

CODE OF CONDUCT MESSE BERLIN GROUP

Version: April 2021

PREAMBLE

The Code of Conduct is the supreme regulatory document of the Messe Berlin Group (hereinafter referred to as "Messe Berlin"). The Management Board of Messe Berlin GmbH is committed to this Code of Conduct and expects its executives, the Management Board of the Messe Berlin Group and their respective employees to comply with.

All employees must familiarise themselves with the content of the Code of Conduct and act accordingly. This Code of Conduct forms the basis for our daily work.

As role models, our managers point the way through the design of the working environment and ensure that all employees comply with the Code of Conduct. They are the first contact for questions and help their employees to act lawfully and in accordance with our values.

All Messe Berlin business partners can rely on the fact that all the companies in the Group and all the employees of Messe Berlin are required to conclude business transactions in accordance with the provisions of this Code of Conduct.

OUR MOTIVATION



"In the context of continuous cooperation, internationalization and advancing digitalization, it is essential to maintain a trusting relationship with all our business partners and employees.

By behaving with integrity, based on our values and standards, we underline our claim to host the world and fulfill the expectations placed on us in terms of ethics, respect, fairness, tolerance and openness. Compliance with the law, generally accepted ethical principles and internal company regulations determine our daily actions."

Martin Ecknig, Chairman of the Management Board

Messe Berlin, with its strong brands IFA, InnoTrans, ITB, FRUIT LOGISTICA, International Green Week and many other national and international trade fairs, (guest) events, corporate events, congresses and event-related service business, is one of the ten strongest trade fair companies in the world in terms of turnover and growth. It is present nationally and internationally through various associated companies and has its own worldwide congress and event agency (PCO) with the K.I.T. Group. Messe Berlin is one of the largest employers in the Berlin-Brandenburg region, a growth and tourism engine and makes a decisive contribution to the positive perception of Berlin as an international metropolis.

Every employee makes a decisive contribution to this. We intend not only to maintain this strong position in the future, but also to expand it. As Messe Berlin we want to be one of the most sought-after hosts – in Berlin, Europe and worldwide for exhibitors and visitors, (potential) employees, suppliers, service providers, partners and journalists.

What unites us

Our mission statement "Hosting the World" combines our many years of competence, professionalism and distinctive service philosophy. The host concept is not only a claim but also an attitude and self-image for all Messe Berlin employees. Our philosophy is to be an attractive host and is at the core of our actions. As guiding principles for our actions, we ask ourselves the following questions when making decisions for Messe Berlin:

- Am I making my decision within the context of the legal and internal requirements? (legality test)
- Have I considered all the relevant points in my decision and weighed them soundly? (professional test)
- Am I ready to take responsibility for my decision and will I stand by my decision? (supervisor test)
- 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? (publicity test)

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

- Responsible commercial thinking and acting,
- Security, confidentiality and data protection,
- Integrity, diversity and open communication, and
- social responsibility and sustainability.

RESPONSIBLE COMMERCIAL THINKING AND ACTING



“The trust of our customers and stakeholders in our company and products is our greatest capital. It is, therefore, our common task to secure this trust on a daily basis through integrity and honesty. This means that we know and comply with all the legal requirements and applicable internal rules.”

Dirk Hoffmann, Managing Director Messe Berlin GmbH

We abide by the law

Commercially responsible action is an essential principle for us. Compliance with all the applicable laws, employer and employee obligations, generally-recognised ethical rules and internal company regulations (Group policies, Group or works agreements, guidelines) is a matter of course for us.

If national laws in an international context contain more restrictive regulations than those applicable to Messe Berlin, national law always takes precedence.

We are reliable and fair

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

We stand for free and fair competition

With the goal of being an attractive host, we want to maintain, promote and expand our strong market position. Messe Berlin agrees to free and fair competition – beyond the legal requirements of antitrust and competition law.

We are guided by the BCGK

As an associated company of the State of Berlin, we meet the requirements of the Berliner Corporate Governance Kodex.

We respect human and workers' rights

Responsible commercial management also means that Messe Berlin respects human rights, in particular those of employees. We create regulations to ensure fair working conditions and fair remuneration. We ensure this in our field of activity.

We protect business interests

A good host is characterised by the care and understanding of its customers as well as business and cooperation partners. However, gifts, including invitations to events and entertainment of any kind, are only given as a business courtesy and must be appropriate and in accordance with the laws and internal rules.

We don't bribe and do not take bribes

Employees of Messe Berlin reject any form of benefits if it influences decisions or gives the impression that they are being influenced.

Messe Berlin does not tolerate bribery, corruption, the acceptance or granting of benefits or other forms of corruption in national or international business transactions.

We avoid conflicting interests

Conflicting interests can lead to decisions no longer being taken in the interests of the company. Employees who are affected disclose the conflict of interest to their manager or management board.

We take care of the property and assets of our company

It is in our common interest to preserve the ownership and assets of Messe Berlin. For us, it goes without saying that we protect the assets of the company, treat them carefully and considerately and do not use them improperly or illegally for our own purposes. Money and materials that are stolen, misappropriated or misused are missing in our company and harm all of us.

SECURITY, CONFIDENTIALITY AND DATA PROTECTION



“This code is at the heart of what we do. The aim is to ensure that we conduct ourselves ethically, responsibly and in compliance with the principles and regulations of Messe Berlin and the laws and regulations applicable to us worldwide. All this is based on a simple but fundamental principle: we do what is right – it is not enough to be guided only by what is permitted.”

Katrin Balensiefer, Head of the Legal & Corporate Governance Department

We develop security continually

A comprehensive security strategy to protect employees, customers and visitors as well as the company as a whole is essential if we are to live up to our reputation as an attractive host. For a safe and harmless working environment and to ensure a smooth and safe process, we use various safety measures which are constantly checked and supplemented. All safety measures serve to develop a uniform understanding of safety among all managers and employees. Everyone is jointly responsible for safety.

We protect confidential information

A good host also knows and respects the wishes, interests and rights of its customers. All business activities are conducted responsibly by employees of Messe Berlin. Confidential information and trade secrets, whether from Messe Berlin or from business partners, are subject to special protection. This information shall be stored and secured in a suitable and confidential manner by technical and organisational measures. In particular, confidential information and trade secrets may not be passed on by Messe Berlin to unauthorised persons or otherwise unlawfully at any time.

We protect personal data

The protection of the personal data of employees and business partners during processing as well as the respect of their personal rights and privacy is particularly important to us. It is, therefore, a matter of course for Messe Berlin to comply with all the national and international legal provisions and contractual requirements relating to data protection, including data security, and to treat personal data fairly, appropriately and transparently.

Our employees are advised and supported by our data protection officer to ensure that personal data is handled in accordance with data protection regulations.

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. Their motivated, professional behaviour creates the quality of our products – national and international in-house and guest events. Therefore, it is of central importance for us to create a working environment that is characterised by respect and tolerance, 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 the ideal setting for open communication with and between guests from all over the world. We bring people together so that they can inform themselves, exchange ideas and be inspired.

We treat each other with respect

We treat our guests with respect, openness and interest. We want to be a platform for exchange and create a holistic communication environment.

We are politically neutral

As a private company, we are politically neutral and respect the sovereignty of our international business partners. At the same time, we see ourselves as a platform for critical discussions.

We promote diversity and work against discrimination

Every employee of Messe Berlin should have equal opportunities and is treated without restriction irrespective of ethnic origin, nationality, religion, age, skin colour, gender, sexual identity, pregnancy, health, disability or other characteristics. We will not tolerate discrimination of any kind, mobbing, inhuman treatment, verbal or physical abuse, sexual harassment or any other form of harassment or harm.

We provide safe, fair and motivating working conditions

Compliance with occupational safety and health protection in the workplace is a matter of course for our company. We observe the respective national regulations as minimum standards and also create working conditions that motivate and inspire. We design our working environment in such a way that career, family and private life are very compatible.

We conduct a cooperative dialogue with employee representatives

We are committed to open and trusting cooperation with the employee representatives of Messe Berlin, conducting constructive and cooperative dialogue and striving for a fair balance of interests. A professional approach to employee representation that allows neither preferential treatment nor discrimination is an integral part of our corporate culture.

SOCIAL RESPONSIBILITY AND SUSTAINABILITY



We assume social responsibility

As a globally active company, we bear a social responsibility. A good host is aware of this – they inform themselves, exchange ideas, set trends and let actions follow. Only with the support of all the employees of the company we can achieve our goal of being one of the most sought-after hosts. With this in mind, we also assume our social and ecological responsibility, promote sustainability and develop it further at all levels.

We assume ecological responsibility

The respect and protection of nature is very important to Messe Berlin. We endeavour to align our actions with economic and ecological goals through the conservation of resources and environmentally-friendly behaviour.

By reporting according to the standard of the German Sustainability Code (DNK), we show our stakeholders how our contribution to sustainability is developing positively. Sustainability issues are also specifically addressed at our trade fairs and congresses.

We promote women

Messe Berlin regularly draws up a women's promotion plan for the implementation of women's promotion measures. The women's representative of Messe Berlin GmbH not only ensures compliance with the legal requirements of the Berlin State Equal Opportunities Act (LGG), but also actively supports the action plan from the women's promotion plan.

Individual cases and other applicable documents

The principles formulated cannot regulate all conceivable individual cases. In line with this, all Messe Berlin employees are expected to act independently and under their own responsibility.

The policies for the prevention of corruption, the disclosure of transactions with related parties, the purchasing guidelines and the entertainment regulations (non-exhaustive) as well as other applicable documents are available on the central list of policies on the Messe Berlin intranet (MyMB).

Reporting channels

Messe Berlin expects possible violations of the Code of Conduct to be reported. In this way, you contribute to clarifying and eliminating misconduct and abuses and to protecting us and the company from the risks or damage that may result from them.

For reporting compliance violations, the ombudsperson of the corporate group is available to you via the following contact options:

- Tel.: +49(0)30 3186 85917
- Email: ombudsstelle-messe-berlin@fs-pp.de
- [Ombudsperson for the FS-PP BKMS® System](#)

You can find further information on the reporting system on the [Homepage of Messe Berlin](#).

Contact

For any questions on the Code of Conduct Messe Berlin employees can contact:

- Their manager
- Head of Human Resources at Messe Berlin GmbH
- Head of Legal Affairs & Corporate Governance at Messe Berlin GmbH
- Internal compliance officer of Messe Berlin
- Ombudsperson of Messe Berlin

Business partners can contact us if they have questions about the Code of Conduct:

- [Internal compliance officer of Messe Berlin](#)
- [Ombudsperson of Messe Berlin](#)