



EASYFAIRS

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SUSTAINABILITY REPORT 2025

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A personal message from our CEOs



As we unveil our second Sustainability Report, we reflect on the strides we've made and the lessons we've learned over the past year.

Sustainability is not just a goal for Easyfairs, it's a journey that continues to shape who we are and how we operate. We see sustainability as an opportunity to innovate, collaborate, and lead with purpose. While we recognise that evolving regulations and reporting uncertainties increasingly shape sustainability, our commitment to progress remains unwavering.

This year's report highlights the progress we've made in key areas, including adopting a new ESG platform to assess our carbon impact annually. It also acknowledges the challenges we've faced and the work that still lies ahead. Transparency is central to our approach, and we are committed to sharing our successes and the areas where we need to improve.

But sustainability is not something we can achieve alone. It's a collective effort that requires the engagement of all our stakeholders: our exhibitors, visitors, guest event organisers, team members, business partners, and shareholders. Together, we are building a future where events are not only impactful but also responsible.

Looking ahead, we are more determined than ever to push boundaries and set new standards for sustainability in our industry. Despite the complexities of the global landscape, we believe that every step forward, no matter how small, brings us closer to a brighter, more sustainable future.

Sincerely,

Anne Lafère & Matt Benyon
Group CEOs

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Easyfairs at a glance

We organise events

 **110** Market-leading event titles

 **12** Industries

 **90%** B2B events

 **>1M** Visitors per year

 **27K** Exhibitors per year

 **16** Countries

We operate venues

 **8** Venues

 **180K** Square meters

 **3** Countries

 **500+** Events hosted per year

We invest in talent

 **940** Team members

 **38** Nationalities

 **20** Offices

 **11** Countries with offices

 **#13** among the top 20 event organisers worldwide



Figures from February 2026.



ACT FOR THE FUTURE

by EASYFAIRS

Our sustainability strategy

Sustainability has entered a period of uncertainty, marked by evolving regulations, reporting standards, and shifting expectations. Yet for Easyfairs, this is precisely why our commitment must be unwavering. Sustainability is not a passing trend or a compliance exercise: it is a necessity if future generations are to thrive. Our responsibility goes far beyond organising events: it is about ensuring that the positive economic and innovative impact of our activities does not come at the expense of the planet's resources.

We know the path is complex and sometimes challenging, but we have chosen to lean in rather than step back. By integrating sustainability into the way we design, deliver and develop our events and venues, we seek to drive real, measurable change.



Our engagements



Paris Agreement and NZCE pledge

In October 2021, Easyfairs signed the "Net Zero Carbon Events" pledge. We're committed to achieving "net zero" by 2050 and halving greenhouse gas emissions by 2030. This is so far the most global and ambitious action taken to tackle climate change within the event sector.



UN Sustainable Development Goals (SDGs)

We are also proud to be part of the environmentally and socially conscious businesses that support the UN Sustainable Development Goals (SDGs). We have decided to focus on six of these objectives which complement our core values and help guide each of our decisions and actions.



Science Based Targets (SBTi)

Easyfairs is proud to announce our commitment to the Science Based Targets initiative (SBTi). This marks a significant step forward in our sustainability journey, as we will publish clear, measurable goals next year to reduce our carbon footprint and drive meaningful change within our industry.



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Our sustainability goals

We are committed to integrating sustainability throughout our operations: fostering eco-friendly practices in our offices and venues, executing our events with environmental consciousness, and promoting sustainable development for our clients and communities.



1 We strive to reduce the environmental impact of our own events, venues and offices

Caring for the planet is one of our core values. It guides what we do, and how we do it.



2 We aim to make a positive impact on society

We're helping our communities in their own transition to net zero by highlighting sustainable solutions at our events. We support economic growth by showcasing start-ups and the latest innovations. Alongside this, we're working with charitable organisations to support solidarity and sustainable development in local communities.



3 We commit to being a responsible employer

We take the wellbeing of our 940 team members very seriously. We're committed to each individual's personal and professional development, while also ensuring our workplace celebrates diversity and inclusivity.





Nil Sönmez,
Chief Sustainability Officer

Driving progress through our Sustainability Scorecard

Could you explain what the Easyfairs Sustainability Scorecard is?

The Sustainability Scorecard is a simple but powerful tool to improve the sustainability performance of our events. Each event is assessed yearly against 20 sustainability indicators. Based on their score, our most sustainable events are awarded a Bronze, Silver or Gold level. We even have some events that reached the perfect score of 20 and became Platinum level. This is purely an internal recognition, not shared externally, but it drives real action.

What impact has it had so far?

It has been a real accelerator. Our teams are competitive and want to be best in class, so the scorecard creates positive pressure to improve. The scorecard gives us a clear framework for measuring and improving performance. In 2023, only 36% of our events achieved at least 14 points. By 2025, 71% reached this level.

That progress shows how a structured, transparent system can change behaviour at scale.

How do you ensure it stays relevant?

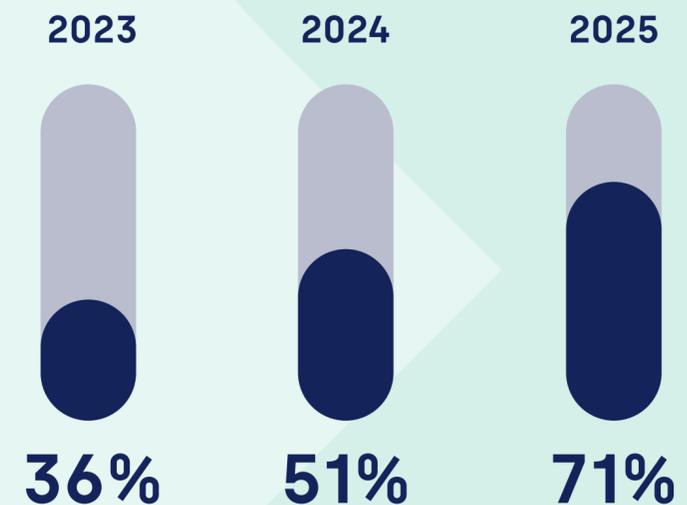
The scorecard will evolve. As more events meet the current criteria, we raise the bar by updating indicators and increasing ambition. We have also created scorecards for our venues and offices, so the same approach drives improvement across the whole company.

What does this ultimately mean for Easyfairs?

It shows how committed our teams are to sustainability. The scorecard helps us spot gaps, take action and celebrate success. It is more than a tracking tool: it is a catalyst that aligns our operations with our sustainability goals and supports continuous progress across our event and venue portfolio.



Percentage of events achieving at least a score of 14/20 (Bronze level)



2025 achievements

ACT FOR THE PLANET

-  **-34%**
CO2 emissions reduction from our 2019 baseline.
-  **-64%**
Scope 1 and 2 CO2 emissions from our 2019 baseline.
-  **-27%**
carbon intensity by event from our 2019 baseline.
-  **71%**
of events achieving a score of at least 14/20 on our Sustainability Scorecard

ACT FOR SOCIETY

-  **75%**
of events embed sustainability in their content programme.
-  **76%**
of events partnered with a charity.

ACT FOR OUR PEOPLE

-  **34**
is the Employee Net Promoter score achieved.
-  **49%**
of our Senior Leadership Team are women.

GOVERNANCE

-  **BEST MANAGED COMPANIES**
We achieved the highest level of the Best Managed Company label and became "Platinum Laureate".
-  We adopted 5 new policies.
-  We won multiple awards highlighting our collective efforts to become sustainability champions and a great place to work.

Our sustainability journey so far...

2021

We sign the **Net Zero Carbon Event pledge**, with the commitment to achieve net zero by 2050.

2022

We complete our first **GHG assessment**.



2024

Easyfairs commits to set **carbon reduction targets** compliant with the SBTi framework.

Easyfairs wins the **UFI Sustainability Award** and the **Exhibition News ESG Award**.



2023

The **ESG Academy** learning channel is launched on Easyfairs Academy Online, together with an internal awareness campaign on **Diversity, Equity and Inclusion**.



A glass globe sits on a bed of vibrant green moss. The globe reflects the surrounding greenery and sky. A thick green outline, resembling a speech bubble or a hand-drawn shape, points from the globe towards the main text on the right.

ACT FOR THE PLANET

Reducing environmental impact

Events bring people together, but there are environmental costs, from waste generated to attendee travel emissions. Yet they also reduce the need for multiple trips, enabling people to meet suppliers, customers and partners in one place.

The events industry is transforming to meet environmental challenges, and Easyfairs is proud to be part of this. We're committed to bold action and rethinking how to design events to make them more sustainable.

In this chapter, we'll share how we're reducing waste and emissions to create events that are impactful and responsible. This will shape a future where events connect people while caring for our planet.

A sustainable business model

Our values and business model inherently support sustainability. Our all-in, tech-driven business model is testament to a pioneering spirit that positions us as one of the world's most sustainable exhibition organisers. Here's how we're making a difference:



1

Reusable stands: Our all-in modular stands are re-used from one edition to the next, which significantly reduces purchase and waste emissions. As transport of all-in stands is grouped, this model also reduces transport emissions. In the case of our events in Sweden and in The Netherlands, our all-in stands are stored in our venues and do not even require transport.

3

Proximity to local markets: Most of our events are aimed at regional or national markets. Most of our visitors come from within a radius of less than 50 km. Each of our events strategically positions itself for its target audience, catering to highly specialised and/or regional interests. This approach aligns with the growing preference for domestic suppliers and personalised experiences. In this way our events not only meet customers' specific needs but also contribute to our sustainability efforts.

2

Short duration: Our events are compact and usually last no more than two days. This means the carbon footprint is lower than traditional trade shows.

4

Innovative technology: Through digitalisation and the use of new technologies like the Smart Badge (allowing visitors to collect material digitally), we're significantly reducing paper waste.



70% of the stands at our events are reusable modular stands



50km is the median distance travelled by our attendees



22% of attendees travelled by public transport or bike



2% of attendees travelled by plane

Measuring our carbon emissions



How we measure our climate impact

To reduce our carbon emissions, we first need to measure them. Easyfairs is following the Greenhouse Gas (GHG) Protocol standards and the Net Zero Carbon Events (NZCE) measurement methodology to quantify our climate impact in a consistent and transparent way. This gives us a solid basis for our long-term net-zero ambition and helps us decide where to focus our actions.

By explaining clearly how we define the scope and boundaries of our GHG assessment, we will give our communities confidence in the quality and relevance of the emissions data presented in this report.

Scope of our carbon assessment

We apply the 'operational control' approach to define our reporting scope. This means we account for 100% of emissions from activities where we have operational control.

- All Easyfairs venues and offices
- All events organised by Easyfairs
- All activities generated by entities over which Easyfairs has operational control

But we do not stop there. We also look at impacts beyond our direct operational control. This includes the stands built by our exhibitors when they elect not to use Easyfairs' modular stands, their transport to and from our events, and other value chain emissions linked to how our events are delivered. This wider view helps us understand the full climate impact around our events and where we can make the most meaningful changes.

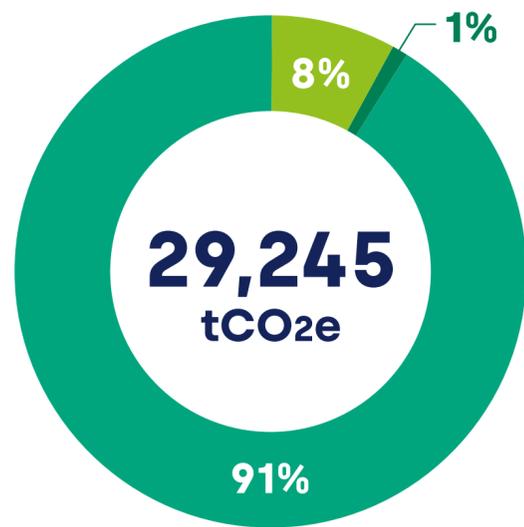
Our approach to transparency and disclosure

How we measure our emissions is one part of the story. Just as important is how openly we share what we find. We are not required to report our carbon emissions under the Corporate Social Responsibility Directive or any other regulation, but we choose to do it because our communities are entitled to know.

We're proud to be one of the few event organisers able to calculate and disclose a full carbon footprint covering Scope 1, 2 and 3. It's not simple work, but it gives us the insight we need to make better decisions, learn continuously and improve over time.



2 GHG assessment (2025)



Percentage of emissions per scope

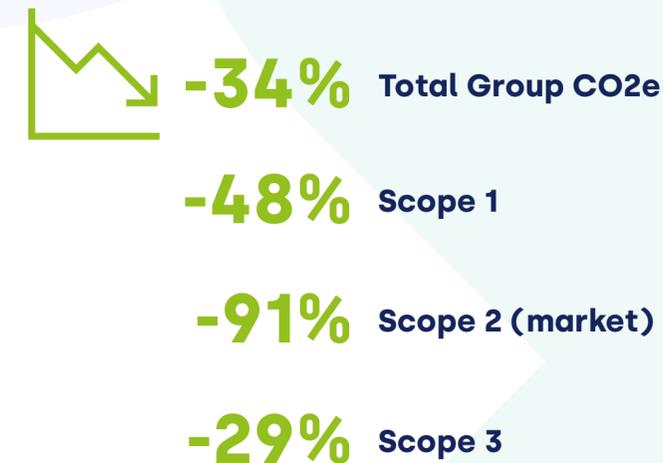
Scope	Description	Emissions in tCO2e
8%	Scope 1 (direct emissions from sources owned or controlled by the company)	2,232.26
1%	Scope 2 (indirect emissions due to the use of purchased energy)	1,004.54 (location based) 222.72 (market based)
91%	Scope 3 (other indirect emissions occurring across the value chain)	26,790.07
TOTAL		29,245.06

We are proud to report that we have managed to reduce further our carbon footprint while our event portfolio continues to grow.

We are welcoming more visitors, hosting more exhibitors and organising more events, while generating substantially fewer emissions than before. The numbers speak for themselves. **Compared with our 2019 carbon assessment**, we improved our emissions performance across all intensity metrics.

Since 2019

We have reduced our emissions



Our impact per unit of activity has improved



From 2025 onwards, our assessment methodology allows for a more granular breakdown of emissions from exhibitor-built stands. In previous years, these emissions could not be separated from the overall total. To enable a fair comparison over time, the intensity factors and percentage changes shown above include emissions within our operational control and emissions from exhibitor-built stands, while excluding attendees' mobility.

Our GHG assessment was performed by Agendi, an international sustainability strategy consulting firm. We continue to work closely with Agendi on our sustainability strategy to evaluate the impact of specific emission reduction actions on our carbon footprint. Our most recent GHG assessment was conducted in the ESG data management platform Sweep, enabling more efficient data collection, improved traceability and stronger ESG reporting.

As an event organiser, the vast majority of our emissions occur in our value chain and are reported in Scope 3. In 2025, **Scope 3 emissions accounted for 91% of emissions within our direct operational control and amounted to 26,790 tCO2e.**

These emissions are linked to everything that makes our events possible: the goods and services we purchase, the logistics and transport we rely on, the infrastructure we use, and the way our teams travel for business and commute to work.

Scope 3 emissions (in tCO2e)

16,216.15	61%	Purchased goods and services
2,931.31	11%	Capital goods
677.61	2%	Fuel- and energy-related activities not included in scope 1 or scope 2
1,740.89	6%	Upstream transportation & distribution
2,674.03	10%	Waste generated in operations
1,153.29	4%	Business travel
702.23	3%	Employee commuting
683.88	3%	Upstream leased assets
10.69	-%	End-of-life treatment of sold products

26,790.07 Total

Where possible, Scope 3 emissions were calculated using primary activity data and supplier-specific information. For categories without available primary data, a spend-based approach was applied. We are advancing the transition from spend-based to activity-based data in these categories by collecting primary data from suppliers and enhancing value chain tracking, to support more accurate and comprehensive Scope 3 reporting over time.



Looking beyond our operational control

We also calculate and track emissions from activities that are outside our operational control and therefore not included in the consolidated Group carbon footprint.

Exhibitor-built stands

At our events, stands are where the magic happens. They are the stages where exhibitors tell their stories, launch new ideas and meet their communities. At many Easyfairs events, you will likely find two types of stands:

- **Easyfairs' all-in modular stands** are part of our own operations, so their emissions are included in our carbon footprint.
- **Exhibitors' custom-built stands** are designed and built by our exhibitors, who have total control on the materials used and the design of the stand. These stands are outside of our operational control.

Staying true to our commitment to look beyond what we directly control, we have estimated the emissions generated by exhibitor-built stands, and their transport to and from our events.

Exhibitor-built stands represented only 30% of the total number of stands at our events last year, but accounted for 63% of stand-related emissions.

Total CO2E (incl transport)

Exhibitor-built stands	3,936 tCO2e
Easyfairs' all-in reusable stands	2,315 tCO2e



For this reason, we are informing our exhibitors that Easyfairs modular stands are the most sustainable way to exhibit at our events. They can be reused for more than 10 years and are transported in consolidated shipments, which significantly reduces waste and transport emissions.

The infographic below illustrates how we communicate these impacts to exhibitors, highlighting how Easyfairs modular stands generate lower emissions than custom single-use stands.



70%

of all stands at our events in 2025 were Easyfairs reusable modular stands (compared with single-use exhibitor-built stands).



Up to 150x

lower carbon footprint for Easyfairs reusable modular stands (compared with single-use exhibitor-built stands).



Reusable components

The stand structure is designed to be assembled and dismantled multiple times over several years. This means you don't need to purchase new materials for each event.

Recyclable materials

When materials can't be reused, they're recycled. Materials are chosen for recyclability at the end of their usable life.

Consolidated transport

When transport is needed, multiple stands are shipped together to reduce emissions per stand. At many events stands are even stored on-site, removing transport emissions entirely.

UP TO 150X lower carbon footprint

compared to single-use stand solutions.

Using these insights, we are:

- Encouraging our exhibitors to choose Easyfairs' modular stands instead of custom single-use stands.
- Promoting smarter designs that use fewer resources and more sustainable materials.
- Working with logistics partners to cut unnecessary transport and explore lower-carbon options.

Our goal is simple: to create unforgettable event experiences while steadily reducing the carbon footprint of the stands that make them possible.

* Your exact emission will depend on factors like stand design, materials used and transport requirements, which can vary by event location

Attendee mobility

The way our attendees travel to events is outside the organiser's operational control.

That does not mean we ignore it. We know that the way people travel to and from our events can account for a significant share of overall event-related emissions. Although these journeys are indeed beyond our operational boundary and are therefore not part of our corporate footprint, we have decided to calculate and report these emissions separately.

In 2025, emissions from attendees' travel to and from our events were 20,914 tCO₂e

Because Easyfairs events are designed around our communities and organised close to our core audiences, they typically generate lower mobility emissions than traditional trade shows. In the last financial year, visitors travelled a median distance of 50 km to attend and fewer than 2% travelled by plane.



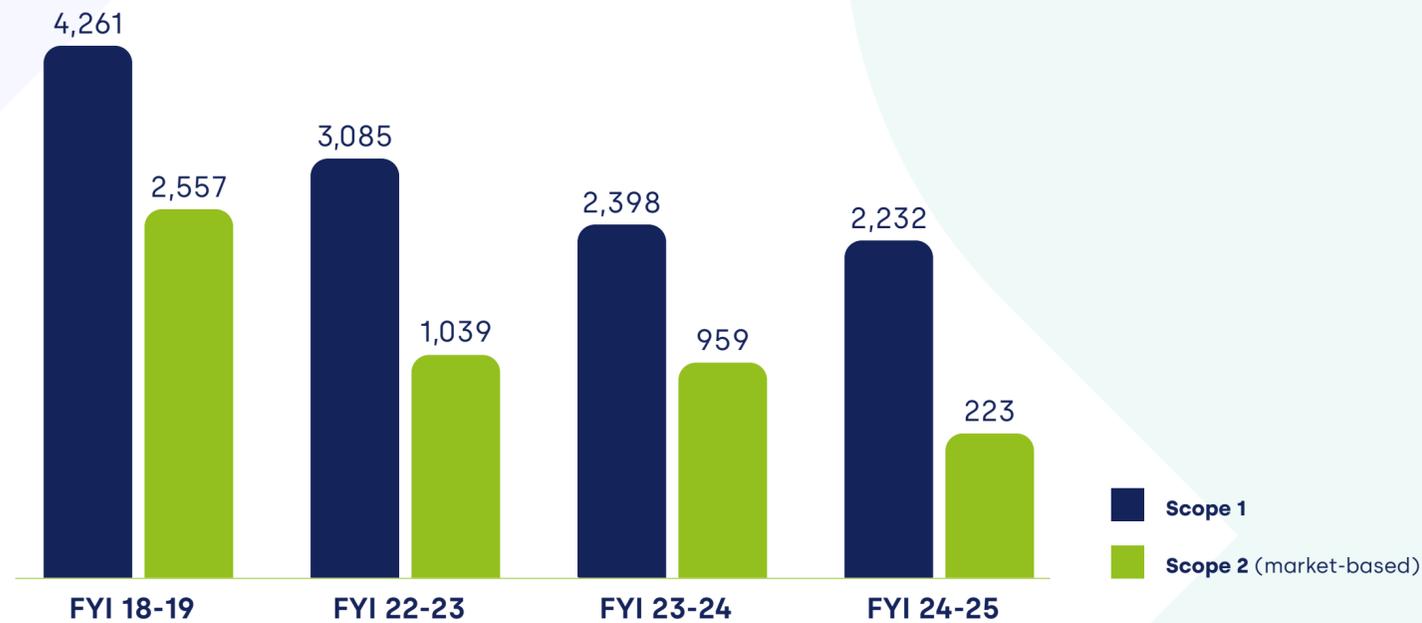
Reducing our carbon emissions



Becoming more energy efficient

Our event teams work hand-in-hand with all Easyfairs venues to reduce our energy consumption. Since 2019, we have reduced our Scope 1 emissions by 48% and our scope 2 emissions by 91%.

Scope 1 & 2 GHG Emissions (tCO2e)



Scope 1 and Scope 2 emissions are based on direct activity data collected from Easyfairs venues and offices. For a few offices where it was not possible to gather complete data, we estimated emissions based on the size, location, and typical energy use of comparable offices. We work with landlords, utilities and service providers to improve access to primary consumption data and reduce our reliance on estimates.



In 2025

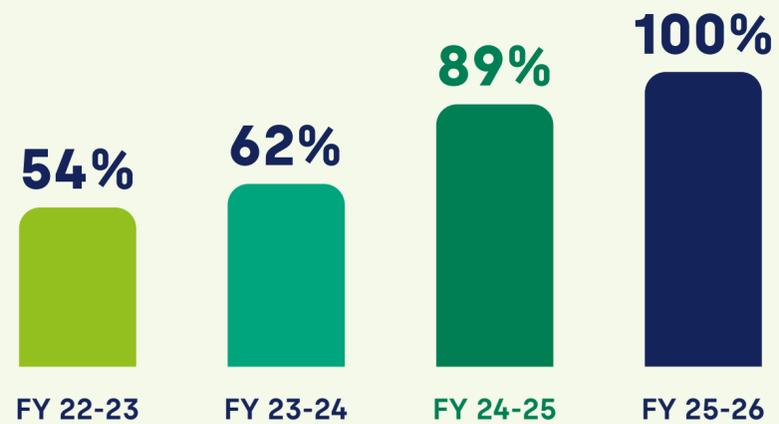
-48%
Scope 1 emissions since 2019

-91%
Scope 2 (market-based) emissions since 2019

All Easyfairs venues are now powered by 100% green electricity

With eight venues across three countries, we are not only event organisers, we are also venue owners and operators. This means we carry full responsibility for how energy is sourced, managed, and consumed across all our venues.

As of January 2025, all eight Easyfairs venues are powered by 100% green electricity, sourced from a combination of purchased renewable electricity and on-site generation. This shift helped us achieve a sharp decrease in our Scope 2 GHG emissions.



Generating our own electricity: solar panels at Antwerp Expo and Flanders Expo

Our journey towards 100% green electricity is not only about changing contracts; it is also about changing infrastructure. Two of our venues, Antwerp Expo and Flanders Expo, generate part of their electricity on-site through rooftop solar panels.

On-site generation complements our purchased green electricity, reduces dependence on the grid and strengthens the resilience of our energy mix.



100%

of the electricity used at our venues comes from renewable sources since January 2025



On-site solar electricity as share of annual electricity consumption

28%

Flanders Expo

24%

Antwerp Expo



Sustainable heating in Sweden

Heating is one of the most energy-intensive aspects of venue operations, especially in colder climates. In Sweden, where heating demand remains consistently high throughout much of the year, we have deliberately prioritised low-carbon solutions over conventional fossil-based systems.

At Malmömässan, we have installed energy-efficient heat pumps that significantly reduce energy consumption. Kistamässan is connected to Stockholm's district heating network, one of the most advanced in the world, where 98% of the energy comes from renewable sources. This connection allows us to benefit from large-scale, system-wide decarbonisation efforts in the city while ensuring reliable, comfortable heating for participants and exhibitors.

As a result of these measures, both **Malmömässan and Kistamässan** have been certified by their energy providers as using **100% fossil-free** energy in 2025.



Extending the transition to our offices

Our offices are also moving toward cleaner, greener energy. We are progressively decarbonising our offices to ensure that the way we work every day reflects the same ambition we bring to our events:

- Our offices in London and Paris are now fully powered by green electricity.
- At our Brussels headquarters, we are now sourcing part of our electricity from on-site solar panels.



LED installation across our venues

Efficient lighting is one of the simplest and most effective ways to reduce energy consumption and improve operational performance. We have invested heavily to upgrade lighting infrastructure across our venues, replacing conventional lighting with modern LED systems.

Today, **Flanders Expo, Antwerp Expo, Brussels North Nekkerhal, Kistamässan, Malmömässan, Hardenberg and Gorinchem** are fully equipped with **LED lighting**. Namur Expo will make the transition in 2026.

Renewing our company fleet

Our company car fleet is in the middle of a meaningful transition. Nearly **60% of all Easyfairs cars are now plug-in hybrid or electric**.

This shift is not symbolic. The transition is happening everywhere, although at different speeds, reflecting differences in charging infrastructure and commuting habits.

- In the Nordics and DACH-IT, 100% of company vehicles are plug-in hybrid or fully electric.
- In Belgium, 72% of the fleet is electric or hybrid, showing a strong move towards cleaner mobility.
- We have also installed more than **140 charging stations** at our venues.



2 Minimising waste

The event industry has long had a reputation for generating large amounts of waste from single-use materials, printed materials, stands and carpets, to packaging and catering leftovers. At Easyfairs, we are challenging that norm by embedding the principles of 'reduce, reuse, and recycle' into every aspect of our operations.

Through our Sustainability Scorecards, we track how our event teams reduce the need to purchase new materials and minimise event waste.

In 2025



70%
of stands at our events were reusable modular stands



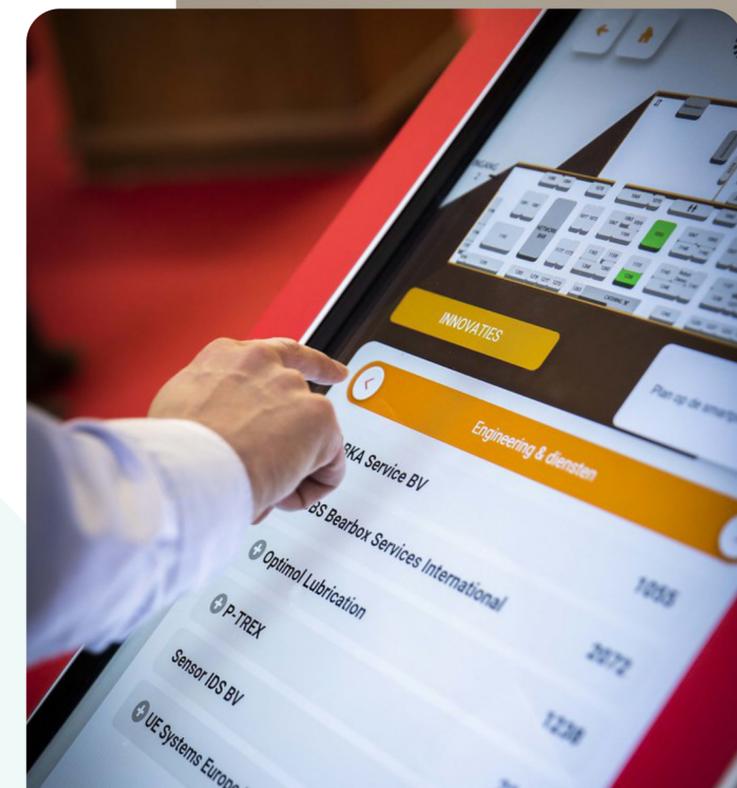
69%
of events did not distribute printed event guides or catalogues



69%
of events removed single-use plastic bottles from Easyfairs-controlled catering points



50%
of events used entirely reusable, digital or recyclable signage





Carpets: the hidden layer that tells a big sustainability story

In the exhibition industry, carpets are a major source of waste. Most event carpets are either non-recyclable or not recycled after use, and they typically end up in landfills or are incinerated.

In the traditional linear model, the pattern is always the same: make, use, throw away. The carpet loses all its value the moment the event ends, so manufacturers produce more to replace it, and the cycle continues. This consumes resources, creates more waste, and drives up emissions.

Last year, 88% of Easyfairs events were covered by either reusable or recyclable carpets:

- We're breaking that pattern, starting with our own venues in Kistamässan, Malmömässan, Hardenberg, and Gorinchem, where we replaced disposable traditional carpets with reusable carpet tiles designed to stay with us for many years instead of just a few days.

- In 2025, we invested €400,000 to install 17,000 m² of reusable carpet tiles at Gorinchem, which we plan to use for the next 15 years (previous carpet tiles had served the venue for 20 years).
- By 2025, we successfully replaced traditional carpet rolls with 100% recyclable carpets in Belgium, Germany, Switzerland, Italy, the UK, and France.
- Our teams look for opportunities not to use carpet at all, such as in 'Solids & Recycling-Technik' Dortmund, where no carpets are laid at all.

We select suppliers who provide fully recyclable carpets and take responsibility for managing their recycling after the event.



From event to event: sharing spaces, saving resources

- At **Sett**, we organise **back-to-back events**, strategically aligning shared areas such as conference rooms, catering zones, business points and entrances. Signage and lanyards have been reused since the very first editions of these events.
- At **Empack Madrid** and **Advanced Manufacturing Madrid**, the Exhibitor Lounge and VIP areas are reused each year, avoiding one-off construction.
- **Ekonomi & Företag** and **Personal & Chef** created co-working areas using reused or recycled office furniture, giving materials a second life while offering functional and welcoming spaces.

Digitalising whenever we can

Our Smart Badge technology used at all our events has helped us reduce paper consumption while improving the visitor experience. Other initiatives go in the same direction:

- In the Netherlands, at **Empack**, **Autoprof**, and **Maritime** events, paper floorplans have been replaced with digital LED screens.
- In Belgium, we invested €220,000 in **digital signage** to reduce waste from disposable signage.
- At **Maintenance Switzerland**, QR codes replaced printed exhibitor packs, giving exhibitors instant access to key information without the paper.
- Last year, **69% of our events stopped printing event catalogue** and made the content programme available digital.



Reusing beverage containers

We are also targeting one of the most visible sources of event waste: single-use beverage containers.

- At **Art Brussels** and **Art Antwerp**, water fountains were installed and we encouraged attendees to bring their reusable water bottles.
- At **Packaging Première & PCD Milan 2025**, 1,600 reusable water bottles were distributed, and water fountains were installed.
- At **Empack Den Bosch**, visitors received a token to exchange against a free coffee in a reusable coffee cup. These cups and the tokens can be reused at future editions of the event.

3

Promoting sustainable travel

When visitors register for an Easyfairs event, they are asked two simple questions: how far they will travel and what means of transport they will use? These insights help us understand current travel patterns and identify where behaviour can be influenced, for example by promoting lower-carbon options, highlighting public transport connections, or encouraging car sharing.

Last year, **98% of our events promoted public transport and alternative travel options**, such as car sharing, on their websites and social media channels. Concrete initiatives bring these efforts to life. For example:

- At **Maintenance Antwerp**, we offered free electric shuttles between the railway station and Antwerp Expo to make public transport the most convenient choice.
- At **StocExpo Rotterdam**, visitors who can show that they travelled by public transport are rewarded with a free coffee, providing a small but tangible incentive to choose lower-carbon travel.

These actions are part of our commitment to reduce the climate impact of event-related travel while maintaining a convenient and rewarding visitor experience.

2025 visitor travel patterns to Easyfairs events:



2%

Only of visitors travelled by plane



22%

Arrived by public transport, by walking or by bike



50km

Is the median distance travelled by our visitors





Alain D'Haese,
Head of Venues,
Easyfairs Belgium

OUR
SUSTAINABILITY
CHAMPIONS

Driving sustainability forward at our venues

In Belgium, our venues have been at the forefront of our sustainability journey and we've focused on reducing environmental impact while fostering stronger community relations.

It's clear that the Belgian venues have made significant progress on sustainability in the past year. Could you elaborate on your energy plan in more detail?

Since 2025, our venues are entirely powered by green electricity. To reduce our consumption, we've fully transitioned to LED lighting in three venues, with the installation at Namur Expo scheduled for 2026. Our heating systems have also been renewed in most venues, allowing us to reduce our gas consumption. To optimise energy use, we installed smart devices connected to a platform that measures consumption in real time and regulates HVAC and heating systems. And we have recently invested €2.2 million in battery storage system. At both Flanders Expo and Antwerp Expo, we've improved infrastructure through insulation and rooftop solar panels.

What are you doing in terms of waste management?

We've developed new container parks for waste separation and provide waste sorting kits to event organisers to encourage responsible waste management. To minimise the carbon footprint, we've expanded our event stock for stands, promoting reuse and reducing transportation needs. This adds an estimated €600,000 in savings and profitability annually, while reducing environmental impact. We invested in digital signage to reduce disposable materials and enhanced wayfinding for visitors, including a QR code system to guide attendees to entrances or parking zones.

Anything else you'd like to mention?

We've focused on water management, with new infiltration systems that prevent flooding at Flanders Expo, and a rainwater tank to help save significant water volumes.

Additionally, we increased electric vehicle charging capacity, with over 100 charging stations and added 2,000sqm of greenery at Flanders Expo.

We heard about an interesting initiative at Flanders Expo with the local community.

We recently invited over 100 neighbours to Flanders Expo for a social event where we explained the venue's operations and how events are managed, particularly regarding mobility and noise impacts. We introduced a WhatsApp group that provides real-time updates about events and potential disruptions. We also have a complaint button on our website to ensure open communication and swift responses with the community. This all builds trust and demonstrates transparency.

Finally, what is the vision for sustainability in the Belgian venues?

Our goal is to continuously reduce our environmental footprint while enhancing social value and community trust. We believe that by collaborating with employees, partners and the community, we can create venues that are environmentally responsible and socially inclusive.



OUR
SUSTAINABILITY
CHAMPIONS




Ayesha Grosvenor,
Head of Operations,
Easyfairs UK

Aesthetic Awards 2025: organising a sustainable award ceremony

In 2025, the Aesthetic Awards, held alongside to the Aesthetics Conference & Exhibition (ACE) celebrated the best in aesthetics, while showing a strong commitment to sustainability. It demonstrated how creative thinking, community support and environmental care can come together in one inspiring evening.

Hello Ayesha! Tell us what does it take to organise a sustainable awards ceremony?

It's a lot more than swapping a few materials or adding a green label. A sustainable award ceremony starts with every choice we make.

How did you decide to favour local businesses?

From the beginning, we prioritised local sourcing. The awards were made in Herefordshire by a family-owned business with in-house production, supporting local craftsmanship and keeping transport needs low. Furniture needs were fully covered by the host venue, Grosvenor House, eliminating the need for delivery. Decorative touches, like the Champagne wall, came from a small local business. Even printed items, such

as name cards and table signage, were produced by a nearby supplier.

The entertainment programme was also sourced locally and thoughtfully.

Indeed, entertainment was another area where local talent could shine. Performers were sourced through a small entertainment business, and many went on to receive bookings at other industry events. Photo booths and other additions were provided by suppliers already working at ACE, allowing the team to reuse resources instead of doubling logistics. In-house staging and equipment were used wherever possible, helping to minimise additional transport needed.

Can a celebration menu be both memorable and responsible?

The venue catering prioritised ethically-sourced meat and seafood, as well as offering locally sourced produce where possible. For example, the sparkling wine was supplied by a local winery committed to biodiversity and sustainability. The venue also works with a waste management company, which collects, weighs and composts food waste, while cooking oil is recycled into biofuel.

Can digital tools replace print without losing the premium feel?

We embraced digital tools. Guests ordered drinks and browsed menus using QR codes. The signage came from a local supplier, keeping the transport footprint minimal.

Can a dress code help raise money for a cause?

One of the evening's standout moments was the Charity Best Dressed competition. Attendees supported the event's official charity partner, the Body Dysmorphic Disorder Foundation. Thanks to their generosity, we raised £8,000 to contribute to a cause deeply connected to the aesthetics field.

What if one journey could cover two events?

Perhaps the biggest impact came from coordination. By holding the Aesthetic Awards alongside ACE, attendees, especially those travelling from abroad, could attend both events in a single journey. This significantly cut down on the trips required by the event staff and attendees.





OUR
SUSTAINABILITY
CHAMPIONS




Easyfairs venues in Sweden are now SUSA-certified

Organising events at Kistamässan and Malmömässan now means working within a sustainability framework that shapes every part of the visitor and exhibitor experience. Thanks to the venues' SUSA certification, every event benefits from shared environmental and social initiatives that minimise climate impact and maximise satisfaction.

Since early 2025, both venues have run on 100% carbon-free energy, with halls powered by green electricity and LED lighting. Visitors can travel more sustainably via electric shuttle buses, cycle paths and direct rail connections.

Inside, sustainability is visible and practical: food is sourced locally where possible, prioritising responsible agriculture and plant-forward menus, and excludes red meat. Smart menu design and portion control reduces food waste, with any surplus collected by charities. Reusable carpet tiles, water refill stations, eco-friendly signage and robust waste sorting help keep materials in circulation and cut single-use items.





ACT FOR SOCIETY

Making a social impact

Easyfairs is, above all, about people and the communities we serve. Through our events and venues, we connect businesses, sectors and ideas; and we see that reach as a responsibility as well as a privilege. In this chapter, we set out how we use our platform to create social value: from supporting local economies and nurturing entrepreneurs, to partnering with charities and community organisations on initiatives that promote inclusion, skills and opportunity. Our goal is to ensure that the growth we help generate also delivers tangible benefits for society.

Making a social impact

1 Helping our communities to grow

Our events don't just impact our attendees. They create a far-reaching ripple effect. They instigate business growth and boost commercial opportunities across entire industries.

Our venues also impact the local economy positively. We estimate that **for each euro spent on a trade fair, seven euros will be generated in the local economy.**

2 Supporting our communities in their decarbonisation journey

As event organisers, our duty goes beyond reducing our own footprint. We want to support our communities in reaching their decarbonisation objectives. So, we're building sustainability into every facet of our events. From expert keynotes and sustainable exhibitor tracks to innovation tours, sustainability is always on the agenda. In 2025, **75% of our events have dedicated more than 20% of their content programme to sustainability topics and 83% feature the latest innovations in the sector.**

3 Boosting innovations, start-ups and entrepreneurship

We are also committed to supporting the growth of new businesses. Our events offer many opportunities to start-ups. They can showcase or see the latest products, engage with industry leaders and connect with potential investors or partners. That's why **83% of our events feature dedicated start-up zones** that spotlight emerging companies.



83%
of events showcasing latest innovations



75%
of events including sustainability topics in content programme



83%
of events spotlighting start-ups



Standing up in solidarity

Solidarity is about creating a sustainable and equitable future. **More and more of our events are building long-term relationships with selected charities; in 2025, 76% of them did so.** This allows us to move beyond one-off support and work together for lasting impact.



 **+270k€**
was raised for charity
in 2025 by our event,
venue and office teams

 **76%**
of events partnered
with a charity

Our offices have also stepped up their solidarity efforts, using their time, resources and creativity to support causes that matter locally and personally. From shared breakfasts to endurance races, colleagues are turning everyday moments into opportunities to give back. **Discover stories on the following pages.**



OUR
SUSTAINABILITY
CHAMPIONS




Making dreams come true

In 2025, Empack and Logistics & Automation Zurich set out to show that events can be platforms not only for business and innovation, but also for humanity and hope.

Through a collaboration with the organisation **A Million Dreams**, our teams invited exhibitors, visitors and partners to join forces to make a life-changing experience possible for one young boy: **Linus**.

Linus lives with severe cerebral palsy. Everyday life is a challenge, yet he has one passion that lights up his world: speed. His biggest dream was to feel the power, sound and thrill of a real race car.

What might seem like a distant wish became reality on a very special day at our event. With the generous support of **Drift Vice World Champion Yves Meier** and his over 1 000 hp TOYOTA GR Supra DF, Linus was invited to the racetrack. Surrounded by his family, the 'A Million Dreams' team, and members of our event community, he experienced the ride he had always dreamed of.

The moment Linus' helmet was fastened, the engine roared to life and the car accelerated down the track, something extraordinary happened. The pure joy on his face, the emotion in his family's eyes and the shared silence of everyone watching said more than any speech or report ever could. For a few unforgettable minutes, limitations faded into the background and only the feeling of freedom and happiness remained.

This is far more than a touching story. It shows how sustainability in the context of events can be tangible, personal and deeply impactful: Linus' dream drive has become a symbol of our sustainability journey; it reminds us that sustainability is also about compassion, inclusion and creating moments that matter. It inspires us to continue using our events as catalysts for positive change – for people, for communities and for society.



OUR
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CHAMPIONS



Warm breakfasts, warm hearts: supporting De Warmste Week at Flanders Expo

On December 5, the team at Flanders Expo opened its doors early for a charity St Nicolas breakfast with colleagues, clients, suppliers, partners and neighbours. Several partners donated food and drinks and more than 40 Easyfairs colleagues volunteered their time. The breakfast raised €6,500, with all proceeds donated to De Warmste Week, which this year focused on organisations working for and with people living with invisible illnesses. By turning a simple shared breakfast into an act of solidarity, the Flanders Expo team raised both funds and awareness for people whose challenges are often not seen but deeply felt.

Read more sustainability news on easyfairs.com/newsroom





OUR
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CHAMPIONS



Easyrunners in action across all regions

Across the Easyfairs group, our Easyrunners have been putting purpose into motion, turning kilometres, sweat and teamwork into real impact for people and communities.

In the **Netherlands**, colleagues launched a long-distance charity challenge in **support of KWF, the Dutch Cancer Society and raised €16,000**. Six Easybikers cycled 180 kilometres from our venue in Gorinchem to Hardenberg, while eleven walked 45 kilometres. The effort required serious preparation and collaboration and was organised within our volunteer days scheme to maximise social impact and team connection.

At **Easyfairs HQ**, colleagues once again joined the **Run to Kick charity race for the Belgian organisation KickCancer, raising €8,716 to support research and innovation in pediatric oncology**. Some ran, others volunteered on site, but all contributed to a broader movement of 5,000 runners who together raised €2,330,217.

In **the UK**, our Easyrunners took on two triathlons in just two weeks. The **4th Easyfairs UK Triathlon brought together 25 participants and raised £4,534 for SPEAR London**, a charity supporting homeless people, with Easyfairs UK matching half of the funds. Shortly after, the team competed in the Impetus Triathlon, helping to raise an impressive £205,000 through Inflexion to support young people living in poverty, with **Easyfairs UK donating £5,000** and finishing 9th overall.



Our **DACH-IT teams in Germany and Switzerland** also laced up their running shoes for a series of races, collectively raising **more than €5,000 for breast cancer research** and awareness.

Taken together, these initiatives show the power of our Easyrunners community. Colleagues in different countries, cultures and roles, all moved in the same direction; using sport, teamwork and volunteer time to support health, inclusion and opportunity. Their efforts embody our sustainability ambition in action and demonstrate how, as one Easyfairs, we can go the extra mile for the causes that matter.

OUR
SUSTAINABILITY
CHAMPIONS

Saving lives with Easyfairs Donates Blood

In 2025, our DACH-IT team – covering Germany, Austria, Switzerland and Italy – turned a simple idea into a powerful sustainability initiative: Easyfairs Donates Blood. During three days, colleagues across Germany, Switzerland and Italy were encouraged to donate blood during working hours, with the time fully recognised as working time.

Colleagues in Basel, Bielefeld, Milan, Munich and Stuttgart visited local donation centres and hospitals, turning ordinary weekdays into acts of solidarity with patients needing transfusions.

Every donation can help up to three people, and the initiative also raised awareness about the importance of blood donation, encouraged colleagues to consider their own health and created a shared sense of pride and purpose among our DACH-IT team members. Easyfairs Donates Blood shows how a voluntary, low-barrier initiative can bring our sustainability strategy to life by turning individual goodwill into a collective, life-saving contribution.





ACT FOR OUR PEOPLE

Nurturing our team members

Creating a positive impact in our communities relies on having innovative, creative people in our team. This is why we nurture our people, care about their wellbeing and prioritise their development. All the while creating a culture that celebrates diversity and inclusivity.

A place to learn, develop and grow: The Academy

We foster a culture of lifelong learning, gearing up our team members with the right competencies and empowering them to keep expanding their skills, thanks to a wide range of training initiatives and inspiring programmes.

With the tagline "Boost your future", The Academy turbocharges career growth. This multi-dimensional and competency-based learning platform is designed to bring our people to their full potential.

Regardless of the role, hierarchical level or location, every Easyfairs team member has the opportunity to build on their key skills throughout their time with the company.



1 Blended learning

Easyfairs offers a whole host of learning methods including on-demand programmes, course-led, peer-to-peer presence learning and on-the-job training. In addition, we focus on mentoring, coaching, in-company exchange programmes and expose talents to new and challenging ideas through guest speakers.

Easyfairs continues to invest in the Academy, with its in-house recording studio at headquarters enabling the development and production of weekly e-learning modules.



2 Learning from day one

Learning with us starts from the get-go. We offer a welcome pack and personalised intro sessions to ensure our new hires hit their stride and feel at home. Then we design specialised tracks and programmes to keep their learning going.



3 Learning for everyone

Learning opportunities are available for every person at every level from starters to senior leaders. Academy sessions cover every business function: HR, finance, marketing, business development, sales, and technology.



Supporting our people to reach their full potential

1 Development plan

Each year we give our team members an individualised Personal Development Plan, including key learning goals. By setting clear targets we inspire progression and help everyone to build on their strengths and aspirations.



2 Coaching & mentoring

We've seen the benefits of mutual learning first-hand, so mentorship is a key part of our talent strategy. A mentor can offer general advice, act as a supportive sounding board and inspire ongoing development. This means you can reach your career goals with plenty of support along the way.



3 Education sponsoring

Alongside The Academy, we help our most talented team members to grow their skills through accredited training programmes. We give more depth and weight to the competencies of our team members, helping to transform them into recognised experts.

Diversity, Equity and Inclusion

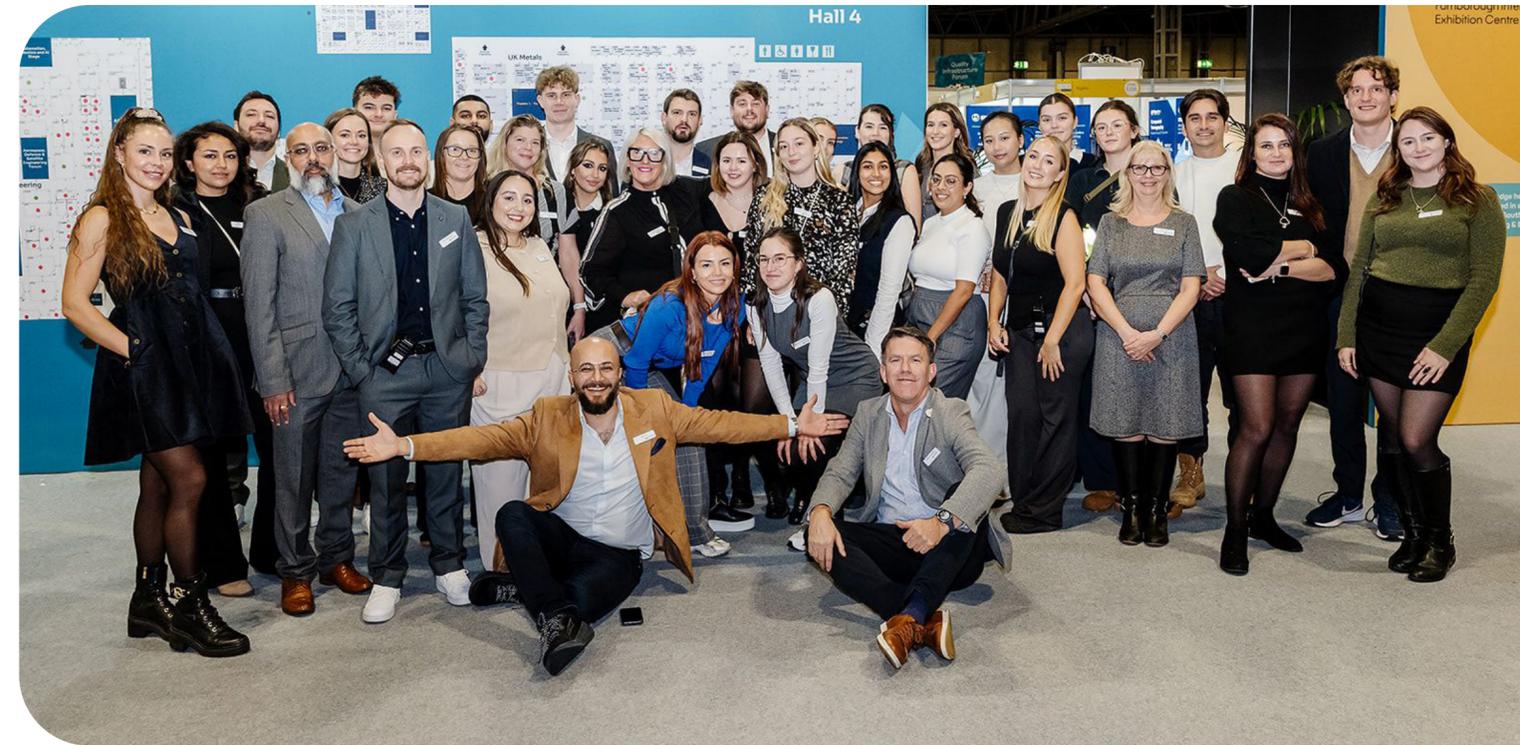


Enriching our company and our events

Diversity, Equity and Inclusion (DEI) matter to Easyfairs. They're values that shape every aspect of our workplace and events. Apart from being the right thing to do, DEI is good for our business. Embracing diverse perspectives, experiences, and backgrounds enriches our multinational, multilingual company.

We firmly believe in providing a workplace where every individual is treated with fairness, dignity, and respect. We actively work to remove barriers, both physical and behavioural, to ensure full participation and integration for all.

Easyfairs' international activities allow us the unique opportunity to collaborate with team members representing more than 38 nationalities. This rich diversity cultivates a global perspective and a deeper comprehension of cultural nuances, greatly enhancing our group's innovative capacity and sparking creative brilliance.



940
team members



29%
of workforce
are Millennials



38
nationalities



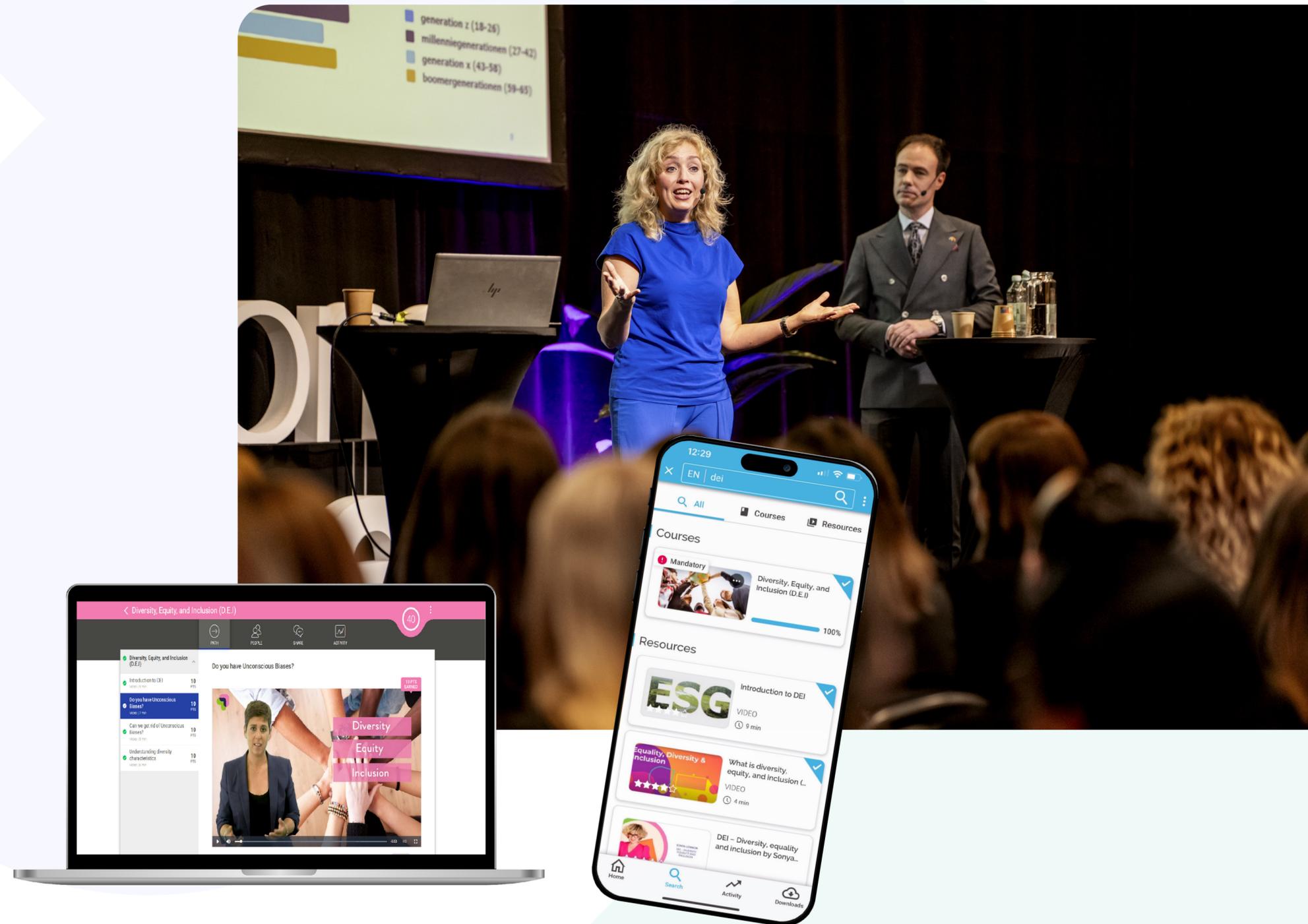
15%
of workforce
are Gen Zs



Our DEI initiatives

If we can't measure it, we can't improve it. With this in mind, we have launched the following Diversity, Equity and Inclusion initiatives:

- We understand the importance of **raising awareness and educate our talents on DEI**. In 2023, we launched seven online training modules on the topic on our Academy Online. These DEI learning modules are compulsory for all staff members. It's a widely-held belief that gaining a thorough comprehension of these intricate concepts is the starting point for any organisation aiming for inclusivity.
- We hosted **DEI training workshops** at local level **for the Senior Leadership Team**.
- We have set **DEI benchmarks for our event teams**, emphasising the inclusion of diverse content. Last year, 69% of all events met the criterion of having at least 40% female speakers in their programmes.
- 100% of our team members have **access to a whistleblowing process** to prevent any form of harassment and discrimination.



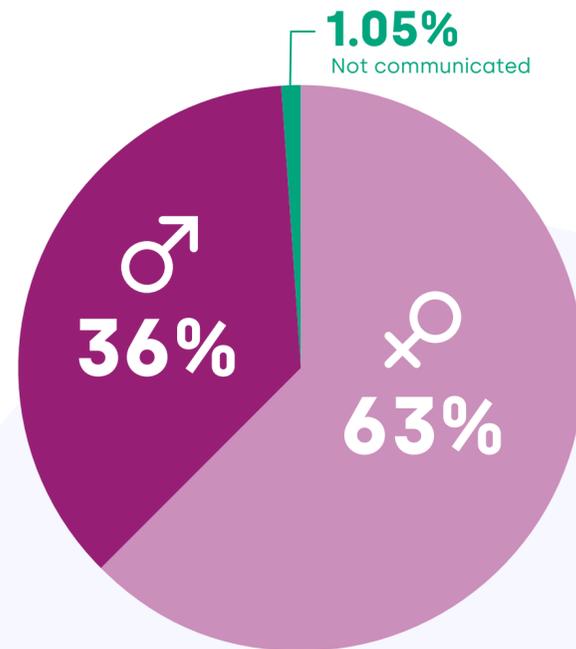
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Gender diversity

Although Easyfairs is a "female-driven" organisation, with 63% of its employees in 2025 being women, this over-representation has not always been reflected at executive level. Today, however, Easyfairs is led by two co-CEOs, one of whom is a woman, ensuring gender parity at the top executive level.

Easyfairs is close to gender parity with the Senior Leadership Team (which is 49% female) and our C-Suite level is now 39% female.

Gender diversity



49%
Women in Senior Leadership Team

39%
Women in Group C-Suite



Two of our senior leaders, Cornélien Baijens (Head of Event Business/CCO) and Alison Church (Group CMO), serve on the Women in Exhibitions boards in the Netherlands and the UK. By supporting its mission to empower women and nurture future female leaders, they help drive more diverse, inclusive and representative leadership across our events community.

Empowering colleagues in a sustainable workplace

Here are some of the initiatives implemented this year to empower our teams to reach their full potential and to foster an inclusive, sustainable work environment:

1 Stronger minds for stronger teams

Easyfairs offers all employees in the Netherlands access to a 360° mental well-being platform. It provides confidential access to licensed psychologists, lifestyle and financial well-being experts, plus digital tools to strengthen mental resilience and overall health. So far, 117 of 208 colleagues in the Netherlands have registered.

Accessible in multiple languages and available anytime, the platform helps ensure every team member feels supported and empowered to thrive.

2 Unlocking leadership potential

To develop stronger leaders, we've introduced a structured, data-driven approach to understanding our people. All members of our senior leadership team (around 100 colleagues) have completed a comprehensive behavioural and potential assessment, followed by an individual debrief session. This helps leaders recognise themselves in their profiles, understand their strengths and identify where they can grow.

The next phase focuses on analysing shared leadership traits across Easyfairs to see where we excel and where we can develop further. These insights will guide targeted training and development, clarifying which capabilities to strengthen, cultivate, and better leverage across the organisation.

3 Resetting for a strong start

Easyfairs has introduced a daily micro-learning experience to help colleagues reflect on the year, celebrate achievements and focus on well-being and resilience. Each day offered practical tips on topics such as time optimisation, impact, balance and communication.

Building on this, we launched the Reset Calendar to help colleagues start the year with clarity, energy and resilience. It guided them through setting intentions, staying grounded under stress, boosting physical energy, coping with challenges and maintaining resilient habits. This structured yet flexible approach reinforces our commitment to providing a work environment where our colleagues feel energised and empowered.



4

Workload Unplugged

At Easyfairs, we commit to helping our people work smarter, not harder. To support this, we launched the Workload Unplugged learning path: short, practical modules that help teams optimise their workloads, reduce stress, and protect their well-being.

The programme covers topics such as:

- Running effective meetings
- Setting and respecting boundaries
- Managing communication channels
- Embracing the right to disconnect

Each module offers concrete tips and tricks, so colleagues can apply them immediately.

Workload Unplugged reinforces our focus on sustainable work practices, supporting a healthier, more resilient and high-performing workplace.



5

Empowering women leaders

The Women in Leadership programme helps experienced women leaders refine their skills, grow their influence and lead with confidence. Its flexible, modular format allows participants to focus on the areas most relevant to them.

Key themes include building high-performing teams, communicating with impact, thriving under pressure and defining a personal leadership style. Beyond skill development, the programme also creates space for connection and shared growth among women leaders across Easyfairs, supporting diverse leadership and helping them realise their potential and inspire their teams.

With this initiative, Easyfairs nurtures a culture where diverse leadership thrives.



GOVERNANCE

We are committed to transparent and ethical governance. We believe in operating with integrity, fostering trust and ensuring accountability in all our business practices. Our dedication to these principles underpins our mission to create lasting value for our stakeholders and society at large.

**Board:**

From left to right: Filip Vanderschueren and Aurélien Delavallée (Cobepa); Douglas Emslie (independent Board member, Chairman of Cuil Bay Capital); Eric Everard (Easyfairs Founder and Chairman) and Arnaud Laviolette (representing Eric Everard's interests); William An and Tom Green (Inflexion).

Corporate governance

Easyfairs upholds governance standards equivalent to those of publicly traded companies.

- Our financial statements undergo comprehensive **audits by BDO, based on IFRS standards**.
- Easyfairs places a robust emphasis on **internal controls**, thanks to frequent communication among the group's leadership team.
- Since 2025, our operations are overseen by our **Board**, which scrutinises and questions the development and growth strategy of the group and its sustainability.
- While we trust in our team's adherence to the highest ethical standards, **we recognise the value of continual improvement. To this end, we introduced our Code of Business Conduct in 2024 and five new policies in 2025:**
 - Environmental policy
 - Inclusion and Belonging policy
 - Health and Safety policy
 - Parental leave policy
 - Fraud prevention policy

All team members are undergoing training to ensure a comprehensive understanding of all policies.

Sustainability governance



Board

Updates on sustainability topics are communicated to the Board monthly. The Board reviews and provides guidance to ensure that Easyfairs' sustainability plan meets current standards and industry best practices. It also uses its experience across multiple sectors to promote ongoing improvement.



Group CEOs

Anne Lafère and Matt Benyon oversee the group's sustainability strategy, providing strategic direction and ensuring its integration within our overall business objectives.



Chief Sustainability Officer

Nil Sönmez reports to the CEOs, develops and oversees the implementation of the sustainability strategy across all regions, provides training and facilitates best practice sharing.



Sustainability Champions

Sustainability Champions are Easyfairs team members who implement local initiatives and best practices across the group.

Our awards & certifications



In 2025, we earned the Best Managed Companies award for seventh consecutive year, earning Platinum distinction. The programme, coordinated by Deloitte, Econopolis and KU Leuven, rigorously evaluates participants against a proven global framework. This includes a clear long-term strategy, extensive capabilities, strong commitment and excellent financial performance.



In 2024, Easyfairs was recognised for its sustainability strategy and results, receiving the prestigious ESG Award from Exhibition News. This accolade acknowledges team members' dedication to Environmental, Social, and Governance initiatives.



Since 2012, The Flanders Expo Meeting Centre in Belgium has held the Green Key certificate. This is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the hospitality industry.



In 2024 Easyfairs received the UFI Sustainable Development Award. Our submission covered both the intrinsic sustainability of our business model and overall roadmap.



Our Nordic venues received this certification in 2023. It guarantees national environmental management standards, which include energy and electricity usage, ethical catering and waste reduction. All events in the Nordic region will also now be certified according to SUSA standards.



Evenementenhal Gorinchem has held the independent Dutch YOIN quality mark for conference and event venues since 2023 and was recertified in 2025. This confirms strict legal, safety, hygiene and accessibility standards, plus outstanding hospitality.



Need more information?
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Easyfairs sustainability initiatives**

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Easyfairs organises and hosts events, bringing communities together to visit the future. We currently organise 110 market-leading event titles in 16 countries (Algeria, Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, the Netherlands, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States) and manage eight event venues in Belgium, the Netherlands and Sweden (Antwerp, Ghent, Mechelen-Brussels North, Namur, Gorinchem, Hardenberg, Malmö and Stockholm). We are passionate about "easifying" the life of our customers and increasing the return on investment and return on time for professional communities through our all-in formulas, advanced technology and customer-centric approach. Our digital features and initiatives provide these communities with excellent opportunities to network effectively and do business throughout the year. The Easyfairs Group employs 940 highly committed talents, deploys the best marketing and technology tools and develops brands with a strong appeal to our stakeholder communities. For the seventh year running, Deloitte conferred "Best Managed Company" status on Easyfairs in 2025.