

SUSTAINABLE EVENTS POLICY

VENUE BRAND EXPERIENCE specializes in creating and managing innovative brand experiences as a marketing tool. We connect our clients with their audiences through events, brand activations, and experiences that generate emotional, creative, and memorable impact.

With this policy, we commit to incorporating sustainability principles into all aspects of our projects, in order to reduce their environmental, social, and economic impact, in accordance with the international standard **ISO 20121:2024**.

We adopt a proactive and systematic approach to the planning, execution, and evaluation of sustainable events, aligning our activities with the **United Nations Sustainable Development Goals (SDGs)** and best practices in sustainability.



Policy Objectives:

1. Promote Environmental Sustainability

- Reduction of Environmental Impact: Implement measures to minimize the consumption of natural resources, reduce carbon emissions, and optimize energy use throughout the event life cycle.
- Waste Management: Encourage the reduction, reuse, and recycling of materials and waste generated during events, aiming to minimize the ecological footprint.
- Use of Sustainable Technologies: Incorporate clean technologies and innovative solutions that contribute to the sustainability of our events,

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including efficient transportation, renewable energy, and eco-friendly materials.

2. Foster Social and Cultural Development

- *Inclusion and Diversity:* Promote social and cultural inclusion in all aspects of the event, ensuring the active participation of diverse groups, respecting diversity, and guaranteeing accessibility for all attendees.
- *Positive Community Impact:* Collaborate with local communities and promote practices that directly benefit local economies, supporting employment and professional training within host communities.
- *Equity and Social Justice:* Ensure that events are not only inclusive but also promote equal opportunities and fair conditions for all stakeholders involved.

3. Economic Efficiency and Transparency

- *Resource Optimization:* Manage financial and material resources efficiently to ensure profitability without compromising sustainability, promoting responsible use and reducing unnecessary costs.
- *Transparent Management:* Implement transparent resource management and ensure accountability to our clients, employees, suppliers, and other stakeholders.

4. Continuous Improvement

- *Evaluation and Feedback:* Conduct regular evaluations of each event to measure the achievement of our sustainability objectives. Collect feedback from participants, suppliers, and other stakeholders to identify areas for improvement.
- *Training and Awareness:* Promote ongoing training of our teams and collaborators in sustainability principles and practices, ensuring that everyone involved in the organization of events shares our vision and commitment.

5. Collaboration and Strategic Partnerships

- *Sustainable Supplier Network:* Work with suppliers who share our sustainability values and adopt responsible practices in their supply chain.
- *Commitment to ISO 20121:* Integrate the principles and guidelines of ISO 20121 into all our processes and procedures, ensuring that each event complies with established sustainability requirements.

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6. Climate Action and Adaptation

- *Carbon Footprint Reduction:* Measure and reduce greenhouse gas emissions associated with each event by adopting practices such as collective transportation, waste reduction, and carbon offsetting.
- *Climate Change Adaptation:* Incorporate strategies to adapt to the potential effects of climate change, such as choosing resilient materials and resources and preparing for adverse weather events..

Commitment:

We commit to complying with the principles set out by **ISO 20121:2024**, managing sustainability comprehensively in the organization of events, and openly and transparently communicating our actions and results in relation to our sustainability objectives. All employees, suppliers, and collaborators at **VENUE BRAND EXPERIENCE** are responsible for actively contributing to the implementation and continuous improvement of this policy.

This policy is an integral part of our business strategy and will be periodically reviewed to ensure its effectiveness, relevance, and alignment with regulatory, technological, and market changes.

Madrid, May 20, 2026

A handwritten signature in black ink, appearing to read "S. Puig de la Fuente".

Santiago M. Puig de la Fuente - CSO (Chief Sustainability Officer) - Y6203813Z