

SUS TAIN ABIL ITY REP ORT

2025

● ● ● ● ● 2024 fiscal year

Sustainability is at the heart of our company. This report provides a voluntary self-disclosure of our ESG activities during the **2024** fiscal year. The report follows the reporting standard as set out in the German Sustainability Code (DNK) and is intended for our customers and all interested stakeholders who would like to learn more about our corporate sustainability practices and the industry. We have published a non-financial report on our ESG activities annually since 2020.

mac. brand
spaces

The Management
Team of
mac. brand spaces
Stefan Trieb (CEO),
Jörg Bürkle (COO),
Melanie Hagedorn,
Klaus Pieper, and
Alexander Ody



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

Dear Readers,

In the 2024 fiscal year, we achieved two additional major milestones that will, in future, further strengthen us as an environmental company that is based on social values.

In spring, we completed → **ISO 20121 certification** for sustainable events management, becoming the first company in our market to do so along the entire value creation chain: from consulting to production, logistics, and assembly. During the two-year certification process, we fundamentally reviewed and adapted our management processes. Through numerous workshops, we involved all company departments and all employee levels, because, after all, sustainability thrives on the participation of everyone. The auditors confirmed that we have done some pioneering work in this area.

We also achieved → **AOK Silver certification** for companies with excellent workplace health. This positive result was achieved through a comprehensive package of measures and services, such as new, flexible working time models and accounts, and our family service for family and personal emergencies. These initiatives relieve pressure on our employees during stressful situations – and measurably reduce absences and employee turnover, the latter of which is very low compared to industry and regional benchmarks.

From years of experience, we know that when sustainability is pursued consistently, credibly, and prudently, it benefits all stakeholders and has positive economic impacts. This is how we were able to conclude our 2024 fiscal year above target yet again. **Sustainability-focused business practices** minimize risks, promote innovation, strengthen customer relationships, and therefore clearly do not conflict with healthy economic development. High levels of customer satisfaction and many successful pitches in the last year show us that we are on the right path.

Another important step on this journey for us was our → **acquisition of STANDout GmbH** based in Salzburg, which we completed at the end of the year. This enabled us to strengthen the solutions we offer in the European trade fair and events organizer business. STANDout GmbH, which employs around 130 members of staff, is also driving forward sustainable events management. As one of the leading companies in its market, it received Umweltzeichen.at, an Austrian eco label – one of many reasons why it’s such a good fit for us.

With all this momentum and confidence, we are looking forward to an exciting events year in 2025 together with you!

The trade fair industry is the stage for personal exchange, networking, and fostering and nurturing business relationships.

Trade fairs bring people, markets, and ideas together, creating around 231,000 additional jobs annually in Germany alone¹.

1,360 trade fair venues
worldwide

70 trade fair locations
in Germany

330 trade fairs

over 231,000 jobs

over 11.5 m visitors

**saves approx. 5 separate
business trips**
per visitor ²

1,549 projects
worldwide at

**over 680
trade fairs**

202,000 m²
of built area



Sandra Henze
Head of
sustainable
brand spaces

*“It’s not about whether we need trade fairs and events. It’s about **how**.”*

People. Planet. Profit.

The three key elements for successful events.

The demands placed on live events have increased and require a fresh mindset and new action. They should be resource-conserving, climate-neutral, and healthy for people, nature and biodiversity.

Special creativity is also required to offer visitors and companies alike strong brand experiences in a limited space and time, all the while ensuring access to products and information with maximum security. These challenges need synchronized solutions. Solutions that positively impact people and a healthy planet.

We’re working on this this year and will continue to do so in the coming years. Our goal: to achieve carbon neutrality by 2030!

¹ H. Penzkofer, ifo 2021,
Shining the spotlight on industries: the trade fair industry
² AUMA study (2024) The added value of visiting trade fairs:
how individual trips are avoided

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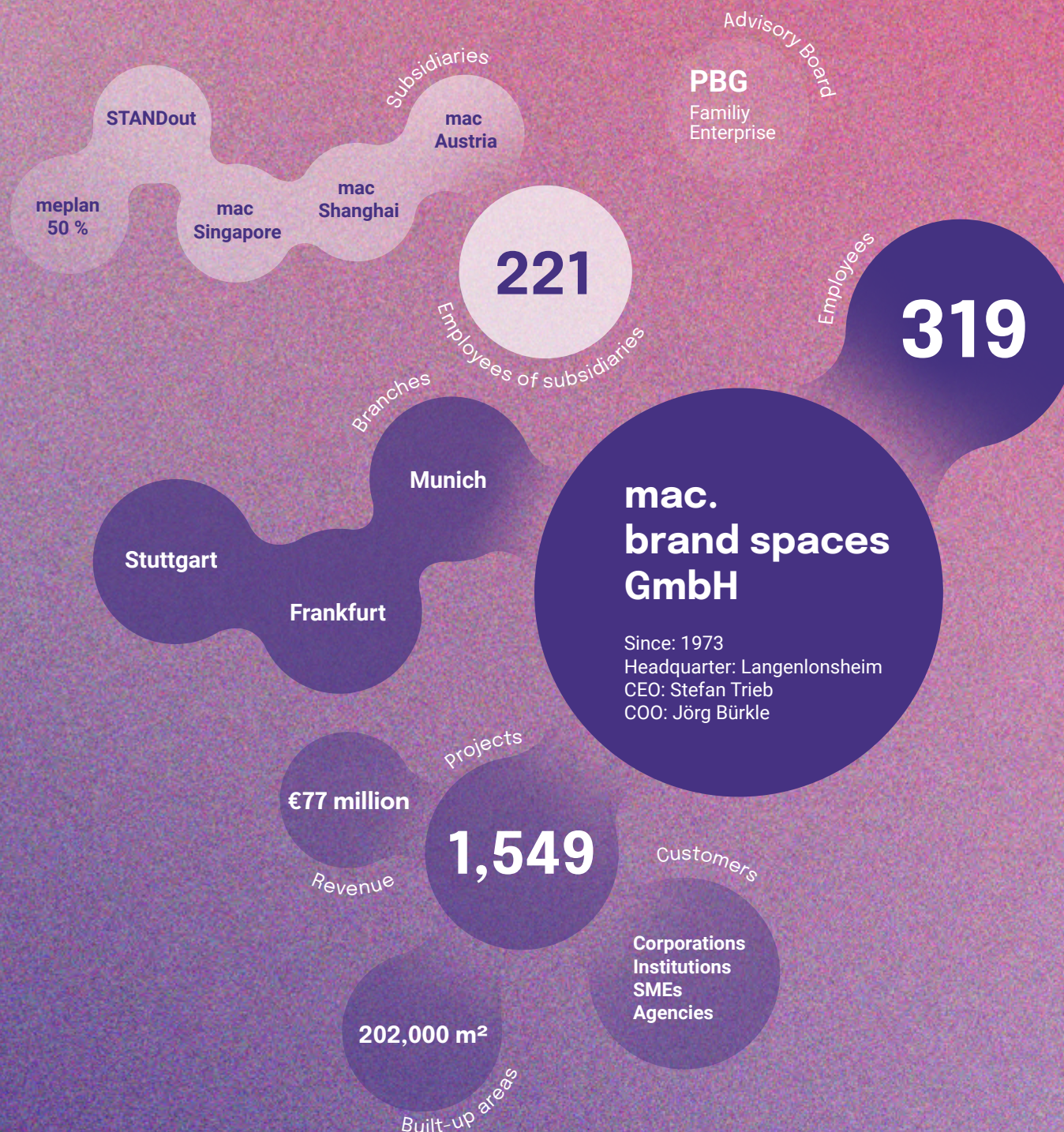
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mac. Group

A powerful network.

mac and its subsidiaries form a corporate group that has a global presence in live marketing. Through the individual companies' shared values and complementary competencies, we are leaders on the European market.

We shape our business practices sustainably and with a focus on the future. Customer value is created through excellence, reach, and the ability to serve the most diverse customer segments and formats in our industry under one roof.

Certifications



Memberships



6 dedicated specialists

in our Sustainability and Quality Management Committee

over 400 carbon-offset components

for **mac** trade fair projects, which we examine for alternative materials and lifecycles to reduce emissions

over 20 eco-materials

in our portfolio that have a more positive environmental impact and enable and support circular processes

1 alliance with partners

from our science and service provider network for researching and developing more eco-friendly materials and circular processes

Scope 3 reporting capability

through further development of our very own ERP system by 2026

¹ BCG (2020): CIRCelligence – It's time to close our future resource loops

² Ellen MacArthur Foundation & McKinsey (2015): Growth Within – A circular economy vision for a competitive Europe.

³ Ellen MacArthur Foundation (2021): Completing the picture – How the circular economy tackles climate change

⁴ European Parliament (2023): Report on the circular economy action plan – status and outlook (A9-0343/2023)

Sustainable development.

Our services offer space for exchange, diversity, and responsibility. With our high annual order volume, we significantly shape the trade fair and events landscape in Europe. We not only leave behind our mark in the creation of impressive brand experiences, but as an economically active and profitable company we also shoulder responsibility for the planet, people, and profit (ESG).

Our focus on the green economy.

To implement our sustainable business policy, we rely on an integrated sustainable management system. That way, we continue to increase the degree of digitalization in the company, set our focus on implementing circular economy principles, and invest in research and development. Our sustainability and quality management approach directs and monitors the operational implementation and impact of ISO 20121 – our sustainable quality-focused management system.

Potential of the circular economy

+0.3%
growth for Germany¹

+1%
growth for Europe²

Up to -45%
reduction in emissions³

700,000
new jobs⁴

“Sustainability lives in every relationship we build.”

our vision

In everything we design and set in motion, we operate within the ESG dimensions. They form an integral part of our management system and are taken into consideration in all phases of our value creation chain. Our goal: **to consciously make more environmentally sound decisions**, promote sustainability dialog, invest in people and technologies, and further expand good business relationships.



Alexander Ody
Director of
Business
Development

*“**Values** define who you are.”*

Mission statement

Sustainability has been firmly anchored in our corporate philosophy since 2020. In 2023, we further developed our values together with employees from all divisions. The result: **seven corporate values** that describe our fundamental attitude and form the shared foundation for everything we do – both internally and externally.



Sandra Henze
Head of
sustainable
brand spaces

*“To improve is to **change**.”*

International management system

With → **ISO 20121:2012 certification**, we have set ourselves an international standard. This standard helps us to develop targeted ESG-related action plans, and to measure our sustainability performance with a view to continuous improvement.

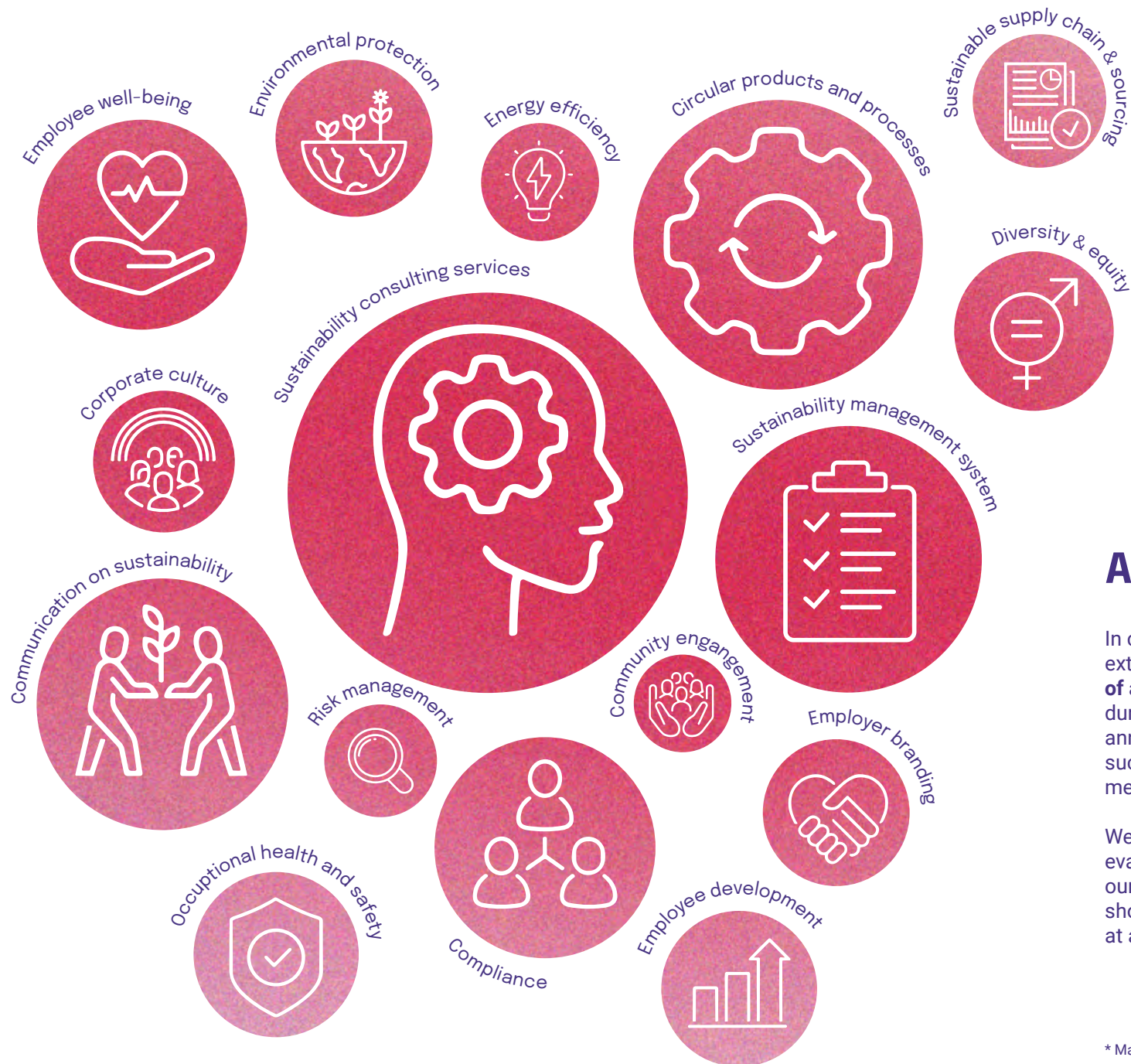


Daniel Hoffmann
Quality Manager

*“Clarity creates **security**.”*

Quality management

Our approach: effectiveness through clear and improved processes. Progress is regularly measured using KPIs, audited, and evaluated in annual management reviews by the Executive Management Team and the **Quality Manager**. Where measures don't work, we respond by making specific adjustments and targeted improvements.



Areas of activity.

In collaboration with internal specialist departments and external consultants, we identified **16 material* areas of action** in environment, social affairs, and governance during the 2023 fiscal year. We review and adjust them annually. We can exert influence in these areas and successfully pursue an ESG focus by taking targeted measures.

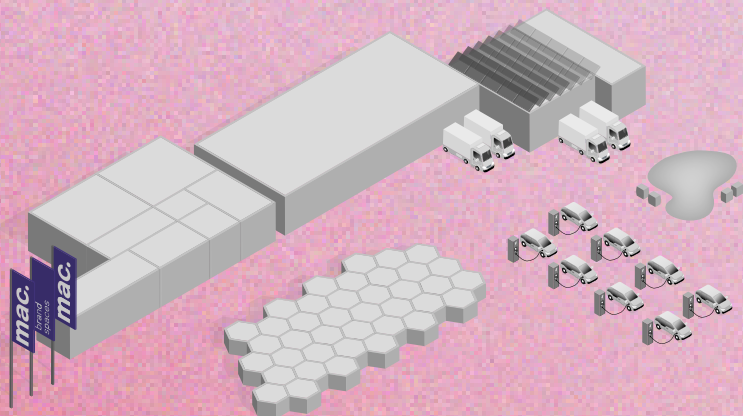
We analyze our stakeholders' expectations and needs, evaluate the EU Green Deal goals, and align them with our strategic objectives. This results in long-term and short-term goals and measures that we pursue one step at a time.

* Materiality of the areas of activity depending on the size of the district.

Our campus – our advantage.

Our site in Rhineland-Palatinate makes us unique in the industry. On our large campus, we combine **project management, design, CAD/project technology, carpentry, the paint shop, graphics, electronics, warehousing, and transport all under one roof.**

This enables us to directly implement and comprehensively monitor environmental, social and governance (ESG) measures. We are also increasing the reliability and quality of our services and minimizing dependencies in our supply chain.



Project management



- Sustainability criteria in the **list of services**
- Consulting on the **material portfolio**
- Expansion of the **supplier network**
- Investment of resources in **research and development projects** for materials and design concepts
- Partially automated **calculation of the carbon footprint** of trade fairs and events
- **Checklist** for sustainable projects

Transport



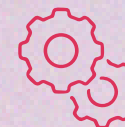
- → **Test deployments of hydrogen trucks** in cooperation with DB Schenker
- Expansion of the electric vehicle fleet by purchasing **electric vans** for the Assembly Department

IT



- **Digitalization** of processes in accounting and HR
- Equipment of Production staff with **digital devices** to improve internal communication and transformation to digitalized workflows

Carpentry



Expansion of the machinery fleet to include a new **CNC milling machine** to increase efficient processes and reduce waste and error rates

Warehouse



Procurement of → **exoskeletons** for healthy and safe working

from here → to there

take
raw materials

↓

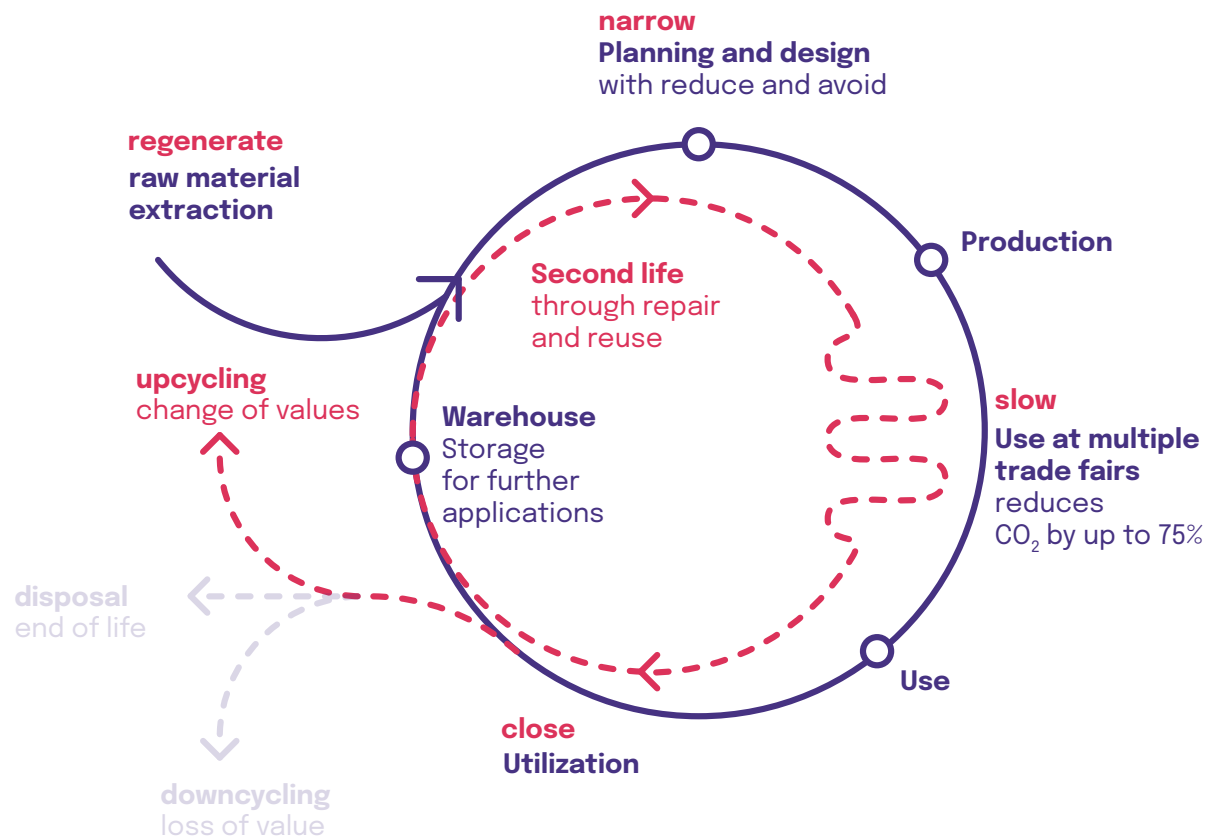
make
products

↓

use
one time

↓

non-recyclable
waste



Closing the loop in live marketing.

Trade fairs are essential for the economy, networking, and product marketing. Digital worlds will not replace in-person meetings. Instead, they will expand the scope and make them more interactive. That's why we need new standards, resources, and courage to develop inspiring experience worlds in **co-creation** with our customers while conserving resources.

The challenge: taking action and transforming linear processes.

We want to overcome the still common economic principle of “**take – make – use – waste**”. The challenge lies in synchronizing our industry's impact on the environment and nature with people's expectations of time-limited experiences under economic conditions. Specifically, this means bringing together customer needs and resource-conserving design, analog and digital experiences, reusability, and economic viability.

Our approach: circular direction

The model of the circular economy should be the benchmark for the entire industry and service provider networks: following the principle of “**narrow – slow – close – regenerate**”. From raw material extraction and design to disposal and recycling.

re:think! strategy



Matthias Becker
Design Director

*“Product design offers significant leverage for more sustainably designed events management. The **smart handling of precious resources** should be considered from the concept stage.”*



Consulting

We offer our customers consulting services and solutions for **sustainable materials**, measure the **carbon footprint** of events and trade fairs, and develop sustainability strategies for trade fair concepts in our **re:think! workshops**.



Design

We create circular concepts that are customized, modular, scalable, and reusable. We apply the **circular design principles of “reduce, reuse, replace, refurbish, recycle”**.



Communication

Our communication designers and our digital team use digital technologies to create **interactive knowledge and experience worlds**. We use them to provide information about the environmental impact of materials – by means of digital product passports, for example. Interactive product presentations and stations promote exchange with visitors. This allows us to foster dialog on sustainable topics while saving paper.



Research and development

We have developed an **ECO portfolio**. We are continuously searching for and testing new and potentially more climate-friendly materials. We are also testing platforms and possibilities that enable material reuse.



Cooperation

Collective knowledge and research: For the first time, we have pooled our **expertise with external partners from suppliers and research in an alliance** to develop circular solutions for textile printing. We work together with upcycling companies and give materials a fresh design and new life.

“Sustainability in action.”

our mission



Kögel • IAA Transportation

Our trade fair appearance for → [Kögel at IAA Transportation](#) focused on the sustainable use of resources. With clear principles and pragmatic solutions, we showed how to make smart use of space and select materials consciously – without compromising on impact.

Smart material designs:

- **Avoiding floor panels and coverings** on the presentation area **saved around 1,100 m² of material and over 15 metric tons of CO₂.**
- Area boundaries were created with **tapes**, making them precisely and visually appealing.
- In meeting rooms, a **Cradle-to-Cradle certified carpet** was used.
- For communication, we used **Trevira CS textile graphics**, partially applied instead of fully covered.
- **LED lighting** provided energy-efficient illumination without compromising on atmosphere.

Reuse instead of disposal:

- Platforms, standing desks, and counters were **reused** from stock.
- Self-laying vinyl tiles from stock were used in the hospitality area.
- **Rental furniture** complemented the setup to avoid new productions.
- **Rental plants** created an atmosphere – without incurring additional acquisition costs or producing waste.

Digital instead of print:

The **avoidance of printed materials** was compensated for by **large-size LED screens** for product presentation – flexible, eye-catching, and resource-conserving.



STOP WASHING. START ACTING.

We have created a modular, resource-conserving and, at the same time, visually striking and interactive space for our visitors. Which proves our point that **sustainability, budget, and creativity** go excellently together.

When organizing our → *roadshow*, we focused on **regional, smart material selection, an interactive customer journey, modularity, and communication formats** for our visitors.

"Do we really need this?"

This question was central to our roadshow. With each decision, we examined whether there was a better, more sustainable alternative. The result: a well thought-out concept with a clearly measurable impact.

Resource-conserving implementation:

- **Regionally sourced wood** from the Black Forest reduced transport emissions.
- **Magnetic connections** instead of drilling holes protected surfaces and materials.
- **Recycled plastic and refurbished screens** extended product lifecycles.
- **Tool-free furniture** simplified assembly, dismantling, and reuse.
- **Digital menus** completely replaced print products.
- The **avoidance of flooring** in the hospitality area **saved over a metric ton of CO₂**.
- **LED screens** instead of graphic ceiling sales **reduced carbon emissions by around 980 kg**.

Modular design:

- **Shipping containers** were used without any need for complex planning.
- **Stackable furniture**, modular platforms, and chairs enabled space-saving transport and versatile use.

Experience instead of explanation

In the exhibit container, visitors experienced content using **AR and NFC technology**. The **material tracing game** on an XXL screen showed origins and cycles in a fun way.

Knowledge shared

Our **panel program** brought experts from catering, design, the circular economy, and education into conversation with visitors – showing how sustainable concepts work in practice.



Our ESG journey.

2005
First employee
focusing on
sustainability

2010
Installation of the
wood combustion
system for heating
the main site in
Langenlonsheim
with production
and wood residues

Procurement of
green electricity for
the first time

2020
Sustainability
anchored in the
corporate vision

2021
Publication of the
→ [first sustainability
report](#)

Introduction of cus-
tomer workshops on
sustainability

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

2022
Extension of the
EV charging stations

Expansion of the
mac EV fleet

Payment of an
inflation adjustment
bonus to all
employees

First **mac** honey from
our own bees

2023
Commissioning of the
PV system

Creation of a 200 m²
flower meadow on the
mac campus

march

**STOP
WASHING.
START
ACTING.**

→ [Start of the roadshow](#)

june

AOK Silver

→ [Certification](#)
for health management

october

**CDP
member**

Registered with
Carbon Disclosure Project

2024

may

DIN ISO 20121

→ [Certification](#)
for sustainability management

august

**Quality
Manager**

Staff qualification

december

Showroom

Design and completion



We have an ambitious goal:
to achieve carbon neutrality by 2030!

The 1.5 degree target laid down in the Paris Agreement sets the course. It is our responsibility to cut emissions and make our business processes climate-compatible. That is why we have defined a climate strategy since 2021.

Measures for now and in the future.

A key step is the implementation of our environmental policy, where our commitment to conserving resources and reducing emissions is systematically anchored.

Our measures are designed to continuously reduce Scope 1 and 2 emissions, measure and evaluate Scope 3 emissions, conduct environmentally focused procurement management, enhance energy efficiency through refurbishment and investments in technologies and machinery, and expand our mobility management practices.

Corporate carbon footprint in 2024

237.8 t CO₂e

SCOPE 1 216,71 t CO₂

= Direct emissions from company operations. From the company's own vehicle fleet and building heating systems to plants or machinery that are directly involved in value creation.
= Indirect emissions resulting from

SCOPE 2 0 t CO₂

energy procurement or the procurement of other raw materials that are not generated directly by the company but are caused by its operations.
= Direct or indirect emissions along the operational value creation chain that originate during operational

SCOPE 3 Data to follow in 2026

processes from sources beyond the company's direct control – such as the supply chain, transportation, product use or disposal.

CDP score B

= The CDP (Carbon Disclosure Project) score indicates how well companies measure, report and manage their environmental impact. The scale ranges from A to D and rates companies according to their transparency and environmental management practices.

B (Management Level) stands for companies that have good environmental management practices, i.e. measure emissions and implement reduction measures, but still have room for improvement in terms of implementation and strategy.

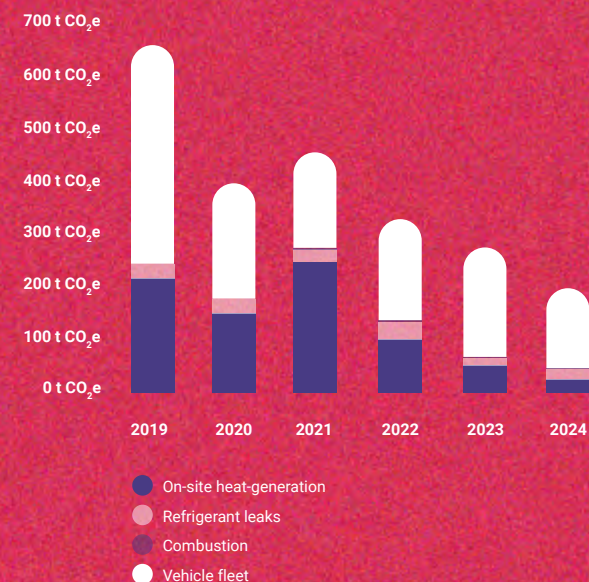
Energy consumption 1,389,600 kWh

Green electricity	100%
PV electricity	Self-generated 10.5%
	Used 145,395 kWh
	Excess 40,217 kWh

Heat consumption 2,662,570 kWh

Own wood heating	95%
Green gas	5%
Savings compared to conventional gray energy	1,254 t CO ₂

Corporate carbon footprint development since 2019



Product carbon footprint.

Trade fairs and events generate gigatons of CO₂e every year. There is a tremendous amount of reduction potential here. We are driving the decarbonization of our industry by offering our customers climate-effective services that help manage GHG emissions.

- Carbon footprinting for trade fairs and events
- Carbon roadmap analysis
- Material portfolio with low carbon emissions
- Partner and supplier network for closed

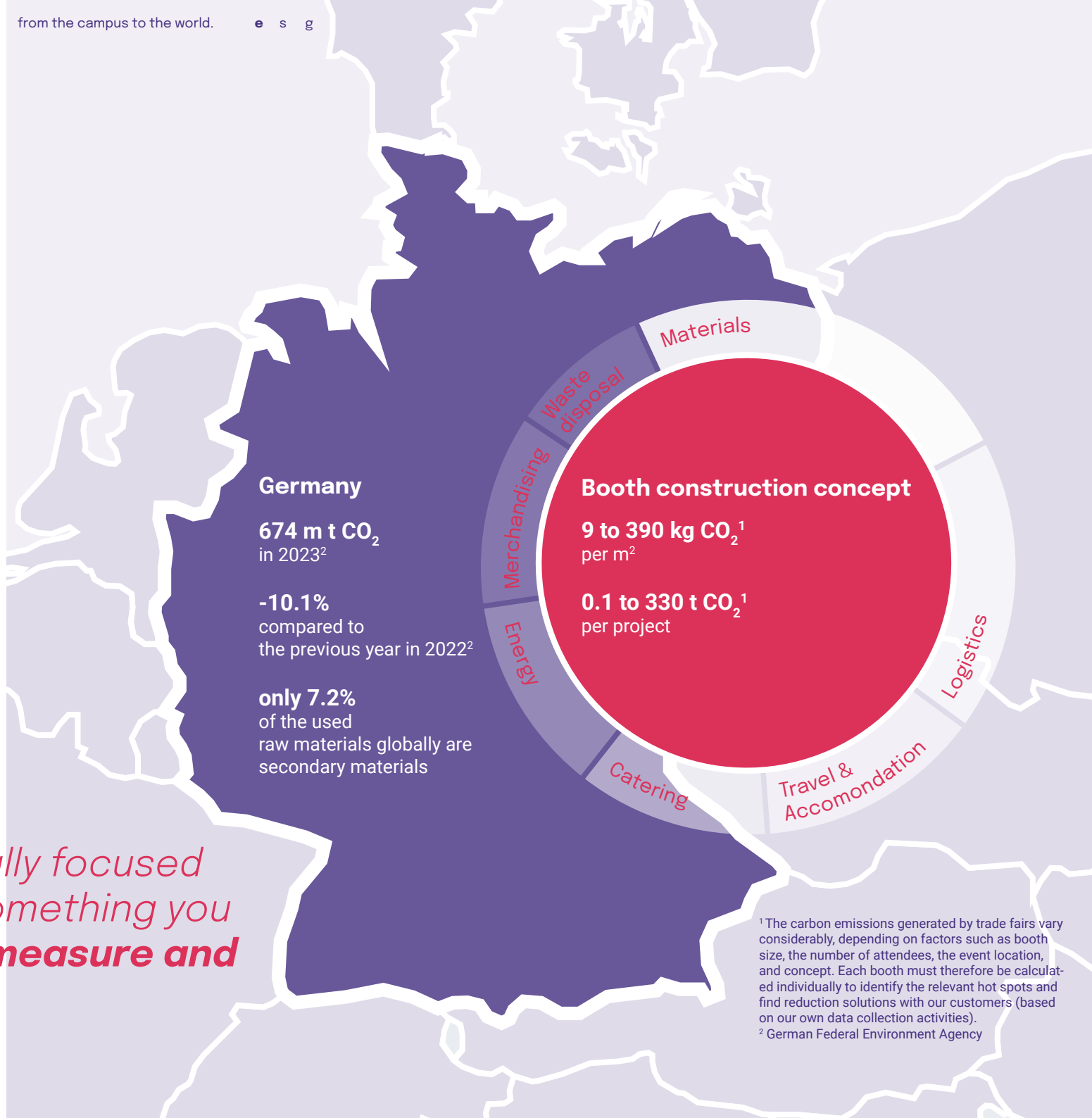
Our trained team creates a detailed carbon footprint based on lifecycle assessments (LCAs) and TÜV-certified data platforms with the help of a semi-automated calculator.

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



Jessica Spieth
Junior Project Manager
sustainable. brand spaces

*“Environmentally focused design isn’t something you feel. You can **measure and design it.**”*





Christiane Kassermann
Mobility Manager

*“Through smart mobility concepts, companies can not only cut costs, but also make an **active contribution to protecting the climate.**”*

Strategically sustainable travel.

We expand our fleet annually with electric and hybrid vehicles. This has enabled us to save 350 metric tons of CO₂ to date (since FY 2021).

Our **CIC-certified Mobility Manager** is developing a more sustainably focused and efficient mobility concept for our company for 2025. The goal is to reduce carbon emissions in everyday working life, promote environmentally friendly means of transport for employees traveling to our offices, and optimize business trips.

Our travel policy allows employees to purchase a DB 25 to 100 rail card, only permits flight bookings from a flight time of 1.5 hours, and restricts individual company car eligibility, encouraging employees to choose public transport or use our pool vehicles. We also offer our employees the option of leasing a bicycle through the Jobrad cycle to work scheme.

A reality check of our mobility practices in

81%

electric / hybrid
company cars



-350 t CO₂

due to the switch from fossil
to electric / hybrid (2021–2024)

31,000 km
= 0.45 t CO₂



-7 t CO₂
compared to car use

370,000 km
= 155 t CO₂



1.5 h minimum
for even considering air travel

3

bicycle garages
with electric bike charging stations



39

jobbike to work contracts

Sustainability starts with our employees. They are at the very heart of our social sustainability strategy.

Health, occupational safety, professional development and a work/life balance are core values for us.



* Our gender distribution reflects the industry-specific trends, where technical and industrial occupations are traditionally more male-dominated, while administrative and sales areas have a balanced distribution. We recognize this development and are committed to promoting diversity in all company departments in the long term.

“Healthy work. Healthy life.”



Winning → **AOK “Healthy Company” Award in Silver** confirms that we are committed to an employee-focused corporate culture. It is an award that we received for our outstanding corporate health management (CHM).

Certification is awarded in Bronze, Silver and Gold, and is based on a uniform quality standard throughout Germany. Seven key areas of CHM are evaluated, including integration into corporate policy, systematic implementation, and the promotion of employee health and health potential.

The aim of this certification is to evaluate a company's current performance in health management and to initiate a continuous improvement process. This significantly sets us apart within our industry.



Health



- Private company **accident insurance**
- **Old age pension scheme**
- **Family coaching portal**
- **Health days**
- **Skin screening**
- **Preventive medical check-ups**
- **Therapeutic massages**
- **Exercise breaks**
- **Flu vaccination**
- Annual briefing on **addiction and prevention** in the workplace
- **Ergonomic workplace equipment**
- Jobrad cycle to work scheme
- Employee involvement through **surveys**
- → **Exoskeleton** for physical support

“Best conditions for our wellbeing.”

We see it as our responsibility to invest not only in sustainable projects, but also in the **wellbeing of our professionals** – because only a strong team can turn strong ideas into a reality. Our measures and support are as diverse as our workforce. Thanks to such attractive benefits, our employees’ **average length of service is 12 years**.

Safety



- Further training of **safety specialists**
- **Medical equipment**
- **Company medical officer**
- **First aid training** available for every employee
- **Fire safety officers**
- **Fire drills**

Company attractiveness



- **Collective bargaining** agreements, works agreements
- **Hour account management**
- **Payment of overtime** or time off in lieu
- **Time of in lieu** for work on Sundays and public holidays, and additional work
- **Public transport subsidy**
- **Childcare subsidy**

Family and career



- Independent external **family service** for questions and problems relating to family, physical health, and mental health
- **Mobile working**
- **Part-time working models**
- **Collectively agreed compensation**

Education



- **Advanced training** for specialists
- **Leadership coaching**
- **Training courses**
 - Electronics
 - Events Technology
 - Painting and Varnishing
 - Carpentry
 - Media Design
 - Metalworking
 - Warehouse Logistics
 - IT
 - Technical Product Design
- **Dual study programs**
 - Bachelor of Arts in Business Administration, Trade Fair, Conference and Events Management
 - Bachelor of Arts in Accounting Taxation, and Business Law
 - Bachelor of Arts in Media Design
 - Bachelor of Engineering in Timber Technology
 - Bachelor of Science in Information Management

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

Particularly in **compliance**, we implement clear processes and guidelines to ensure that legal requirements and ethical standards are maintained in all areas of our company. Effective compliance management not only protects us from legal risks; it also strengthens the trust that our customers, partners and employees place in us. Violations of regulations can cause not only financial damage, but also harm our reputation.

That is why we promote a **corporate culture** that places integrity and responsibility at the very center. Regular audits, training courses, and our **whistleblower system** help us identify risks early on and anchor compliant conduct in our company.

Code of Conduct

Our Code of Conduct aims to promote integrity, safety, and fairness. This strengthens trust in our company and minimizes risks such as violations of legal requirements, conflicts of interest, or inappropriate conduct in the workplace. 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 early on. It enables employees and external stakeholders to report violations of laws, internal guidelines, or compliance requirements safely and confidentially without any fear of reprisals. For this purpose, we have integrated a digitalized reporting procedure and defined mandatory processes with our Whistleblower Protection Officer.

Partner Code of Conduct

Our → [*Partner Code of Conduct*](#) communicates the ethical, social, and environmental standards we value in our business relationships. It is available on our website, is sent to our suppliers and service providers, and is checked by our Procurement Team. We want to ensure that our supply chain is based on responsible business practices, applicable laws, and human rights.

IT security and data protection

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

2024

may

DIN ISO 20121Certification
for sustainability management

august

**Quality
Manager**

Staff qualification

december

Showroom

Design and completion

2025

People-Planet-oriented business allows us to identify risks early on, calculate future scenarios, and tap into new possibilities for setting ourselves apart and for resource utilization. That is why we continue to invest heavily in sustainable and digital transformation. This cuts costs in the long term, reduces disruptions caused by unstable supply chains, adds value to resources, and reduces external negative impacts.

Renovation

Start of comprehensive
refurbishment measures
for our buildings

ISO 20121:2024

Recertification

Scope 3

Data collection

Investment

in research and development
of materials

Digitalization

Expansion of digital processes

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