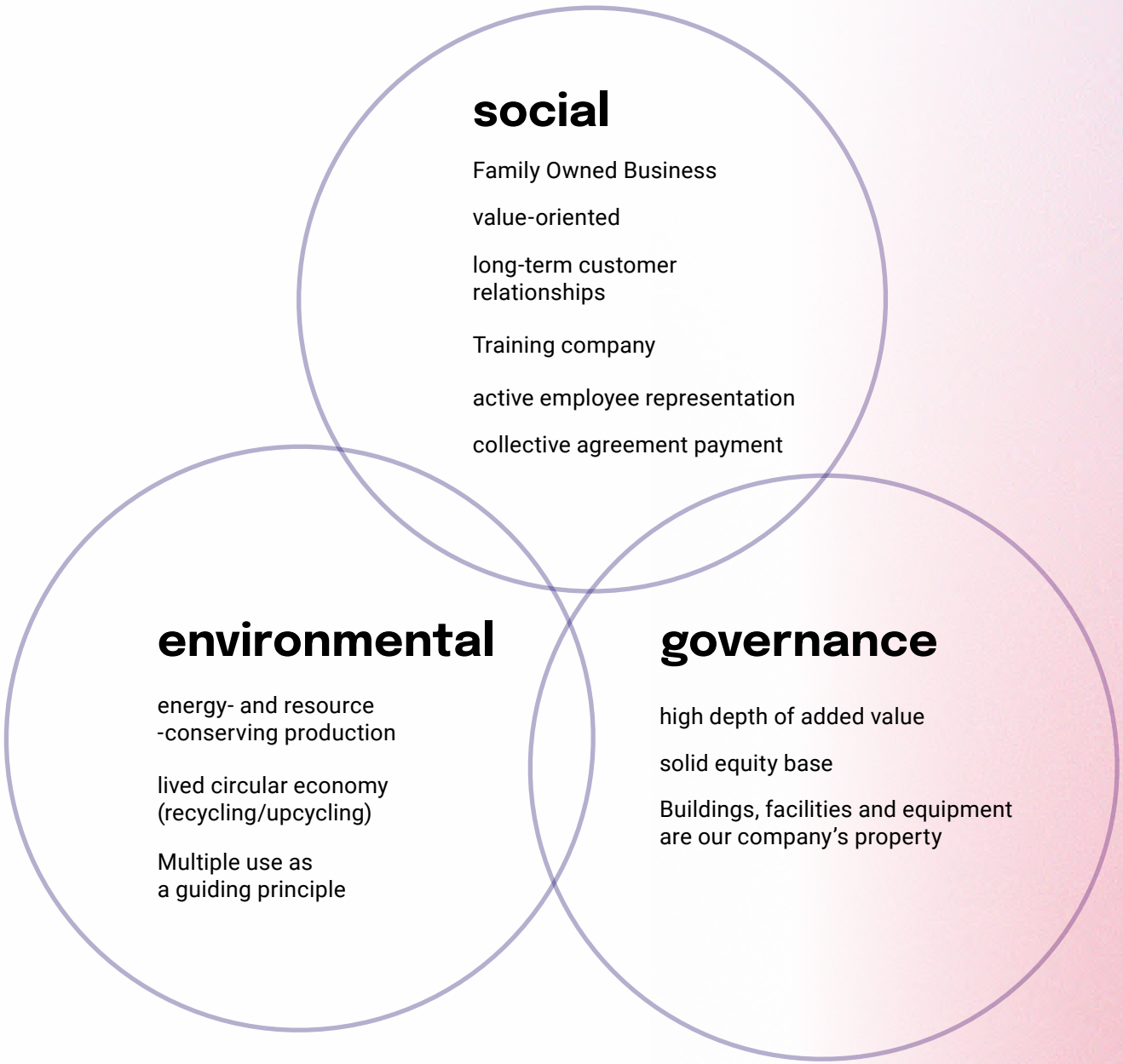




# Fields of action

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.





# social

**Accident-free and healthy**

When it comes to sustainable action in the social sector, our employees come first. They are the heartbeat of our company and the reason for our daily success. That is why the best-possible occupational health and safety is and remains our top priority. After the accident rate last year was in the single digits, we want to do even better this year: Zero occupational accidents is our goal for 2023!

Like in many industries, transparency is also important to us in terms of healthy working. That is why we are striving for certification as a Healthy Company by the AOK [German health insurance], which is helping us to create a systematic occupational health management system with sustainable structures and to design work processes to be "healthier".

Optimised IT infrastructure for even more transparency. We have launched the "Digital TakeOff" project with the goal of being able to work even more sustainably in future and to better mesh logistics, production and sales with each other.

We have reworked our entire IT infrastructure, reviewed all internal processes and changed a great deal for this purpose. From the start, it was particularly important to us that our employees be very involved. So the motto is "Turning affected parties into participants" which is why the current pilot projects are implemented and managed via so-called digi-pilots, which include 10% of all employees. This is the only way to come up with solutions from the user's point of view. And the initial results are proving us right: The new information management is already leading to significantly greater project transparency, greater satisfaction, democratisation of knowledge — and thus not least to a dismantling of hierarchies. Another positive for our employees: By changing over to Microsoft 365 and Citrix, we will make mobile working super simple in future.

**Equal opportunity for everyone:**

**Employees as process facilitators**

In addition, the process analyses have led to a change in the way we work. For example, we have introduced the role of the "PO — product owner" at our company with interdisciplinary project teams. That means: Regardless of hierarchy and title, every employee has the opportunity to accompany a process with full responsibility and thus grow beyond their actual task area. This was a major motivator that we launched throughout our entire company.

The role of business analyst is also new, which we placed in the IT team. This position helps to holistically analyse projects and constantly leverage potential. This allows us to further increase our efficiency to remain attractive in our cost structure.

**Employee purchase program: A second life for our products**

Sometimes — for example when you have to take complex tax law into account — it is difficult to do a good thing. But in consultation with our works council, the accountants and tax advisers, we finally found a way to reuse useful goods, which benefit the environment and our employees: As part of an irreproachable process, employees can now buy usable items from the trade fair recirculation for a small price. "Second life" for trade fair goods, which have come to the end of their life cycles. And, as can be expected: Our employee purchase program is flourishing! From October 2022 to the end of January 2023, 230 sales have been transacted via the online sales counter, saving 230 products from becoming scrap.

**FACTS AND FIGURES**

**286 employees**  
267 professionals  
19 trainees

44 company pensioners

Company-sponsored  
pensions

**Average  
employee tenure: 12.65 years**

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

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

**215 men | 71 women**

**11% of employees are  
part-time employees**



# Our trainees – our future

If you want company values to continue to exist in future, you must take care of the people in due time who carry on, continue to live and further develop these ideas. We are doing this with a high training rate.

And we attract new trainees and dual studies students through a variety of activities – such as through our participation in the “Training Night”, to which we have invited students and parents after hours to get to know us through conversations and a tour of our premises.

The fact that we take our role as a training company especially seriously is also proven by the trainer coaching sessions in which at least one trainer from each division participates. Within one year, our trainers are trained in giving feedback, in coaching methods or also in recruitment in a total of five modules – with the goal of better accompanying our trainees through their training.

Moreover, the starting signal was given for our first “Campaign Training” in the summer of 2022. All target groups were analysed and appropriate approaches were developed in a colourful team, ranging from junior project managers to the managing directors. In addition, our new recruiting design was created, which we have already successfully tested at various events so that we would like to continue to expand the campaign. For example, this also includes developing an approach intended to convince students of the advantages of pursuing their future professional career path at mac.



# Teamwork makes the dream work

We are happy that we have been able to hold events together on our campus again since 2022. In addition to a health day dealing with the topics of job bike, back school and ergonomic sitting, we have organised a mountain festival for the first time that in future will be celebrated twice yearly at the peak of the trade fair season. In addition, there was an atmospheric Christmas market at our mac campus.

*»I worked as a sales employee at mac for 35 years and was always impressed by the very good cross-generational collaboration.*

*The young workers learn from the successes and defeats of the older workers, while they are always listened to for new ideas. In my opinion, this is one of the cornerstones for the consistently high level of employee satisfaction. Another is that all “mac’ers” have the same focus: Absolute customer focus and sustainable customer care – from the briefing to the stand acceptance, we always have a contact partner who takes care of everything.*

*And speaking of sustainability: In my opinion, it has always been an important topic at mac. Already in the 1980s we were reconditioning, storing and reusing components, thereby implementing the multiple use of stand elements as a principle of action at an early stage.*

*Even five years after I retired, I am still on site once or twice per year and enjoy seeing how things are developing, even since the crisis. I am especially impressed by what's happening in the area of digitisation and I enjoy seeing how mac can use it to serve entirely new customer groups.«*

**Winfried Böhm**  
Sales employee  
at mac from 1983–2018«



**Sustainable Tracking – What are the better alternatives?**

A wide range of materials are used in the trade fair business. It's a fact that we cannot change. But what we can change is the degree of sustainability. That is why we are now offering RFID technology on individual components to create complete transparency regarding all components used.

This allows trade fair visitors to scan the chip of the respective component and find out about its CO<sub>2</sub> balance and past and future sites of use.

The ecological footprint of the components used is therefore quickly visible and, thanks to our material library, we are always able to offer and evaluate alternatives.

Less CO<sub>2</sub>  
– Our successes! Our visions!

**Our goal: To be climate neutral by 2030**

765 tonnes of CO<sub>2</sub> were balanced in our company last year. Even if this is a good start, we would have liked to reduce our carbon footprint even more. This requires additional progress on the materials market and solutions to transport problems.

Nevertheless, we consider it to be realistic that we will operate completely climate neutral by 2030. We have already made significant progress in our production processes and in energy management, as well as in the mobility of our employees.

**Customers are also chipping in**

For the first half of 2023 alone, we are expecting to offset 500 to 600 tonnes of CO<sub>2</sub>.

Last year, we were able to offset for 622 tonnes of CO<sub>2</sub> through customer projects. This is a valuable addition to the many offsetting programmes that our customers are already using for their own production and sales processes. Through the values we determined, they offset the emissions generated in their marketing, either through us or through their own programmes.

If you would like to learn more about the offsetting programmes we support, please speak to us!

# environmental

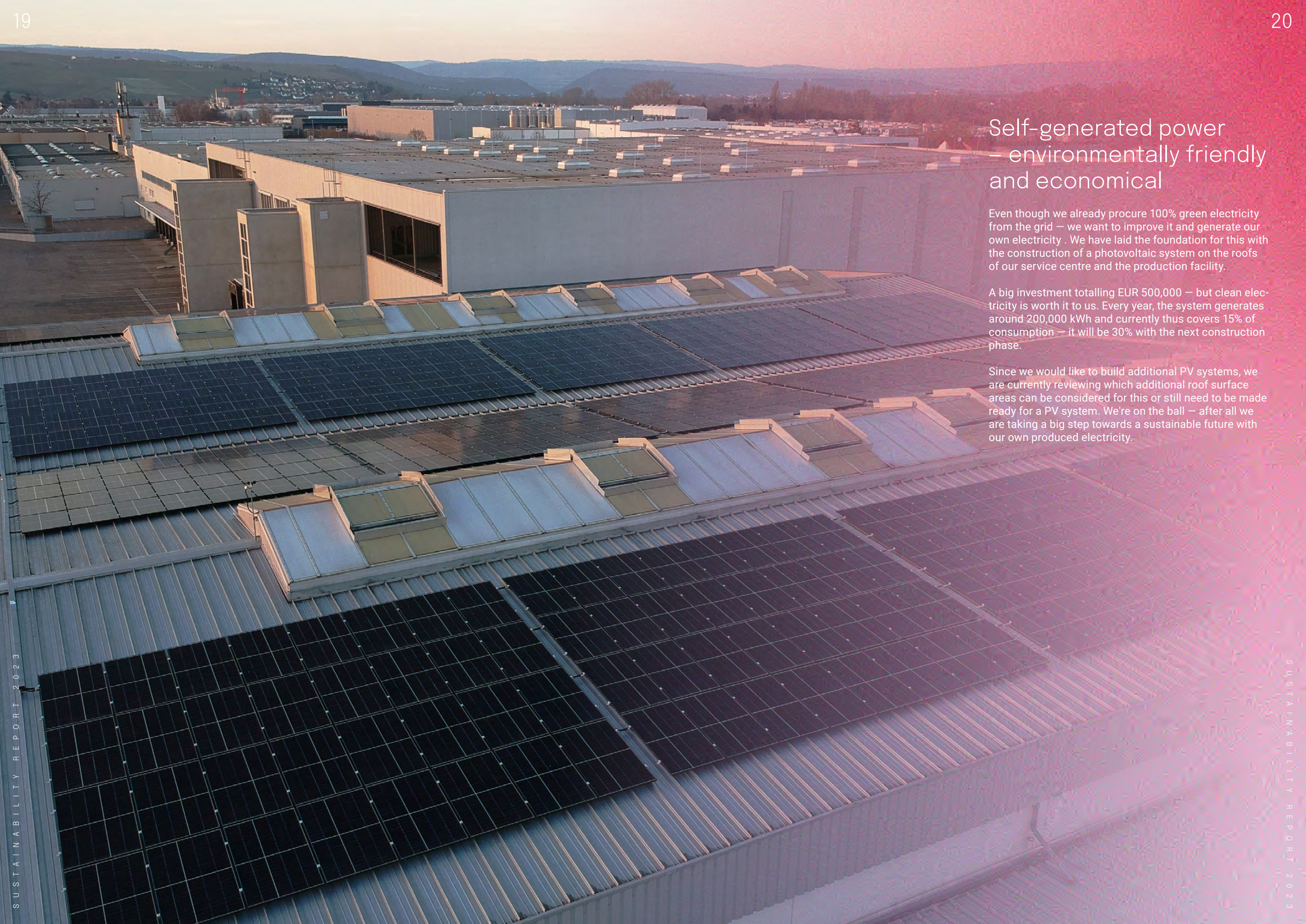
**FACTS AND FIGURES**

**934 t CO<sub>2</sub>** offset through the use of renewable energy

**Savings of 100,000 kWh** electricity through the modernisation of lighting systems

In future, we will cover **30% of our power consumption** with our **PV system**





## Self-generated power – environmentally friendly and economical

Even though we already procure 100% green electricity from the grid – we want to improve it and generate our own electricity . We have laid the foundation for this with the construction of a photovoltaic system on the roofs of our service centre and the production facility.

A big investment totalling EUR 500,000 – but clean electricity is worth it to us. Every year, the system generates around 200,000 kWh and currently thus covers 15% of consumption – it will be 30% with the next construction phase.

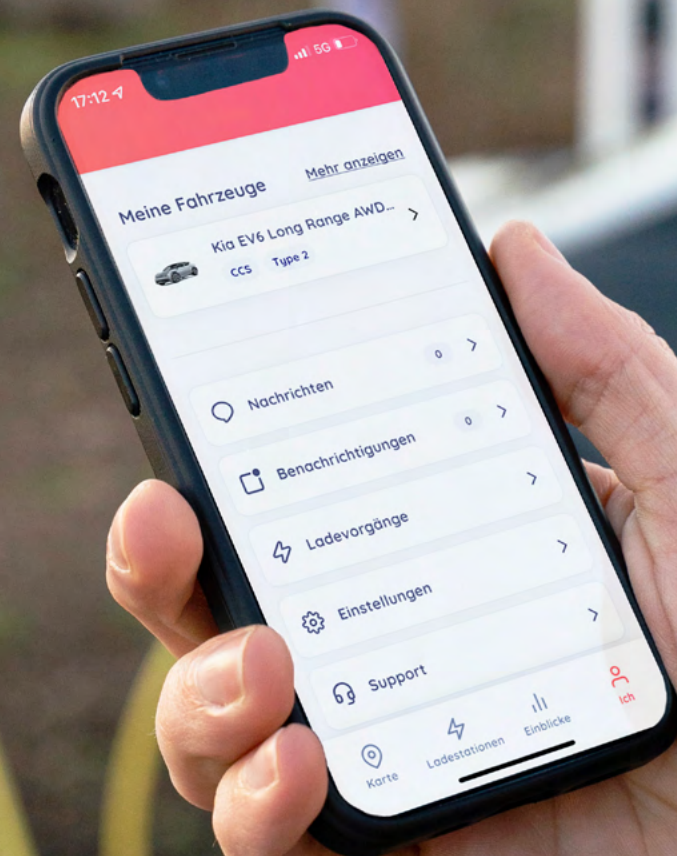
Since we would like to build additional PV systems, we are currently reviewing which additional roof surface areas can be considered for this or still need to be made ready for a PV system. We're on the ball – after all we are taking a big step towards a sustainable future with our own produced electricity.



## Environmentally friendly travel with e-mobility

*T.M.: "A charging point is offline again and I have no idea why..."*  
*M.H.: "I am imagining myself in a fully electric car with a nearly empty battery at some charging station in the country and exactly this happens..."*  
*A.O.: "Being a pioneer always also means taking an adventure!"*

**Anecdotes from the mac teams chat "e-Mobilists"**



Despite difficulties with the availability of new vehicles, we are further advancing our new mobility concept as well: Of a total of 48 company vehicles, currently 15 partially or fully electric vehicles are on the road. By the end of 2023, our mac fleet should consist of 16 fully electric cars and by the end of 2025 of 25 electric cars, largely fully electric. From this point in time, we will no longer purchase vehicles with combustion engines.

For this purpose we have replaced our company car policy with a mobility policy that provides incentives to switch to sustainable mobility and do without company cars. We use attractive manufacturer-independent rental options to ensure that there are enough attractive vehicle models on offer that can be refuelled with CO<sub>2</sub> neutral electricity on our campus.

In our mac teams chat "e-Mobilists" all electric vehicle users can talk with each other and offer each other support.

### **More electric cars – larger charging network**

More electric cars inevitably require more charging stations. That is why we will continue to expand our charging network: 10 charging points are to be added to the current 15 charging points by 2025. Since the load on the power grid and the infrastructure must support this accordingly, we are continuously checking appropriate expansions and updates to our infrastructure.

For our e-mobility, we use an app that shows the consumption and charging behaviour as well as CO<sub>2</sub> savings. In addition, the app will soon make it possible to charge private vehicles, since the electricity can be read and charged precisely.

### **e-Bike – Mobile in a healthy and environmentally friendly way**

More than 10% of the workforce has now procured a job bike through mac via bike leasing, which they use for their commute to work, among other destinations. What's good for the environment, is also good for your health. The job bike fleet is therefore also a very attractive contribution to health management. To keep the bikes dry, three shelters for bikes are being prepared on the company premises, which also have charging capabilities.

### **e-Scooter – Our trade fair mobility idea**

This year we are testing electric micromobility at trade fairs and found our test pilot in Martin Truong. He will be on the go with our first e-scooter in trade fair use. If the project is successful, we will set up an e-scooter pool for trade fairs.



# Bees – at home at mac

The new employees who landed with us in spring 2022 have now settled in here in Langenlonsheim and are happy about our bee-friendly greenery on campus.

They have produced enough honey to get their colonies through the winter. There was also a small harvest for the first mac honey. Of course without adding unnecessary stress to the useful insects in their first year here.





We are delighted that since April 2022 every month we have exceeded the comparable sales figures from the pre-crisis year of 2019. This was good for us after two challenging years of the coronavirus, which underscored the demand for our services. Thanks to strict cost management and effective control, we were also able to limit the effect of steeply risen procurement costs in the interest of our customers.

**Even better organised: Our warehouse**  
**We used the pandemic period to analyse all internal processes.** The result is that our warehouse organisation is now completely new. The focus was placed on flexibility in utilising workers and an obvious bundling of organisational units that belong together. This made it possible to better interweave individual activities and achieve greater transparency. Another advantage: Our new warehouse strategy with a central external warehouse, located just 5 km from our head office, resulted in a significant reduction in transfers.

**Positive impact in logistics**  
Our changes also yielded far-reaching improvements in logistics as regards planning and cost reliability, both for us and our customers. Because the earlier all participants know what transport service is needed, the cheaper external services can be purchased. Once the event gets closer, the planning is defined in more detail, allowing for optimal logistics.

We first send all required materials as centrally as possible, for example flooring, event technology, and assembly aids, in consolidated transports to join the assembly process just-in-time, optimised to the process. Thanks to the greatest possible, completely digital loading and unloading plans, which can also be viewed by all upstream and downstream trades, such as sales, production and project engineering, our logistics employees are able to effectively manage the optimal packing and loading of the required lorries. We were deliberate in making the decision not to outsource the scheduling as a critical function and thus the associated responsibility.

Everyone now benefits from an efficient and democratic project communication in logistics thanks to the fully optimised coordination processes, which also include strategic planning in a 14-day cycle.

# governance

FACTS AND FIGURES

**Equity** in the amount of **EUR 15.5 million**

Buildings, facilities and equipment are our **company's property**

**Total investments over the last year of approximately EUR 3.1 million.**  
Including:  
• PV system  
• 18 charging stations  
• IT infrastructure

**Sales of EUR 67.3 million**

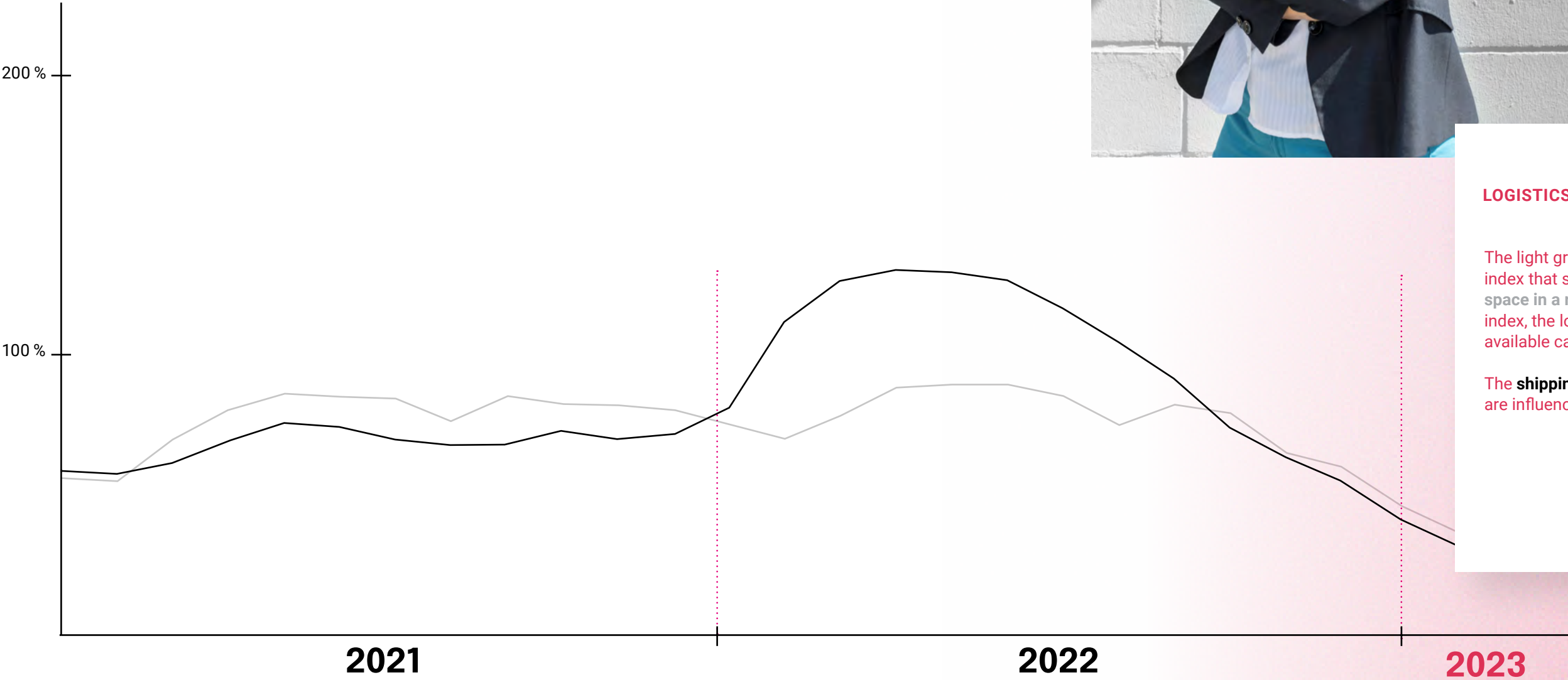
**Long-term customer relationships**



Due to the shortage of cargo space that resulted in 2022 – in part increasingly due to the war in Ukraine – prices for available cargo space have risen by up to 30%. The situation regarding freight and cargo capacity on the German market has relaxed since autumn 2022. This positive development has so far continued for the year 2023 and is helping us to plan scheduling more efficiently and to adjust the costs for you when possible.

»Thanks to the daily performance of the exceptional logistics team, we have mastered all challenges so far and will continue to do so in future. Optimisation and digitisation of the supply chain are still at the top of the agenda!«

Melanie Hagedorn  
Director of Logistics



LOGISTICS BAROMETER

The light grey graph shows an index that sets **cargo and cargo space in a ratio**. The higher this index, the lower the currently available cargo space.

The **shipping costs**, black graph, are influenced by the index.



# Ready for the future.

2022 was a historic year of investment for us. We improved our company's substance through sustainable investments, where above all our "Digital TakeOff" is to be mentioned. It is a major project in which we invested a great deal of money and that has already paid off with its many positive effects. In future too, we would like to continue making sustainable investments.

For example, we are planning to expand the PV system (installed for EUR 250,000) with another investment of a similar amount. The expansion of our e-fleet's charging infrastructure is also in the five-digit range, while the replacement of the interior and exterior lighting cost a six-digit sum.

The additional procurements this year include a surface grinding machine for production, which will advance automation and relieve employees of strenuous, dust-intensive activities.