HOLTMANN+
MISSION STATEMENT

HOLTMANN+

With HOLTMANN+ you are one sustainable step ahead.
Our promise to employees, customers and partners.

OUR VISION

We create experiences that inspire sustainability in two senses: Live communication from Holtmann+ strengthens customer realationships through unforgettable encounters while actively supporting sustainable action.

OUR MISSION

As an agency for brand communication, we live tradition and transformation. Live, hybrid and digital. Terms that merge with us and our innovative concepts. We think and advise. We plan and implement. We act as equals and create moments that last.

'For us, sustainability means taking responsibility. For what we do and how we do it. It is the basis of our work, it is the core of our self-image.'

Jörg Zeissig, CEO

OUR VALUES

Thirst for innovation: It takes ideas and courage to get projects moving. At Holtmann+, we are thirsty for innovation and ready to creatively transform old values into new worlds. Our team consists of doers and problem solvers who not only think, but also act. For over seventy years, we have been combining experience and a spirit of discovery to create a symbiosis of creativity and realisation, disruption and continuity, and our passion for innovation drives us to constantly break new ground and develop sustainable solutions. A thirst for innovation at Holtmann+ means having the courage to push boundaries and actively shape the future.

Cooperative: At Holtmann+, we are open to all forms of partnership and work with our customers, partners and colleagues as equals. Our cooperative way of working is characterised using useful platforms and tools that enable us to coordinate, efficiently handle and continuously optimise joint processes. Cooperation at Holtmann+ means achieving more together and creating sustainable relationships.

Agile: At Holtmann+, agility means more than just adaptability - it is at the core of how we work, moving flexibly through ever-changing industry environments and using challenges as opportunities for growth and innovation. Our teams work collaboratively and adaptively to develop creative solutions quickly and efficiently. Our agile mindset not only allows us to respond to the needs of our customers, but also to proactively break new ground and set trends. Agility at Holtmann+ is the promise to always act dynamically, inventively and with an eye to the future.

04/30/2026

OUR RESPONSIBILITY

For us, sustainability means taking responsibility. For what we do and how we do it.

do. It is the basis of our work, it is the core of our of our self-image. Implementing economically, socially and ecologically sustainable concepts, is our premise. For us, sustainability is anchored in the design phase. We carefully analyse the ecological impact of every aspect of our customers' live communication and customers in order to find more environmentally friendly alternatives and to optimally fulfil the sustainabilityoptimally fulfil their sustainability goals. In doing so, we always stand by our words and promises and act in the best interests best interests of our stakeholders. Through clear and honest communication, we build trust and avoid misunderstandings. Our decisions and processes are clearly documented and comprehensible.

The following objectives arise from our responsibility towards all our stakeholders:

1. At Holtmann+, appreciation is taken further: our employees are our driving force, the heart and soul of every project, they are and remain our most important asset. Transparency, work safety, trust and open communication, flat hierarchies, training opportunities, trust-based working hours, family outings and team events - everything to create a harmonious working environment. A strong internal basis allows us to deal with our customers and partners in an equally creative way - free from discrimination and full of individual development potential.

2. 'With Holtmann+ you are one sustainable step ahead'. The Sustainable Value Proposition emphasises the relevance of the topic and highlights the facets of sustainability. On the other hand, the aim is to generate credibility and trust among consumers. Holtmann+ sees sustainability as an integral part of its value proposition. Holtmann+ uses customised solutions and consulting services to help its customers achieve their own sustainability goals and benefit commercially at the same time. This includes, for example, the 'SUSTAIN+ABILITIES WORKSHOPS', which aim to strengthen customers' sustainability strategies and facilitate their implementation.

3. With a special focus on internal sustainability communication, the commitment of employees is increased, their level of knowledge is expanded and intrinsic motivation for sustainable behaviour within the company is generated. In line with the guiding principle of 'inside out', the company undergoes a genuine sustainable transformation that is understood and practised throughout the entire organisation.

4. For us, sustainability is not just about complying with legal regulations, but also a fundamental orientation and strategy of our company. It is an integral part of our entire value chain, our business model and a driver of creativity and innovation. We therefore officially included sustainability as a focus topic in our corporate strategy in January 2023, and we are constantly working to achieve our objectives within the focus topic.

5. In addition to continuously improving our own sustainability, reducing our carbon footprint, using our resources sparingly and developing sustainable concepts and consulting services for our customers, it is important to us to share our experience and knowledge within the industry and work together on projects, tools and standards. The challenges posed by the Paris Climate Agreement affect society as a whole and require joint efforts. We are therefore actively involved in various associations and committees to help develop uniform standards for the event and trade fair industry. Sustainability is a cross-cutting issue that must be considered along the entire value chain to bring about real change.

We at Holtmann+ are committed to upholding the highest moral and ethical values and to continuously improving and monitoring our actions and activities. As management, we implement the management policy in an exemplary manner through our own actions.

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SUSTAINABILITY POLICY

Sustainability is a central component of Holtmann+'s corporate strategy and forms the basis for all business decisions and activities. Our aim is to assume ecological, social and economic responsibility in a holistic manner and to drive forward a sustainable transformation both within our company and in the industry as a whole.

To achieve this, Holtmann+ pursues an independent and comprehensive sustainability strategy that is firmly integrated into the corporate strategy and is based on the requirements of ISO 20121, the international standard for sustainable event management. This includes the continuous optimization of our internal processes as well as the development of environmentally friendly and resource-saving concepts for our customers.

Our sustainability strategy is based on two central areas of action: the company level and the project level. Within our company, we focus on consistent energy and resource management, a significant reduction in our corporate carbon footprint through sustainable mobility and logistics concepts and the introduction of efficient waste management to avoid non-sustainable materials. In the implementation of our projects, we promote sustainable event design through modular and reusable materials, raise our customers' awareness of sustainable practices and pursue a zero-waste approach that focuses on the circular economy and the avoidance of disposable products.

A key success factor of our sustainability policy is the consistent alignment with the United Nations **Sustainable Development Goals** (**SDGs**).
Holtmann+ is committed to the following goals in particular:

- **SDG 5 (Gender Equality):**
  Greater diversity in leadership: We actively promote equal opportunities and aim to have women make up at least 40% of our senior leadership by 2030—as the foundation for a diverse and inclusive corporate culture.
- **SDG 8 (Decent Work & Economic Growth):**
  Sustainable development of our employees: We continuously invest in training and provide an average of at least 15 hours of continuing education per employee per year to ensure fair working conditions and long-term prospects through 2030 and beyond.
- **SDG 12 (Responsible Consumption & Production):**
  Gradual transition to circular concepts: We are reducing "build and burn," systematically expanding reuse, and integrating circular standards (e.g., Better Stands) into our projects by the end of 2026. By 2030, we will consistently evolve our service portfolio toward circular solutions.
- **SDG 13 (Climate Action):**
  Responsible emissions reduction across the entire value chain: By maximizing the use of existing resources and optimizing procurement, we will significantly reduce our emissions, halve them by 2030, and achieve net zero by 2050.
- **SDG 17 (Partnerships for the Goals):**
  Making a difference together: We are actively developing our supply chain and aim to ensure that, by 2030, at least 60% of our strategic partners have their own sustainability strategy —with the long-term goal of a fully sustainable supply chain.

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SUSTAINABILITY POLICY – VISION 2050

By 2050, we will achieve full equality of opportunity within our company: with a balanced gender distribution at all levels, particularly in leadership positions, and a permanently closed gender pay gap **(SDG 5).**

At the same time, we are becoming a leading employer in our industry and setting standards for fair working conditions, continuous professional development, and long-term employee satisfaction **(SDG 8).**

We consistently design our operations to be circular: We have largely closed our material cycles and are further developing our concepts so that the materials we use are fully reused or returned to biological or technical cycles **(SDG 12).**

In line with the Net Zero Carbon Events Initiative, we operate in a climate-neutral manner throughout our entire value chain—with a clear focus on actual emissions reduction and minimal offsetting **(SDG 13).**

Together with our partners, we are shaping a holistically sustainable ecosystem in which binding sustainability standards are established and continuously refined **(SDG 17).**

Holtmann+ views sustainability not as an isolated goal, but as an ongoing process of improvement and development.

In doing so, we consistently comply with all applicable legal requirements and systematically integrate them into our operational processes.

We rely on innovative solutions, transparent communication of our progress, and close collaboration with our employees, customers, and partners.

**Through this holistic approach, we ensure that environmental responsibility, social justice, and economic success are balanced —
for a sustainable future in live communication and beyond.**

Jörg Zeissig, CEO

04/30/2026