

SUSTAINABILITY POLICY

of MEISSNER EXPO GmbH

OUR MISSION

MEISSNER EXPO is a family-run company specializing in 3D brand communication. Our goal is to create spaces where people can meet and create lasting business relationships. We do this by developing innovative, creative concepts and customized services.

We offer a comprehensive range of services from a single source: trade show booths, exhibitions, interior design, studio formats, as well as conferences and events — live, hybrid, or virtual. We view every project as a unique stage for brands and people. Our clients come from diverse industries whose values align with our core principles: respect, fairness, reliability, and sustainability.

Sustainability is an integral part of our corporate responsibility. To conserve resources and create long-term value, we focus on:

- visionary design and technical concepts
- the development and use of modular, reusable systems in temporary construction
- durable structures and — where possible — sustainably certified materials
- customized planning that deliberately reduces unnecessary services to save time and resources

Our global partnerships enable us to execute projects internationally while relying on qualified local professionals. This reduces travel and transportation costs while simultaneously strengthening regional economic value creation.

As a small team with flat hierarchies, we are able to respond flexibly to change and tailor our services precisely to individual needs. This results in efficient, sustainable, and high-quality solutions.

Our mission is to combine economic success, responsible business practices, and long-term partnerships — with the aim of creating a sustainable win-win situation for all involved.

SELF-DECLARATION

The future requires commitment.

We have always focused on long-term solutions. As a founding donor of the [FAMAB Foundation](#), a supporter of the [Stiftung Allianz für Entwicklung und Klima](#) (Alliance for Development and Climate Foundation), and a signatory to the [Net Zero Carbon Events Pledge](#), we have been taking responsibility for decades.

As early as the 1990s, we were actively involved in developing the first industry standards. We have been certified as a Sustainable Company since 2013 — with a binding code of conduct.

This is what the managing directors have to say:

Bruno Meissner:

“When I founded our company in 1977, no one was using the term ‘sustainability’ yet — but with the exhibition systems we manufactured and sold, our customers were already able to design their displays in a sustainable way back then.

Today, decades later, system components from that era are still in use!

The topic gained greater prominence in the early 1990s. We developed a brochure on the topic of ‘Sustainability in the Trade Fair Industry’ within our trade associations.

[Read the scanned 1994 brochure here.](#)

We have also promoted the importance of sustainable trade show management in lectures and other publications.

In particular, the impact of concept and design on all areas of our work has become increasingly clear to us and has guided our actions.

Today, sustainability — with its three pillars (economy, ecology, and social responsibility) — is the defining criterion of our business policy and is not only supported by our team, the MEISSNER EXPO family, but also lived and breathed.”

Nikolaus Meissner:

“Sustainability is a shared responsibility. As a family-owned business, we are acutely aware of our responsibility toward future generations and the environment in which we operate.

When we at MEISSNER EXPO give our best and make events more environmentally friendly and resource-efficient through thoughtful action and concrete measures, that is a good start.

But, we must act with courage and conviction at every level! That is why constructive dialogues with our clients and within our network are so important to us.

We must continually reflect, rethink, inspire one another, build on good ideas, and then put them into practice.

This motivates me to keep getting better! Let’s do it together!”

OUR VALUES

Respect and Fairness

We firmly believe that all people are equal, regardless of ethnicity, religion, gender, or sexual orientation. We treat customers, suppliers, partners, and employees with equal respect and appreciation. Diversity is actively respected and an integral part of our corporate culture.

Reliability and Trust

Careful planning, transparent communication, and on-time completion form the foundation of our work. Trust is built through transparent processes and consistent quality. A large proportion of our new clients come to us

through recommendations from long-standing regular customers — a sign of sustainable, stable business relationships.

Environmental Sustainability

Sustainability is a guiding principle of our corporate management and our projects. Both at our facility and during project implementation, we develop customized, resource-efficient solutions.

Specifically, this means:

- Use of modular, reusable exhibition booth systems
- Proper storage of reusable components in our own warehouses
- Reuse of custom-made items, provided it is technically feasible and agreed upon with the customer
- Consulting services with a clear focus on resource-efficient design
- Prioritizing short transport routes when suitability and pricing are comparable
- Selecting durable, high-quality materials
- Collaborating with partners and suppliers who adhere to sustainable practices

We view sustainability as a shared responsibility. We actively involve service providers and clients in sustainable event and project concepts and promote industry-wide exchange of best practices.

Quality and Technical Expertise

We rely on high-quality materials and meticulous craftsmanship to ensure durability and reusability. Thanks to our team of qualified professionals, we are able to offer modern communication formats, including digital presentations, virtual tours, and audiovisual productions in the studio. This way, we combine sustainable spatial concepts with cutting-edge technological solutions.

Flexibility and Customer Focus

As a small company with flat hierarchies, we respond quickly to changing needs. Our services are tailored to meet specific requirements; unnecessary elements are deliberately minimized to conserve resources. We maintain a personal relationship with our clients — regardless of project size or trade show experience. Smaller companies receive the same comprehensive and personalized support as larger corporations.

Knowledge and Collaboration

Continuous improvement is based on internal and external dialogue. Regular team meetings and strategy sessions foster innovation, constructive criticism, and the systematic documentation of expertise. We collaborate openly and solution-oriented with clients and partners to realize development potential. Within the industry, we engage in dialogue on sustainable practices and contribute to the further development of common standards.

Social Sustainability Within the Team

Treating one another with respect is the foundation of our collaboration. We naturally accept different lifestyles. Joint activities, regular coordination, and flexible work arrangements — including remote work for suitable roles — promote team stability and a healthy work-life balance.

OUR SUSTAINABILITY GOALS AND COMMITMENTS

We are committed to continuous improvement and to acting responsibly toward the environment, society, and economic resources. Our sustainability goals include, in particular, the consistent reduction of waste, the promotion of reuse and recycling, and the ongoing improvement of our processes.

Minimizing waste and resource consumption

- **Reduction:** Already during the planning phase, we optimize designs in terms of material usage, modularity, and transport efficiency. We avoid unnecessary services and components.
- **Reuse:** Use of modular, reusable systems in trade show and event construction. Reusable elements and — where possible — custom-made items are properly stored and reused.
- **Recycling:** Separation and proper disposal of materials; preference for recyclable and sustainably certified materials.
- **On-site measures:** Efficient waste management and continuous reduction of resource consumption at the company headquarters.

Reducing our environmental footprint

- Use of renewable energy (in-house solar power system, green electricity).
- Growing fleet of electric vehicles.
- Prioritizing short transport routes when rental properties and materials are equally suitable.
- International projects are implemented — where possible — with local partners and skilled workers to reduce travel and transportation emissions.
- Development of durable, high-quality structures to extend life cycles.

Social Responsibility and Fair Working Conditions

- Promoting a healthy work-life balance through flexible work schedules and — where possible — telework arrangements.
- An open feedback culture that encourages constructive criticism and continuous improvement.
- Respectful, non-discriminatory interactions throughout the company.
- Embedding of ethical principles in an internal code of conduct since 2014 (see appendix).

Ethical Business Practices and Compliance

- Consistent compliance with all relevant legal requirements, particularly in the areas of occupational health and safety, noise control, waste management, equal treatment, and accessibility (based on the legal register).
- Transparent, fair, and collaborative partnerships with customers, suppliers, and service providers.

Inclusivity, Communication, and Stakeholder Engagement

- Actively involving employees, partners, and customers in sustainability processes.
- Transparently communicating our goals and actions.
- Promoting collaborative solutions for sustainable event management.

Leadership, Commitment, and Continuous Improvement

- The leadership team is committed to setting an example of sustainable practices and embedding them into our organizational structure.
- Regular review and refinement of our processes to achieve measurable improvements.
- Integration of innovations to balance environmental, social, and economic responsibilities over the long term.

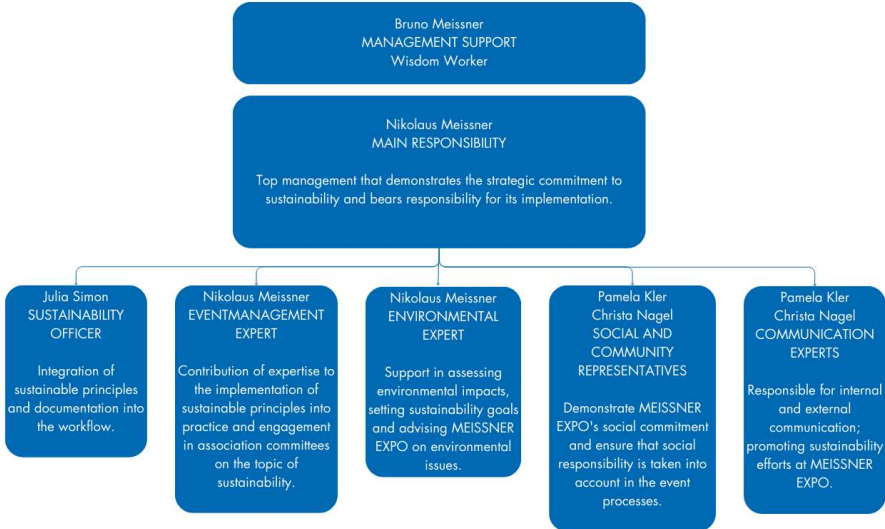
Long-term Goal

We aim to set new standards for sustainable planning and implementation in the trade show construction and

3D communications industry. We seek to ensure that economic success is consistently aligned with environmental responsibility and social integrity.

RESPONSIBILITIES

At MEISSNER EXPO, all employees are encouraged to get involved and share ideas on how to achieve our sustainability goals. Specifically, a sustainability team is responsible for managing and implementing these initiatives. If you have any questions, please contact Nikolaus Meissner at nikolaus.meissner@meissner-expo.de.



Stand 03/2026

SIGNATORY

Nikolaus Meissner
Managing Director
MEISSNER EXPO GmbH

23 April 2026

Date, Signature

AVAILABILITY

This policy is available to all employees, customers, suppliers, and the public. It is available on our website, displayed in our reception area, and included in marketing materials and tenders.

Created by Pamela Kler und Nikolaus Meissner on April 09, 2026

Released by Pamela Kler on May 07, 2026

APPENDIX

1. Codex

Das Thema Nachhaltigkeit ist wichtiger Bestandteil unserer ganzheitlichen Unternehmensphilosophie. Wir stehen in der Verantwortung gegenüber der Umwelt und nachfolgenden Generationen aber auch unseren Kunden, unseren Partnern und Lieferanten sowie unseren Mitarbeitern. Wir haben es uns zum Ziel gesetzt, ökonomische, ökologische und soziale Qualität in Einklang zu bringen. Wir bekennen uns ausdrücklich zur Einhaltung der FAMAB-Qualitätskriterien.

Nachhaltigkeit gegenüber der Umwelt und nachfolgenden Generationen... bedeutet für uns ein sparsamer Umgang mit den natürlichen Ressourcen sowie ein hohes Maß an Energie-Effizienz. Wir nutzen alle ökonomisch und sozial vertretbaren Einflussmöglichkeiten, um die Auswirkungen unseres betrieblichen Handelns auf die Umwelt möglichst gering zu halten.

Nachhaltigkeit gegenüber unseren Kunden... basiert in erster Linie auf dem Grundgedanken der Fairness. Wir streben eine echte Bedürfnis- und Erfolgsorientierung im Sinn des Kunden an. Kundenbeziehungen werden von uns gepflegt und möglichst zu langfristigen Partnerschaften ausgebaut. Die Zufriedenheit des Kunden ist unsere oberste Leitlinie. Für den Fall, dass uns dieses in seltenen Ausnahmesituationen nicht gelingt, haben wir ein aktives Beschwerdemanagement eingeführt.

Nachhaltigkeit gegenüber Geschäftspartnern und Lieferanten... basiert auf einem ehrlichen Miteinander. Wir sind bestrebt, echte Win-Win-Partnerschaften aufzubauen und langfristig zu pflegen. Soweit logistisch sinnvoll werden von uns regional und nachhaltig wirtschaftende Partner-Betriebe präferiert. Wir garantieren eine angemessene und fristgerechte Bezahlung der erbrachten Leistungen. Das Respektieren von geistigem Eigentum ist für uns eine Selbstverständlichkeit.

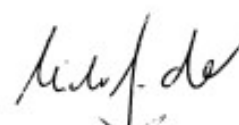
Nachhaltigkeit gegenüber unseren Mitarbeitern... basiert auf der Erkenntnis, dass sie erheblich zum langfristigen Erfolg unseres Unternehmens beitragen. Wir achten bei ihnen auf eine qualifizierte Ausbildung und regelmäßige Fortbildungen. Eine angemessene und faire Entlohnung wird zugesichert. Um Fluktuation und Krankenstand der Mitarbeiter so gering wie möglich zu halten, ist uns das Thema work-life-balance ein besonderes Anliegen. Dazu gehören auch eine aufrichtige Würdigung von Leistungen, vertretbare Arbeitszeiten und ein angenehmes Arbeitsumfeld. Konstruktive Kritik in beide Hierarchie-Richtungen ist durchaus erwünscht, denn sie trägt zur weiteren Optimierung bei.

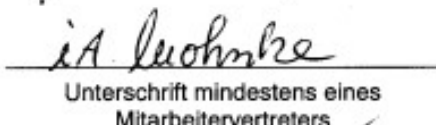
Wir haben verstanden, dass ein langfristiger Unternehmenserfolg nur unter authentischer und ganzheitlicher Berücksichtigung der Nachhaltigkeitsaspekte möglich erscheint, und handeln aus Überzeugung dementsprechend.

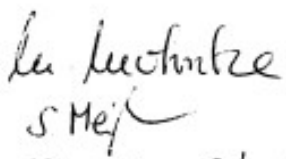
Hamburg, 01. Sept. 2014
Ort, Datum


Unterschrift für Unternehmensleitung

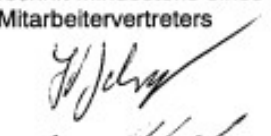


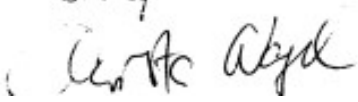


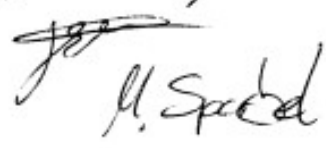

Unterschrift mindestens eines
Mitarbeitervertreters

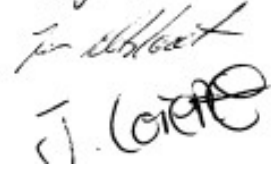












Translation of CODEX:

1. Code of Conduct

Sustainability is an important component of our holistic corporate philosophy. We bear responsibility toward the environment and future generations, as well as toward our customers, partners, suppliers, and employees. Our goal is to bring economic, ecological, and social quality into harmony. We explicitly commit ourselves to complying with the FAMAB quality criteria.

Sustainability toward the environment and future generations means for us the careful use of natural resources and a high level of energy efficiency. We use all economically and socially viable means to keep the environmental impact of our business activities as low as possible.

Sustainability toward our customers is primarily based on the principle of fairness. We strive for a genuine focus on customer needs and success. We maintain customer relationships and aim to develop them into long-term partnerships. Customer satisfaction is our highest priority. In the rare cases where we do not succeed, we have implemented an active complaint management system.

Sustainability toward business partners and suppliers is based on honest cooperation. We aim to establish and maintain genuine win-win partnerships over the long term. Wherever logistically feasible, we prefer regional and sustainably operating partner companies. We guarantee appropriate and timely payment for services rendered. Respect for intellectual property is a given for us.

Sustainability toward our employees is based on the recognition that they contribute significantly to the long-term success of our company. We ensure they receive qualified training and regular professional development. Appropriate and fair compensation is guaranteed. To keep staff turnover and absenteeism as low as possible, we place particular importance on work-life balance. This includes sincere recognition of performance, reasonable working hours, and a pleasant working environment. Constructive criticism in both directions of hierarchy is explicitly encouraged, as it contributes to continuous improvement.

We understand that long-term business success is only possible through the authentic and comprehensive consideration of sustainability aspects, and we act accordingly out of conviction.

Hamburg, September 01, 2014