

SUSTAINABILITY POLICY

At the Experientia Group, formed by brands such as EXPERIENTIA, NATURACT and PRODUCCIONES PUERTABIERTA, we are committed to increasingly sustainable development in our business activity. As a leader in the experiential sector, we develop and implement a sustainability management system that allows us to design and organise experiential actions under sustainable criteria for our customers.

We assume our responsibility both internally, with our employees, training them and providing them with new solutions for the production and execution of events, and externally, updating our customers about, and offering them new sustainable alternatives for the development of their events/promotional actions.

We express our commitment to ensuring compliance with all regulatory requirements applicable to our sector, to serve as the guiding principle for all our improvement objectives and to inspire all our stakeholders (customers, employees, suppliers and companies in the marketing and events industry).

Our commitment to sustainability is based on the following guiding principles:

1) Help to improve sustainability in the events industry, using our influence and leadership to:

- Transmit the principles of sustainable development to our customers, employees, suppliers and collaborators.
- Foster our leadership and presence in sector forums, such as FORO MICE/AEVEA/EVENTOPLUS, etc., to raise awareness and improve the sustainability of the events industry.
- Help to highlight sustainability problems in the production of events through training courses/awareness-raising initiatives.

2) Support talent to promote and/or advance education, culture, music and entertainment in society, by:

- Promoting employee talent and innovation.
- Providing financial, creative and social support to public and private organisations.
- Opening culture up to society via entertainment content.
- Collaborating with universities and educational centres to seek and promote new talent.

3) Take social aspects related to events into account, in order to:

- Ensure a good working environment among staff involved in our events, with particular focus on compliance with applicable labour and occupational health and safety regulations.
- Foster the work inclusion of individuals in vulnerable situations.
- Promote the diversity and free expression of personal identity of our employees.

- Facilitate the work-life balance of our employees.
- Generate communication channels to allow our employees and collaborators to participate in the governance of our company with their opinions and suggestions.

4) Respect for the environment, developing our activities under these guidelines:

- Compliance with every applicable environmental regulation.
- Reduction of pollution, promoting the use of materials with a low environmental impact.
- Fight against climate change by implementing energy reduction measures, such as using energy efficient lighting technology, introducing low-emission mobility solutions, or sourcing local suppliers, among other initiatives.
- Help to reduce greenhouse gas emissions in events/actions requested by our customers, proposing actions to offset the carbon footprint, when unavoidable.
- Offset the annual carbon footprint derived from our facilities by aligning with the Registry of Carbon Footprint, Offsetting and CO2 Removal of the Ministry for the Ecological Transition and the Demographic Challenge.
- Promote the circular economy at the events we produce through the design of reusable staging elements and/or with recycled materials and the use of a stock of materials that can be rotated at several events.
- Reduce the amount of waste generated at our events, and all unavoidable waste elements will be appropriately separated and delivered to the recycling points of the spaces or to recycling managers.
- Minimise the use of single-use packaging, especially plastic containers and Brik cartons for the provision of drinking water at events.
- Stop and help to slow down the disposal of materials, food, clothing and other leftover consumer products at the events.

5) Positive economic impact on the environment, by building:

- An economic legacy, hiring local staff and suppliers.
- An environmental legacy, being capable of providing improvements for the recovery of nature and natural ecosystems, and getting involved with projects aimed at reducing climate change.
- A social legacy, linked to the incubation of entrepreneurship projects that can help the event industry to improve its competitiveness, and by committing ourselves *to social causes where* we can provide our energy both economically (with donations) and collaboratively (with social inclusion projects).

6) Involving our suppliers in our sustainable events management system:

- By communicating our sustainability policy and objectives to our suppliers.
- By ensuring that our sustainability criteria for events are met by the suppliers involved.
- By helping suppliers to find sustainable solutions that can be applied.

To maintain and strengthen the continuous improvement of aspects related to the sustainability of the events we organise and produce, and to reaffirm our commitment to achieving the United Nations Sustainable Development Goals of the 2030 Agenda and the ESG criteria, at EXPERIENTIA, NATURACT and PRODUCCIONES PUERTABIERTA we have implemented and maintain updated a sustainable event management system aligned with the Eventsost 'Certificate of Compliance' scheme and the international standard UNE EN ISO 20121:2013.

SIGNED: Jesús García

POSITION: CEO Experientia Group.

DATE: 26 November 2022