



TRANSPARENCY REPORT



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FOREWORD FROM GERMAN MANAGEMENT

Our company, Anschutz Entertainment Group (AEG), has been in Germany for 25 years and is deeply rooted in the Berlin and Hamburg communities. We see ourselves as a responsible part of the local community with the goal of making a positive impact.

As a leading live entertainment and sports company, we are a driver of change and growth in the cities where we operate. As a result, many arenas in our global network are not only places where people gather for unique experiences, but also catalysts for long-term positive change in previously neglected inner-city areas. One example is Berlin, where over the past two decades we have transformed an industrial wasteland around the Uber Arena into a vibrant urban neighborhood.

Of course, a company's responsibility goes beyond economic development. Today, the need for environmental sustainability is greater than ever. Artists, guests, and partners are increasingly concerned with the responsible use of resources and nature. More than a decade ago, our company implemented a global sustainability program and was one of the first in our industry to take a serious look at its global environmental footprint.

Operating large arenas with elaborate shows and concerts is a resource-intensive business. Millions of people visit us each year, sometimes traveling from far away and leaving behind waste. We embrace this environmental challenge and have reduced our energy consumption by more than 30% through a variety of measures, well before the energy crisis.

We use only certified green power, we stopped using single-use plastics early on, we operate a reusable cup dishwashing system that eliminates transportation emissions, and we support our FAME FOREST and the non-profit organization Anschutz hilft e.V. to fulfill our social responsibility.

Many of our initiatives and projects are driven by our employees, who

work to make a positive difference in the places they live and work. For example, our Code of Conduct for employees was developed through the work of such a group. We have defined numerous additional measures to help us on our way to ever more sustainable actions.

The next decisive strategic step will be to firmly anchor sustainability as a corporate responsibility in our operating processes. To this end, we have calculated our GHG footprint for the German venues for the first time and intend to use this and subsequent transparency reports to regularly inform our stakeholders about the measures we are taking and the progress we are making on our chosen path.

We hope you enjoy reading this report.



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COO & CFO
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Dirk Dreyer
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Uber Eats Music Hall

ABOUT AEG GLOBAL

AEG is the world's leader in live entertainment and sports, shaping the entertainment industry for a quarter century.

With a global network of arenas, concert venues of all sizes, powerful sports and music brands, integrated entertainment destinations, ticketing platforms, and global sponsorships, we deliver innovative experiences. Creativity is the foundation of our success.

We bring people together at some of the world's most prestigious events, capturing the passion of artists, athletes and, most importantly, fans to

create unforgettable moments. Our arenas, halls, clubs, and festivals offer exciting experiences and excellent service, true to our motto: "Giving the world reason to cheer". For us, entertainment is an essential part of life. AEG Presents produces and promotes world-class concerts and festivals such as Coachella and the American Express British Summer Time in Hyde Park, featuring some of the world's greatest artists.

We create special event venues. AEG Real Estate develops arenas, stadiums, clubs and theaters around the world, transforming ordinary places into extraordinary venues. Success stories such as LA Live in Los Angeles, The O2 in London, and the Uber Platz district along Berlin's East Side Gallery show how AEG is revitalizing urban wastelands.

Our drive is focused. When it comes to sports, we always set the bar high. AEG is one of the world's largest operators of sporting events and sports teams, including the L.A. Kings, LA Galaxy, and Eisbären Berlin.

AEG Global Partnerships coordinates the worldwide marketing and support of sponsors, including the sale of naming rights, premium seats, and other strategic partnerships. We create innovative experiences for brands to reach their target audiences at key moments, both in person and online.

More than
90
Million
Fans
entertained

12.000
Shows
staged

More than
70
Venues

More than
25
Festivals

Hosts more than
13.000
Events

AEG ANNUALLY



Barclays Arena

Opened in 2002
 Capacity: 15,000
 Event Count in 2023: 132
 Total Attendance 2023: 971,386

Uber Arena

Opened in 2008
 Capacity: up to 17,000
 Event Count 2023: 171
 Total Attendance 2023: 1,634,767

ABOUT AEG GERMANY

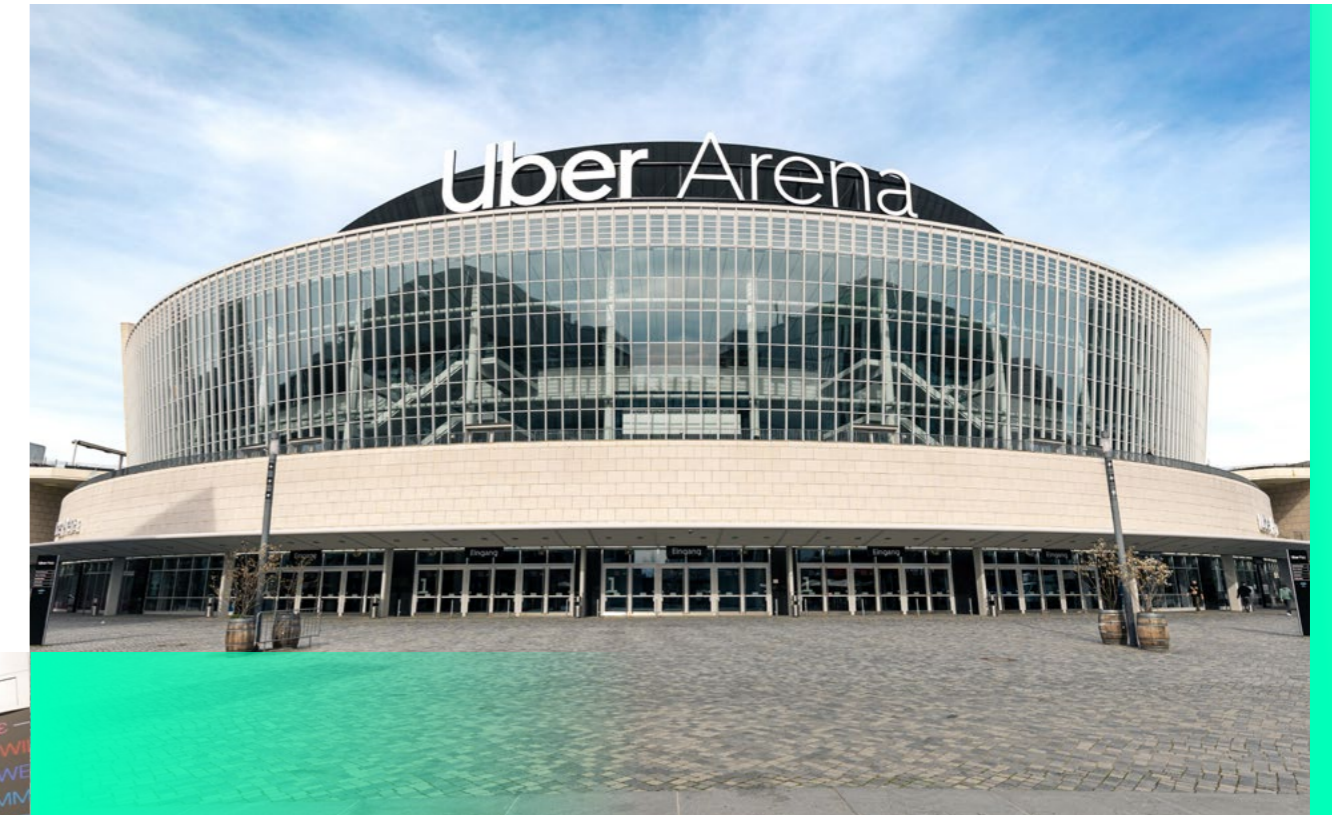
In Germany, AEG owns and operates two of the world's most successful arenas, the **Barclays Arena in Hamburg**, and the **Uber Arena in Berlin**. Since opening in November 2002, the Barclays Arena in Hamburg has hosted approximately 2,500 events. Approximately one million people attend its more than 130 events each year. The Uber Arena is the must-play venue in the capital for all national and international stars. Every year, more than 1.5 million people attend up to 170 sports, music, and entertainment events.

Located directly in front of the Uber Arena in Berlin, the **Uber Platz** offers a wide range of experiences with

a hotel, cinema, bowling alley, cafés, restaurants, and bars.

Visited by up to seven million people each year, Uber Platz is the beating heart of the dynamically growing urban district along the East Side Gallery.

In addition to the Uber Arena, a key component of Uber Platz is the **Uber Eats Music Hall**, which combines the atmosphere of a club with the capabilities of a multifunctional arena. In addition, AEG owns the ten-time German ice hockey champion **Eisbären Berlin**.



Uber Platz

Entertainment destination with restaurant, bars, hotels and cinema
 Annual number of visitors: 6.8 million

Uber Eats Music Hall

Opened in 2018
 Capacity: 4,500
 Event Count 2023: 107
 Total Attendance 2023: 140,825



EISBÄREN BERLIN

The Eisbären Berlin are the record champions of the highest German ice hockey league, the PENNY DEL, with 10 championship titles.

Starting in 2024, the league has introduced clear sustainability criteria for licensing, which must meet the following points:

- 1 provide evidence of a relevant section on sustainability in its articles of association.
- 2 to demonstrate a sustainability strategy taking into account the “DEL4 target matrix” specified by the company.
- 3 provide evidence of a full-time sustainability officer qualified in accordance with the company's requirements in accordance with Part N (Sustainability) of the Guideline.
- 4 to submit its GHG balance (greenhouse gas balance in accordance with the GHG Protocol Corporate Standard) every two years

These licensing criteria were created by a separate, league-internal commission, into which the Eisbären were also elected.

Within the framework of these criteria, but also by establishing an internal working group, the Eisbären have been able to develop their own sustainability strategy and have already successfully initiated and implemented a number of projects within this framework. -All with the long-term goal of establishing sustainability as part of the Eisbären DNA or corporate culture.



In the ENVIRONMENT area:

- Cooperation with “Frosch” to ensure sustainable and Cradle-to-Cradle-certified cleaning of sports textiles.
- The office no longer travels within Germany by plane, but rather by train if possible in order to reduce the carbon footprint
- If possible, switch from printed products to digital alternatives (match day magazines).
- Sports lights converted to LED to save energy.
- Survey among employees to get an overview of mobility in order to be able to give incentives for better arrival and departure in the medium term.

In the SOCIAL area:

- Founding of the EISBÄREN FOUNDATION, a separate, non-profit association that consists of Eisbären fans and employees and has the task of bundling existing social projects (cold bus, Pink in the Rink, etc.) under one roof and promoting them together.

In the area of GOVERNANCE:

- Creation of a mission statement, in collaboration with the managing director, to provide a clear statement on the polar bears' moral, ethical and social obligations and to establish this as the basis for the strategic direction.

ABOUT THIS REPORT

This transparency report represents the first of its kind for AEG in Germany and marks an important step towards transparent communication about the company's local sustainability efforts.

It focuses on the fiscal year 2022 and aims to highlight the development and implementation of the sustainability plan within operational processes. The goal is to establish sustainability as an integral part of the corporate culture and to continuously improve it. The report was prepared with the assistance of an independent consulting firm to provide comprehensive and meaningful

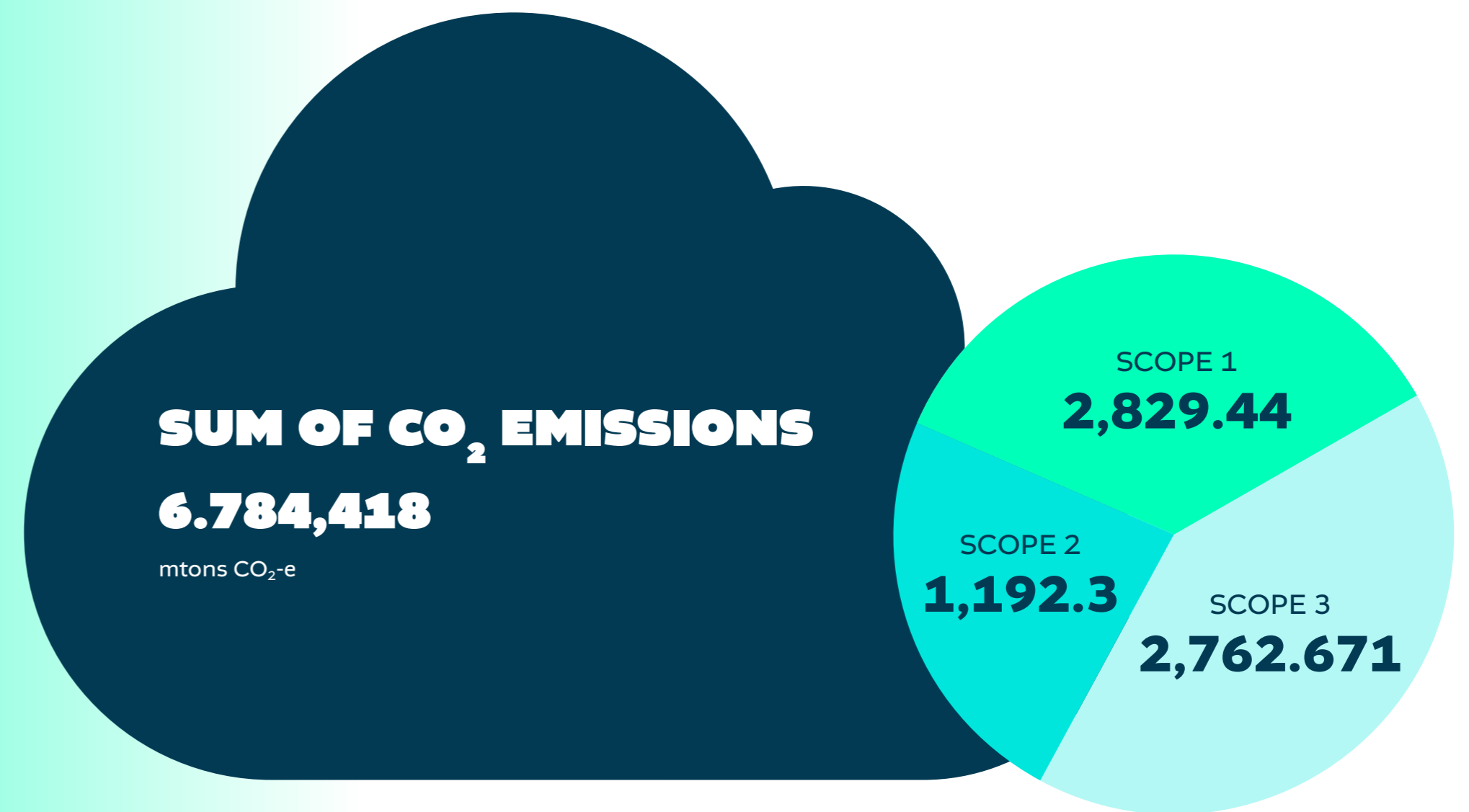
information, with an external audit planned to further optimize sustainability activities. AEG Germany emphasizes the importance of continuously improving its reporting and openness to feedback in order to work together towards a sustainable future. The company hopes that this report will enhance stakeholders' understanding and engagement in these efforts.



NUMBERS

AEG Germany's energy, water, and waste balance for 2022 aligns with the principles and guidelines of the World Resources Institute (WRI) and the Greenhouse Gas Protocol Initiative (GHG Protocol) of the World Business Council for Sustainable Development (WBCSD). These frameworks serve as the basis for company-wide greenhouse gas (GHG) accounting and reporting.

AEG Germany defines its organizational boundaries in accordance with the GHG Protocol using the „control approach“ for Scope 1, 2, and 3 emissions. This means that the scope of AEG Germany's organizational boundaries includes facilities owned or controlled by the company, provided that the responsibility for GHG emissions at these facilities lies with the company. The „control approach“ is the most suitable organizational boundary for AEG Germany, as it considers where the company can influence decisions that affect GHG emissions.



SCOPE 1 mtons CO₂-e

Diesel
27.23

Refrigerant
1,414.692

Liquefied Petroleum Gas (LPG)
5.915

Natural Gas
1,375.26

Propane
6.35

SCOPE 2 mtons CO₂-e

Electric Power
4,690.55

Green Power
(4,690.55)

District Heating
1,192.30

SCOPE 3 mtons CO₂-e

Compost
4.657

Controlled Waste
0.12

Recycling
512.047

Solid Waste
107.18

Electric Power - Upstream T&D Loss
195.33

WTT (Well to Tank)
1,943.33

2022 ENERGY & WASTE SUMMARY – BY SITE

Barclays Arena

Electric Power	1,200.36
Green Power	(1,200.36)
Refrigerant	264.708
District Heating	370.273
Propane	6.35
Compost	0.36
Controlled Waste	0.01
Recycling	6.22
Solid Waste	1.80
Electric Power - Upstream T&D Loss	54.91
WTT (Well to Tank)	491.72

1,196.35
mtons CO₂-e

Uber Platz*

Electric Power	480.73
Green Power	(480.73)
Refrigerant	389.23
District Heating	561.33
Compost	2.232
Controlled Waste	-
Recycling	375.023
Solid Waste	87.73
Electric Power - Upstream T&D Loss	21.99
WTT (Well to Tank)	277.73

1,715.27
mtons CO₂-e

Uber Arena

Diesel	27.23
Electric Power	2,306.73
Green Power	(2,306.73)
Refrigerant	759.83
Liquefied Petroleum Gas (LPG)	5.92
Natural Gas	1,375.26
Compost	0.506
Controlled Waste	0.11
Recycling	77.18
Solid Waste	3.92
Electric Power - Upstream T&D Loss	105.52
WTT (Well to Tank)	815.40

3,170.87
mtons CO₂-e

q.beyond Arena

Electric Power	420.34
Green Power	(420.34)
District Heating	314.57
Electric Power - Upstream T&D Loss	19.23
WTT (Well to Tank)	208.60

570.26
mtons CO₂-e

Uber Eats Music Hall*

Electric Power	282.39
Green Power	(282.39)
Refrigerant	0.92
District Heating	251.99
Compost	1.56
Controlled Waste	-
Recycling	53.63
Solid Waste	-
Electric Power - Upstream T&D Loss	12.92
WTT (Well to Tank)	149.89

470.91
mtons CO₂-e

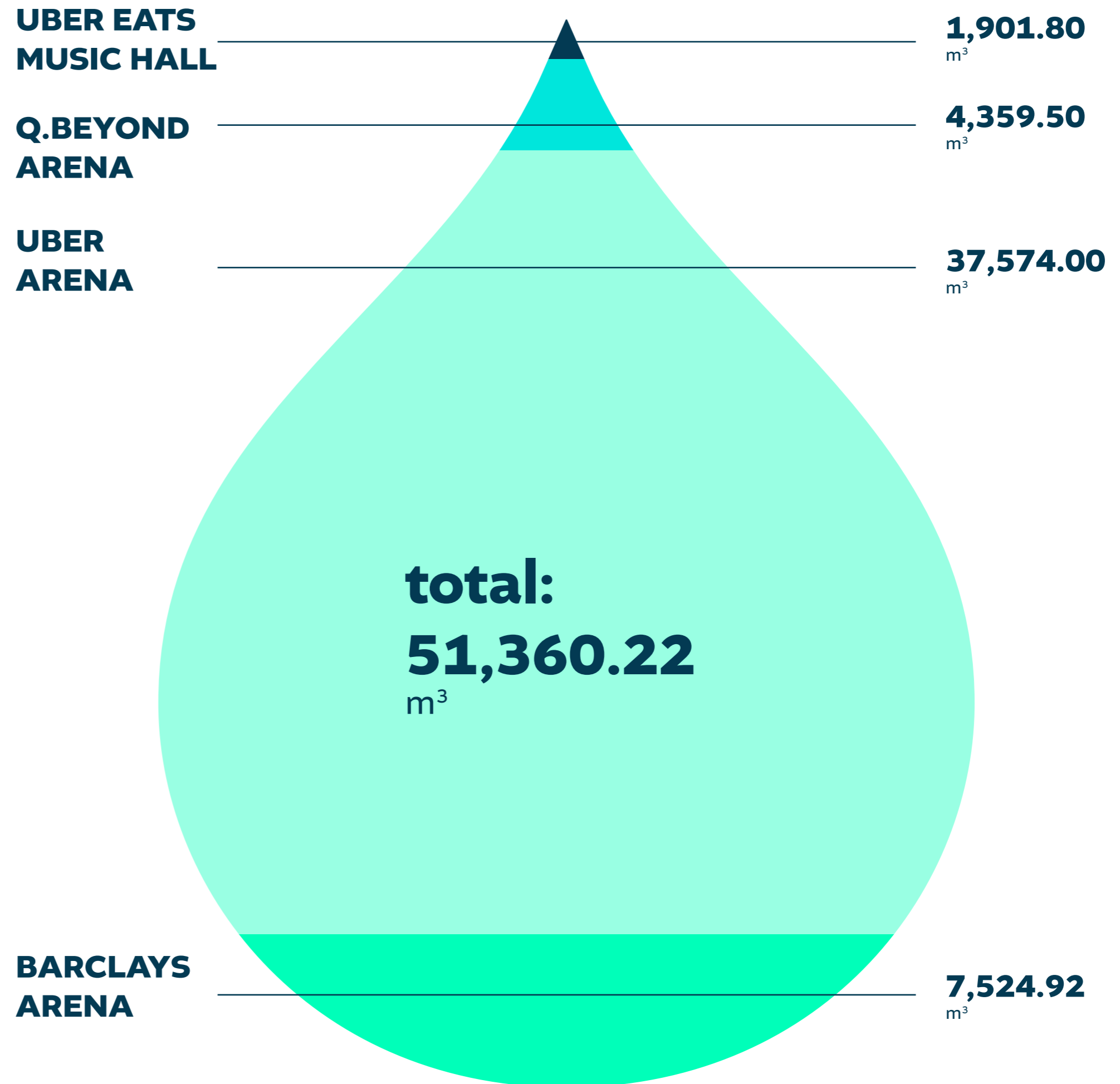
*In the absence of definitive data regarding the consumption allocated to the Music Hall and the Platz, it is reasonable to hypothesize that the balance for the square is disproportionately high and for the Music Hall, conversely, is underrepresented.



2022 WATER SUMMARY BY SITE

UBER PLATZ

Square footage in RA led to a large overestimation of 8 million gallons a month of water consumption. Therefore, an estimation was not inputted for this site



Review

WE HAVE ACHIEVED A LOT

Over the past few years, we have successfully implemented significant measures to promote positive changes in the environment and society. We are proud of this.



REUSABLE CUP SYSTEM WITH IN-HOUSE WASHING LINE

Since January 2023, AEG has been operating its own reusable cup system with in-house washing lines in its German arenas. Visitors to the Barclays Arena in Hamburg and the Uber Arena and Uber Eats Music Hall in Berlin receive their drinks in recycled Ökocup cups that are washed on site to avoid transport emissions to external washing facilities.



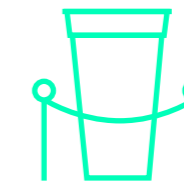
Eco-cups with up to 100% recycled content

AEG purchases around 172,000 eco-cups that are durable, BPA-free, and produced in a closed recycling loop. After about 600 wash cycles, the cups are recycled. Around 90% of them are used for new cups, and 10% are used for other products. This system replaces the previous PLA disposable cups and paper cups, saving 90 tons of waste at the three German venues every year.



Washing capacity of 5,300 cups per hour

The washing systems installed by Meiko, a company specializing in large events, can clean up to 5,300 cups per hour. They meet the highest hygiene standards and use resource-saving technology. There is no reason for any cup to leave the arena.



No cup should leave the arenas.

AEG's goal is to ensure that no cups leave the arenas, thus remaining in the recycling loop and not ending up in the household waste. A deposit is charged at the point of sale, as is common with reusable systems, and is refunded upon return. Alternatively, visitors in Berlin and Hamburg can donate their cup deposit to the eco-social sustainability project FAME FOREST. This is a great way to help the environment and plant trees.

GRAY WATER SYSTEMS IN THE BARCLAYS ARENA

The Barclays Arena in Hamburg uses a sprinkler cistern as the water source for its graywater, fire extinguishing, and sprinkler system.

This tank, located in the building, has a capacity of approximately 480m³, storing the rainwater collected from the arena's roof surfaces. The graywater system was installed when the arena was built in 2002, and it has been a key feature of the arena's water management since then. A separate water pipe system is routed to the urinals and toilets.

To minimize the amount of drinking water used to flush the urinals and toilets, even during dry periods, the drinking water is not fed into the large sprinkler cistern. Instead, it is fed into a much smaller hybrid tank located inside it. This minimizes the amount of drinking water used to the amount needed.



The gray water system installed in 2002 has saved the Hamburg arena around 4.5 million liters of fresh water per year.

ANSCHUTZ HILFT E.V.

Anschutz hilft e.V. was founded by AEG in Berlin in 2009 to support various charitable institutions in the immediate vicinity of today's Uber Arena.

Over the years, the non-profit has donated more than half a million euros to charitable projects and organizations in the surrounding neighborhood, and it has provided fast, direct, and unbureaucratic assistance in individual cases and for individual fates.

In 2023, the total amount of donations was almost 110,000 euros.

These include the railway mission at Berlin's Ostbahnhof, CABUWAZI Friedrichshain, Die Arche in Friedrichshain, Drop In e.V., GeBeWo – Soziale Dienste – Berlin GmbH with its medical and dental practice for the homeless at Stralauer Platz, Give Something Back To Berlin, Kreuzberg hilft, KulturLeben Berlin, the youth network Lambda Berlin Brandenburg,

the Spielwagen, the Spendenbrücke and the hip-hop project StreetUniver-City.

An important factor in generating donations for Anschutz hilft is the principle of „no ticket without a donation.“ At every event in the Uber Arena and Uber Eats Music Hall, there is a contingent of tickets that can be used for invitations from business partners and friends. However, to ensure that the actual value of these tickets is reflected in the donations, Anschutz hilft applies the principle that each ticket is only given with an appropriate donation.

Furthermore, AEG provides the Berlin Wall Foundation with an annual donation of €50,000 to maintain the East Side Gallery and the adjacent East Side Park.

FAME FOREST – ENVIRONMENTAL PROTECTION WITH A DISCO BALL

The FAME FOREST originates from Hamburg: artists performing at the Barclays Arena have a tree dedicated to them.

The FAME FOREST originates from Hamburg: artists performing at the Barclays Arena are honored with a dedicated tree. Star by star, tree by tree, a forest begins to grow. From this original idea, we have built a multifaceted CSR platform over the past years, achieving a media reach of around 1.5 billion contacts since its inception.

The FAME FOREST serves as a habitat for the development of meaningful ideas. It's where CSR meets entertainment. We like to say: the FAME FOREST creates ecosystems — in minds, in hearts, and in nature.

Our projects are as diverse as life itself: we plant trees, cultivate bees, and establish wildflower meadows. We raise funds with our Love & Peace Schorlen to support children in war zones and sent a positive message during the COVID era with our CampFireConcert in the Barclays Arena — an intimate performance between a star and a member of another household.

Diversity, equality, equity, and inclusion are not societal constraints for us but a matter of course.



In May 2024, the FAME FOREST will expand to Berlin, further spreading its ecological message. This initiative not only raises awareness of pressing issues but also actively contributes to solutions by planting trees and giving a voice to relevant causes.

These milestones mark only the beginning of our journey toward sustainability, inspiring us to intensify our efforts and work together to create a sustainable future.

IMPLEMENTED ACTIONS

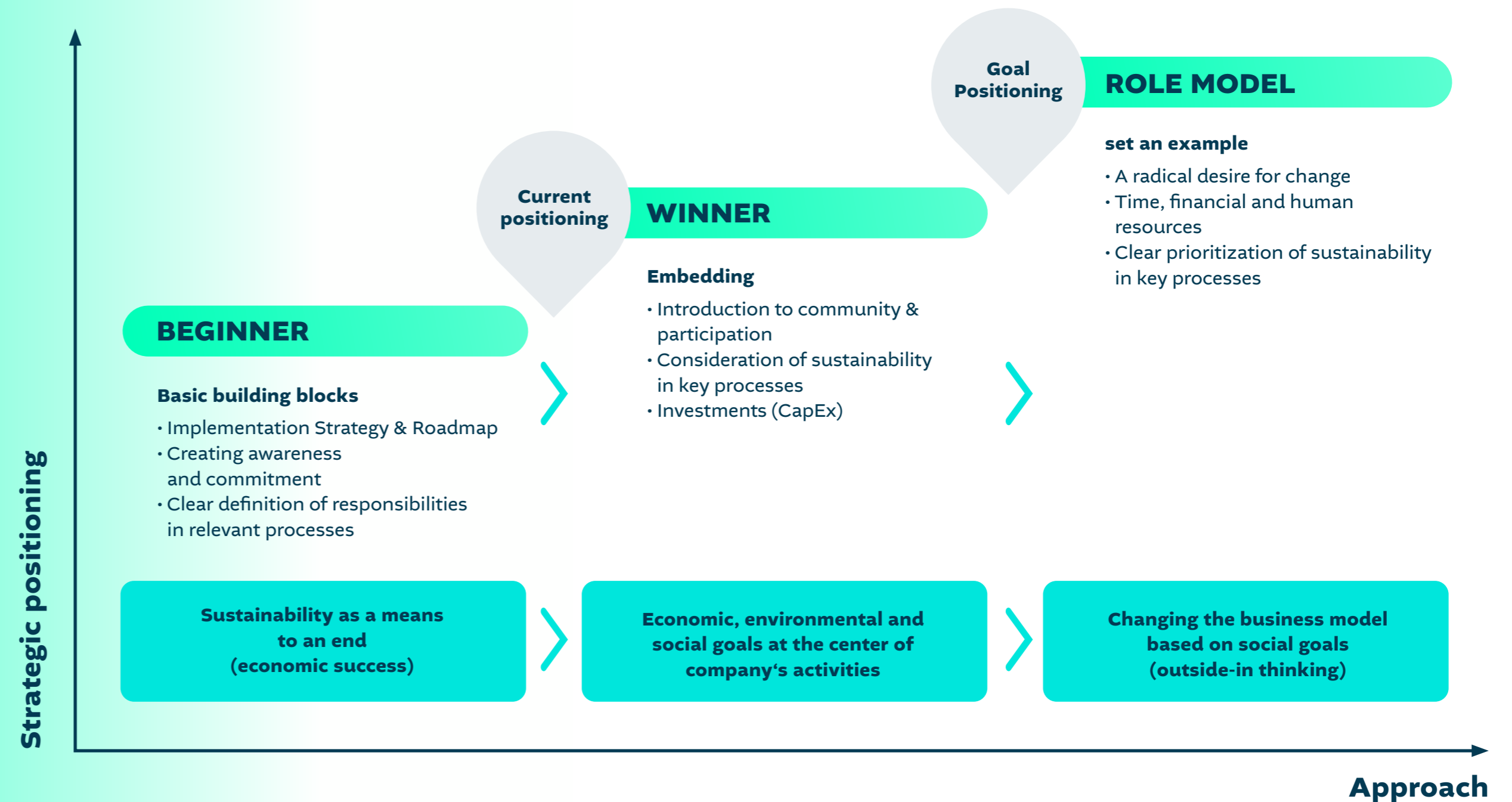
		 BARCLAYS Arena	Uber Arena	Uber Eats Music Hall	Uber Platz		
CO2 emissions and energy	General	Measurement of GHG emissions Scope 1 & 2	X	X	X	X	
	Energy Sources	Energy sources 100% green electricity from hydropower	X	X	X	X	
		District heating	X		X	X	
		Combined heat and power plant with green natural gas (certified compensation)		X			
	Energy Savings	Switching to LED including sports lighting	X	X	X		
		Motion detectors for lighting	X	X	X		
		Heat recovery in ventilation	X	X	X		
		Optimization through energy management system	X	X	X		
	Transport	Public transport connection	X	X	X	X	
		Free use of public transport at events	X				
		Subsidization of public transport for employees		X	X	X	
		Company bicycle offer for employees		X	X	X	
		Sufficient bicycle stands	X	X	X	X	
	Avoiding waste and conserving resources	Paper	Paper Paperless contract processes	X	X	X	X
			Recycling of used paper towels	X	X	X	
Paper napkin dispensers instead of unasked-for distribution (saving 170,000 napkins p.a.)			X	X	X		
Plastic		Reusable cup system with in-house cup washing system	X	X	X		
		Abandoning plastic (early implementation of the EU-wide single-use plastic ban)	X	X	X		
Waste		Waste Waste separation in the backstage area	X	X	X	X	
Water		Greywater recovery	X				
		Urinals with pH-value flushing	X				
	Rainwater retention on the surrounding area		X	X	X		
A positive influence on our environment	Greening	Extensive greening of the roof (at least 20% of the roof area)		X	X	X	
		Greening of the area (6,100 sqm)	X				
		Extensive planting of trees on the premises (approx. 250 trees)		X	X	X	
	Social responsibility and working environment	Code of Conduct	X	X	X	X	
		Anschutz hilft – financial support for social projects		X	X	X	
		Fame Forrest – eco-social project	X				
		Cultural participation through access to events	X	X	X		
		Women @ AEG – promoting the interests of female employees	X	X	X	X	

MATURITY MODEL

This is the basis for our efforts in the present and in the future.

We are going to evaluate our sustainability efforts, put them to the test, and always keep our long-term goal in mind. To ensure this, we use a sustainability maturity model that allows us to analyze our progress over time and identify potential for improvement. The different levels and stages of maturity reflect the company's current state of development. We have already implemented some measures, but sustainability is not yet a strategic anchor. However, we are striving to be a pioneer in the live entertainment industry, to break new ground, to learn, and to position ourselves clearly. This is essential for our future viability and to offer organizers and spectators a unique and sustainable experience.

The road to becoming a role model
Sustainability maturity model



VISION & MISSION

We have developed our vision and mission globally in line with AEG to reinforce our vision and actions. These are intended to help create a strategic orientation, strengthen our identity, and motivate us and all our employees to look ahead.

Our vision and mission serve as a guiding star to help us stay on course. They form the basis for strategic decisions and prioritization and serve as a decision-making filter to ensure that all activities are in line with the organization's long-term goals.

VISION:

Inspire the world's many voices to protect our planet.

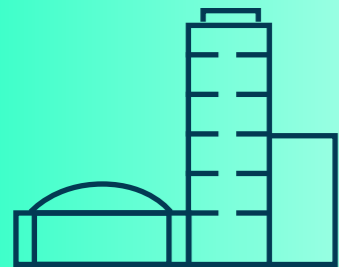
Our vision is to create an environmentally conscious and social environment where artists and visitors alike are inspired and can sit back and enjoy. Environmental protection, sustainability, and community are our top priorities.

MISSION:

We're committed to operating responsibly and to catalyzing the influence of live entertainment to preserve the planet for future generations.

At the core of our mission is acting responsibly in our work environment in the live entertainment industry. We will make environmental protection and social responsibility our top priority, and we will inspire people to work towards a sustainable future.

IMPACT AREA



Impact Area #1: VENUE / CORPORATE

Strategic Goals

We are measuring our carbon footprint as far as possible and are continuously expanding the data basis continuously (Scope 1-2).

We obtain energy from renewable sources and are constantly expanding our energy and resource-saving measures.

Within our working environment and office spaces we set a good example: protection of resources, waste reduction and strict recycling.

We promote biodiversity and are committed to the protection of biodiversity and our ecosystems.

We create incentives for employees to use more environmentally friendly means of transportation

Actions | implemented

Capturing the Scope 1 & 2 data	CO ₂ footprint 2022 for the individual venues and AEG Germany as a whole
100% green electricity from hydropower	
District heating	cogeneration plant with eco-natural gas (certified compensation)
Motion detector for lighting	Conversion to LED lighting incl. sports lighting
Paperless contract management	
Extensive greening of roofs and planting of trees	
company bicycle offer	

Actions | ongoing / planned

Improvement of data basis and expansion to Scope 3	Sustainability report (CSRD requirement from 2025)
Installation of solar panels	
Installation of EV charging stations	
Optimization of technical systems (energy improvement, energy recovery)	
Internal communication on energy saving	
Creating an action plan to reduce paper use	IT Electronic waste recycling
Creation of a wildflower meadow and greening of surfaces	Greening of facades
Bee colonies on roofs and open spaces	
Subsidization of public transport tickets for employees	Survey among employees to determine mobility behavior
Expansion of mobility options for employees	

● Hamburg ● Berlin ● AEG Germany



Impact Area #2: EVENT

Strategic Goals

We protect our most valuable resource, water, and reduce water consumption to a minimum.

Resource conservation: Wherever possible, we save resources, use more environmentally friendly materials and check for reusability and material cycles.

We increase promote public transport through effective measures, thus creating incentives for visitors to travel sustainably.

We collect relevant data to measure visitor flows (Scope 3 CO2 emissions).

We share our knowledge with event organizers and create a sustainable basis for cooperation.

Actions | implemented

Greywater recovery feeds fire extinguishing and toilet water

Urinals with pH-value flushing

Rainwater retention on the surrounding grounds

Paper napkin dispensers instead of unasked-for distribution (saving of 170,000 napkins p.a.)

Recycling of paper towels into toilet paper

Use of environmentally friendly cleaning agents

Each ticket includes free use of public transportation

Providing sufficient bicycle parking

City bike station and Moia stop

Actions | ongoing / planned

Use of water from the retention tanks in the parking garage

Reduction of flyers and leaflets
Waste separation backstage

Waste separation backstage

Each ticket includes free use of public transport
Increase in parking fees and reinvestment in sustainable funds

Increase in parking fees and reinvestment in sustainable funds

Collaboration with event organizers to create a basis/data foundation

Calculation of the carbon footprint per event/visitor

Recommendations for sustainable event organization

Creating incentives for more resource-efficient production

● Hamburg ● Berlin ● AEG Germany



Impact Area #3:

SUPPLY CHAIN & PARTNERSHIPS

Strategic Goals

We are creating a guideline and benchmarks that will shape our purchasing structure and standards in a sustainable way and provide orientation in purchasing.

Unsere gastronomischen Bemühungen sind nachhaltig ausgerichtet: Gesundes Speisenangebot, Abfallvermeidung, Ressourcenschonung, CO2-Einsparung.

We attract sustainable companies as partners and sponsors and always strive to maintain a sustainable partner network.

We pay attention to transparent supply chains and the shortest possible transportation routes. The terms of cooperation with suppliers are clearly defined in a code of conduct.

Actions | implemented

Reusable cup system	In-house cup washing system.
No plastic (early implementation of the EU-wide ban on disposable plastic)	

Actions | ongoing / planned

Creation of a purchasing guideline for orientation and status quo determination Measures to avoid food waste.	
Measures to avoid food waste	Regional supplier sourcing
Examination of the hygiene regulation regarding the passing on of food (handling food waste)	Expansion of vegan/vegetarian food offer
Sustainability Rider for partners as a reference and guideline for partner cooperations	
Regional supplier sourcing	

● Hamburg ● Berlin ● AEG Germany



Impact Area #4:
CULTURE
& SOCIAL
AFFAIRS

Strategic Goals

We are committed to the local community and social causes, actively involving our surrounding environment in the process.

We are committed to social justice and work to counter social inequality with appropriate measures.

We are all finding ourselves in an attractive workplace. The focus is on the health and well-being of all employees.

Actions | implemented

FAME FOREST Hamburg: Local reforestation project for artists performing at Barclays Arena.

Anschutz hilft e.V.: Financial support for various local social institutions

Financial support for the Berlin Wall Foundation to maintain the East Side Gallery

„Family Sundays” neighborhood festival together with the projects of Anschutz hilft

Cooperation with KulturLeben to provide free ticket allocations to families with limited financial means

Offer of sports courses and joint sports activities

Actions | ongoing / planned

Transfer FAME FOREST to Berlin

Transfer Anschutz helps e.V. to Hamburg

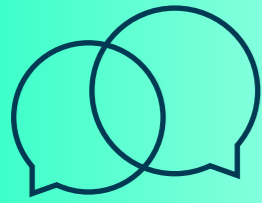
Cooperation with KulturLeben for suite customers and partners

Specific project search and selection with a focus on social justice

Greening of the working environment: moss walls, plants as room dividers

Attention for various ecological and social topics (Fame Schorlen, merchandise, tree planting campaigns, etc.)

● Hamburg ● Berlin ● AEG Germany



Impact Area #5: **COMMUNI- CATION**

Strategic Goals

We strive for transparency towards stakeholders and interest groups and openly present our commitment through professional reporting.

We are strengthening internal participation and motivation for sustainability issues among employees.

We maintain a healthy relationship with our local environment and actively involve it and our partners.

Through targeted communication and creative outreach, we engage visitors and raise awareness.

Certification

Actions | implemented

AEG Global Sustainability Report since 2010	AEG Germany Transparency Report
Employee participation in 5 action groups	Town Halls and Quarterly Updates
Sustainability campaigns (e.g. Earth Month, Pride)	
Web pages on homepages for CSR and sustainability	Reusable cup campaign

Actions | ongoing / planned

Materiality analysis	Sustainability report (CSRD reporting requirement from 2025)
Sustainability as a fixed topic on the intrane	Internal campaigns on the topic of sustainability
Stakeholder mapping & management	
Sustainability Rider for promoters	Visitor communication on site
Barrier-free communication: use of plain language; consistent gender policy	
A Greener Arena certification	Evaluation of further certifications

● Hamburg ● Berlin ● AEG Germany

CERTIFICATION

Greener Arena certification from AGF (A Greener Future) for the external evaluation of our sustainability efforts.

Promoting transparency, credibility, and trust – both among our employees and our stakeholders. An external assessment ensures that our sustainability measures are analyzed and audited by independent experts. We use this process to identify weaknesses and make targeted improvements based on these findings. AGF is a nonprofit organization that supports organizations, events, festivals, and venues in reducing their environmental impact and making those results and efforts measurable and comparable. To obtain the Greener Arena certification, venues

must meet and demonstrate a range of criteria. These include the use of renewable energy, the reduction of energy consumption, the efficient use of resources such as water and waste management, as well as measures to promote environmentally friendly visitor mobility. Regular audits and site inspections are carried out to ensure that the standards for Greener Arena certification are met. Facilities that receive this certification demonstrate a clear commitment to sustainability and help to minimize the environmental footprint of events.



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