
Sustainability concept

Based on ISO 20121
Sustainability Management Systems





The rental structures from our messerli-to-go range can be used again and again.

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Introduction

As a medium-sized family business, Andreas Messerli AG is committed to sustainable leadership and pursues a long planning horizon in this area. In cooperation with our industry association EXPO EVENT Swiss LiveCom Association and the agency SchweryCade, we have developed a sustainability concept for Messerli based on ISO 20121 Sustainability Management Systems.

On 3rd March 2023, Andreas Messerli AG became the first member of the Messerli Group to be certified accordingly. This document gives you an overview of our visions and goals for a more sustainable future, and outlines the measures that we as a company are already implementing or will address in the future in order to ensure greater sustainability.

Sustainability is a complex issue in live communication. Our industry comprises numerous stakeholders: exhibition site operators, event organisers, exhibitors and visitors, as well as numerous service providers. Their spectrum ranges from trade fair and event construction to the transport sector and the hotel industry. The associated use of personnel and resources – and thus the impact on the environment – is considerable. The industry knows this and is aware of its responsibility.

We are convinced that large events such as trade fairs, congresses or corporate events offer a wide range of benefits.

«Our vision for 2035 is a clear commitment to sustainable leadership and to a comprehensive understanding of sustainability in order to make our value creation CO₂-neutral by 2035.»



Andreas Messerli
Chairman of the Board of Directors


Andreas P. Messerli
Chairman of the Board of Directors


Hugo Keller
Managing Director

They are an effective and efficient means of reaching a wide variety of goals and target groups at the same time. They

therefore make more sense in environmental terms than holding large numbers of separate events. This effect can be enhanced thanks to the simultaneous use of digital technology at hybrid events and the greater reach achieved as a result.

We are aware that our customers and employees will judge us in the future by the sustainability of our actions. We are therefore working actively and with determination to develop standards that will enable us to achieve sustainable corporate governance in our business areas. That is our promise.

Sustainability within the Messerli Group

Messerli Group AG brings together under its umbrella eleven subsidiaries from different areas of the live communication industry – Andreas Messerli AG is one of them. The Messerli Group therefore represents an entire industry in the value chain of live communication. The Board of Directors is convinced that successful climate protection can only be achieved if it is perceived as a cross-sectional task and is anchored into all the different stages of the value chain.

Under the leadership of Hugo Keller and Nicholas Messerli, the Messerli Group has developed an overarching sustainability concept. This will serve as a basis and

control system for the certification of the various group members.

The Messerli Group has set itself the goal of obtaining certification based on the ISO 20121 standard – Event Sustainability Management Systems – for nine subsidiaries by 2025.

Andreas Messerli AG and Fabrikatur AG have already been certified since 3rd March 2023.



OBJECTIVES

Planned certifications:

- > **By the end of 2023:**
Dr.W.A. Günther Media Rent AG
EXPOFORMER AG
Hofstetter Tent + Event AG
Hunziker AG

- > **By the end of 2024:**
Furrer Events AG
Konform AG
Live Lab AG



2005, design competence in stages of national and international major events and TV-studios with international awards.

1987, the experts for mobile trade fair stands, modular stand constructions, roll-ups and an extensive range of other trade fair services.

2011, the professional manufacturer for precise and exclusive wooden constructions, fixed and temporary.

2008, the agency for event-management stages small and major events and leads them professionally to success.

1980, the specialist for tents, grandstands, stages, event structures, as well as temporary solutions for commerce, construction, and industry.

1934, the leading specialist for tent construction and rental, grandstands and other temporary constructions. Hunziker: Mobile constructions in every dimension.

1997, the leading scenographer for brand experience platforms featuring impressive conceptual depth and, first class design for fairs, events and exhibitions.

2015, the young, innovative communications agency with a focus on live-marketing that successfully implements communication and event measures.

1933, the Full Service Provider works with state-of-the-art audio, video, lighting and projection equipment to create a positive lasting impression on the audience.

1954, the live experience specialist with focus on moving people and brands. Whether at trade fairs and events, with brand spaces or digital experiences.

2014, an award-winning R&D studio specialised in augmented and virtual reality.

Our path to certification

The topic of sustainability has become an important success factor in the live communication industry. In order to help companies to formulate and achieve sustainable goals in this complex environment, the industry association EXPO EVENT Swiss LiveCom Association has offered certification based on the ISO 20121 standard - Event Sustainability Management Systems - since 2021.

By participating in the certification process in 2022, Andreas Messerli AG demonstrated its active commitment to a resource-saving future and to modern corporate management. Messerli is now the first company member of the Messerli Group to implement the overarching sustainability concept.

As a service provider and producer, we ensure a considerable depth of value creation in-house and keep the majority of the value creation process under our own

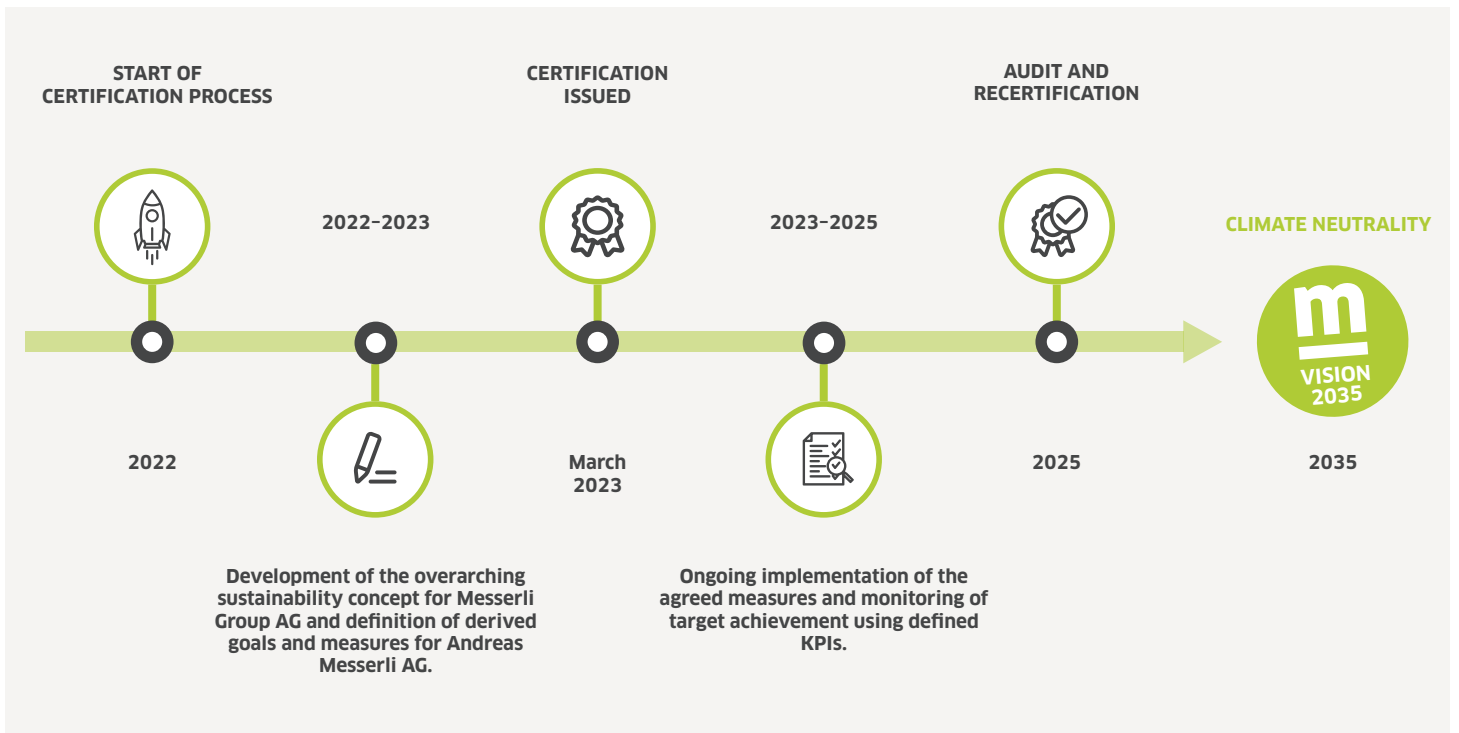
control. This opens up a variety of fields of action for developing our company in a more sustainable and responsible way.

Messerli's sustainability strategy is based on international and national framework conditions. We take into account the United Nations Sustainable Development Goals (SDGs), the Environmental Social Governance (ESG) Framework and the guidelines of the Global Reporting Initiative (GRI).

We have defined core topics and fields of action that are relevant to us on the basis of dual materiality. In consultation with our most important stakeholders, we evaluated the topics based on Messerli's impact on the economy, society and the environment (impact materiality). At the same time, we analysed the extent to which the topics influence Messerli's financial development (financial materiality).

With the help of this materiality analysis, we were able to identify twelve relevant core topics which now form the basis for our vision and our ambition. In the course of the certification process, we set targets for the twelve core topics and defined measures that would enable us to achieve them.

The certification body uses defined indicators (KPIs) to check whether Messerli is achieving the targets it has set. The first audit is planned for 2025 and will determine whether the certification remains valid. Until then, Messerli is constantly working on the implementation of the defined measures. It records its latest progress in the annual sustainability report.





The Messerli team lent a hand on the Sântisalp mountain during the Caritas volunteer efforts in 2019.

Our guiding principles

THE FOLLOWING 10 GUIDING PRINCIPLES DESCRIBE ANDREAS MESSERLI AG'S MISSION STATEMENT AND UNDERSTANDING OF SUSTAINABILITY:

Environment

- 1 **Resources:** «We are improving our resource efficiency, increasing raw material productivity and reducing our use of natural resources.»
- 2 **Energy and emissions:** «We use renewable energies and are increasing our energy efficiency and reducing greenhouse gas emissions in line with our targets or offsetting them in a climate-neutral way.»
- 3 **Product responsibility:** «We are taking responsibility for our services and products by examining the value creation process and the product cycle with regard to their sustainability and are creating transparency in this regard.»

- 4 **Sustainable innovations:** «We promote innovations for products and services that increase sustainability and underline the innovation potential of the Swiss economy.»

Society

- 5 **Human and workers' rights:** «We respect and protect human and workers' rights, ensure and promote equal opportunities and prevent any form of discrimination and exploitation in all our business processes.»
- 6 **Employee well-being:** «We respect, protect and promote the well-being and interests of our employees.»

- 7 **Stakeholders:** «In our processes, we take into account and respect all stakeholders and their interests.»

Governance

- 8 **Corporate success and jobs:** «We ensure the long-term success of the company and provide jobs in the region.»
- 9 **Financial decisions:** «We act in the spirit of sustainability, especially when making financial decisions.»
- 10 **Anti-corruption:** «We prevent corruption, expose it and sanction it.»

Environment

Various types of environmental impact can occur along the value chain of products or goods. Raw material extraction, energy production and the release of greenhouse gases and pollutants have an impact on the environment and on us humans. That is why one of the main focuses of our sustainability strategy is on making responsible use of resources and constantly reducing our energy requirements and emissions.

«We are improving our resource efficiency, increasing raw material productivity and reducing our use of natural resources.»



Hugo Keller
Managing Director

Circular economy

We are committed to respecting the circular economy in order to reduce the negative impacts of materials and products throughout their lifecycle. Our goal is to transform our entire value chain into a loop that is as closed as possible. To achieve this, we choose durable and recyclable materials from responsible sources, process and store them with care, and put them back into circulation via proper disposal or repurposing.

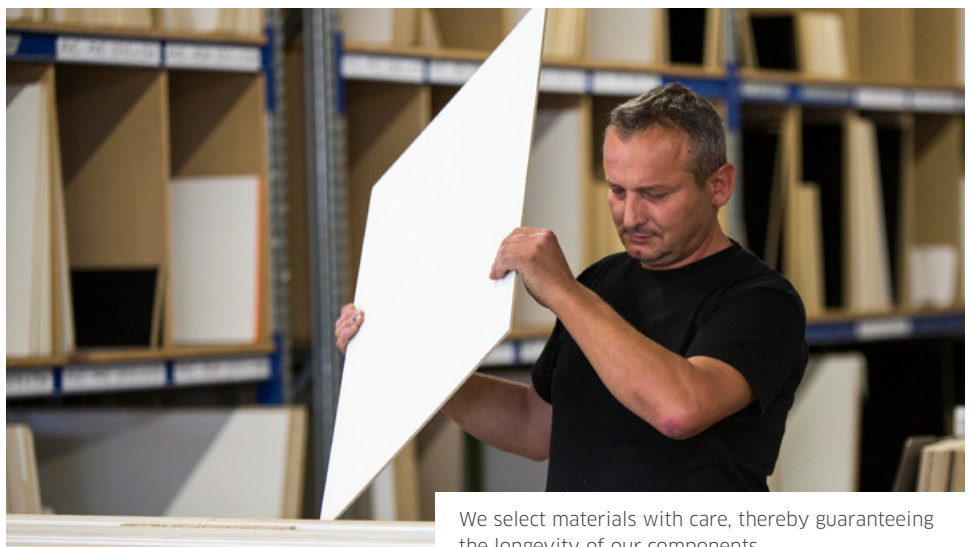


OBJECTIVES



Resources and choice of materials

- > **By 2025, we will reduce our resource consumption by five percent in relation to 2022.**
- > **By 2025, we will use only materials that have been awarded a sustainability label or certificate.**



We select materials with care, thereby guaranteeing the longevity of our components.

To achieve this, we are continuously increasing the proportion of rental material in our projects, use only durable materials with sustainability certification and opt for larger quantities of secondary materials. By using modern, efficient production facilities, we can reduce the consumption of resources in manufacturing.



This is what we are already doing today:

- ✓ Our concepts are designed for multiple use and contain a high proportion of rental items.
- ✓ We are constantly looking for sustainable alternatives.
- ✓ We work almost exclusively with solvent-free paints.
- ✓ Our glues do not contain any legally prohibited substances.
- ✓ Our production facilities comply with the applicable environmental and SUVA regulations.



OBJECTIVES

Procurement

- > **By 2025, we will review our most important suppliers on the basis of sustainability criteria.**
- > **By 2025, our suppliers will be informed about Messerli's commitment to sustainability.**

By centralising our warehousing processes in our modern logistics centre in Wil ZH, we can reduce storage and site costs and ensure shorter transport routes. We can reduce the error and damage rate by using modern logistics systems. The warehouse building is structurally designed for sustainable use of resources.



Our new logistics centre: ready for the future

- ✓ Use of modern lighting technology leads to a 90 percent reduction in consumption.
- ✓ The roof is equipped with powerful solar modules that cover the building's own needs and feed additional energy into the grid.
- ✓ The temperature is regulated by means of heat pumps.
- ✓ The insulation of the building meets high environmental standards.



OBJECTIVES

Storage

- > **When it comes to storage, we conserve resources thanks to organisational and structural measures.**



We manage all the material that is used multiple times in our modern logistics centre.



OBJECTIVES

Disposal

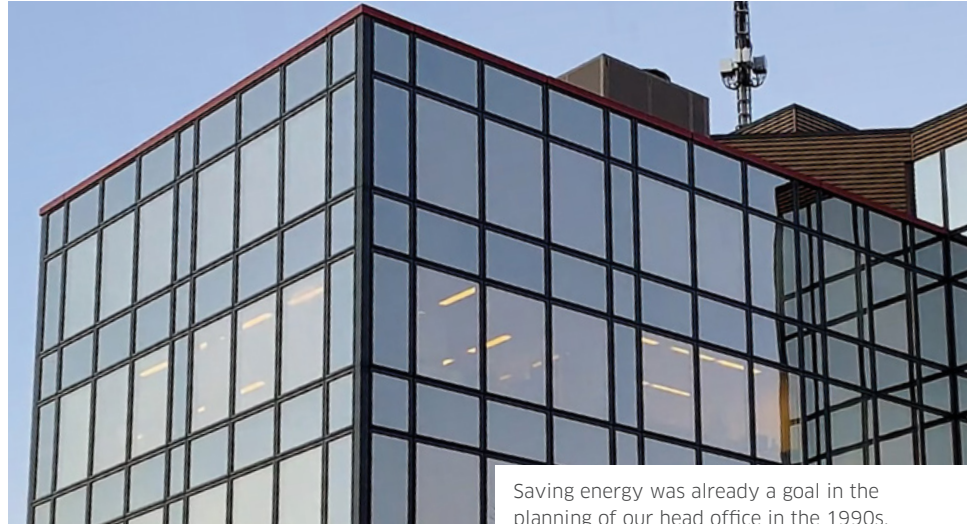
> **By 2025, we will reduce the total amount of waste by five percent and increase the proportion of recyclable waste by 15 percent in relation to 2022.**

We extend the lifecycle of products by consistently pursuing a strategy of reuse (renting instead of buying). At the end of the service life of an item, we separate the various waste products and recycle or dispose of them properly so that raw materials remain in circulation for as long as possible.



This is what we are already doing today:

- ✓ Our wide range of rental furniture and architectural systems is designed to avoid single use and waste.
- ✓ Our free corner, where used material can be collected free of charge so that it can be reused, has a collection rate of around 80 percent.
- ✓ Wood waste from the carpentry workshop is put to thermal use in our own buildings.
- ✓ We rely on environmentally friendly UV printing processes.
- ✓ Polluted water is treated before it is put back into circulation.



Saving energy was already a goal in the planning of our head office in the 1990s.

Energy

The provision of useful energy causes emissions that are harmful to the climate. Messerli is promoting the expansion of renewable energy produced internally and is striving to reduce its own energy consumption. To this end, we are also investing in facilities and building management that prioritise the areas of energy and the climate.



OBJECTIVES

- > **By 2025, we will reduce our consumption of electricity and fuel, as well as heating and cooling energy, by 15 percent.**
- > **By 2025, we will expand the proportion of renewable electricity sources at various locations:**
 - **By 2025, the Wetzikon production plant will cover 60 percent of its electricity needs with its own PV system.**

We are expanding the proportion of renewable electricity sources by equipping several sites with photovoltaic systems. We are replacing fossil fuels by installing heat pumps. We are consistently replacing all light sources – both in our own buildings and those used in projects – with LED technology. Modern production facilities allow us to work more energy efficiently.

«We use renewable energies and are increasing our energy efficiency and reducing greenhouse gas emissions in line with our targets or offsetting them in a climate-neutral way.»



Nicholas Messerli
Sustainability Officer
Assistant to the Board of Directors



This is how we are already saving energy today:

- ✓ The logistics centre in Wil ZH covers 100 percent of its electricity needs with the photovoltaic system on the roof.
- ✓ Our carpentry workshop, the Fabrikatur, also covers its energy needs with its own photovoltaic system.
- ✓ We consistently use LED lighting in our buildings.
- ✓ We also rely almost exclusively on LED technology for our rental lighting.

Emissions

Greenhouse gases make a significant contribution to global warming, and air pollutants harm and endanger people and nature. Messerli accepts responsibility for climate protection, sees it as a management task and formulates corresponding business goals. All employees are called upon to help reduce air pollutants to an extent far beyond the actions required by law.



OBJECTIVES

- > **By 2035, we will make value creation at Messerli CO₂-neutral (net zero).**
- > **By 2025, we will reduce our CO₂ emissions by a predefined percentage in relation to 2022.**
- > **By 2024, we will offer our customers climate-neutral stands.**
- > **Sustainable mobility goals:**
 - **By the end of 2023, we will convert our entire fleet of cars to Euro 6d-ISC-FCM.**
 - **From 2025 onwards, we will selectively replace our car fleet with electric vehicles.**
 - **From 2024 onwards, the transport of our EVENTWIDE rental furniture programme will be fully offset**



To this end, we will draw up an externally audited carbon footprint assessment from 2027 onwards, and will work continuously on efficiency and reduction measures. In areas where further reductions are difficult to implement, we will offset the emissions. Thanks to this offsetting, we will ensure that the transport of our EVENTWIDE material will be climate-neutral from 2024 onwards. In addition, we will offer our customers climate-neutral exhibition stands by as early as 2024.

With regard to our vehicle fleet, we aim to convert our entire passenger car fleet to Euro 6d-ISC-FCM by 2023. From 2025 onwards, we will selectively replace our car fleet with electric vehicles.



These are the areas in which we are already reducing our emissions today:

- ✓ Our head office was already one of the most efficient energy-saving office buildings in Switzerland in 1990.
- ✓ Travelling by train instead of driving or flying: we travel by train whenever it is possible and sensible to do so.
- ✓ We offer four charging stations for electric cars at our head office in Wetzikon.
- ✓ The highly efficient filter system of our woodchip heating system retains harmful substances.

Sustainable innovations

Applied digitalisation is a great opportunity for the live communication industry. Hybrid communication formats have a wider reach and a more lasting impact, which means that they use resources more efficiently. That is why Messerli is opting for the digitalisation of a wide range of processes and the development of digital skills among its employees.



OBJECTIVES

- > **From 2023 onwards, we will aim to win an award in the «Innovation» category every year.**



Recognition for our projects by the XAVER Award.

With the newly created position of «Head Digital Experience», we are driving forward the establishment and development of digital expertise within the company. We promote Messerli's innovative strength with specialised teams in sales and design. We also provide the necessary resources for conducting workshops, seminars and training courses.



This is how we promote innovative action and thinking:

- ✓ We develop, test and present interactive activation measures in our Digital Lab.
- ✓ Our studio offers all employees a space for creative discussion within the project team or with clients.



We organise team events to promote cohesion and strengthen internal relations.

Society

As one of the leading companies in our industry and as a regionally important employer, we are conscious of our function as a role model and assume our social responsibility. This responsibility is part of our comprehensive understanding of sustainability, and we believe that it is an important starting point for developing sustainable corporate management.

«We respect, protect and promote the well-being and interests of our employees.»

provement in work ethics and in the corporate safety culture.



Daniel Wyss
Head of Sales
Member of the Executive Board

Occupational safety

The safety of our employees is of great concern to us. We are actively increasing the safety of their everyday work, thereby reducing the number of accidents and sick days.

To help us to achieve these goals, we are developing a comprehensive safety mission statement and appointing a safety officer. The safety officer will ensure the integration of all defined safety measures into the operational safety system. We continuously review the hazard situation within the company and adapt the measures to any newly identified risks.

We ensure that all work equipment is safe, regularly inspected and repaired as required. At the same time, we systematically train all employees (including temporary ones) in the area of safety. This enables us to achieve a continuous im-



This is how we are already furthering occupational safety today:

- ✓ Our employees have the necessary protective equipment at their disposal in the workplace.
- ✓ Employees are provided with high-quality workwear where necessary.
- ✓ All vehicles are installed with the latest safety systems and are well maintained.
- ✓ All employees consistently observe break and rest times.
- ✓ We offer attractive break rooms and canteens where our employees can relax, recover and regain their strength during long assignments.

OBJECTIVES



- > **By 2025, we will reduce accidents by 20 percent.**
- > **By 2025, we aim to reduce sick days by 200 days.**



We socialise and enjoy excellent menus from FELFEL in the Cantinetta.

Training and continuing education

We attach great importance to the personal development of our employees and to the enhancement of their expertise. In addition to voluntary training, we provide our employees with targeted training on relevant issues.

OBJECTIVES

> **By 2025, we will increase the number of professional training and further education courses by 1,000 percent.**

The subject of training and continuing education is an integral part of our employees' performance appraisals and personal career development. We develop targeted skill enhancement programmes in areas such as digitalisation, sustainability, data

protection, fire prevention and occupational safety, and gender equality.



This is how we promote the development and retention of know-how:

- ✓ We encourage internal knowledge sharing by organising lectures and workshops on various topics, especially digitalisation.
- ✓ We establish key users for IT systems and train all employees to use new IT systems.
- ✓ Our intranet serves as an extensive knowledge database that is constantly growing.
- ✓ We organise visits to trade fairs, congresses or exhibitions to inspire and educate our employees.

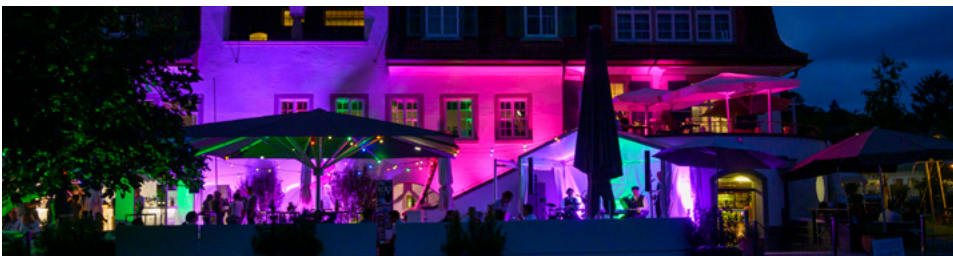
Employee well-being

A good work-life balance is the basis for the health and well-being of our employees. As well as creating a positive and productive working atmosphere, we offer a working model that includes flexitime and part-time options as a flexible response to the needs of our employees.

OBJECTIVES

> **We promote emotional well-being in the workplace, creating a positive and productive working atmosphere.**

We offer a working environment in which our employees feel comfortable and valued. In order to continuously increase employee satisfaction, we seek dialogue with them by means of targeted surveys and offer them the opportunity to participate. In addition, we promote well-being and team spirit with attractive catering services, modern workplaces and internal events.





This is why our employees feel comfortable with us:

- ✓ We offer a sustainable and versatile catering service thanks to FELFEL.
- ✓ We provide fresh fruit for vitamin-rich snacks.
- ✓ Our modern workplaces are ergonomically designed and offer opportunity for privacy.
- ✓ We provide free parking spaces for our employees.
- ✓ We regularly organise events for employees and support charity campaigns.
- ✓ We use the intranet to promote the exchange of ideas within the company and to pass on information.

Equality and diversity

Messerli is committed to creating workplaces that are free of prejudice and exclusion on the basis of gender, religion, sexual identity, nationality, ethnic origin or ideology. We give priority to areas of action such as equal opportunities for women and men and the inclusion of people with disabilities.

Compliance with all human rights is indispensable for Messerli with regard to our business activities. We expect the same from our partners to ensure long-lasting collaboration. That is why we issued a human rights guideline in 2019.

We conduct appropriate training to raise awareness about gender equality and diversity issues. At the same time, we review and ensure barrier-free access to all our facilities.



OBJECTIVES

- > We promote gender equality at all management levels.
- > We guarantee equal pay for our employees.
- > We ensure the inclusion of people with disabilities.



The Messerli team repaired avalanche damage in the alpine pastures during the Caritas volunteer efforts.

Governance

Good operational management is the basis for a trusting partnership that is successful for all the parties involved in the long term. Our focus is on transparent communication and on our commitment towards fighting corruption and ensuring fair competition in accordance with the law.

Communication

Messerli maintains transparent and open communication with its most important stakeholders. Our employees are our most important dialogue group. We provide them with all relevant and up-to-date information, strive to keep communication channels open and take their input into account in our planning process. We regularly inform external dialogue groups about current developments and topics. Communication on Messerli's sustainable commitment is a high priority.

Messerli's own established means of communication keeps us in touch with our internal and external dialogue groups. Our main publication channels are the company website with its own blog, the newsletter, our customer magazine «Brandworld» and Messerli's social media channels. The intranet is the central source of information for employees. To communicate information on the topic of sustainability, we are developing new means of communication that will become an integral part of our communication strategy and topic planning.



This is how we keep you informed about what is happening at Messerli:

- ✓ You can find detailed articles in our blog, newsletter and in the Brandworld customer magazine.
- ✓ We regularly share news on LinkedIn, Instagram and Facebook.

«We are ensuring the long-term success of the company, providing jobs in the region and maintaining open dialogue with our stakeholders.»

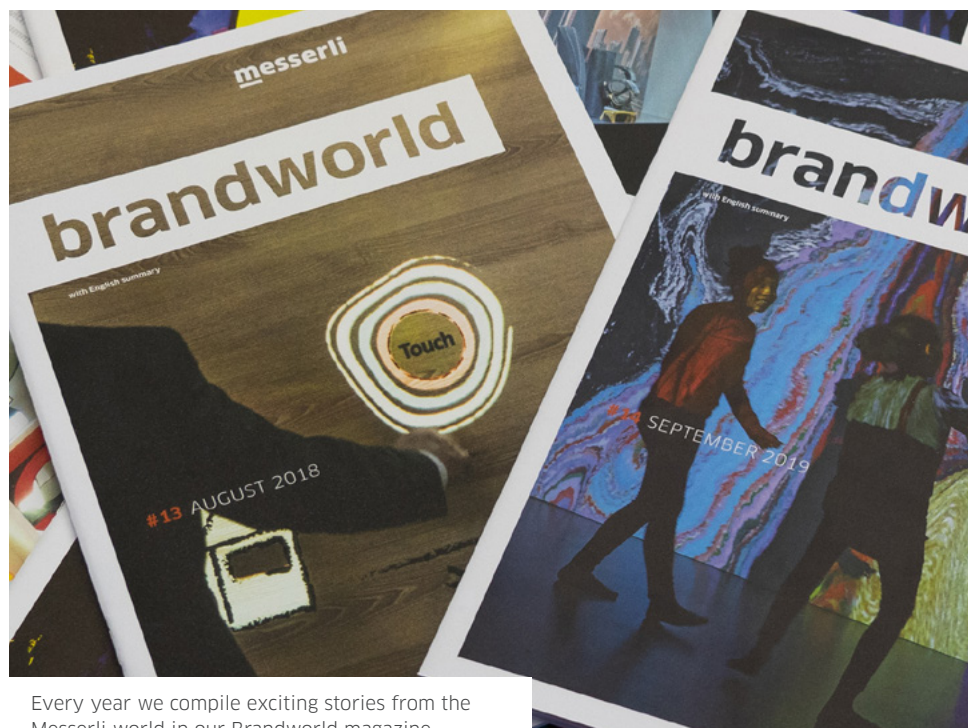


Juri Camagni
CMO
Member of the Executive Board



OBJECTIVES

- > We aim to maintain regular communication with our key stakeholders to increase transparency even further.
- > From 2025 at the latest, we will produce a quantitative sustainability report to monitor and compare environmental and climate impact at Messerli.
- > Messerli will publish a qualitative sustainability report in accordance with the international standard (GRI) for the first time in 2026.
- > By 2025, we will develop our own sustainability label to illustrate the ecological impact of our products and services more transparently.



Every year we compile exciting stories from the Messerli world in our Brandworld magazine.



Anti-corruption

Corruption causes high financial damage in companies every year. That is why we demand and promote transparent and lawful conduct of all company business with zero tolerance for corruption. Our anti-corruption and anti-bribery principles are defined in the Code of Conduct that applies throughout the Group.

OBJECTIVES

- > We uncompromisingly uphold the principle of zero corruption within the Messerli Group.
- > By the end of 2023, all employees will have been informed about our anti-corruption policy.
- > From 2023 onwards, we will regularly raise awareness among our employees by organising further training on the topic.



This is how we are already taking a stand against corruption today:

- ✓ The Code of Conduct for the prevention of corruption is binding for all employees and partners.
- ✓ Among other things, it governs the handling of material and immaterial benefits that are granted or received.
- ✓ We respect the rules of our business partners in this regard.

This basic framework will enable us to create certainty in relation to the issue, to build up trust and to establish long-term business relationships. The Code of Conduct for the prevention of corruption is binding for all employees. We are creating a central point of contact to answer questions about compliance and developing a reporting system for suspected cases of corruption. Thanks to these measures, we will continue to ensure that corruption has no place in our company.

Fair competition

A fair competition policy limits and prevents the economically or socially harmful effects of unfair or anti-competitive behaviour by organisations. Fair competition is a given in our industry. We constantly monitor the market before making strategic or tactical decisions.

OBJECTIVES

- > Competitive Intelligence (CI) is and remains part of our corporate strategy.

In order to continuously review Messerli's market position, we systematically collect and evaluate information on the competition, rival products or services and the latest trends.

Compliance

Compliance means the legally compliant behaviour of each individual in business transactions. Compliance includes adherence to all laws, regulations, guidelines and other contractual obligations. Messerli respects applicable law and demands the same from its employees and business partners.

As a company, we put compliance into practice and provide our employees with the tools they need to meet our compliance requirements. The Code of Conduct, which is binding for the entire workforce, forms the basis for these actions.

We are creating a central point of contact to answer questions about compliance and are setting up an anonymous reporting office to handle breaches of compliance. The company will ensure that no employees are disadvantaged in any way as a result of reporting a suspected breach. In addition, supervisors carry out regular checks on their own initiative and seek dialogue with employees. Breaches will be appropriately punished.

OBJECTIVES



- > **We will continue to keep violations of laws and regulations down to zero.**
- > **By the end of 2023, all employees will be familiar with our Code of Conduct.**



This is how we are already ensuring compliance today:

- ✓ Our Code of Conduct explains compliance guidelines in a comprehensible way and is binding for all employees.

EXPO X EVENT

BASED ON **ISO 20121**

SUSTAINABILITY
MANAGEMENT SYSTEMS



We are uncompromisingly committed to ensuring fair and transparent business practices.

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MESSERLI ONLINE

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messerli.live/en/blog

In our newsletter «move on», you will regularly receive exciting reports and information about our ongoing projects and events. Simply register at:

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