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**ENVIRONMENTAL, SOCIAL & GOVERNANCE | ESG**  
DEAG Deutsche Entertainment Aktiengesellschaft

# SUSTAINABILITY

## 1 FOREWORD

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### Dear Ladies and Gentlemen,

The success of companies depends to a large extent on how management, employees and 1a company act in their dealings with stakeholders and how they use their skills to benefit them. Sustainable management and the consideration of ethical, social and ecological aspects (ESG criteria) are playing an increasingly important role in the long-term success of companies. Every day, the employees of DEAG Deutsche Entertainment Aktiengesellschaft (DEAG) and its subsidiaries also take responsibility for their actions towards society's stakeholders such as employees and colleagues, artists, customers, investors, as well as in their cooperation with business partners, authorities and institutions. In the long term, it is crucial to our company's success to align our business activities sustainably, taking ethical, social and ecologically relevant aspects into account.

Our activities in the area of ESG had to be put on hold as a result of the corona pandemic. After resuming regular business operations, however, we will intensively continue to pursue our goals and measures related to the topic of "sustainability." In the meantime, a sustainability committee has been set up that includes a DEAG Executive Board member (CFO) and the Managing Directors of the DEAG Group companies I-Motion and lit.COLOGNE, in order to further promote this topic, which is particularly important in the long term.

Our UK subsidiaries, which were already allowed to return to normal operations a few months ago, have also resumed their activities in the area of cli-

mate and environmental protection: For example, Kilimanjaro Live, in an unprecedented collaboration on the topic of "sustainability in touring events" with various partners, had the carbon footprint of the tour of the band "Bring Me The Horizon" determined and, in addition, like all those involved in this process, also supported this project financially.

The evaluation of these measurements showed that the greatest reduction of CO<sub>2</sub> emissions during a tour is achieved in the area of "transport and mobility." In particular, the conversion of the required tour-accompanying trucks to HVO biodiesel led to a considerable reduction in CO<sub>2</sub> values. These and other environmentally friendly measures achieved a considerable improvement in the CO<sub>2</sub> balance compared to the conventional staging of a tour: Overall, 28 tonnes or 38% of CO<sub>2</sub> emissions were saved through various resource-saving measures.

Beyond this first action, it is planned to continue this productive cooperation of the diverse stakeholders with the aim of using and implementing the now existing positive results in the area of environmental sustainability in all future tours as well as to develop further solutions and measures for even more resource-saving and environmentally friendly tour planning and implementation.

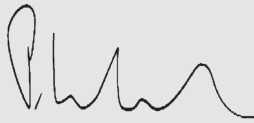
You will find an overview of further activities of DEAG and its subsidiaries in the area of ESG on the following pages, as well as our company guidelines, which map minimum standards and provide our employees with concrete instructions for

<sup>1</sup> The wording chosen for persons and groups of persons explicitly include all genders. For better readability, however, we always use the generic masculine.

action in their daily work and encourage correct and responsible behaviour. These guidelines are binding, serve as a framework of orientation for all

employees of DEAG and its Group companies and are an expression of our understanding of values both internally and externally.

Sincerely yours,



Prof. Peter L.H. Schwenkow  
Chairman of the Executive Board

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### ETHICAL COMMITMENT AND COMPLIANCE WITH THE LAW

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Ethical conduct is a key part of the company culture at DEAG and its subsidiaries. DEAG Group employees are required to comply with all applicable laws and regulations of the respective country when carrying out the work assigned to them. In the event of uncertainty as to whether an act or omission violates certain laws or regulations, our employees are required to contact the respective superiors.

The ethical guidelines set out in this document for all DEAG employees also apply across the board to the employees of all DEAG subsidiaries in their capacity as employers. Like DEAG, our subsidiaries are obliged towards their employees to comply with

the fundamental ethical principles in order to protect their rights and personalities. As part of the decentralised DEAG Group, each DEAG subsidiary is responsible for implementing the ethical guidelines itself. Through regular meetings, presentations and discussions, DEAG ensures that the company philosophy, policy and employee management guidelines are implemented in the parent company and all subsidiaries. The success of integration and the development of a common Group culture are ensured through the continuous exchange of information as well as the organisation of various meetings, workshops, telephone conferences and, since the COVID-19 pandemic, web-based meetings in particular.

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### CONFLICTS OF INTEREST

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Conflicts of interest can cast doubt on the integrity of DEAG and/or its subsidiaries. We therefore try to avoid any situation in which there could be a conflict of interest between employees and the company. Our employees are prohibited from using their position in the company to obtain inappropriate benefits for themselves personally

or to represent DEAG in business activities where personal benefits could arise. Decisions by employees should be made solely on the basis of business-related content and not under the influence of personal interests. Any conflict of loyalty and/or interest or the risk of such a conflict arising must be discussed immediately with the superior.



## 4 DISCRIMINATION

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Discrimination or harassment in the work environment is not tolerated by DEAG or its Group companies. Regardless of position within the company, we treat every employee fairly and do not discriminate against them. This applies to the same extent to third parties. No employee may discriminate against colleagues or other groups of people on the basis of age, race, skin colour, nationality, religion, disability, marital status, gender or sexual orientation or intimidate colleagues or other groups of people verbally, physically or in any other way.

Also with regard to external groups, DEAG sees it as its mission and economic opportunity to ensure equal access to its events for all groups of people. In

the area of ticketing, for example, we ensure broad and equal access to cultural events by always striving to offer our tickets in a socially acceptable price range, inviting socially disadvantaged groups to our events and making sure that they can be attended in particular by people with physical, mental or psychological impairments.

The issue of “gender equality” is also a priority at DEAG and is put into practice. For example, in the organisation of the management level by the Supervisory Board and Executive Board, special consideration is given to the participation of women in management positions.

## 5 HEALTH AND SAFETY AT WORK

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We value the dignity and personal rights of our employees and third parties with whom the company has business contact. We attach great importance to a healthy and hazard-free working environment for our employees by complying with the laws and rules on health and safety at work.

During the COVID-19 pandemic, we made offers to vaccinate our employees against corona very early on, exceeding the legal regulations, and commissioned a company doctor who fully vaccinated our employees and their family members on a voluntary basis. In addition, we offered the option of a booster vaccination, which was gladly taken up. We provided employees who could not work from home due to special operational procedures with free daily testing opportunities and permanently free FFP2 masks. In addition, we provided sufficient disinfection dispensers on DEAG’s premises.

We also comply with legal regulations to ensure fair working conditions, including those on pay, working hours and privacy.

Our employees and their concerns are therefore one of the most fundamental issues in our company culture. We value a creative and self-reliant working atmosphere and therefore have flat hierarchies, short routes and cultivate an open-door culture. At the same time, we always strive to ensure the best possible satisfaction and development of our employees. In the spirit of equal opportunities, DEAG therefore always has an open ear for all employees regarding personal development opportunities and individual career paths. The focal points of the employee training courses that are offered regularly are in particular safety, security, customer service related to events, compliance in relation to events and job-specific training (e.g. social media, graphic design and application, accounting, the use of software).

As a result of the company culture we just described, we have also implemented working from home, part-time work and the promotion of women in management positions in the personnel policy of the DEAG Group. We offer the employees



of DEAG and its subsidiaries various part-time models as well as flexible working hours, where, for example, the number of working hours per day can be arranged independently depending on the workload. In addition, employees receive numerous opportunities for further training, in the form of IHK training or participation in the Music Business Summer School, for example.

Annual health days for the workforce have also been established in various Group companies. For example, health checks are carried out and lectures and workshops on the topic of health are held.

In addition to the further professionalization of human resources management, the focus is on positioning DEAG as an employer brand, employee development and anchoring agile cooperation and working methods in the organisation. Another task is the training of young people in various professions and the promotion of young talent.

## 6 DATA PROTECTION AND INFORMATION SECURITY

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DEAG has identified data protection compliance as the greatest material risk in terms of compliance and business ethics.

For this reason, we at DEAG treat all personal data with the utmost sensitivity and take precautions to ensure that no one's right to privacy is impaired by the handling of this data. Especially in our Ticketing business segment, protecting personal data is a top priority for us. Our employees are obliged to handle the data collected with appropriate care and in strict confidence, so that compliance with the applicable laws and regulations is ensured.

To assist them, our employees receive advice and support from qualified lawyers and company data protection officers.

It is of great importance to us to protect DEAG's intellectual property and to respect the intellectual property of others. One of DEAG's most valuable assets is the inventiveness of its employees. When we use third-party intellectual property rights, we ensure that an effective agreement is in place with the rights holder. DEAG holds important intellectual property rights and licences, such as copyrights and trademark rights.

## 7 BRIBERY AND ACCEPTANCE OF PECUNIARY ADVANTAGES

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Our relationships with business partners, public officials and other persons are based on our performance and not on unlawful gifts, payments or favours to decision-makers. No DEAG employee may bribe or offer a bribe to a public official or other person in order to influence that person's decision or to obtain any kind of benefit or information from that person. Nor may DEAG employees grant advantages

to any public official or other person if such an act is unlawful or improper, or if it is likely to influence the relationship of the person concerned with DEAG. Business relationships with government agencies are subject to particularly strict requirements. In our dealings with governments and authorities, we act transparently and in accordance with applicable law.





Every DEAG employee may, within reasonable limits, give business partners, their employees and other persons small gifts that are customary in the respective country, e.g. after a successful business transaction and/or as a gesture of courtesy and respect.

Benefits customary in the industry – provided they are within a socially adequate framework – are permissible. However, the allowance may not disproportionately exceed the recipient's normal standard of living.

## 8 ENVIRONMENTAL SUSTAINABILITY

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Environmental and climate protection are part of the company culture at DEAG and its Group companies. One important goal is to improve our own carbon footprint and thus conserve resources while reducing costs. We have been practising this since the company was founded – in other words, for over 40 years: To avoid plastic waste, for example, we provide our employees with free mineral water in returnable glass bottles and use reusable tableware in the offices and wherever possible also in the backstage areas of events. All DEAG Group employees must comply with the applicable national environmental protection regulations and corresponding ordinances. The impact on the environment and climate is to be kept as low as possible and environmental pollution is to be avoided or reduced as far as possible. Resources are to be used efficiently and energy-efficient and environmentally friendly technologies are employed. Training on environmental protection is now part of employee programmes at Group companies such as I-Motion. Employees of the Kilimanjaro Live Group formed an internal “environmental committee” several years ago, which has, for example, ensured that reusable technology and equipment for events has been purchased.

The DEAG Group has already launched a number of initiatives to avoid or reduce the impact on people and nature: Tickets for nearly all events include free return travel by local public transport. In addition, some DEAG Group companies work closely with bus companies from all over Germany and provide shuttle buses to events. In addition, car fleets at DEAG and its subsidiaries have been partially or completely converted to hybrid models. DEAG mainly uses green electricity and energy-saving LED technology at events such as the Christmas Garden and the Potsdamer Schlössernacht. At numerous events, especially at large-scale events such as “Nature One,” Ed Sheeran (UK) or the “Kew The Music” event series, there is no longer any disposable tableware, but waste deposit systems and reusable cups instead, which avoid unnecessary plastic waste.

DEAG is continuously developing the topic of “environmental and climate protection” and is constantly examining which further initiatives are possible and feasible in this important area.

## 9 SOCIAL RESPONSIBILITY

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As an internationally active organiser of live events, the DEAG Group is aware of its social responsibility. We strive to fulfil our social responsibility as a recognised part of society. We feel an obligation

not only to our employees, but to every single person with whom we interact along our value chain. One of the ways we fulfil our social responsibility is through programmes that support public instituti-

ons and associations. For example, the net proceeds from the nostalgic carousel at the Christmas Garden Stuttgart regularly go to the charity Herzenssache. The dress rehearsal for the Berlin Philharmonic Orchestra's end-of-season concert

at the Berlin Waldbühne is organised by DEAG free of charge year after year. In addition, 100% of the proceeds for tickets to guests of the orchestra and the recording rbb are regularly donated to Unicef.

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### COMPLIANCE WITH COMPANY GUIDELINES

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Employees in all companies belonging to the DEAG Group are obliged to observe the company's principles as set out, regardless of the country in which the company operates. To accompany this, DEAG has launched a company-wide information,

education, qualification and monitoring programme. Our employees are encouraged to report any violation of the company guidelines or other significant circumstances concerning these guidelines directly to their superiors or to the Executive Board.

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### NO RETALIATORY MEASURES

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Employees who, in good faith, express concerns about events in the company or report suspicions will not suffer any disadvantages. This expressly applies even if these concerns or any suspicions prove to be unfounded. "In good faith" means that

the employee is convinced that his or her account is true. We do not tolerate intimidation or retaliation against employees who in good faith seek advice, report violations of company policies or other unlawful or unethical conduct.

Berlin, March 2022

DEAG Deutsche Entertainment Aktiengesellschaft  
For the Executive Board



Prof. Peter L.H. Schwenkow  
Chairman of the Executive Board