

CODE OF CONDUCT
MESSE BERLIN GROUP

Version: January 2026

MESSE BERLIN

“Hosting the World means, taking responsibility in economic and sustainable issues. This is an essential part of our philosophy. Our everyday actions are characterized by customer orientation, respect and reliability towards our guests and partners, paired with openness to the world and transparency towards society. The values of our Code of Conduct are therefore an unshakeable guideline in our business relations. They are providing us with the necessary security of action and legal certainty for the Messe Berlin group”.

Dr. Mario Tobias, Chairman of the Management Board



PREAMBLE

Our Code of Conduct forms the values-based foundation of the Messe Berlin Group. The Management Board of Messe Berlin GmbH is committed to this Code of Conduct and expects all its employees and the Management Boards of the the Messe Berlin Group to comply with.

In so doing, our managers serve as role models, cultivating relationships founded upon mutual trust, in accordance with our mission statement. They are the first point of contact for any compliance-related queries and support their employees in acting lawfully and responsibly.

At Messe Berlin, we place great importance on ensuring that the principles set out in our Code of Conduct influence our daily actions. We aim for all companies within the Messe Berlin Group and their employees to conduct business in accordance with these principles, thereby promoting trusting cooperation with our business partners.





OUR MOTIVATION

Due to our leading trade fairs, as well as our many other national and international trade fairs, guest events, corporate events, congresses, and event-related services, we are one of the companies in the trade fair industry with the highest turnover worldwide.

Our presence is established both nationally and internationally through various associated companies and international representative offices. In the Berlin-Brandenburg region, we are one of the largest employers and a driving force for growth and tourism. Messe Berlin and all our employees play a key role in shaping a positive perception of Berlin as an international metropolis.

Our goal is not only to maintain our strong position in the future, but also to expand it. As Messe Berlin, our ambition is to be one of the most sought-after hosts in Germany, Europe and worldwide.

“Messe Berlin is a leading industry player with international appeal. The trust of our customers and stakeholders in our company and products is our greatest capital. Therefore, it is our shared responsibility to reaffirm this trust every day by acting with integrity and sincerity.”

Dirk Hoffmann, Managing Director Messe Berlin GmbH



OUR MISSION STATEMENT

Our mission statement “Hosting the World” combines our many years of competence, professionalism and distinctive service philosophy. At Messe Berlin, the concept of Hosting the World is both an aspiration and an attitude that all our employees and managers embody. Our philosophy is to be an attractive host and this is at the core of everything we do. When we make decisions for Messe Berlin, we ask ourselves the following questions as guiding principles for our achtions:

- Am I making my decision within the context of the legal and internal requirements?
- Have I considered all the relevant factors in my decision and weighed them up carefully?
- Am I ready to take responsibility for my decision and will I stand by it?
- What would a person close to me say about my decision (second opinion) and do I still consider my decisions to be sound if my company has to take a position on them in public?
- Does my decision reinforce the perception of Messe Berlin as a company with high ethical standards?



OUR CORE VALUES

In order to realise our vision, we rely on the following core values that shape our corporate strategy and actions:



1
Responsible thinking and compliant conduct



2
Social responsibility and sustainability





3
Integrity, diversity and open communication





4
Security, confidentiality and data protection

RESPONSIBLE THINKING AND COMPLIANT CONDUCT

“This Code of Conduct plays a central role in our corporate culture and forms the basis of our compliance. It not only serves as a guideline for the behaviour of all employees within the Messe Berlin Group, but also ensures that all actions comply with legal requirements and internal regulations. We foster a corporate culture of trust in which each and every individual takes responsibility”.

Dr. Martina Zeißig, Compliance Officer

We abide by the law and expect our business partners to do the same

Responsible thinking and compliant conduct are fundamental principles for us.

As an associated company of the State of Berlin, we are guided by the requirements of the Berliner Corporate Governance Kodex (BCGK). This code contains nationally and internationally recognised standards of good and responsible corporate governance. We meet these standards by implementing an appropriate compliance management system.

We comply with applicable laws, employer and employee obligations, the articles of association and internal policies in all business decisions. Acting in accordance with these rules demonstrates our respect for both our values and all our stakeholders.

Consequently, we aim to maintain business relationships only with reputable partners whose business activities comply with legal requirements. We only commission service providers that guarantee us that they act in compliance with the law, refrain from any corrupt practices, respect employee rights and comply with international environmental standards.



We are reliable and stand for free and fair competition

Our business conduct is characterised by reliability and fairness. Business partners and customers can rely on this.

Our goal is to be an attractive host, which means maintaining, promoting and expanding our strong market position. As Messe Berlin, we are committed to free and fair competition, in accordance with antitrust and competition law standards.

We ensure appropriate and transparent procurement processes in order to guarantee fair and non-discriminatory competition.

We do not enter into agreements, arrangements or exchanges of information with competitors relating to competition-relevant factors, such as prices and markets, that could restrict competition.

We don‘t bribe and do not take bribes

Our internal policies on the prevention of corruption and on the handling of benefits are always adhered to. This includes gifts, invitations to events and functions, and hospitality. This applies to benefits granted to and offered by our customers, business partners and cooperation partners.

In doing so, we take into account that gifts are already inadmissible if there is even the slightest appearance of an attempt to dishonestly influence a business decision by an outside third party.

We will not tolerate bribery or corruption in any form, including the acceptance or granting of benefits or other forms of corruption, in national or international business transactions.

We deal with conflicts of interest in a transparent and open manner

Personal interests must neither impair nor appear to impair judgement, decisions or actions in business matters. We act exclusively in the interests of the company and base our business decisions solely on objective considerations.

We keep private and business interests separate. We never request or accept personal advantages in the context of business relationships.

We act transparently and openly communicate any potential conflicts of interest. We take all necessary measures to avoid actual and potential conflicts of interest.

We take care of the property and assets of our company

Preserving the property and assets of the Messe Berlin Group is in our common interest.

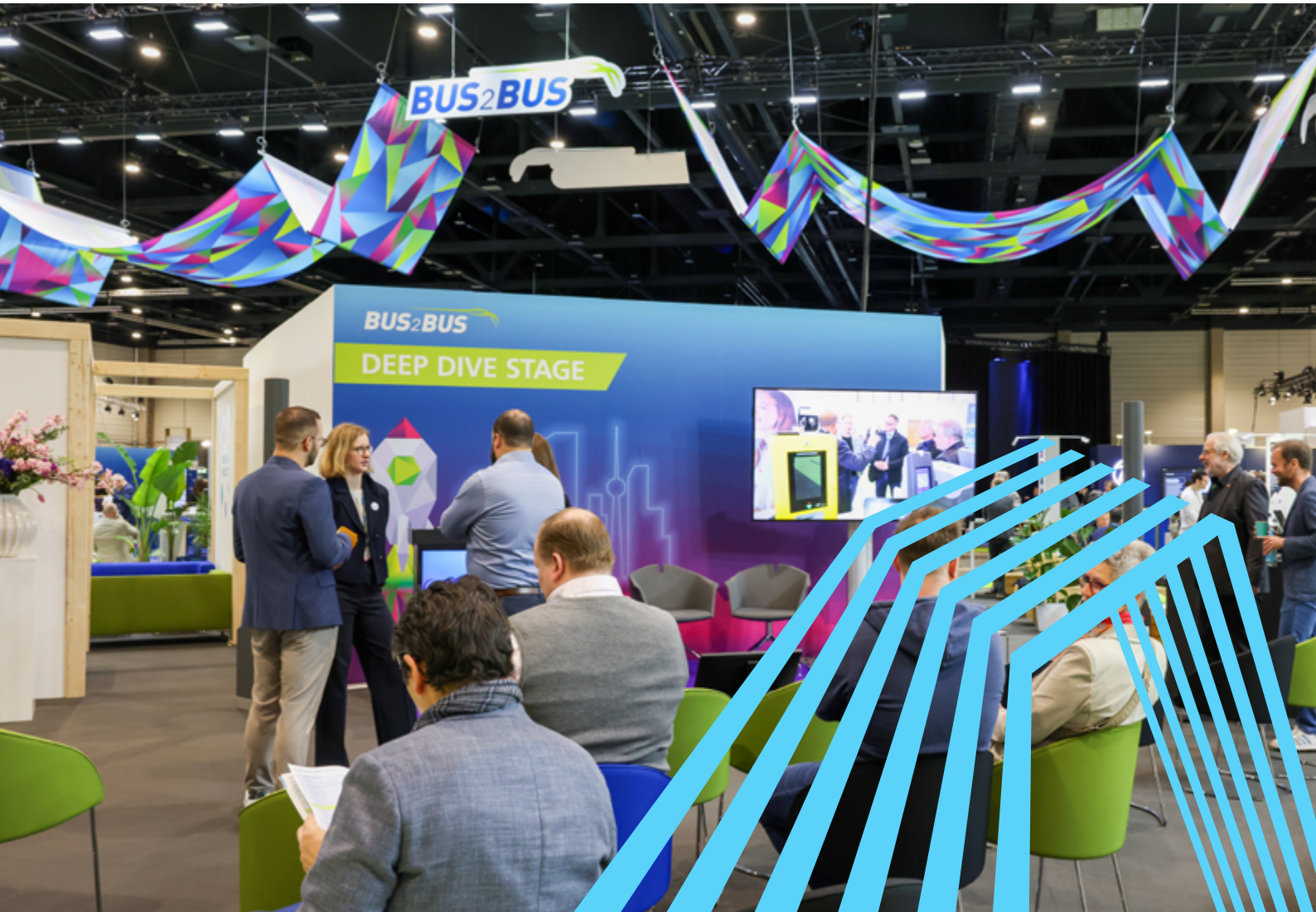
We consider it a foregone conclusion that we protect Messe Berlin‘s assets, treat them with care and consideration, and do not use them or appropriate them for our own purposes.

Our whistleblower system

To ensure that risks of violations of internal regulations or general law are identified and prevented at an early stage within the Messe Berlin Group, we have established confidential reporting channels for internal and external whistleblowers.

Our whistleblower system provides a central point of contact for Messe Berlin employees, business partners, exhibitors, guests and other stakeholders to report substantiated suspicions of breaches of laws and regulations.

Whistleblowers can contact either the Compliance Officer or the external legal ombudsperson of the Messe Berlin Group to report potential compliance violations, and they can do so anonymously.



SOCIAL RESPONSIBILITY AND SUSTAINABILITY

„As a company operating globally with roots in Berlin, we have a particular responsibility towards the environment, people and the economy. Sustainability is firmly embedded in our corporate strategy as an integral value. We are committed to considering ecological, social and economic factors in all our decisions, with the aim of securing a liveable future for generations to come.“

Kristina Gallitschke, Sustainability Manager



Our commitment

As good hosts, we are committed to offering our guests the perfect trade fair experience, one that is responsible and sustainable at all levels. As a company owned by the State of Berlin, we are duty-bound to minimise the negative impact of our business activities on people and the environment. We also strive to shape our day-to-day thinking and actions in such a way that we conserve resources, act in a socially responsible manner and at the same time take economic interests into account.

We create added value for our customers, employees, business partners and the Berlin region by consistently aligning our business activities with sustainability. Together with our stakeholders, we pursue sustainability as a continuous journey in a transparent, honest, courageous and cooperative way.

We use natural resources sparingly and responsibly.

We assume responsibility for the environment and society

Our vision is to transform Messe Berlin in a sustainable, climate-compatible, socially just and economically efficient way by 2040. Our sustainability strategy provides the framework for this transformation by defining specific fields of action, strategic objectives, initiatives and KPIs.

We are guided by the needs of our customers and are continuously developing sustainable, intelligent services. By 2040, we aim to continuously reduce our carbon footprint towards net zero.

One important field of action is climate protection and the transition to renewable energy sources. As the host, we have a responsibility to contribute to climate protection.

This includes constructing the largest photovoltaic system in Berlin and converting the entire heating and cooling supply on the exhibition grounds to sustainable, climate-friendly technologies. We introduced an energy management system certified in accordance with DIN EN ISO 50001 as early as 2015.

Our aim is to increase our resource efficiency by organising our events in a sustainable and circular way. In particular, we intend to improve our performance in the areas of waste management, catering and sustainable exhibition stand construction.

We are a state-owned company and have a particular regional and municipal responsibility. Our business model supports the Berlin economy by attracting national and international visitors to the city. We also support social projects and initiatives in the region.

As a good host, we prioritise openness to new ideas, continuous development and progress. We believe that sustainability and innovation go hand in hand. We are gradually integrating digital processes to increase our resource efficiency. As a global discussion platform, we promote the exchange of forward-looking solutions at our trade fairs and events, and as an initiator, we help drive sustainable development forward.



We respect human rights

Sustainable and responsible economic activity also means that we at Messe Berlin respect human rights, in particular, those of employees, and reject forced and child labour and any form of exploitation.

In addition to the regional regulations and standards implemented by Messe Berlin, we are committed to upholding fundamental UN human rights standards and ILO core labour standards.

We comply with the Minimum Wage Act and observe the provisions on occupational safety and health protection in the workplace.

The well-being, safeguarding and protection of employees' rights are essential to our corporate success. Dealing with one another in a responsible, respectful and fair way is an important part of our corporate culture.

As a public contracting authority, we are subject to specific eco-social requirements, including environmentally responsible procurement, the obligation to ensure that contractors comply with ILO core labour standards and pay the minimum hourly wage, adherence to collective bargaining agreements, the promotion of women, and the guarantee of equal pay for equal work.



INTEGRITY, DIVERSITY AND OPEN COMMUNICATION

„We want to create a climate of openness and diversity, of trust and mutual respect - independent of task, person and function. Each manager is responsible for their own employees and shows the way as a role model through the design of the working environment in which the right actions are easy and integrity is a must.“

Petra Göbel, Head of Human Resources

Our employees are the most important foundation of our success. It is their motivated and professional behaviour that creates the quality of our products, whether they are national or international in-house or guest events. It is therefore of central importance to us to create a working environment characterised by respect, tolerance and appreciation, which enables an open exchange of opinions and respects the dignity, rights and uniqueness of each individual at all times.

We offer open communication

As a good host, Messe Berlin creates an ideal setting for open communication between guests from all over the world. We bring people together so they can inform themselves, exchange ideas, and find inspiration.
We promote creative, interdisciplinary exchange among all employees, strengthen shared learning and networking across the Group, and provide each other with valuable insights and ideas. We discuss challenges openly and share how we address them transparently.

We share our knowledge with our colleagues and benefit from each other’s expertise.

We treat each other with respect

We treat our guests and each other with respect, openness and interest. We aim to provide a platform for exchange and foster a holistic communication environment.
Our open corporate culture, which is based on appreciation for others, enables us to develop new ideas for future trade fairs and congresses.

On social media, we act as responsible and prudent brand ambassadors for Messe Berlin.

We promote diversity and work against discrimination

We foster an inclusive culture that recognises the value of diversity in enhancing the performance of individuals and our company as a whole. We have been a signatory to the German “Charta der Vielfalt” (Diversity Charter) since 2015. By signing it, we have committed to treating all employees equally.

Discriminatory remarks and behaviour are contrary to the values we stand for and have no place at Messe Berlin.

All employees of the Messe Berlin Group are given equal opportunities and be treated without discrimination, regardless of their ethnic origin, nationality, religion, age, skin colour, gender, sexual identity, pregnancy, health, disability or any other characteristic.

We continually raise awareness among our employees of how to deal with possible discrimination, verbal or physical abuse, and sexual or other forms of harassment or disadvantage. As part of our zero-tolerance culture, all employees are required to respond immediately to any potential violations. To eliminate discrimination, we have set up a complaints office for all employees in accordance with the German General Equal Treatment Act (Allgemeines Gleichbehandlungsgesetz – AGG).

We provide safe, fair and motivating working conditions

We create motivating and encouraging working conditions. We design our working environment so that work, family life and personal commitments can be easily balanced. Options such as the mobile office and workation schemes help to improve work-life balance. In the context of ongoing technological change and growing task complexity, we support our employees with health promotion schemes and a wide range of training opportunities.

Our managers promote an active feedback culture, fair interaction with one another and opportunities for communication irrespective of hierarchical levels.

We conduct a cooperative dialogue with employee representatives

We are committed to open and trusting cooperation with the employee representatives of the Messe Berlin Group. We conduct constructive and cooperative dialogue, striving for a fair balance of interests. Our corporate culture is based on a professional approach to employee representation that allows neither preferential treatment nor discrimination. We communicate openly and demonstrate mutual respect. Fairness, transparency and equal treatment are our key values in this regard.

SECURITY, CONFIDENTIALITY AND DATA PROTECTION

„Security plays a vital role in ensuring that our events are conducted reliably and responsibly. Every employee is responsible for creating an environment in which our values are protected and information is handled carefully and confidentially – strengthening our customers' trust in our core business."

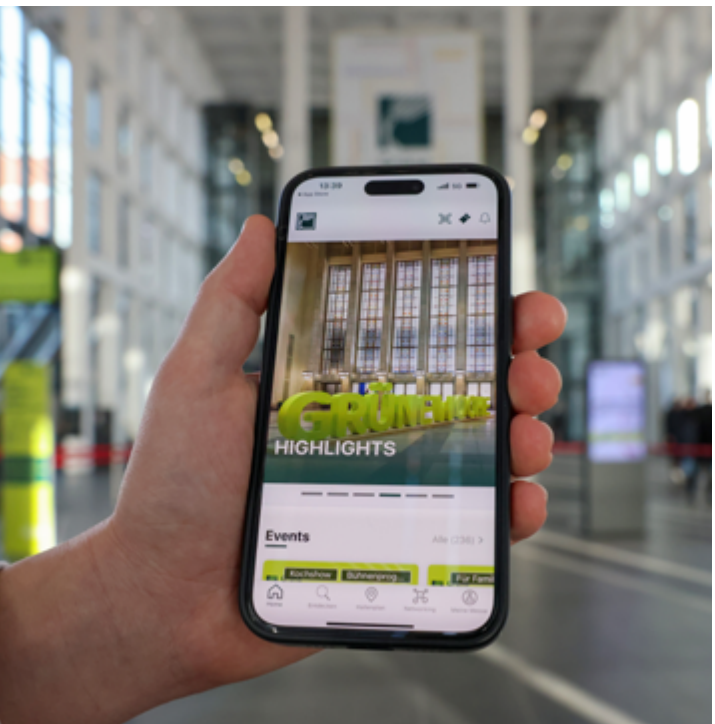
Susanne Kufeld, Corporate Security Officer

We develop security continually

To live up to our ambition of Hosting the World, it is of essential importance that we implement a comprehensive security strategy to protect our employees, business partners, guests and the company as a whole. In order to provide a safe and hazard-free working environment, as well as ensuring smooth and secure event operations, we implement a range of security measures that are continuously reviewed and enhanced. These measures are designed to foster a consistent approach to security among all employees.

We all contribute to the security of Messe Berlin and its events through our work. Security awareness is an integral part of our daily activities.

We ensure that our security standards are always met. Access to sensitive areas is granted only to authorised persons, and access permissions are strictly controlled. All employees play an active role in safeguarding security on our premises and at our events by reporting any suspicious activities or potential hazards.



We take our responsibility seriously and report any identified security risks so that we can work together to ensure the smooth running and success of our events.

We protect confidential information

A good host familiarises themselves with the wishes, interests and rights of their business partners and respects them. We carry out all business activities responsibly. Confidential information relating to either Messe Berlin or business partners is subject to particular protection.

We adhere to the principles of granting the minimum necessary access rights and of only granting access on a need-to-know basis.

We protect Messe Berlin's business and trade secrets, particularly non-public information relating to management, the Supervisory Board and shareholders, project developments, financial data and technical infrastructure data. The same applies to the business and trade secrets of our contractual partners, provided that we are aware of them, for example through confidentiality agreements.

Such information is handled and protected appropriately. Under no circumstances may Messe Berlin's trade secrets be disclosed to unauthorised persons or otherwise made accessible to them.

We protect personal data

Data protection is of great importance to us at Messe Berlin. We protect the personal data of our employees, trade fair visitors, and business partners, and we respect their personal rights.

We have implemented technical and organisational data protection measures, including data security, and we handle personal data with great care.

We comply with all applicable statutory and contractual data protection provisions. These include the general principles for processing personal data, such as lawfulness, fair processing, transparency, data security and data subject rights, as well as the specific requirements for ensuring an adequate level of data protection when transferring data to third countries.

We have implemented an internal set of rules to comply with the requirements of the applicable data protection laws, in particular the European General Data Protection Regulation (GDPR).





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