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ENVIRONMENTAL, SOCIAL & GOVERNANCE | ESG
DEAG Deutsche Entertainment Aktiengesellschaft

SUSTAINABILITY

1 FOREWORD

Dear Ladies and Gentlemen,

The success of companies depends to a large extent on how the management and employees of a 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 for our company's success to orient our business activities in a sustainable way, taking ethical, social and ecologically relevant aspects into account. In the following, I would therefore like to report on our commitment and progress in the area of ESG:

After we reported in detail on the successful activities of our British Group company Kilimanjaro Live in the field of environmental sustainability in the last Annual Report, we would like to focus on some of our German Group companies in this report.

For example, Christmas Garden Deutschland GmbH significantly increased its commitment to climate and environmental protection in the 2022/2023 season and implemented various measures to keep electricity consumption as low as possible on the one hand and to organise Christmas Garden events in the most sustainable way possible on the other. Professional concepts were developed and numerous measures for an environmentally and energy-conscious implementation to save electricity and CO₂ were implemented. These included, for example, the comprehensive changeover to highly efficient, energy-saving LED technology for the lighting installations and path lighting, which was

reduced to a safety-relevant minimum. This resulted in an 80 percent luminous flux saving compared to the use of conventional light sources.

In addition, there were shorter opening hours during the weekdays and the popular ice rinks were no longer offered. Through all these measures, total electricity consumption was reduced by an average of 30% at the majority of the locations compared to previous years. Calculated to the individual Christmas Garden visit, this means that only as much electricity was needed as using a streaming service in full HD for 1.5 hours or starting a standard coffee filter machine once (1000 W, operation approx. 20 to 30 minutes), for example.

Furthermore, the ecological concept of the Christmas Garden included these measures: catering consisted mainly of regional, partly also vegetarian and vegan dishes, which were provided as far as possible without packaging or in compostable packaging. In addition, there were deposit systems for cups and glasses and dishwashing services were set up on-site, so that there were no CO₂ emissions from the previously usual removal of dirty dishes. Transport within the venues was done with e-golf carts, cargo bikes or hand carts, which avoided CO₂ emissions even further.

The topics of "species, nature and animal protection" were and are also taken into account in the event planning. For example, the concepts, the routing for visitors, the background music and the light installations of the Christmas Garden locations, which are located in a zoological garden, were checked months in advance by the respective zoo directorate and monitored during ongoing operations in cooperation with the animal keepers. Protection and safety of all animal species always have top priority, especially in zoological gardens. Opening hours and visitor routes were therefore planned in such a way that the animals were not disturbed by light or sound effects, and their

resting times remained protected. These measures ensured that the species-appropriate husbandry of the animals was fully maintained during the Christmas Garden's run. All the above measures were also implemented accordingly by the local promoters of the individual Christmas Garden locations. These include I-Motion GmbH Events & Communication, C2 Concerts, Wizard Promotions, Concert Concept and handwerker promotion.

The topic of "ESG" has now also become an integral part of the festivals of the DEAG Group company lit.COLOGNE: Sustainability is now one of the continuously recurring themes in the programme area of the lit.COLOGNE festivals and diversity is taken into account as a fixed programme component in the programme planning.

In the area of ecological sustainability, lit.COLOGNE has implemented measures such as the use of 100% green electricity in the offices, preference for cycling and public transport among the team and its contributors, paper-saving work, waste separation and also the recyclability of equipment such as stage roll-ups.

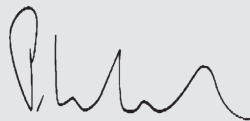
In particular, lit.COLOGNE also takes the social aspect of sustainability into account. lit.COLOGNE is regularly involved in socially relevant and current topics by literally giving them a stage and/or donating the proceeds of certain events. Examples of this include the "Opening event lit.COLOGNE 2022" on the Ukraine war and the donation to the local association "Blau-Gelbes Kreuz e.V.," the "Opening event lit.COLOGNE 2023" on the democracy and freedom movement in Iran and the donation to Amnesty International.

Furthermore, lit.COLOGNE has been actively promoting the participation of people with disabilities for eight years. This applies equally to staff, partic-

ipants and the audience. To this end, lit.COLOGNE cooperates with various renowned institutions such as "Aktion Mensch e.V." and "mittendrin e.V.," but especially with those affected themselves. These collaborations have contributed to the fact that, for example, sign language interpretation or written interpretation for hearing-impaired visitors is offered at a large number of lit.COLOGNE events. In addition, lit.COLOGNE is in constant exchange with the respective venues regarding the removal of stationary barriers in order to enable access to the events for visitors with walking disabilities and wheelchair users. Another measure is the thematisation of inclusion in lit.COLOGNE's communication channels, such as social media. In this way, the company would like to contribute to raising awareness of the topic of "participation of people with disabilities" and at the same time bring it more into the focus of a broad public.

An overview of further activities of DEAG and its subsidiaries in the area of ESG can be found on the following pages, as can our company guidelines, which reflect minimum standards and are intended to support our employees in their daily work with concrete instructions for action and to promote 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



2 ETHICAL COMMITMENT AND COMPLIANCE WITH THE LAW

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. Just like DEAG, our subsidiaries are obliged to 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, company 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 and the organisation of various meetings, workshops, telephone conferences and, since the COVID-19 pandemic, web-based meetings in particular.

3 CONFLICT OF INTEREST

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 are to 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 is to be discussed immediately with their superiors.

4 DISCRIMINATION | GENDER EQUALITY | DIVERSITY

Discrimination or harassment in the work environment is not tolerated by DEAG and its Group companies. Regardless of their position with 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, ethnicity, 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 Su-

pervisory Board and Executive Board, special consideration is given to the participation of women in management positions.

A policy of “diversity” is also a key component of DEAG’s company culture and has been practised by the company for over 40 years. Generational diversity and employees of different nationalities have always been and still are part of the company’s daily work, as our employees have been and are selected on the basis of their competencies, skills, personal strengths and qualifications and not on the basis of nationality, skin colour or other external characteristics.

5 HEALTH AND SAFETY AT WORK

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.

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 paths 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’s management is therefore always open-minded towards all employees with regard to personal development opportunities and individual career paths. The focus of the regularly offered staff training is in particular on safety, security, customer service related to events, compliance with regard to events and job-specific training (e.g. social media, graphic design and use, accounting, software applications).

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, the number of working hours per day can be arranged independently depending on the workload, for example. In addition, employees receive many opportunities for further training, in the form of IHK training and education 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 presentations and workshops on the topic of health are held.

In addition to the further professionalisation and digitalisation 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

DEAG has identified compliance with data protection 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. DEAG holds important intellectual property rights and licences, such as copyright and trademark rights. If we use intellectual property rights of third parties, we ensure that an effective agreement is in place with the rights holder.

7 BRIBERY AND ACCEPTANCE OF PECUNIARY ADVANTAGES

Our relationships with business partners, public officials and other groups of persons are based on our performance and not on illegal gifts, payments or favours to decision-makers. DEAG employees are prohibited from bribing or offering a bribe to public officials or other groups of persons in order to influence their decision or to receive any kind of benefit or information from that person or group of persons. DEAG employees may also not grant advantages to any public official or other group of persons 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 are permissible, provided they are within a socially adequate framework. However, the allowance may not disproportionately exceed the recipient's normal standard of living.



8 ECOLOGICAL SUSTAINABILITY

Environmental and climate protection are part of the company culture at DEAG and its Group companies. One important goal is to improve our own CO₂ balance sheet 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 mineral water in returnable glass bottles free of charge 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 avoided or reduced as far as possible. Resources must be used efficiently and energy-efficient and environmentally friendly technologies are to be put to use.

Training on environmental protection is now part of employee programmes at Group companies such as I-Motion. In order to further advance the ESG issue, which is particularly important in the long term, a Sustainability Committee was established, which includes a DEAG Executive Board member (CFO) and the Managing Directors of the DEAG Group companies I-Motion and lit.COLOGNE. In addition, sustainability officers have since been appointed to the team at various DEAG Group companies, who are constantly researching and reviewing the areas in which the individual companies can improve in terms of sustainability. Employees of the Kilimanjaro Live Group already formed an internal “environmental committee” a few years ago, which, for example, ensured that reusable technology and equipment were purchased for events.

The issue of sustainability has played a role at DEAG since the company was founded, i.e. for four decades. The DEAG Group has therefore launched a number of initiatives to avoid or at least reduce the impact on people and nature. As a service provider in the consumer staples sector, the majority of GHG emissions – up to 80% – result from indirect CO₂ emissions (Scope 3), primarily caused by the

individual transport of visitors to live events. The biggest challenge for the industry in the area of sustainability is therefore to influence the mobility behaviour of visitors through appropriate measures and partnerships so that they arrive in the most environmentally friendly way possible and thus in a climate-friendly way. Tickets for almost all events therefore include free travel to and from the event by public transport. In addition, several DEAG Group companies throughout Germany have been working closely with bus providers for years and provide shuttle buses to their events.

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. Last year, for example, the company made further progress in the area of climate neutrality and further developed the topic of “Green IT” in the company: Various websites of the DEAG Group are now hosted by a provider whose data centres are operated with 100% green electricity and are thus climate-neutral (green web hosting). Furthermore, the transition to cloud-based software has been implemented so that our employees will be able to work in a resource-friendly way in the future. As a matter of principle, DEAG mainly uses green electricity and the most efficient and energy-saving LED technology possible for events such as “Potsdamer Schlössernacht” or the Christmas Gardens. When organising events, the company implements various measures to protect the environment and save resources. Waste separation concepts have been developed for many of the events, especially for large events such as “NATURE ONE,” Ed Sheeran (UK) or for the event series “Kew The Music.” Here, there is no longer any disposable tableware, but rather waste deposit systems and reusable cups instead, whereby unnecessary plastic waste is avoided and the amount of waste has been generally reduced. Through differentiated waste disposal concepts and correspondingly separate removal, a large part of the waste is recycled in accordance with legal requirements and thus ensures improved resource efficiency.

9 SOCIAL RESPONSIBILITY | PROMOTING THE COMMUNITY WELFARE

As a Europe-wide promoter 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 live up to our social responsibility is through programmes that support public institutions and associations.

For example, the net proceeds from the nostalgic carousel at the Christmas Garden Stuttgart are regularly donated to the “Herzessache” charity.

The dress rehearsal for the Berlin Philharmonic Orchestra’s end-of-season concert at the Berlin Waldbühne is organised free of charge year after year by DEAG or its subsidiary concert concept. In addition, 100% of the proceeds from the tickets of the orchestra’s guests and the recording rbb (public broadcasting) are regularly donated to UNICEF. The “Bike & Ride for Charity” campaign, in which the DEAG Group company Wizard Promotions participated, raised donations of over EUR 20,000 at the beginning of 2023. This donation sum was handed over 100% to the largest independent children’s rights organisation in the world “Save the Children.”

10 COMPLIANCE WITH COMPANY GUIDELINES

The employees of 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 pro-

gramme. Our employees are required to report any violation of the company guidelines or other significant circumstances affecting these guidelines to their direct superiors or to the Executive Board.

11 NO RETALIATORY MEASURES

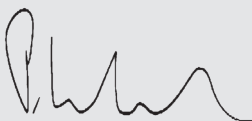
Employees who, in good faith, express concerns about events in the company or report suspicions will not suffer any disadvantages. This expressly applies even if these concerns or any suspicions prove to be unfounded. “In good faith” means the

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

Berlin, March 2023

DEAG Deutsche Entertainment Aktiengesellschaft

For the Executive Board



Prof. Peter L. H. Schwenkow

Chairman of the Executive Board