



COMEXPOSIUM

DRIVING POSITIVE IMPACT 2024



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EDITO

In 2024, trade shows and business events reached new heights of efficiency, innovation, and creativity, reinforcing the vital role of in-person encounters.

At Comexposium, we are committed to designing platforms that accelerate connections and exchanges, empowering our communities by uniting professionals around shared transformation goals and gathering passionate audiences through the power of experience.

We believe more strongly than ever in the transformative power of face-to-face events to connect people, drive innovation, inspire future talent, expand business opportunities, and energize industries both locally and globally.

Creating positive impact for tomorrow

In 2024, many anniversaries underscored the lasting influence of our brands across generations: 120 years of Foire de Paris, 60 years of the Salon International de l'Alimentation (SIAL), 30 years of Who's Next, and 25 years of our One to One business meeting formats.

Such milestones reflect our unwavering ability to continuously reinvent ourselves by collaborating closely with our partners, maintaining an open dialogue with our clients, and leveraging the deep local expertise of our subsidiary network.

Innovation stands at the heart of our impact strategy. Expanding strong brands like SIAL and SILMO into new territories, diversifying the formats of flagship gatherings such as Vinexposium's events, launching ambitious projects like NRF Retail's Big Show APAC and Europe, and strengthening our omnichannel content strategy are just some of the initiatives that enhance visibility, amplify reach, and foster greater attractiveness for our communities.

Our challenge: short events, lasting impacts

While we strive for a lasting positive impact on our communities, we are fully aware that our environmental footprint is not neutral. To manage it, we prioritize the reuse of fittings and equipment. We implement concrete actions, such as reducing single-use products, optimizing waste management, and



promoting energy efficiency. **Our commitments also aim to raise awareness among our stakeholders about the importance of responsible practices.**

In addition, we work to create a positive social impact by supporting solidarity and inclusion initiatives and generating significant economic benefits for the regions that host us.

Finally, we recognize our responsibility to support the sustainable transformations of our communities by sharing sector initiatives and the most relevant solutions to help them address their own CSR challenges.

United by passion and commitment

Our responsible engagement strategy is called "ALL INvolved" because each event is the result of a collective of talents coming together, expressing themselves, and growing together.

Visitors, exhibitors, partners, venues, space designers, audiovisual providers, caterers, security and cleaning agents, marketing and digital experts... our ecosystem is rich and diverse, and we share a common vision: to build, through continuous improvement, a more responsible events industry.

To achieve this, we rely on the positive energy, passion, and collective ambition of our teams. **We are determined to continue on this path, for and with our communities.**

RENAUD HAMAIDE

Chairman and
Chief Executive Officer
Comexposium

OUR MISSION

Create valuable
& memorable connections
to bring our communities further

Creating events

At Comexposium, it's more than just a profession: it's a passion shared by our 1,200 employees around the world. With 4 million visitors and nearly 48,000 exhibitors, we embrace our role as a community builder with an ongoing commitment to innovation. Through diversified formats, strategic partnerships, and an omnichannel content strategy, we deliver unique and immersive experiences to all our audiences.

Our commitments to our communities

- Deliver a distinctive and accessible experience for all, through physical and digital events
- Contribute to our clients' visibility and growth by facilitating business opportunities and connections
- Inspire, raise awareness, and educate our communities with rich and meaningful content and insights
- Offer tailored services for visibility and targeted marketing actions

3

Formats

- Trade shows and consumer exhibitions
- Business meetings & One-to-One events
- Professional conferences

150

Events

20+ COUNTRIES

70 CITIES

10+ INDUSTRY

Sectors

4 MILLION

Visitors

48,000

Exhibitors



MANIFESTO

We are creators of connections and unique experiences, able to connect and bring together all sectors of activity, in France, across Europe, and around the world.

We channel passions and foster exchange, enjoyment, and innovation.

We uphold traditions while driving transformation.

We address today's and tomorrow's challenges, facilitating continuous improvement across all sectors to strengthen the attractiveness and performance of our communities.

We are a human adventure, vibrant and dynamic.

Our expertise is deeply rooted and constantly evolving.

We are organizers, logisticians, content creators, and experts in marketing, digital, customer relations, and human resources.

One day in Paris, the next in Shanghai or New York, we are more than 1,200 people across 20 countries.

We are experts, passionate, and committed to designing, organizing, delivering, and energizing memorable, impactful, and responsible events alongside all our partners.



Over a century of history and expertise

1904

Our first event, the Foire de Paris, is launched, following the momentum of the 1900 Universal Exhibition.

2008

Shortly after the merger of the event activities of CCI Paris Île-de-France (Comexpo Paris) and Unibail-Rodamco (Exposium), Comexposium establishes itself as one of Europe's leading event organizers.

2015 – 2020

Comexposium expands its international leadership, completing over 25 acquisitions worldwide and accelerating its omnichannel strategy.

2024

Comexposium surpasses its pre-COVID activity levels, strengthened by the growth of its flagship brands and the launch of new formats.

SUPPORTING DYNAMIC SECTORS

As an expert in creating connections, Comexposium brings its know-how to thriving and innovative sectors seeking solutions and opportunities for exchange. The Group develops a wide range of brands, each addressing specific market segments, to meet their transformation challenges.

INTERNATIONAL PROFESSIONAL EVENTS

Food, Agriculture, Wine and Drinks

FRANCE


INSPIRE FOOD BUSINESS


produits laitiers


GOURMET Selection


SIA'PRO

APAC


INSPIRE FOOD BUSINESS


INSPIRE FOOD BUSINESS


INSPIRE FOOD BUSINESS



AMERICAS


Asia Catering Expo


by SIAL






全国食品博览会

EMEA


INSPIRE FOOD BUSINESS




WB WE

Security

FRANCE


TRUSTECH
Payments | Identification



APAC


Milipol


Milipol

AMÉRIQUES



EMEA


LES ASSISES



Other sectors

FRANCE


MATTER SHAPE


B.Better


Sole de la Compagnie de l'Édition Durable et Connectée

EMEA



APAC


Since 1953


Zhuang, China



Health

FRANCE


CONGRÈS SFME

APAC



AMERICAS



CONSUMER EVENTS FRANCE

Food & Agriculture



Education

l'Étudiant

Leisure



Retail / Digital

FRANCE


Retail & Digital


Retail & Digital


Retail & Digital

APAC


Retail & Digital


Retail & Digital


Retail & Digital

AMERICAS


Retail & Digital


Retail & Digital


Retail & Digital

EMEA


Retail & Digital


Retail & Digital


Retail & Digital

Fashion

FRANCE


Who's Next


ACT NOW FOR POSITIVE FASHION


THE INTERNATIONAL JEWELLERY SHOW

APAC


Premières traces


INTERFILIÈRE PARIS

EMEA


ISTANBUL OPTICAL FAIR


SINGAPORE ASEAN OPTICAL FAIR


SHANGHAI

AMERICAS


LOS ANGELES


NEW YORK


MONTREAL


NEW YORK

Transport

FRANCE


TRANSPORT


TRANSPORT

APAC


GAIKINDO AUTO SHOW


GAIKINDO COMMERCIAL VEHICLE EXPO


GAIKINDO Jakarta AutoWeek


BALI INTERNATIONAL AIRSHOW

Works Councils

FRANCE


Les Rendez-Vous


Les Rendez-Vous


SOLUTIONS next

Construction

FRANCE


BIMWORLD



EUROPE



EVENTS ALL AROUND THE WORLD

Driven by the goal of growing its communities, Comexposium is present through its events in over 20 countries and 70 cities. This ongoing expansion is supported by the rollout of its strong brands into new territories, partnerships with leading industry sectors, and a targeted acquisition strategy.

AMERICAS

United States

- › CURVE (LOS ANGELES, MIAMI, NEW YORK)
- › INTERNATIONAL FRANCHISE EXPO NEW YORK
- › FRANCHISE EXPO (AUSTIN, CHARLOTTE, SOUTH, WEST)
- › INTERFILIERE NEW YORK
- › SALON DU CHOCOLAT
- › TECHNO SECURITY & DIGITAL FORENSICS (WILMINGTON, SAN DIEGO)
- › VINEXPO AMERICA
- › CANADA
- › CURVE MONTREAL
- › SALON DU CHOCOLAT
- › SIAL CANADA

Brazil

- › IMCAS AMERICAS

Mexico

- › CONGRESO BINACIONAL FRANQUICIAS TIJUANA
- › FERIA INTERNACIONAL DE FRANQUICIAS
- › FRANQUICIAS EXPO GUADALAJARA

Peru

- › SALON DU CHOCOLAT

EMEA

Saudi Arabia

- › SALON DU CHOCOLAT

Qatar

- › MILIPOL QATAR

Turkey

- › SALON DU CHOCOLAT
- › SILMO ISTANBUL

United Arab Emirates

- › SALON DU CHOCOLAT

Algeria

- › DJAZAGRO

EUROPE

France

- › ALLFORPACK EMBALLAGE PARIS
- › BIM WORLD / JUMEAUX NUMERIQUE PARIS
- › BIJORHCA
- › CONCOURS GENERAL AGRICOLE
- › CONGRES SFME
- › CREATIONS ET SAVOIR-FAIRE
- › CYBER-IA EXPO
- › DESTINATIONS NATURE
- › FOIRE DE PARIS
- › GOURMET SELECTION
- › HIGH FIVE FESTIVAL
- › IMCAS WORLD CONGRESS
- › INTERFILIERE PARIS
- › INTERMAT
- › LE CERCLE
- › LE DIG TOUR
- › L'ÉTUDIANT (110 SALONS)
- › MATTER AND SHAPE
- › MILIPOL PARIS
- › NRF RETAIL'S BIG SHOW EUROPE
- › ONE TO ONE B.BETTER
- › ONE TO ONE DIGITAL EXPERIENCE CLIENT
- › PREMIERE CLASSE
- › PREMIERES TRACES
- › RETROMOBILE
- › ROCK ON SNOW
- › SALON DE LA COPROPRIETE ET DE L'HABITAT
- › SALON DE LA PHOTO
- › SALON DU CHOCOLAT (MONDIAL PARIS, LYON)

- › SALON DU FROMAGE ET DES PRODUITS LAITIERS
- › SALONS DU TOURISME (MONDIAL PARIS, MAHANA LYON, TOURISSIMA LILLE)
- › SALON INTERNATIONAL DE LA LINGERIE
- › SALON INTERNATIONAL DE L'AGRICULTURE
- › SILMO PARIS
- › SIA'PRO
- › SIEC
- › SOLUTRANS
- › SOLUTIONSCSE (46 SALONS, LES RENDEZ-VOUS, NEXT)
- › SPORT ACHAT
- › SIAL PARIS
- › SITEVI
- › TOP LOGISTICS
- › TOP TRANSPORT
- › TRUSTECH

- › WHO'S NEXT, IMPACT, NEONYT PARIS
- › WINE PARIS

Sweden

- › INSIGHT EVENTS

Denmark

- › BIM WORLD COPENHAGEN
- › BUILDING GREEN
- › INSIGHT EVENTS

Netherlands

- › WBWE: WORLD BULK WINE EXHIBITION

Monaco

- › LES ASSISES DE LA CYBERSECURITE
- › LE BEFORE
- › ONE TO ONE RETAIL E-COMMERCE
- › READY FOR IT

ASIA & PACIFIC

Australia

- › IMEDIA SUMMITS

New Zealand

- › IMEDIA SUMMITS

China

- › CHINA INTERNATIONAL WINE AND FOOD FAIR (ANHUI, NANJING)
- › CHINA NATIONAL FOOD EXPOS
- › CHINA STATIONERY FAIR (SHANGHAI)
- › IMCAS CHINA
- › INTERFILIERE SHANGHAI
- › QILU HOTPOT FESTIVAL

- › REMAXWORLD EXPO
- › SALON DU CHOCOLAT

- › SIAL CHINA (SHANGHAI, SHENZHEN)
- › TUTTO PIZZA
- › VINEXPO ASIA

Singapore

- › MILIPOL ASIA PACIFIC
- › NRF RETAIL'S BIG SHOW ASIA PACIFIC
- › SILMO SINGAPORE
- › VINEXPO ASIA

India

- › AD:TECH NEW DELHI
- › IMCAS INDIA
- › IMEDIA SUMMITS

- › MILIPOL INDIA
- › SALON DU CHOCOLAT
- › SIAL INDIA (MUMBAI, NEW DELHI)
- › VINEXPO INDIA

Thailand

- › IMCAS ASIA

Malaysia

- › FOOD AND DRINKS MALAYSIA
- › SALON DU CHOCOLAT

Indonesia

- › BALI INTERNATIONAL AIRSHOW
- › EMERGENCY DISASTER REDUCTION & RESCUE EXPO

- › GAIKINDO JAKARTA AUTO WEEK

- › GAIKINDO COMMERCIAL VEHICLE EXPO

- › GAIKINDO INDONESIA INTERNATIONAL AUTO SHOW

- › GAIKINDO SERIES (BANDUNG, SEMARANG, SURABAYA)

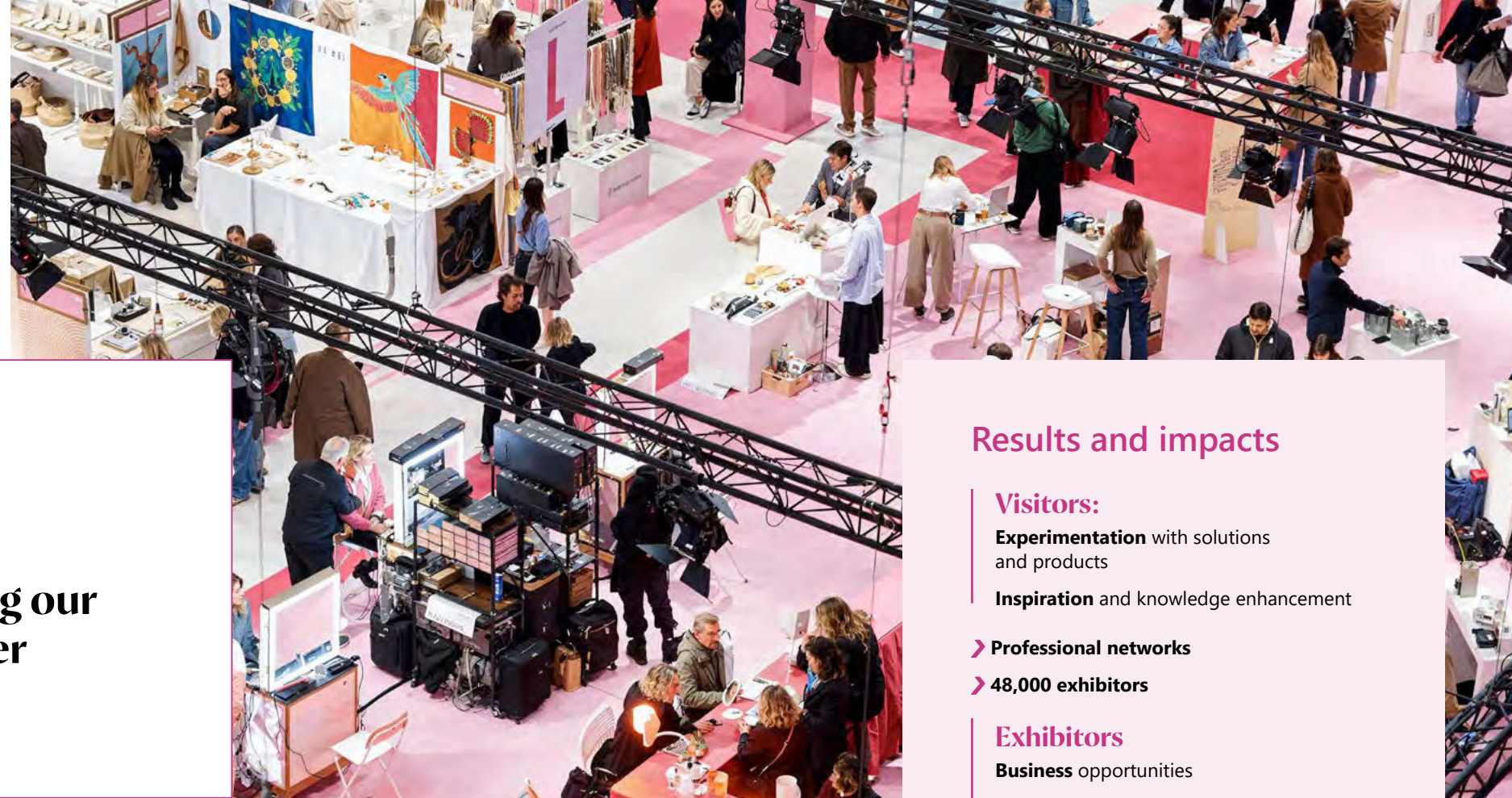
- › INDONESIA MOTORCYCLE SHOW

- › SIAL INTERFOOD JAKARTA

Japan

- › AD:TECH TOKYO
- › IMEDIA SUMMITS
- › SALON DU CHOCOLAT

BUSINESS MODEL



Strengths and resources

Economic Capital

Leading brands positioned on dynamic verticals in thriving sectors

A qualified database of exhibitors and visitors

A strong connection with our communities

A service platform offering visibility and networking tools

➤ **Over 20 countries**

➤ **60 brands across more than 10 sectors**

Social Capital

Committed and passionate teams

An organization built around integrated key skills: logistics, marketing, data, etc.

A high-performing corporate culture: continuous learning and strong adaptability

➤ **1,200 employees**

➤ **50 professions**

Environmental Capital

A responsible engagement strategy that addresses our environmental challenges while mobilizing our communities around shared sustainability goals

An exclusive booth range, designed to share and re-use resources (NACO, by Marcelo Joulia)

Financial Capital

Two key institutional shareholders:

Paris Île-de-France Chamber of Commerce and Industry, historical shareholder

Crédit Agricole Assurances, since 2019

Mission

Create valuable & memorable connections to bring our communities further

Strategy

ALL
» **IN** VOLVED

Energize and bring together communities of professionals and enthusiasts

#Sector and Community Leader

Supporting our communities in their sustainable transformation challenges

Delivering a **memorable experience** at each of our events

Providing **innovative and inspiring content**

Enabling **effective business connections** to drive performance

Grow our audience to fuel our partners' growth

#Event Organizer

Developing more responsible activities

Expanding into **new territories** and markets

Creating **new formats** and products

Building **high-value partnerships**

Strengthen our positive impact by working and growing together

#Employer

Promoting a sustainable and committed corporate culture

Developing our talents and expertise

Engaging in **continuous improvement** with our stakeholders

Nurturing a **passion** for events

Results and impacts

Visitors:

Experimentation with solutions and products

Inspiration and knowledge enhancement

➤ **Professional networks**

➤ **48,000 exhibitors**

Exhibitors

Business opportunities

Visibility and **brand awareness**

➤ **4 million visitors**

Industries & Professions

Visibility among key stakeholders, inspiration, and innovation

Support for employability and training

Employees

Skills development and personal fulfillment
Professional growth

➤ **87% of employees proud to work at Comexposium (France Survey 2023)**

Event Industry Players

Contribution to the sector's transformation

Influential role

Job creation

Territories

Positive local impact through business tourism
Indirect job creation

➤ **Present in 70 cities**

Shareholders

Return on investment and value creation

DRIVING TOMORROW'S TRENDS

Our profession thrives on passion. Like all passionate individuals, we are driven by strong convictions to take our industry, our sector, and our communities even further.

CONVICTION #1

In-person meetings: an unbeatable format

In-person meetings have made a strong comeback since the pandemic, with attendance at events worldwide returning to pre-COVID levels. While digital technologies encourage hybridization and enhance the overall experience, they cannot replace the quality of face-to-face exchanges, the emotional connection, sensory discovery, and the physical experimentation of products and services.

Companies see trade shows and events as significant contributors to their business success. When well-orchestrated, they provide an ideal environment for building strong and lasting business relationships. They serve as crossroads where expertise, innovation, and opportunities meet. Discovering new products, exploring emerging trends, accessing valuable content, meeting new clients, and strengthening partnerships: our events offer a fertile ground for business development.

Comexposium delivers an immersive and sensory experience that drives participant engagement. Our events, through their scenographic journeys, live demonstrations, and social interactions create a memorable and dynamic experience for all our audiences.

CONVICTION #2

Communities: the foundation of our strategy

An event only has meaning if it meets a tangible need and strengthens the bonds and interactions within a pre-existing community. Sharing a passion or common professional challenges, building synergies within the same sector, finding solutions to shared issues, expressing pride in belonging to a region or an industry: all these ambitions come to life through an event and its associated content program.

At Comexposium, we are driven by the ambition to take these communities further. This starts with listening to and understanding their needs through continuous monitoring and deep knowledge of their markets. It also involves close collaboration with industry sectors, leading companies, providers of innovative solutions, and territories to reinforce our expertise.

Guided by customer satisfaction, we adapt to our clients' challenges to offer the most enriching experience possible. While the event remains the pinnacle of this ambition, we also offer an omnichannel experience and develop digital formats to maintain lasting connections and foster continuous interaction.

CONVICTION #3

Managing our environmental impact: a necessity

All industries - ours as well as our clients' - face climate challenges. The event industry is confronted with multiple issues: participant and equipment travel, the use of natural resources, catering services, waste management, etc. These are all areas where we seek to better assess and minimize our impact.

As organizers, we have a responsibility to take action to improve our environmental footprint. This effort must be collective, carried out in collaboration with exhibition venues, space designers, and local territories.

This is the essence of our ALL INvolved engagement strategy, which brings together all players in our value chain around responsible initiatives.

Taking action also means raising awareness among our communities, visitors and exhibitors alike so they can better understand how to make positive choices, such as combining appointments when traveling, and helping our stakeholders adopt best practices. At Comexposium, we view CSR as a catalyst for innovation and a testing ground for continuous improvement.

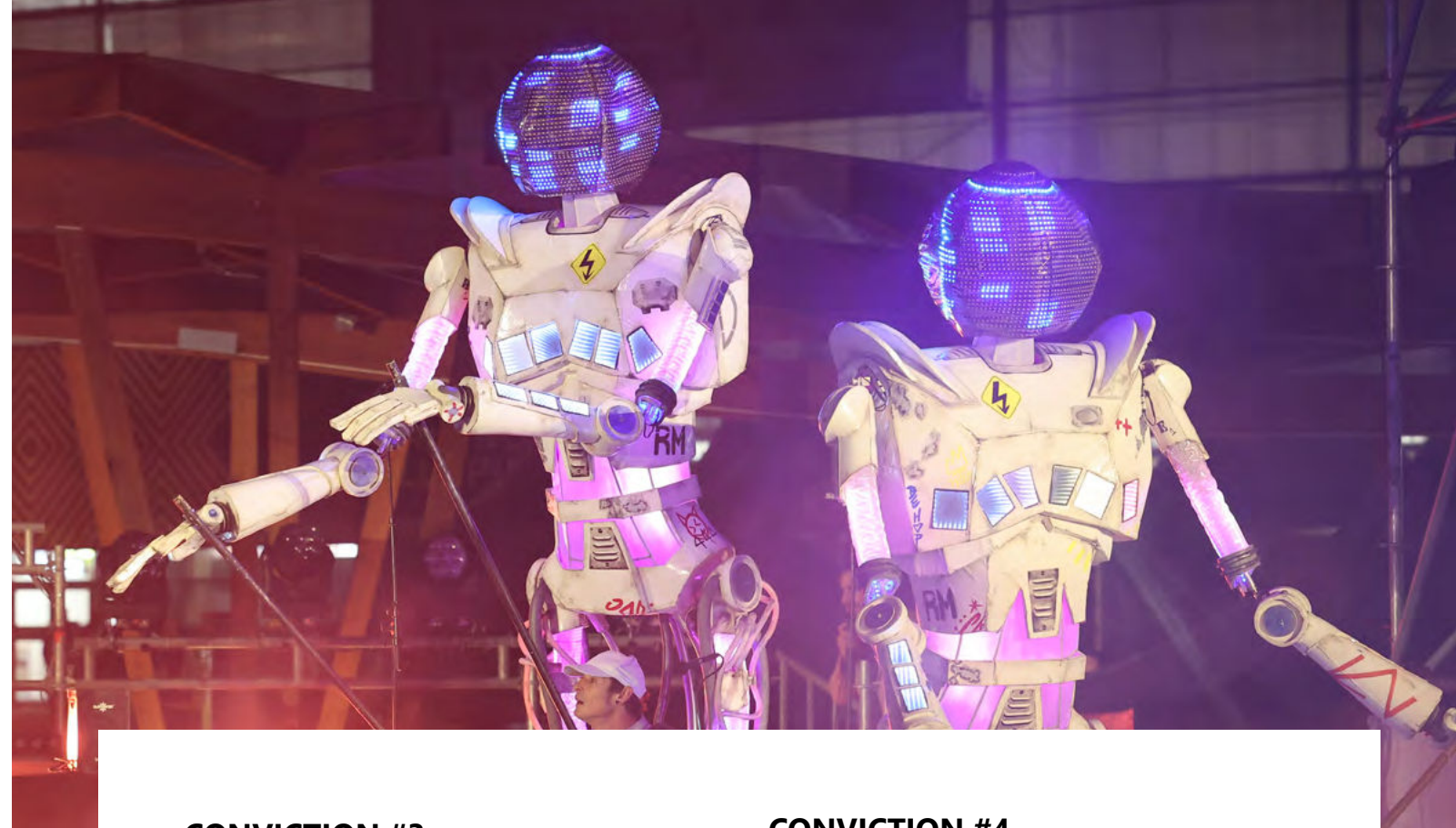
CONVICTION #4

AI: a tool for boosting efficiency

Artificial intelligence is now central to every conversation. Having been engaged for several years in a digital transformation strategy aimed at improving our cross-functional tools, enhancing the quality and use of data, and designing a personalized omnichannel customer experience we are convinced that AI will help us achieve greater collective efficiency.

Guided by a code of best practices shared across all Group employees, AI represents an opportunity to optimize the impact of our events. By improving customer relationship quality, enhancing lead relevance, supporting tailored content creation, and providing precise analyses, **AI is used in a controlled and purposeful way to serve our communities.**

Artificial intelligence is also a key theme across our events. It is a major topic at cybersecurity conferences organized by Comexposium One to One, a strategic issue for sectors such as retail and defense, and a core business for many startups showcased in our innovation villages. AI offers new business opportunities for our clients, as demonstrated by the launch in 2025 of the first Cyber-IA Expo in Paris, organized by Comexposium and its partners.



COMMITTED TO POSITIVE IMPACT

Continuous improvement as a guiding principle

Balancing short-term events and long-term sustainability is a key challenge for the entire events industry. At Comexposium, we are convinced that we can play a leading role alongside our stakeholders to make our events more responsible, as part of a collective approach. Our responsible engagement strategy is designed to maximize our positive impact and is fully embedded in our business model, reflecting our mission as a community builder.

ALL
» **INVOLVED**

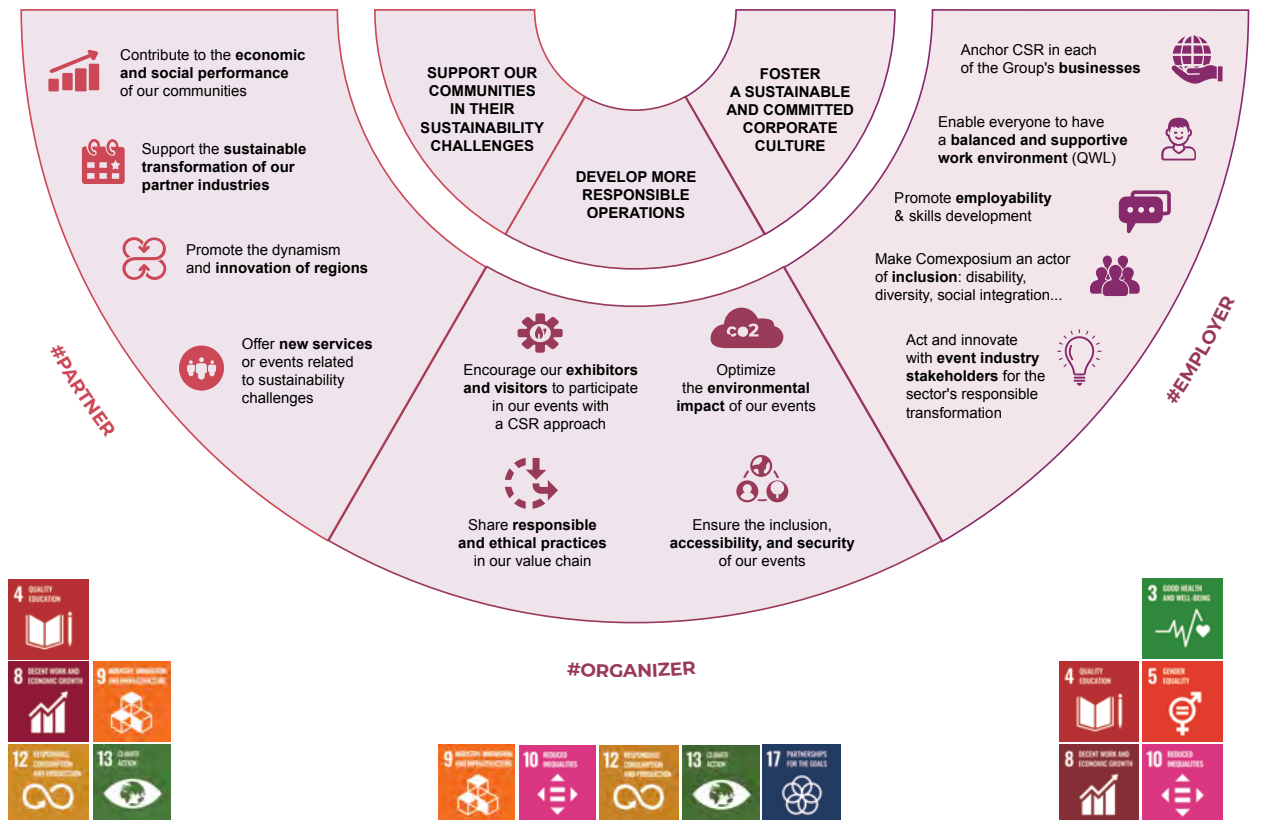


A strategy aligned with our stakeholders

To shape our environmental and social strategy, we considered the expectations of our stakeholders. We surveyed our employees, suppliers, and participants to identify the areas where they expected concrete action from us, and we aligned these expectations with our existing initiatives. This assessment led to the creation of the three pillars of **ALL INVOLVED**, which reflect Comexposium's role as an employer, as an event organizer, and as a player within industry sectors and their communities.

The ambition behind the ALL INVOLVED strategy lies in a strong desire to engage all actors across Comexposium's value chain: our teams, partners, suppliers, and exhibitors all contribute to the actions being implemented today to build more responsible events for tomorrow. To support this transformation, we address both our own CSR challenges and those of the events industry as a whole by raising awareness and supporting our teams and partners, who are at the forefront of this change. We also leverage our role as a community catalyst to engage, inform, and empower these communities around their own sustainability challenges.

ALL
» **INVOLVED**



Managing risks and unlocking opportunities

In 2024, Comexposium took a major step forward by identifying the environmental and social impacts, risks, and opportunities linked to its activities. Relying on a robust methodology, the Group collaborated with internal experts and key partners to map its priority sustainability issues. This process led to a double materiality analysis, which considers the impact of our activities on stakeholders, nature, and society, as well as the environmental and social risks faced by the Group. This first assessment provides an essential foundation for refining our policies, setting objectives, and building action plans, all aimed at strengthening our positive impact in a continuous improvement approach.



2024 HIGHLIGHTS

2024 was a milestone year that confirmed the relevance and effectiveness of the Group's flagship events and laid the groundwork for our continued transformation and growth through the launch of new formats and strategic partnerships. Many events, such as Foire de Paris and SIAL, surpassed their pre-COVID performance. We emphasized our commitment to modernity and innovation by relocating Comexposium's headquarters to Paris La Défense, in a new campus at the heart of Europe's leading business district.

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January 2024

- **Record : Rétromobile**, "France's largest pop-up garage," kicks off the year's public events with a record-breaking edition attracting 130,000 visitors.
- **Anniversary: IMCAS World Congress** celebrates its 25th edition in Paris, bringing together over 18,000 doctors and surgeons.

February 2024

- **Record : Wine Paris 2024**, the trade show dedicated to wine and spirits professionals, confirms its strong momentum with 41,000 visitors from 48 countries.

March 2024

- **Acquisition: Salon Mondial du Chocolat**. This leading brand, present in 12 countries, joins the Group's event portfolio.
- **Partnership: Ankorstore**. The agreement gives our partners visibility on Europe's leading B2B direct sales platform.
- **Launch: l'Etudiant brand platform**. The leading media outlet for education and guidance unveils its new signature: "You Are the Future," alongside its move to new headquarters in eastern Paris.

April 2024

- **Return: Intermat Paris**. After a six-year hiatus, the triennial event dedicated to sustainable construction solutions and technologies returns with a strong focus on decarbonizing the industry.
- **Record: Milipol Asia-Pacific** achieves record attendance with over 11,000 professional visitors from 75 countries.
- **Launch: IMCAS Americas** in Brazil. The leading congress in dermatology and plastic surgery launches its first event in Brazil, marking a major step in its global expansion.

May 2024

- **Anniversary: Foire de Paris**. 120 years of France's flagship fair, combining local expertise and innovation with the creativity of the French Touch.

June 2024

- **Launch: One to One B.Better**: The Group's first event dedicated to CSR professionals, certified LEAD Gold.
- **France Convention**: Gathering of Comexposium's 800 French employees to celebrate 120 years of shared success stories.
- **Launch: NRF Retail's Big Show APAC**. The first edition in Singapore is a success, bringing together 6,000 participants from over 50 countries across Asia-Pacific and beyond.

July 2024

- **Inauguration**: New Group headquarters. The 400 employees at the Group's headquarters move into a modern, light-filled campus on the banks of the Seine.

September 2024

- **Anniversary: Who's Next**. Comexposium's fashion subsidiary, WSN, celebrates 30 years of impact with creativity and forward-thinking vision.
- **Launch: NRF Retail's Big Show Europe**. At Paris Retail Week, Comexposium announces a new flagship event in partnership with the world's leading retail federation, set to launch in Paris in September 2025.
- **Launch: Bali International Air Show**. Organized in partnership with Seven Event, this show highlights the dynamism and innovation of Indonesia's aerospace sector.

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October 2024

- **Anniversary: SIAL**. The world's leading food innovation exhibition celebrates its 60th anniversary with a record-breaking edition reflecting the many transformational challenges of the agri-food sector.
- **Record: Les Assises de la Cybersécurité** sells out in Monaco, featuring 11,300 business meetings and bringing together 3,330 participants around key cybersecurity issues.

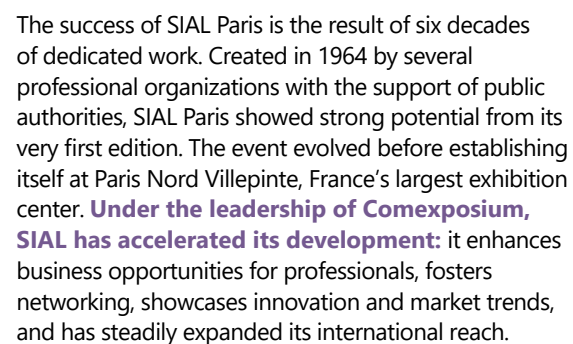
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SIAL: 60 YEARS OF SERVING FOOD INDUSTRY PROFESSIONALS

A flagship event of Comexposium and a global benchmark in the food industry, SIAL Paris made its mark in 2024. As a global business platform and a source of inspiration for the entire agri-food ecosystem, the show brings together industry leaders around innovation, market trends, and strategic opportunities. By connecting companies, markets, and new consumer expectations, SIAL Paris reflects Comexposium's ability to create long-term value and drive transformation in a key sector of the global economy.

SIAL Paris 2024: a milestone anniversary and a record-breaking edition under the banner of excellence, innovation, and impact for all food industry professionals.





The graphic shows a world map with purple dots. Arrows point from the map to boxes containing event logos and names. The events include:

- SIAL Canada** (Inspire Food Business)
- Salon Framag** (Produits, Ingrédients, Packaging)
- SIAL Paris** (Inspire Food Business)
- SIAL India** (Inspire Food Business, New Delhi)
- SIAL China** (Inspire Food Business, West China)
- SIAL China** (Inspire Food Business, East China)
- SIAL Shanghai** (Inspire Food Business)
- SIAL India** (Inspire Food Business, Mumbai)
- SIAL InterFOOD** (Inspire Food Business)
- Food & Drinks Malaysia by SIAL**

Driving Positive Impact Comexposium 2024

IMPACT ON THE GLOBAL FOOD COMMUNITY

SIAL's primary mission is to support the food sector in its sustainable transformation to provide the means **to feed eight billion consumers in a healthy and sustainable way.**

Bringing the business community together around the best tools for analysis and foresight

A new feature introduced at SIAL Paris 2024, the **SIAL Summits** offered a series of conferences addressing critical challenges for the food community: CSR, AI and DeepTech, Supply Chain, and Africa. These forward-looking, high-value sessions complemented the in-depth sector analyses presented during the **SIAL Talks** and **SIAL Pitch** programs. Additionally, the exclusive international study **SIAL Insights** deciphers consumer expectations and unveils the future of food practices. Available as a free download to all industry professionals, whether or not they attended the show, this large-scale study has become a leading reference for the sector.

Engaging in dialogue with a multifaceted sector

The food industry, structured around multiple verticals from agricultural production to distribution and catering faces major challenges such as sustainability and food security. **SIAL supports all these stakeholders in addressing their challenges and encourages the adoption of more innovative, responsible, and ethical practices, aligned with evolving consumer expectations.** In 2024, SIAL Paris organized, in collaboration with the International Dairy Federation (IDF), a plenary session on the sustainability of the dairy industry, gathering 1,500 participants alongside the main event at Villepinte. This partnership also led to the publication of a white paper addressing sustainability and food security challenges.

Promoting sector innovation

Since 1964, innovation has been SIAL's driving force. At a time when consumers are seeking meaningful products with clear traceability, innovation is crucial to addressing the challenges of the ecological and food transitions. More than 2,000 products competed in the **SIAL Innovation international competition, a true showcase of potential** that draws significant attention from across the industry. The winning products are often created by small businesses committed to promoting local expertise and working with healthy, sustainable ingredients, such as moringa (known for its medicinal properties) or lupin (an alternative to coffee). In 2024, the SIAL Innovation Gold Award was presented to Sabarot for its plant-based patty mixes.

“SIAL is a unique place for exchange and a true observatory of food innovation. It is essential for companies like ours to be present at the show: it allows us to meet our clients and suppliers, increase our visibility with prospects, and anticipate and be inspired by emerging trends.”

Sarah Faure, SABAROT

Starting in 2024, SIAL Innovation products are also available for tasting in the dedicated **SIAL Taste** area. Additionally, the **Start-up Village**, the world's largest food innovation lab, welcomed 150 international start-ups, **serving as an inspiring incubator for the entire sector.**

Showcasing regional gastronomic expertise

In 2024, the show's layout was redesigned based on product categories. This new journey, marked by national and regional pavilions, offers greater visibility for exhibitors and makes it easier for buyers to navigate, **while highlighting the culinary traditions and the cultural and gastronomic identities of the represented territories.**

Accelerating the sector's sustainability transformation

Sustainability issues are shaping both the present and future of businesses across all industries, particularly within the food sector. SIAL Paris invites its stakeholders to envision a responsible future. **Since 2020, SIAL has supported its community's transformation through the Own the Change theme, placing a strong focus on CSR topics** highlighted in the SIAL Talks and the SIAL Summit, and showcased through a dedicated journey at the show.

Fostering sustainable strategies, sparking collective action, and promoting a positive vision of change form the foundation of the new SIAL For Change competition. The award considers several key pillars, including CSR management and governance, inclusion and diversity within companies, waste reduction initiatives, local community engagement, and sustainable commitments during the event.

ENVIRONMENTAL IMPACTS

As a key driver of collective mobilization, SIAL Paris has developed a strong CSR **strategy, fully aligned with Comexposium Group's overall sustainability approach**. Building on the success of its latest edition, the brand has defined its responsible commitments with the support of its stakeholders and the expertise of its partners, covering the entire value chain of its organization.

Responsible Event Management

- Dematerialization of most materials (badges, catalogs)
- Shared infrastructure with other Group events
- 30% improvement in waste sorting thanks to the introduction of new collection points (organic waste, coffee capsules, used oils)
- Catering offer focused on local and seasonal products, with a reduction in dishes with high environmental impact
- Improved shuttle service access, with three pickup points in Paris to reach the venue
- Measurement of the event's carbon footprint

An inspiring, inclusive, and solidarity-driven event

- Raising participant awareness of eco-friendly practices
- Distribution of a dedicated CSR guide to help exhibitors adopt responsible practices
- Deployment of a team of "Recycling Rangers" throughout the 5-day event to enhance waste sorting and answer questions about waste management
- Improved accessibility for people with reduced mobility and/or disabilities, with wheelchair loan services and a dedicated contact person to facilitate access from parking areas
- Collection of food donations in partnership with the French Red Cross

SIAL: a network close to its communities

To reduce the environmental impact linked to the transport of people and equipment, **SIAL is expanding both internationally and locally**, bringing events closer to their audiences. It adapts to the needs and specificities of local communities, as demonstrated by the SIAL China editions held in provincial capitals.



SOCIAL IMPACTS

By creating connections across all players in the food sector, the SIAL network brings together a vibrant ecosystem. Through festive gatherings like the opening night and experiences such as SIAL Off, the brand continuously strengthens these ties.

Thanking the players of the agri-food sector

SIAL's 60th anniversary was the opportunity to create a unique moment, bringing together all the communities that make up SIAL Paris. This milestone was celebrated through a multidisciplinary, multimedia artistic experience, offering a chance to thank all visitors, exhibitors, and partners for their loyalty and contributions.

Building connections beyond the event

SIAL's expertise extends through SIAL Newsfeed & Trends. Via this WhatsApp communication channel, the SIAL Network teams continuously share the latest news on trends and innovations. **This digital solution strengthens the connections between food industry players between physical events.**

Contributing to the dynamism of the Paris region

As France's leading professional trade show, SIAL plays a key role in enhancing Greater Paris's reputation as a top international destination for business tourism. Beyond the thousands of event industry professionals involved in the show, from catering and hospitality to transportation, SIAL generates international visitor traffic, with many extending their stays in the Paris region for business or leisure purposes. **SIAL drives both direct and indirect economic impacts**, amounting to millions of euros. Moreover, the event's influence extends beyond Paris itself: the SIAL Off experience invites participants to discover 60 selected venues across the Île-de-France region, curated by the SIAL team.

Identifying future talents in the sector

The **SIAL Jobs** initiative, developed in collaboration with Hellowork, a leading player in employment in France, aims to **facilitate recruitment and showcase the sector's professional dynamism** through on-site job dating sessions at the event. This initiative complements ongoing dialogue with agri-food schools and students.

Inspiring the Group's employees

SIAL serves as a model for all Comexposium employees. It is a training ground for new recruits lending support during the event; a showcase of event innovations for teams seeking best practices; a prime example of international synergies between headquarters and regional experts; and a driver of solidarity efforts, with employees helping collect the equivalent of 13,000 meals for the French Red Cross. **SIAL stands as a true showcase of the Group's expertise and know-how.**

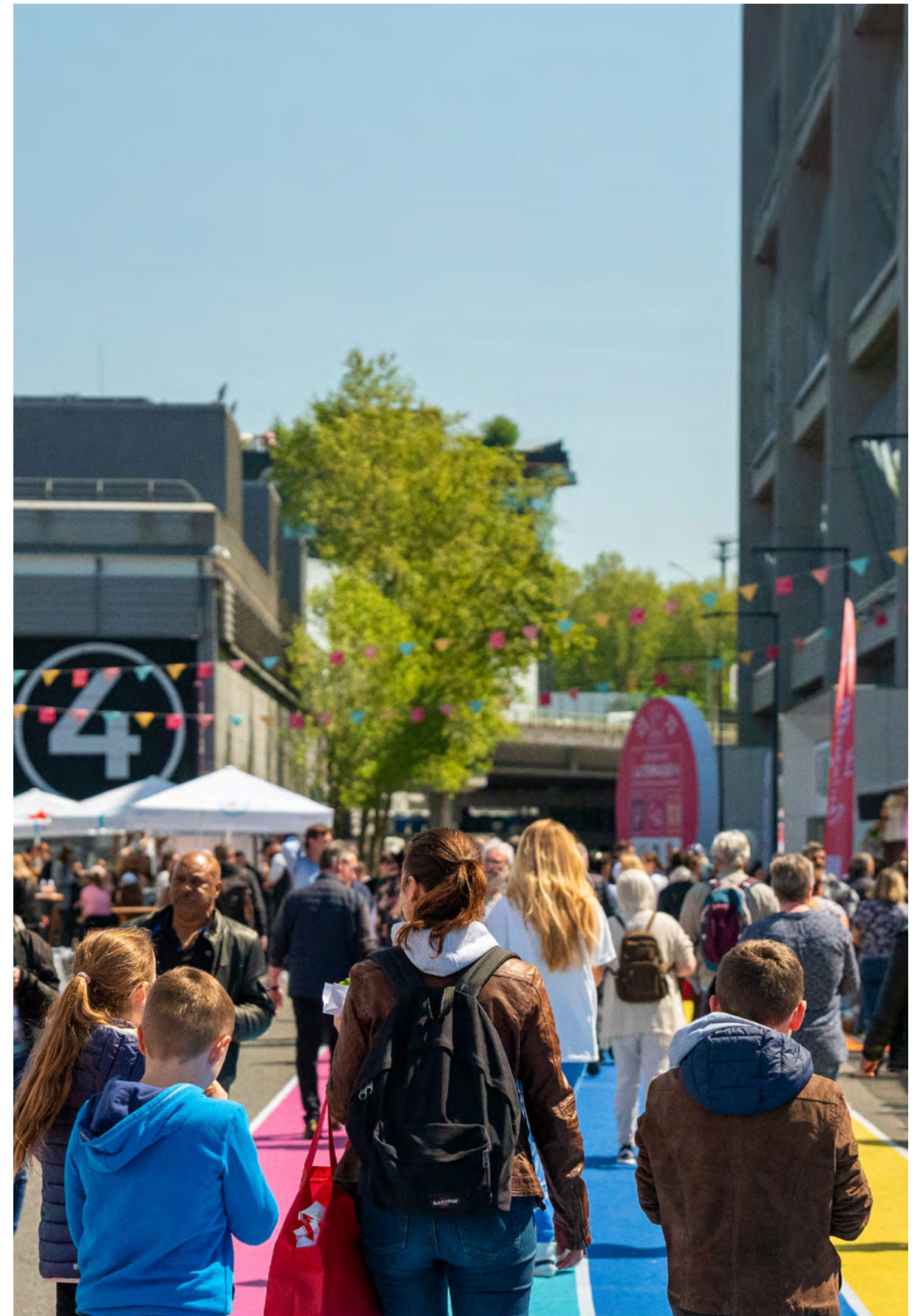


IMPACT ON OUR COMMUNITIES

Comexposium engages and nurtures numerous communities by providing solutions to the challenges they face. These solutions, showcased through targeted exhibitors, strategic partners, inspiring content, and real-world feedback, reach their peak during the events and often extend beyond.

The Group's events act as true media platforms: they highlight the latest innovations, showcase expertise, and amplify initiatives that have the potential to transform society. They also bring together professionals and enthusiasts, energize entire industries, and support their sustainable transformation.

These levers of impact contribute to industry development and foster their shift towards more responsible economic models.



BRINGING COMMUNITIES TOGETHER

Comexposium offers tailored solutions to address the specific desires and challenges of its communities. Whether it is engaging professionals from dynamic sectors or building loyalty among passionate enthusiasts, the Group structures its offering to reflect their issues, interests and ambitions.



Wines and spirits: a growing community

Created in 2020 through the merger of Vinexpo and Comexposium, Vinexposium fosters connections among wine and spirits professionals around three main ambitions:

- Supporting and sharing the evolution of the sector
- Offering a comprehensive and diverse range of business meetings
- Promoting the sector's international growth

Thanks to in-depth market analysis, Vinexposium deploys an industry-wide strategy that brings together producers, merchants, wine retailers, hospitality professionals, distributors, wholesalers, and sales agents.

Through its events, Vinexposium highlights the trends and innovations shaping the sector: adaptation to climate change, new distribution models, the rise of non-alcoholic offerings, and more. This approach unites an ever-growing number of professionals each year.

In just five years, Vinexposium has become the world's leading organizer of wine and spirits events.

Today, buyers and sellers meet at Vinexposium events across Asia (Mumbai, Singapore, Hong Kong), the Americas (New York, Miami starting in 2025), and Europe (Amsterdam, Paris) to grow their business.

"I have been attending Vinexposium events for over 10 years. I've seen the show grow, and the work happening behind the scenes is incredible. Internationally, the event is expanding, creating new opportunities for participants. Wine Paris is magical. And we also benefit from Paris's worldwide appeal when it comes to gastronomy. I'm already planning my return for next year!"

Rebecca Ohayon, Majestic Wines, UK

An engaged community all year round

To go beyond trade shows and enrich the professional experience, **Vinexposium** has diversified its formats. The brand launched **Vinexpo Explorer**, a series of immersive journeys into the heart of wine regions (Austria, the United States, Argentina...), and **Voice of the Industry**, a new collaborative media platform that extends the strategic insights and discussions initiated during the events.



IMCAS

The catalyst for science and innovation in dermatology, plastic surgery, and aging science

A subsidiary of Comexposium dedicated to medical congresses, Comexposium Healthcare organizes IMCAS, the world's largest gathering of physicians and professionals in the fields of dermatology, plastic surgery, and aging science. Its mission is to support the progress and evolution of these scientific communities by facilitating the exchange and dissemination of knowledge and innovation.

In January 2025, the IMCAS World Congress surpassed 20,000 participants in Paris, welcoming attendees from around the globe. **Established for many years in the Americas and Asia, IMCAS has recently strengthened its presence in strategic markets.** Following the success of its first edition in Brazil in 2024, which brought together 2,500 participants, IMCAS will return to São Paulo in April. Additionally, the event will mark a major comeback in China in July, alongside its ongoing presence in Thailand.

IMCAS is committed to promoting equitable access to science and innovation. In 2024, Comexposium Healthcare launched a socially-driven initiative with the creation of the IMCAS Fund, an endowment fund designed to support initiatives and accelerate scientific progress in these disciplines. The first call for projects exceeded expectations, with over 80 applications reviewed by a committee of expert physicians. Following the selection process, two projects were awarded funding to support their implementation.

MATTER and SHAPE

Matter and Shape design and fashion enthusiasts brought together

Matter and Shape exemplifies the Group's ability to transform an existing community's engagement into a physical event. Originally a showcase website and curated Instagram page highlighting design objects, Matter and Shape created digital bridges between design, fashion, and luxury. As the community quickly rallied around this digital curation, Comexposium's fashion subsidiary, WSN, decided to launch the physical experience of Matter and Shape with a first event in March 2024, during Paris Fashion Week. **To strengthen synergies among creative industries and their key players, WSN organized Matter and Shape alongside Première Classe**, another Group event promoting fashion accessory designers at the Jardin des Tuileries, just steps away from Place Vendôme's luxury boutiques. For its inaugural edition, over 8,000 luxury enthusiasts and professionals came to meet designers and discover their creations in interior decoration, furniture, lighting, and tableware. This first edition successfully connected the worlds of design and fashion, both digitally and physically, and its second edition, held in March 2025, confirmed the strength of this gathering, welcoming over 13,000 visitors.

WINE PARIS: rapidly accelerating momentum

A flagship event in the Vinexposium portfolio, Wine Paris continues to attract more professionals with each edition. In February 2025, the event set a new attendance record!

2022	2023	2024	2025
25,000 visitors, 2,800 producers from 32 countries	36,000 visitors, 3,300 producers from 42 countries	41,000 visitors, 4,000 producers from 48 countries	52,000 visitors, 5,300 producers from 54 countries



ENGAGING WITH INDUSTRY SECTORS

The events organized by Comexposium bring together players from major economic sectors. To strengthen synergies within industries and sectors, the Group maintains an ongoing dialogue with key industry stakeholders.

Building strategic partnerships to support the retail sector

Consumer trends, customer experience, omnichannel strategies, sustainability... To address the many transformation challenges faced by retail professionals, Comexposium maintains a constant watch over the sector and has been bringing key players together for several years at events such as Paris Retail Week, One to One Customer Experience, One to One Retail E-Commerce, Franchise Shows in the United States, as well as ad:Tech and iMedia in Asia. To stay at the forefront of trends, the Group relies on in-depth sector analyses and studies, and engages all professions within the industry to design the strategy and editorial content for its events.

Comexposium also establishes partnerships with key industry players. **In France, the Group organizes the SIEC Retail and Commercial Real Estate Show** on behalf of the Federation of Commerce Stakeholders in Territories (Fédération des Acteurs du Commerce dans les Territoires) and engages with developers, brands, and cities to better understand their commercial development challenges.

To go even further in the retail sector, Comexposium partnered in 2023 with the National Retail Federation (NRF), the world's largest retail trade association. Committed to supporting NRF's expansion in Asia, the Group launched a regional version of its flagship event, Retail's Big Show, in Singapore, a strategic hub for the region. Leveraging its strong footprint in the retail sector and its local teams, Comexposium worked closely with the association to adapt the exhibitor offering and content to the specific needs of Asian markets rather than simply replicating the New York event. The result: the inaugural edition of Retail's Big Show APAC brought together over 6,000 decision-makers from 52 countries.

These promising results have led NRF and Comexposium to extend their partnership to the beating heart of the European retail community: Paris. **To quickly achieve this goal and capitalize on their respective strengths, the two organizations are reshaping Paris Retail Week to make way, in September 2025, for the first-ever NRF Retail's Big Show Europe.**

“NRF is proud to represent the world's largest retailers, and we are thrilled to extend our presence and support to new markets.”

Matthew Shay, CEO and President of NRF

NRF: an ever-expanding partnership

January 2023

Comexposium and NRF seal their partnership by announcing the launch of Retail's Big Show APAC.

June 2024

Retail's Big Show APAC is held over 3 days in Singapore.

September 2024

Comexposium and NRF announce the launch of Retail's Big Show Europe during Paris Retail Week.

June 2025

2nd edition of Retail's Big Show APAC, themed "Unlimited Retail".

September 2025

1st edition of Retail's Big Show Europe, already positioned as the largest retail event in Europe.

WSN

Addressing the creative industries and their many facets

Engaging with an industry also means understanding all the players across its value chain and identifying the synergies that can drive growth through continuous improvement. Fashion, for example, is a multifaceted sector, encompassing independent designers, design agencies, ready-to-wear manufacturers, and creators of accessories, footwear, or lingerie across diverse segments ranging from outdoor wear to luxury. It is also a set of industries in constant search of new materials, needing to reinvent themselves season after season.

For over 30 years, Comexposium's fashion subsidiary, WSN, has been imagining and designing events that inspire, connect, and celebrate creativity. Positioned at the crossroads of fashion, design, lifestyle, and culture, WSN offers experiences that unite business and emotion. With nearly 12 events a year, WSN provides a stimulating environment to foster sustainable synergies and supports brands, retailers, emerging talents, and creative industry professionals.

To bring greater clarity to the diversity of its brands, WSN is structured around three categories:

- **EXCLUSIVE SCENES:** immersive and avant-garde experiences such as Première Classe, Matter & Shape, Exposed, and DRP, showcasing talent, independent creations, and emerging trends.
- **INDUSTRY PILLARS:** key and structuring events such as Who's Next, the Salon International de la Lingerie, Interfilière (operated for Eurovet), and Bijorhca (operated for BOCI), which bring together the entire upstream and downstream segments of major industries uniting raw material producers, manufacturers, textile industrialists, designers, brands, and distributors to ensure the sustainability of the sectors.
- **TAILORED SOLUTIONS:** tools like RUN, a turnkey hybrid offer for emerging designers during Fashion Weeks, as well as concrete solutions like Impact, Ankorstore, and the WSN Academy, addressing strategic challenges for professionals and supporting ecological transition and innovation. These solutions are designed to be deployed across all events and year-round, on demand.



Outdoor industry players are brought together by Comexposium's subsidiary **Sportair**, through events like High Five Festival, Sport Achat Winter and Summer, Premières Traces, and Rock On Snow, held at altitude in the French Alps.

Internationally, Comexposium subsidiaries also unite fashion communities through brands like **Curve** (New York, Los Angeles, Montreal) and Interfilière (Shanghai).

PROMOTING INNOVATION

To support the long-term economic dynamism of its communities, Comexposium conducts ongoing market monitoring and forward-looking analysis. The ambition: to showcase innovations and solution providers capable of accelerating their growth and transformation.

Innovation: the common thread across all our events

Whether at large-scale gatherings or highly specialized meetings, innovation is the foundation of all our programming. It drives the identification of new high-value exhibitors and partners for visitors and permeates all event content. Highlighted in conferences, celebrated through awards, and showcased in start-up villages, innovation is consistently at the forefront.

SILMO: 60 years of innovation for the optical industry

In Paris and Istanbul, SILMO events are shaping the future of the optical eyewear industry by showcasing the latest innovations in this particularly dynamic sector.

To inspire the entire industry and encourage the exchange of perspectives and opportunities, SILMO created an Expert Committee. Comprising representatives from the optical industry, tech sector, design community, as well as marketing and distribution specialists, the Committee shares insights on emerging trends, technological advances, and the challenges facing the eyewear sector.

At the event, numerous spaces reflect this approach.

For example, **"Futurology"** allows professionals to discover the latest inventions:

- The store of tomorrow, previewed with AI technologies that transform traditional vision testing, scanners providing precise measurements for optimal customization, and real-time 3D printing solutions;
- New trends deciphered and analyzed during presentations, start-up pitches, and interactive workshops;
- Immersive technologies showcased through experiences that raise awareness about visual impairments and demonstrations of smart products integrating advanced features.

Other examples include the **SILMO d'Or** and **SILMO Awards**, which honor committed project leaders, as well as the **SILMO Academy** (a cycle of conferences) and the **start-up village**, which further highlight innovation challenges within the industry.

Partner Testimonials One to One

"A superb event, very well organized, full of encounters and in-depth discussions on our current topics." **GROUPE ETAM**

"Great meetings that truly generate business leverage for partner solutions." **ALLIANZ TRADE**

"Les Assises de la Sécurité: a must-attend event (...) an essential for many players in the Cyber market in France!" **ADVENS**

"Always a unique experience. Captivating conferences and inspiring workshops." **QUIKSILVER**

"Very rich exchanges, with a lot of transparency and pragmatic solutions to boost our business." **GROUPE ROCHER**



Celebrating 30 years of the QR Code in Biarritz

To mark the 10th anniversary of One to One Customer Experience in Biarritz, Masahiro Hara, creator of the Quick Response Code better known as the QR Code was the event's guest of honor. Twenty years after his last appearance in France, the Japanese engineer reflected on the success of the QR Code and its future uses for brands during an exceptional and exclusive conference celebrating the 30th anniversary of this revolutionary invention.

COMEXPOSIUM
ONE TO ONE

Innovation serving a highly qualified audience

To gain precision and effectiveness with decision-makers, Comexposium One to One has developed a portfolio of tailor-made events combining business meetings with a premium customer experience. Each One to One event is designed to address the specific challenges of its community, highlighting a range of innovative solutions aligned with the needs of the sectors covered:

- **Cybersecurity:** Les Assises (the leading event in Monaco) and its offshoots Le Before and Le Cercle
- **Digital transformation and security:** Ready for IT
- **Digital, content and data:** One to One Customer Experience in Biarritz
- **Retail and e-commerce:** One to One Retail E-commerce in Monaco
- **Logistics and transportation:** Top Transport Europe and Top Logistics Europe
- **Responsible transformation:** One to One B.Better (launched in 2024)

The One to One formats are built on four pillars supporting innovation:

1. **Offer:** Innovative solutions at the cutting edge of sector trends
2. **Excellence:** Efficient event programming with expert content and high-quality networking
3. **ROI:** Tailor-made business meetings and qualified leads to accelerate decision-making
4. **Trust:** A strong community spirit, reflected by a satisfaction rate exceeding 98%

A promising new event

Organized ahead of the AI Action Summit, **Cyber-IA Expo**, the new event dedicated to artificial intelligence applied to cybersecurity, was developed by the teams from One to One Les Assises, Beyond Event, and RIAMS. The first edition, held in 2025 at the Palais des Congrès in Paris, explored concrete opportunities offered by AI in cybersecurity, as well as the challenges of its secure and controlled adoption. Meetings, Pitch&Learn sessions, workshops, and conferences including one co-hosted by Clara Chappaz, Minister Delegate for Artificial Intelligence and Digital Affairs, provided participants with key insights to fully grasp the topic.



SHOWCASING REGIONS AND CRAFTSMANSHIP

Comexposium plays a key role in promoting local know-how by highlighting talents, innovations, and skills from every region. Through its events, the Group supports local businesses and creates opportunities to help them shine on the international stage.

Showcasing local know-how across the globe

All over the world, our events highlight products and expertise unique to different regions. By working closely with local and national institutions and embassy networks, our exhibitions shine a spotlight on the richness of territories and contribute to the promotion of their heritage.

Whether in the fields of craftsmanship, gastronomy, wine, or tourism, our events promote traditions to both the general public and professionals, in France and internationally.

Salon International de l'Agriculture, Gourmet Sélection, Salon du Fromage et des Produits Laitiers, Tourism Fairs, and events from the SIAL and Vinexposium networks all bring together industries that uphold the reputation of regional heritage through national and regional pavilions. These events allow producers and territories to showcase their appellations, specialties, and traditions.

Culinary know-how, a reflection of local cultures, is particularly honored in our international programming. **In China, for example, our events keep traditions alive:** combining exhibitions, festivals, and markets, they celebrate the country's rich gastronomic heritage. The Qilu Hotpot Festival pays tribute to the hotpot, a popular traditional dish from the Shandong province, and brings together enthusiasts, chefs, and food lovers for a collective experience. China National Food Expo also celebrates these traditions, offering visitors a glimpse into the culinary practices that define the country's gastronomic identity. SIAL Shanghai, SIAL Shenzhen, China International Wine and Food Fair, and Asia Catering Expo are just some of the major events operated by Comexposium that promote food innovations tailored to the tastes and consumption habits of the Chinese population.

Highlighting traditions and craftsmanship

In France, Foire de Paris is a major public event, attracting over 400,000 visitors, celebrated for its showcase of local products. For its 120th anniversary in 2024, Foire de Paris once again brought cultures together and celebrated craftsmanship through numerous spaces, including the Village Création Française and a gallery designed in partnership with WE ARTISANS, featuring 120 talents from the French artisanal scene.

Additionally, the Festival des Régions explored the cultural diversity of mainland France and overseas territories: music, dance, and traditional songs allowed visitors to discover or rediscover the country's rich cultural heritage. International folk traditions also played a central role in the program of France's largest fair, notably through the Bubble Fever Around Asia and Tropiques festivals.

Paris also hosts the Salon Créations & Savoir-faire, a showcase for craftsmanship and DIY (Do It Yourself) practices. From leatherwork to embroidery, more than 500 workshops raise public awareness about responsible consumption and reuse. It is a true platform for discovering, learning, and sharing a passion for handmade craftsmanship.

"Every year, Créations & Savoir-faire transforms Paris into the capital of creativity. What I love most is that everyone is here, in the same place, at the same time. I leave full of inspiration and ideas for the year!"

Blog les Lubies de Louise



3 questions to... Marie Lagrenée, Sales Director at Comexposium

How do Comexposium events help promote local expertise?

Our events offer artisans and producers both visibility and sustainable business opportunities. Much more than just a one-off gathering, a trade show generates results over several months or sometimes even longer: increased brand awareness and strategic contacts help build a long-term order book. For small businesses, this commercial growth opportunity is extremely important. Moreover - and we are pleased to see this reflected in client feedback - interactions between exhibitors foster mutual support and the emergence of new projects. After an event, many participants, energized by the excitement of the show and inspired by advice from their peers, find the courage to expand into export markets. In this way, local expertise can shine more broadly and for longer!

How do you approach commercial outreach with local or regional players?

The first step is to meet solution providers. To do this, we work closely with institutions responsible for commerce, tourism, and craftsmanship, as well as with major groups that help connect us with these players. Additionally, we go directly to meet producers at local, national, and international events.

The second step is to support these clients, some of whom are not very familiar with the world of trade shows. On the majority of our events, we have developed tailor-made commercial offers to meet their needs: our package for first-time exhibitors, for example, includes personalized advice. Finally, we continuously nurture the relationships we build, as reflected in the loyalty of our clients.

How do you collaborate with French and international institutions?

Our teams maintain continuous dialogue with international chambers of commerce and craftsmanship organizations and engage directly with local territories. We also regularly host these institutions, often supported by embassies, to assess the relevance of their participation and optimize the visibility of their products. Regional and national pavilions, in particular, provide a major platform for showcasing these territories. Having long collaborated with this institutional ecosystem in France and abroad, we share a common ambition: to offer an exceptional showcase for solutions and products rich in history and identity.

ACCELERATING SUSTAINABLE TRANSFORMATION

Sustainable transformation is a global challenge that drives the sectors supported by Comexposium. Each industry and each organization seeks to adopt more responsible practices to ensure the long-term viability of their business models. By bringing its communities together around solutions to accelerate their transition, Comexposium actively contributes to their sustainable transformation with and for its stakeholders.



An inspiring commitment charter for all Group events

Beyond promoting sustainability within the construction industry, INTERMAT 2024 developed a commitment charter aligned with Comexposium Group's CSR strategy, built around five key objectives:

- #1 Optimize eco-design and promote the circular economy
- #2 Measure and reduce carbon impact
- #3 Encourage exhibitors to adopt CSR practices
- #4 Raise visitor awareness
- #5 Support the economic and social performance of its community

INTERMAT PARIS 2024: putting sustainable transformation at the heart of the event

After a six-year hiatus due to the pandemic, the triennial trade show for construction solutions and technologies organized in partnership with industry associations SEIMAT and Evolis made its return to Paris Nord Villepinte, with a renewed offer and updated format. For this much-anticipated comeback, INTERMAT PARIS placed the decarbonization of the construction and public works sector at the forefront, mobilizing all professionals around this positive impact initiative.

For the first time, the five main professional construction federations jointly inaugurated INTERMAT 2024 by signing the Manifesto "The 4 Keys to Supporting the Decarbonization of Construction Equipment," marking a collective commitment to reducing greenhouse gas emissions on construction sites.

INTERMAT PARIS 2024 transformed into a true platform dedicated to this transition. To foster the exchange of best practices among professionals, a live broadcast television stage was set up at the heart of the event, featuring over thirty expert round tables on sustainability, energy efficiency, responsible commitments, and energy policies.

At the close of the event, INTERMAT awarded its first CSR Trophy to promote responsible practices among exhibitors: winners ASTEC and Hydrokit shared their commitments, which included eco-friendly initiatives and shared or repurposed booth structures showcased during the event.

With 127,000 visitors, including 21% international attendees, this edition firmly anchored INTERMAT's sustainability-driven strategy with its stakeholders.

"INTERMAT reflects the industry's ongoing efforts to improve energy efficiency in the construction process. It remains a key gathering for all professionals in the building and public works sectors: a place to meet, exchange ideas, and discover the solutions the industry needs, all in a friendly and professional environment."

Davy Guillemard, President of SEIMAT (Syndicat des Entreprises Internationales de Matériels de Construction et de Manutention)

New events dedicated to sustainability challenges

All our events are welcoming an increasing number of companies and start-ups offering responsible solutions for their ecosystems. CSR issues also provide an opportunity for the Group to create new events exclusively dedicated to these topics, in order to amplify their impact within communities.

Since 2019, **Who's Next** has been designing a dedicated space called **Impact**, focused on sustainable fashion, showcasing companies and designers promoting reuse, circular economy practices, and local production.

Organized in Copenhagen by Comexposium's Danish subsidiary, Insight Events, **Building Green** is an event dedicated to green construction. In just three editions, the brand has established itself as a reference and now expands through thematic events and conferences.

In 2024, Comexposium launched its first One to One format dedicated to CSR decision-makers and providers of responsible solutions: **One to One B.Better**, highlighting the transformation of business models and the new European sustainability regulations.

Other initiatives have also emerged, such as **Le Salon de l'Étudiant** on ecological transition, giving young people and their families the opportunity to discover training programs and career opportunities linked to this sector.

Mindful of the climate challenges affecting its territories, Comexposium will launch in 2025, with its subsidiary **Seven Event**, the first **Indonesian trade show on climate risks and emergency response**, designed in collaboration with the public authorities of Jakarta.



IMPACT ON THE ENVIRONMENT

The events industry faces many challenges related to climate change. Transportation, resource management, catering, and product end-of-life are key environmental issues across the Group's entire value chain.

From strategic management to operational implementation, Comexposium is enhancing its sustainability by designing event solutions that balance effectiveness with controlled environmental impacts. Taking into account the specificities of each event, including format, location, duration, and visitor origins, Comexposium adapts its operations accordingly. In a continuous improvement approach, each edition becomes an opportunity to initiate, update, assess, and share its responsible commitments. New practices and solutions are tested and deployed across events, spreading throughout the Group and its teams.

On a broader scale, as an international organizer, Comexposium is committed to building a more responsible event model and raising awareness among all its stakeholders with a view to playing a leading role in an industry that is innovating and reinventing itself.



DEPLOYING OUR OPERATIONS WHILE LIMITING OUR ENVIRONMENTAL IMPACT

Organizing more than 150 events across 400 dates in 70 venues worldwide is a major technical and environmental challenge for Comexposium. This scale enables us to adopt a global pooling approach, to learn quickly from our experiences, and to extend positive practices across all our operations.

At every stage from venue selection to floor plan design, through event operations and dismantling, Comexposium pursues a continuous improvement approach. To find the best combination of sustainability, performance, and design, we engage, alongside our service providers, in a constant "test and learn" dynamic: initiate actions, deploy them, evaluate results, replicate or adapt them, and share the learnings.

To offer responsible solutions tailored to the format and audience of each event, Event Management teams rely on the CSR Department, Sustainability or Operations Officers, and collaborate with sector-specific experts or partners.

Teams integrate environmental impact management into their strategic planning using the 4R method: rethink, reduce, reuse or recycle.

Concrete and pragmatic, this methodology encourages each team to critically assess its practices, while ensuring the event's quality and maintaining its positive impact on its communities.

1. Rethink

Balancing practicality, appeal, and sustainability is not always straightforward. However, an increasing number of events have chosen to stop producing single-use goodies, made access badges optional, eliminated printed flyers, and reconsidered unnecessary installations.

For example, ad:Tech India, the leading digital marketing event in India, questioned the necessity of each of its resources. The event chose not to install carpet in its brand colors, instead using the existing flooring at the Delhi venue. Additionally, maps and programs are only available in digital format.

2. Reduce

Months before it opens, a show is already projected on a floor plan. From the earliest stages of event design, teams make choices about space layout with a responsible purchasing mindset. To minimize temporary constructions, our Design & Technical Office team optimizes the shared spaces managed by the Group (press stands, conference rooms, lounges, etc.). During the build-up and operation phases, operations teams continue this approach to reduce residual waste.

TrustTech, the international event dedicated to innovative payments and identification, illustrates this commitment. In 2024, the event adopted a CSR charter committing to resource reduction: fewer full-height partitions in VIP and press lounge areas, limited signage made from recycled materials and without any event year mention, and the experimental use of carpet strips around booth clusters instead of full carpeting in aisles.

3. Reuse

To limit the use of single-use structures, we are developing shared equipment and promoting the reuse of materials, favoring sustainable and modular solutions.

A pioneer in this area, Comexposium paved the way for reuse with the NACO customizable stand, designed nearly 10 years ago in collaboration with architect Marcelo Joulia. This modular booth solution, designed by the Group to offer clients a fully equipped and easy-to-assemble stand, provides an alternative to single-use structures. Rotated across multiple shows, this stand achieves a 25% lower carbon footprint compared to traditional equipped stands.

Design and layout synergies between consecutive shows are also emerging. For example, instead of producing, setting up, and dismantling two separate lounges, the SILMO and SIAL trade shows shared the same lounge structure at Paris Nord Villepinte. Following a similar approach, the raw wood modules from the Start-Up Village at SILMO 2025 will be reused within the Retailers' Club at the Paris edition of NRF Retail's Big Show 2025. Reuse also applies to decor: some photo prints exhibited at the Salon de la Photo later became decorative elements for the TrustTech lounge.

4. Recycle

Limiting resource use, adapting quantities to actual needs, and promoting reuse and pooling all go hand in hand with managing the end-of-life of the materials used. Wherever possible, we work with partners capable of recycling residual waste or with organizations from the social and solidarity economy.

The Salon International de l'Agriculture offers a glimpse of the recycling and recovery circuits we are able to implement. Throughout the visitor and exhibitor pathways, from setup to dismantling, recyclable and non-recyclable waste is collected by our cleaning service provider and manually sorted at the Paris Exhibition Center's platform before being sent to processing facilities, ensuring full traceability. Biowaste and agricultural waste are also collected and sent for methanization: the biogas produced is injected into the gas network, and the digestate is transformed into fertilizer. Temporary structures are collected by a dedicated provider and given a second life with socially committed organizations or solidarity associations. Finally, 15 tonnes of consumable food were redistributed to people facing food insecurity through the Food Bank network.

To coordinate this complex ecosystem, which involves multiple collection points and voluntary drop-off stations, the teams worked with Re'UP, whose "recycling rangers" were tasked with raising awareness among exhibitors.

"The management of waste is a key challenge for both professional and public events. Our mission is to support organizers in their awareness-raising efforts, particularly among exhibitors and catering providers. At the same time, Comexposium helps us improve our on-the-ground expertise and strengthen our impact with stakeholders. The entire event ecosystem is becoming more skilled in optimizing waste sorting."

Anaïs Kagny, Co-founder of RE'UP

Tailored recycling

Depending on the sectors involved, other recycling solutions are implemented at our events. For example, used oils and coffee capsules are sorted and recycled at SIAL trade shows, while cork stoppers, glass, and tasting residues are collected as part of Wine Paris.



MEASURING AND REDUCING OUR CARBON FOOTPRINT

Comexposium's carbon footprint is closely linked to that of its events. To manage it effectively, the Group has deployed a calculation methodology and identified key action levers.

Measuring the carbon footprint

Developing a low-carbon strategy is only possible by creating a roadmap that is both ambitious and realistic, based on precise indicators. Our data collection efforts to measure the carbon impact of our events accelerated in 2024. As complex as it is to assess, our carbon footprint has been calculated based on quantitative data related to our direct purchases, supplemented by surveys covering our indirect activities. We have chosen to account for all emission sources across our value chain, including indirect sources, such as greenhouse gases (GHG) generated by participants in air travel and accommodation. This broader view enables us to establish an accurate baseline and take action across the full scope of our activities.

Carbon emission sources

To implement effective reduction actions, Comexposium has identified its direct and indirect emission sources. At the event level, each of these categories is divided into sub-categories that are precisely analyzed. These measurements form the foundation of our strategic action plan aimed at reducing our carbon footprint.

- Participant travel (exhibitors and visitors)
- Transport of equipment (direct and indirect suppliers)
- Space design and construction (direct and indirect suppliers)
- Direct and indirect waste management
- Energy consumption at exhibition venues
- Accommodation for participants and teams
- Physical and digital communications

Optimizing transportation

The transport of goods and participants is the most significant CO2 emission source in the events industry.

To optimize goods transport at events, the Group strives to consolidate deliveries as much as possible and collaborates with suppliers to encourage responsible freight practices.

Regarding participant transportation, Comexposium first focuses on selecting easily accessible venues.

For our international events, we prioritize destinations renowned for business tourism: major capitals that are easily accessible and well-connected to public transport networks. Greater Paris, for example, benefits from high-quality multimodal infrastructures, further enhanced for the Olympic and Paralympic Games. In addition, we implement supplementary mobility services, such as electric shuttle buses or carpooling solutions, to optimize the last mile.

We also raise awareness among visitors, encouraging the use of soft mobility or public transport, notably through eco-friendly tips and best practices. At some events, such as One to One in Biarritz, we offer incentives to encourage participants to choose trains over planes whenever possible.

Global reach events

For its best-known brands addressing international communities, Comexposium develops new events in specific regions. The goal is both to limit participant travel by meeting communities where they are, and to adapt the offering and content to each territory.

In this geostrategic approach, the Group has expanded internationally with events such as: SIAL and food formats (Algiers, Delhi, Jakarta, Toronto, Montreal, Paris, Shanghai, Shenzhen), MILIPOL (Doha, Paris, Singapore), IMCAS (Bangkok, Mumbai, Paris, São Paulo, Shanghai), SILMO (Paris, Istanbul), and the Vinexposium network events (Amsterdam, Delhi, New York, Miami, Paris, Singapore, Shanghai...).

Events closer to their audiences

To optimize participant travel and goods transportation, the Group adapts certain event formats to be as close as possible to their target audiences. The goal: to anchor the event in a territory and strengthen the geographical proximity between the target audience and the content designed for them.

- **l'Etudiant:** 110 fairs in more than 50 cities across France. Each year, over one million meetings take place between young people, higher education institutions, professional sectors, career guidance stakeholders, and companies.
- **CSE Solutions Fairs:** 48 fairs in over 37 cities to welcome 50,000 employee representative committee (CSE) members and staff representatives.
- **Tourism Fairs:** held in three French cities: Lille, Lyon, and Paris.
- **SIAL China:** hosted in two strategic megacities: Shanghai, a financial and commercial hub, and Shenzhen, a global tech center nicknamed the "Chinese Silicon Valley."

- **Franchise Fairs in the USA:** Franchise Expo fairs organized in the United States by our subsidiary MVF Expositions connect with retailers and entrepreneurs across regions in New York, Charlotte (North Carolina), Los Angeles (California), Austin (Texas), and Fort Lauderdale (Florida).

- **iMédia:** dedicated to digital marketing, advertising, and e-commerce professionals, the "iMedia Summits" are held near their audiences in major cities like Goa (India), Gold Coast (Australia), and Christchurch (New Zealand). The brand also offers online or hybrid conferences to help clients avoid unnecessary travel.

RAISING AWARENESS AND ENGAGING OUR STAKEHOLDERS

Managing environmental impact relies on collective mobilization, involving not only the organizer but also visitors, exhibitors, and service providers. To raise awareness among all these actors, Comexposium informs, guides, and encourages the adoption of more responsible practices.

Promoting eco-friendly practices

Designing eco-friendly practices for our events involves rethinking the visitor and exhibitor journeys. During the preparation phase, our event teams, supported by Sustainability or Operations Officers, define responsible practices tailored to each key stage: preparation/setup, operation, and dismantling for exhibitors; access, visiting experience, and comfort for visitors.

This educational approach helps embed good habits, such as waste sorting or reuse, and accelerates the adoption of sustainable practices. To support this, we use multiple communication channels: exhibitor guides, service contracts, websites, signage, social media, and event briefing sessions.



Following the same sustainable logic, **eco-friendly tips for visitors** encourage the use of soft mobility options, responsible food consumption and purchasing, and the use of digital resources.

Raising collective awareness

For Comexposium, raising stakeholder awareness about sustainable development goes far beyond sharing responsible practices. The Group leverages its mission as a community builder to transform the events it organizes into catalysts for sustainable transformation. As true media platforms, our trade shows amplify the reach of Corporate Social Responsibility (CSR) issues. Each edition inherently carries an educational mission aimed at fostering greater understanding and adoption of sustainable practices.

CSR is expressed through a variety of formats, each adapted to the identities of our brands:

- **Spotlight on the most sustainable actors.** With the "Committed Company" award, SILMO recognizes the optical and eyewear exhibitor with the most outstanding CSR initiative.
- **DIY workshops and afterworks** dedicated to anti-waste techniques, ethical mending, and the production of eco-friendly cleaning and cosmetic products are an integral part of Créations & Savoir-faire.
- **An exhibition dedicated to sustainable packaging.** Djazagro, the professional food production trade show, showcased cutting-edge packaging innovations in Algiers in 2024 with its DJAZ'PACK exhibition.
- **Interactive quiz** on recycling and eco-organizations: a fun activity offered to visitors and exhibitors at ALLFORPACK PARIS 2024.
- **Conferences, masterclasses, and debates:** topics such as "Sustainable cheers," "Reducing the environmental impact of photography," "Sustainable practices in retail," "Traveling while minimizing your carbon footprint," and "Low-carbon materials in construction" were covered at our events.
- **Second-hand and second life at the heart of France's biggest fair.** Foire de Paris 2024, in partnership with Violette Sauvage, features France's largest second-hand clothing market, promoting ethical and sustainable fashion. At the same time, a Repair Café hosted by passionate volunteers gives a second life to damaged items brought in by visitors.
- **A CSR trail** allowed visitors to discover the most committed exhibitors at SIAL Paris 2024.



DRIVING CHANGE ACROSS THE EVENT INDUSTRY

By initiating and sharing best practices within its ecosystem, Comexposium contributes to the sustainable transformation of the event industry. The Group is actively involved alongside major industry federations and associations shaping the profession.

A committed global player

Operating in over 20 countries, Comexposium is a leading international player in the event industry. To foster dialogue across the global trade show ecosystem, the Group is a member of UFI, the global association of the exhibition industry. Among its many initiatives to enhance the sector's appeal, UFI brings its members together around environmental challenges, building a collective roadmap to achieve net zero carbon emissions for the events industry by 2050. **Comexposium is one of the signatories of the "Net Zero Carbon Events" initiative, alongside other global stakeholders.** In line with this commitment, the Group measures the carbon footprint of its events and identifies opportunities for reduction. As part of its long-term efforts, Comexposium also contributes to various UFI-led initiatives, including its Sustainable Development Committee, which brings together around 40 international members (venues, organizers, suppliers, associations). In 2023, Elaine Chia, CEO Comexposium APAC, was appointed to the Association's Executive Committee.

Ambassador of the French event industry

As an active member of UNIMEV (French Union of Event Industry Professions), Comexposium is a committed supporter of the sustainable action plan launched by the organization in partnership with the French Ministry for the Ecological Transition. A signatory of the Green Growth Commitment since 2022, the Group is taking concrete action to reduce resource consumption, improve waste management, and promote reuse across its activities. In 2024, Comexposium reaffirmed its role as a driving force for a more sustainable event industry: the Group joined UNIMEV in contributing to the French

Commission of AFNOR's work to revise ISO 20121, the international standard for sustainable event management. It also took part in the development of the Guide to Responsible Events, published by the French College of Sustainable Development Directors.

Commitments recognized by the industry

In 2024, our sustainability approach was acknowledged by the industry: the LEAD label (Label for Sustainable Event Ambition) was awarded to One to One B.Better, INTERMAT Press Days, and our internal France Convention, which brought employees together at the Longchamp Racecourse in Paris. Each of these pilot events embodied a zero-carbon ambition, zero-waste objectives, and a positive social impact. **This proactive approach serves as a source of inspiration across the Group by promoting the sharing of best practices.** It also fosters collective commitment across the entire value chain, involving venues, catering services, layout and design partners, and technical and audiovisual providers throughout the planning and execution of more sustainable events. Toward the end of the year, Comexposium also launched the process to obtain the Positive Company® CSR label. This certification recognizes organizations that implement environmentally and socially responsible practices. Comexposium aims to become the first event organizer to be awarded the Positive Company® label.

NET ZERO CARBON EVENTS

netzerocarbonevents.org

SIGNATORY OF THE PLEDGE



3 Questions to...
Peirui TAN, Programme Manager - Advocacy & Alliances, UFI
(The Global Association of the Exhibition Industry)

In your view, how do trade shows have a positive global impact?

Trade shows are platforms for innovation that drive dialogue and collaboration on global challenges. They also have a positive impact on host territories, contributing to economic growth, job creation, and innovation. They foster genuine human connections that are often difficult to establish through digital channels. Moreover, they promote inclusion and diversity.

From an environmental standpoint, what are the main challenges facing the industry? How is UFI contributing to solutions?

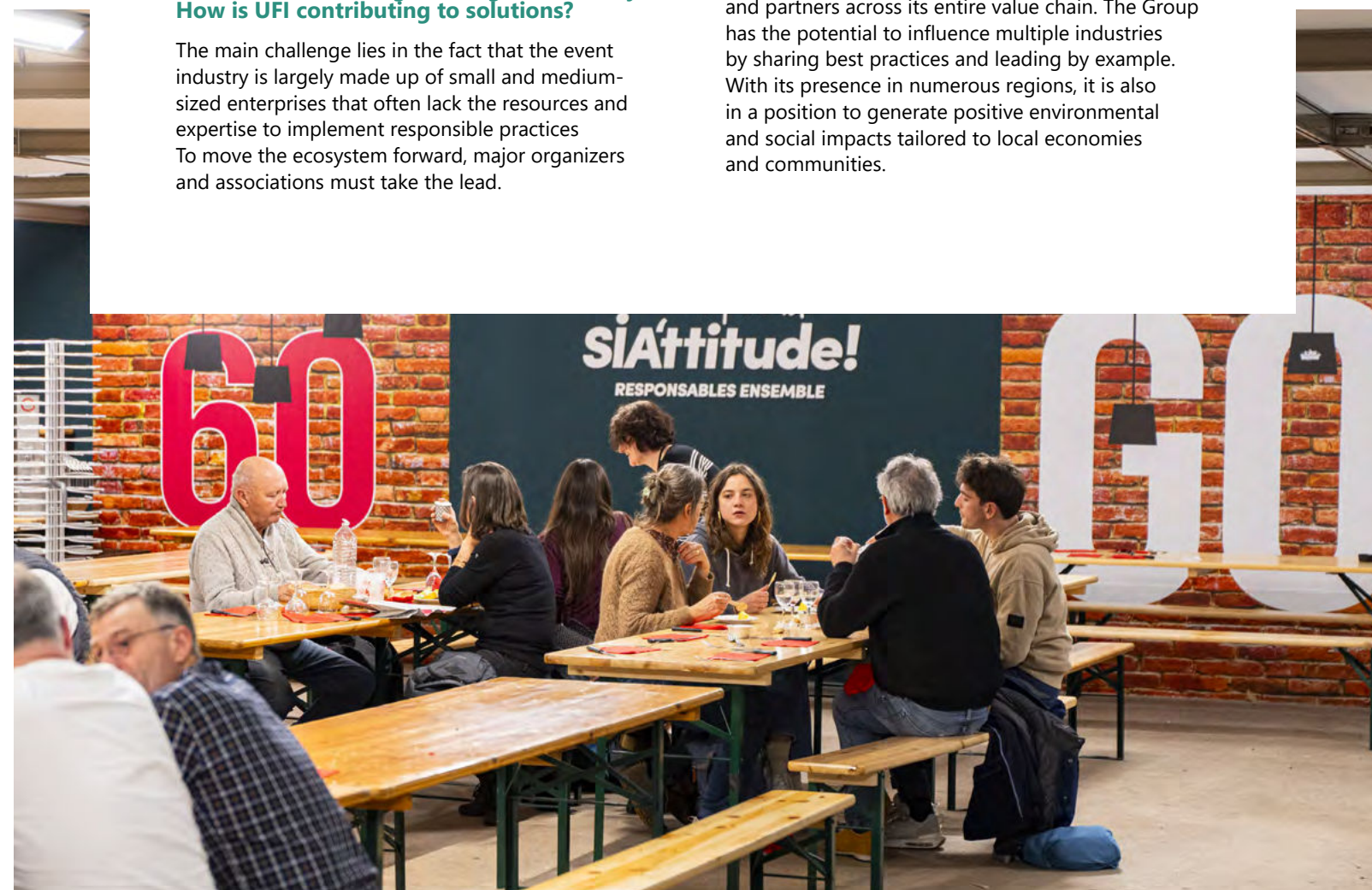
The main challenge lies in the fact that the event industry is largely made up of small and medium-sized enterprises that often lack the resources and expertise to implement responsible practices. To move the ecosystem forward, major organizers and associations must take the lead.

That's why UFI launched the Net Zero Carbon Events (NZCE) initiative, which encourages trade shows to reduce the carbon footprint of their activities. Since its launch, NZCE has achieved key milestones, including the presentation of an industry roadmap at COP27 and the release of best practice for decarbonization across eight areas of action.

In addition, to offset the environmental impact of participant travel - one of the largest sources of emissions at international events - we are exploring how trade shows act as "travel consolidators," by centralizing meetings and thereby reducing the need for multiple separate trips.

What role do you think Comexposium could play in this environmental transition?

As a major global event organizer, Comexposium can be a driving force by engaging exhibitors and partners across its entire value chain. The Group has the potential to influence multiple industries by sharing best practices and leading by example. With its presence in numerous regions, it is also in a position to generate positive environmental and social impacts tailored to local economies and communities.



IMPACT ON OUR TEAMS

and the event industry

At Comexposium, our mission is to create meaningful connections that generate long-term value and help our communities go further, together.

This mission is lived every day through our commitment to our own people, across all our subsidiaries, and more broadly to the many professionals across our value chain who share the same passion for the event industry.

To inspire and empower this collective energy, the Group promotes human-centered values that shape its company culture. We are committed to delivering the best possible employee experience, built on quality of life at work, work-life balance, and opportunities for skills and talent development. Across all our events, we also champion diversity, inclusion, ethics, respect, and collective intelligence, core principles of our ALL INVOLVED responsible engagement strategy.

At every step, we strive to ensure that each team member can thrive and contribute meaningfully to the positive impact of our mission.



PROMOTING HUMAN-CENTERED VALUES

Comexposium's company culture is built on five core pillars that drive innovation, sustainability, and human values. These pillars reflect the Group's responsible ambition and its commitment to all stakeholders.



Passion & Enthusiasm

Passion lies at the heart of Comexposium's DNA. It fuels our teams every day, inspiring their dedication to their industry and their events. This shared energy brings people together and drives satisfaction and collective success across the board.

Connection & Cohesion

At the core of Comexposium's model is the power of community. We create and nurture spaces where professionals and enthusiasts can come together. Driven by a strong customer-centric culture, we foster meaningful interactions that generate positive impact.

Innovation & Agility

Innovation is a constant priority at Comexposium, as each edition of our events brings new experiences. Guided by curiosity, agility, and creativity, we are committed to continuous improvement, constantly reimagining formats to inspire and engage our communities.

Expertise & Performance

Whether physical or digital, every format is designed to deliver value. Comexposium leverages deep event expertise, strong marketing and sales capabilities, and high-quality partnerships to help our communities grow and thrive.

Commitment & Sustainability

Sustainability is central to our mission. We work closely with partners to promote responsible practices and support their transformation journeys. Driven by team spirit and cohesion, Comexposium is actively engaged in creating lasting social and economic impact both in France and internationally.

RECRUITING AND DEVELOPING TALENT

At Comexposium, every team member is driven by passion and energy. To build collective performance, we focus on upskilling, career development, and high-quality training. These are key pillars of our HR strategy.

Reflecting the needs of the event industry

Events bring together a wide range of interconnected roles. Behind every successful show is a team of professionals united by a shared mission: to design meaningful, memorable encounters. **This collective drive fuels both strategic and operational efforts, with team spirit at the core of everything we do.**

Event-related professions are demanding: strict timelines, tight regulations, constant requests, all in multicultural, multilingual contexts. Our industry calls for strong soft skills: adaptability, crisis management, resilience, active listening, and empathy. That's why at Comexposium, mindset and motivation are just as important as skills and experience. This approach to recruitment has proven effective: our teams are deeply committed and loyal to the Group, with an average tenure of 8 years at headquarters. Many of our employees build their entire career at Comexposium, a sign that we know how to recognize potential and help it flourish.

Attracting new talent

We regularly recruit new talent to strengthen our teams with fresh technical or industry-specific expertise and to support business growth through temporary reinforcements. Every new joiner follows a structured onboarding journey that is continuously improved. In France, newcomers particularly appreciate the welcome kit and buddy system we've implemented.

Many of these new recruits are young professionals joining us as interns or apprentices.

Supporting the next generation

Comexposium is widely recognized as a learning organization where younger generations can build their skills, learn a profession, and grow alongside experienced experts with the potential to secure a permanent role after their apprenticeship or internship.

- **86.7%*** of our interns and apprentices would recommend Comexposium as an employer
- **6%*** of our 2024 hires in France came from post-apprenticeship recruitment
- **HappyIndex® Trainees 2025:** Comexposium ranked 15th out of 55 companies in our apprentice category*.



Developing skills

To keep our teams inspired and performing at their best, skill development is a strategic priority. Thanks to the **diversity of our event portfolio, our people have opportunities to change roles, explore new sectors, take on greater responsibilities, or deepen their technical or cross-functional expertise.** We stay attuned to each employee's goals and ambitions through tailored internal tools and programs. Comexposium actively invests in career growth through hands-on learning, internal mobility opportunities, and targeted training.

- **93%*** of French employees completed at least one training session in the past year
- **7,248 training hours*** delivered, representing **2.51%** of total payroll
- **6%*** internal promotion rate in France



Comexposium in numbers:

- **1,200** employees
- **50 integrated professions**
- **300 hires** since 2022
- **27 nationalities**

Encouraging diversity

We firmly believe that diversity is essential and a key driver of creativity and innovation. Our recruitment and career development policies promote gender equality, as reflected in our 2024 Gender Equality Index score of 96/100*, significantly above the French national average of 88/100*.

2024 gender equality index in France: 96/100

Gender pay gap:	36/40
Gap in individual raises:	20/20
Gap in promotions:	15/15
Percentage of women receiving a raise upon return from maternity leave:	15/15
Gender balance among top 10 highest earners:	10/10

*Data based on Comexposium SAS and One to One scope

Access to training and employment through our events

Our commitment to skill-building is also reflected in the programs we design for our events. **Many of our shows feature dedicated spaces for employment and training,** where job fairs bring together recruiters and candidates from specific industries. In these zones, schools and associations provide visitors with guidance and resources. More broadly, education and career orientation are at the heart of **l'Étudiant, a Comexposium brand operating 110 fairs across France** and a comprehensive web platform offering free, expert-led information for 15–25-year-olds. On letudiant.fr, students and their families can access articles, career guides, professional interviews, and more, updated daily by a team of specialist journalists. Every month, over 4.6 million users rely on this trusted content.

IMPROVING QUALITY OF LIFE AT WORK

Just as Comexposium strives to offer the best possible experience to event participants, the Group is equally committed to providing its teams with a work environment that encourages collaboration and well-being. In 2024, this commitment was reflected in the relocation of our headquarters to new, modern spaces designed to support a better quality of life at work.

Quality of work life also a priority on site

Employee well-being is also a priority on-site, at the exhibition venues where our events take place. For Comexposium teams and those across our value chain, comfort and efficiency are essential, especially during busy show periods. Before each event, briefing sessions help all stakeholders anticipate practical needs for setup, operations, and teardown phases. During the event, **Comexposium provides fully equipped, temporary offices tailored to support staff** who may spend several days or even weeks on-site. From welcoming clients on the spot, receiving deliveries, and publishing live content on social media, to hosting delegations or press representatives, every task is made easier thanks to the provision of connected, functional, and well-appointed work areas. Most of our events also include dedicated, comfortable spaces for exhibitors, VIP partners, and media teams with tailored hospitality to meet their needs.

Safety and security are central to Comexposium's CSR policy and a daily priority. The Group continuously raises awareness among employees and service providers, particularly during pre-show briefing sessions. Throughout the setup and breakdown phases, Comexposium ensures compliance with the use of personal protective equipment and may carry out random checks with its partners, who are selected based on their strong commitments and high standards in safety practices.

"Safety is not just a legal requirement - it's a mark of professionalism, reliability, and protection. It is essential to the successful delivery of any event and to earning the trust of all involved."

Starting from a clear risk mapping, GPS and Comexposium's Operations Department jointly define the appropriate security measures for each event and venue.

Comexposium has taken a pioneering approach to event safety and security by implementing centralized coordination through a command post. This central coordination, supported by advanced technical resources, has raised the skill level of all operational teams.

It enables a more comprehensive understanding of safety issues across all stakeholders and strengthens security at the Group's major events."

Laurent Almansa, President GPS
(Gardiennage Protection Service)

New spaces reflecting a group committed to the future

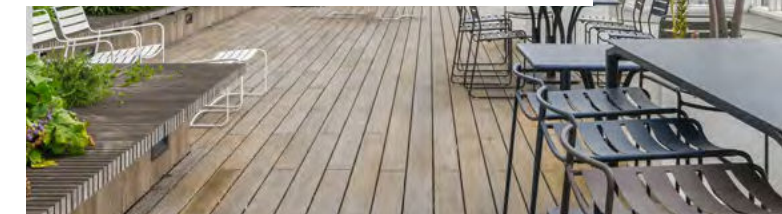
In 2024, Comexposium's headquarters teams moved into next-generation, inclusive, and responsible offices located within the Highlight campus, along the Seine and just steps from La Défense, the world's 4th most attractive business district.

Launched two years ago, this project places the Group within a forward-looking vision, enhancing its appeal to both current and future employees and reflecting its modernity.

Highlight offers a cutting-edge, inspiring working environment for 400 employees. Designed as a true corporate campus, it includes a wide range of dining options, fitness facilities, green rooftop terraces, and collaborative spaces. Renovated to promote overall employee well-being, the building has earned several leading certifications: WELL Building Standard Gold, NF HQE Excellent, and BREEAM Very Good, recognizing its high environmental performance in terms of energy efficiency, resource management, and sustainable materials. The interior layout was co-designed with a network of employee ambassadors to meet evolving needs and working styles. Open,

modular workspaces support flexible team structures in line with the event cycle, while social areas on every floor encourage connection and collaboration. All furniture and IT equipment have been fully renewed to enhance ergonomics and performance. High-quality materials, abundant natural light, panoramic views of Paris, and the visibility of the Comexposium logo seen daily by thousands of commuters in La Défense further elevate the Group's image and attractiveness.

Another Key Move in 2024: the L'Etudiant Group moved to the heart of eastern Paris, into the "Carré Daumesnil" building. These new offices, which are also energy-efficient, were selected to improve the quality of work life for the subsidiary's employees. As with our headquarters, shared spaces, thoughtfully chosen furniture and equipment, and brand-inspired design elements all reflect the team spirit and dynamic energy that define the Group.



FOSTERING PASSION AND ENGAGEMENT

Comexposium nurtures team passion by cultivating a multicultural, gender-balanced, inclusive, and supportive work environment. In 2024, the Group continues to advance its ALL INvolved responsible engagement strategy and has launched a certification process to reinforce its commitment to ever more virtuous practices.

Multicultural, gender-balanced, and inclusive teams

With a presence on every continent, Comexposium's teams operate in a truly multicultural environment an ongoing source of innovation and creativity. Today, the Group proudly brings together nearly 30 nationalities, with a **wide variety of backgrounds and experiences that fuel new ideas, boost agility, and generate positive energy.**

Team collaboration often gives rise to innovative projects. For example, the partnership between our subsidiaries Insight Events Denmark and Beyond Event led to the creation of BIM World Copenhagen, a new event focused on the digital transformation of the construction sector, tailored to the Danish market and its strong sustainability standards. Similarly, our SolutionsCSE teams collaborated with One to One to launch SolutionsCSE Les Rendez-vous, a premium business meeting format designed specifically for employee representative committees.

This inclusive spirit goes hand in hand with **our commitment to respect every individual.** Through its recruitment and career development policies, Comexposium **aims to maintain a high level of gender equality** (96/100 in France on Comexposium SAS and One to One scope). **Diversity and inclusion are key to ensuring equal development opportunities for all.**

This commitment also extends to the Group's events. In Japan, Comexposium ensures **gender-balanced programming** in its conference agendas. The Rétromobile show, one of the largest gatherings of classic car enthusiasts, stands out for its focus on inclusion and accessibility. In partnership with the Handi Rally Passion association, the event improved accessibility for people with reduced mobility and people with disabilities, including upgraded parking access, rest areas, toilets, and elevators. This comprehensive review led to the creation of an **accessibility charter.** Beyond a single event, this approach is now being applied across other Comexposium events and benefits a wide range of stakeholders.

Committed teams

Comexposium's positive social impact is made possible through the many solidarity-driven initiatives carried out by its teams. In line with our mission as a community builder, the Group empowers each event team to select the **solidarity project most relevant** to their event's theme and audience. In doing so, teams **become actively involved with the local nonprofit landscape or the associations linked to their sector,** addressing a wide range of issues: fighting poverty (Restos du Cœur, Red Cross, Food Bank...); facilitating access to healthcare and supporting individuals with health challenges (Mécénat Chirurgie Cardiaque, Une Patte Tendue...); or promoting educational and cultural solidarity (Du Beurre dans leurs Épinards...). In December 2024, Comexposium launched the "Fêtes Solidaires" initiative in France: teams were invited to select a cause of their choice from among the partner associations of the Group's various events.



3 Questions to... Elaine Chia, CEO of Comexposium APAC

What strategy guides the HR policy at Comexposium APAC?

In the Asia-Pacific region, Comexposium and its subsidiaries represent nearly 250 employees across 9 countries. Our geographic footprint is vast and culturally, economically, and legally diverse. We tailor our approaches to local specificities while ensuring overall alignment with the Group's global objectives.

How does Comexposium APAC address gender equality, diversity, and inclusion?

We see the diversity of our markets as a true asset and a major strength. That's why we promote cross-cultural and intergenerational collaboration. Our teams work closely together to uphold a professional ethic based on inclusion and respect. In addition, we enforce a zero-tolerance policy for all forms of discrimination, and we maintain an open feedback system available to all employees.

What actions are taken to sustain and strengthen employee engagement?

To maintain a positive dynamic across teams, we prioritize work-life balance by offering flexible work arrangements. We also foster cohesion within the Asia-Pacific zone through inter-regional meetings where all voices are heard and best practices both professional and cultural are shared. On top of this, we implement cross-functional projects that are carried out both digitally, via video conferencing, and in person, during visits to Group events.

Measuring and strengthening our impact through stakeholder feedback

As part of its ALL INvolved CSR strategy, Comexposium has chosen **to evaluate and challenge its responsible commitments by pursuing the Positive Company® CSR label** for the scope covering Comexposium SAS and One to One.

This certification assesses the authenticity of a company's CSR strategy through an audit of its practices across five key areas: business model, governance, social, environmental, and societal performance. It also includes surveys conducted with the company's main stakeholders.

The certification process is currently underway and is based on anonymous feedback from all employees, major suppliers, and a representative panel of exhibitors.

Once complete, the Positive Company® audit will help Comexposium further refine its roadmap on societal, social, and environmental issues. Beyond the label itself, this initiative will allow the Group to measure and improve its impact in close collaboration with its stakeholders.

PERSPECTIVES

The notion of impact goes hand in hand with our global mission: to bring our communities further. The scope of this ambition continues to grow, taking our communities further in developing their economic appeal, further in the sustainable transformation of their models, and further in their social commitments. In 2024, our mission once again strengthened stakeholder loyalty while encouraging the emergence of new, rich, and inspiring human connections.

These achievements are not the result of isolated efforts. They are the outcome of ongoing co-construction with every actor in our value chain: employees, clients, partners, and suppliers, united through our continuous improvement approach, ALL INvolved.

These successes also take shape beyond our immediate ecosystem, through acquisitions and partnerships that strengthen our leadership and expand our expertise around the world.

Thanks to our forward-looking approach and our unique local and international network, we continue to enrich our offering with new formats designed specifically for our communities. Today's professionals and enthusiasts are seeking complementary experiences. As such, our networks SIAL, MILIPOL, and Vinexposium are evolving into global platforms with a range of gatherings and community-focused initiatives. In line with our continuous growth strategy, we are launching new targeted events and forging strategic partnerships to address high-potential market segments such as Tutturizza in China and Cyber-IA Expo in France.

This complementarity is also reflected in the geographies where we operate. Our flagship events are gaining momentum in key megacities, while at the same time, we are expanding our regional presence through more localized formats. Together, these models reinforce one another, creating greater value for the audiences they bring together.

The coming years should allow us to increase our impact even further. Thanks to our expertise in community building and event organization across more than 20 countries. Thanks to our strong presence in dynamic, innovative sectors committed to transforming their models. Thanks to the trusted relationships we've built with our stakeholders. Thanks to our continuous improvement approach, ALL INvolved, driven by the dedication of our teams. Together, these strengths are powerful levers not only to continuously reinvent ourselves, but also to anticipate the evolving expectations of our stakeholders.

At Comexposium, we are all deeply convinced that face-to-face interaction across cultures, professions, and industries remains, and will remain, the most effective way to move forward and build concrete, efficient, and lasting solutions.

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