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**ESG | ENVIRONMENTAL, SOCIAL & GOVERNANCE**  
DEAG Deutsche Entertainment Aktiengesellschaft

NATURE ONE

# SUSTAINABILITY REPORT

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# FOREWORD BY THE EXECUTIVE BOARD

## DEAR LADIES AND GENTLEMEN,

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People are always at the heart of our activities as a live entertainment service provider. The success of the DEAG Group therefore depends largely on us, as management and employees, acting responsibly towards one another and our stakeholders – including artists, customers, business partners, investors, the authorities and institutions. Taking responsibility for our actions also forms the basis for incorporating economic and environmental aspects (ESG criteria) alongside social considerations in our work, and for securing the future of our business through sustainable management.

It is becoming increasingly clear that sustainable practices are indispensable in the live entertainment industry, as well. Outdoor events, in particular, face challenges such as droughts, a heightened risk of forest fires or heavy rainfall. This makes it all the more important that, as part of this industry, we actively contribute to a more sustainable future and utilise the levers available to us to achieve this. This includes, for example, reducing the CO<sub>2</sub> emissions generated by our business and using resources sparingly.

### **New reporting framework**

We are breaking new ground with this Sustainability Report: for the first time, our non-financial ESG reporting is based on the Voluntary Sustainability Reporting Standard for Small and Medium-sized Enterprises (VSME), which was introduced in 2024.

In doing so, we are creating a structured foundation to strategically develop our ESG management and meet stakeholders' growing demands for transparency and comparability. We are deliberately adopting a step-by-step approach in order to ensure the sustainable development of our internal processes. This allows us to deploy our resources in a targeted manner, systematically expand our data bases and integrate the entire Group step by step into the new reporting framework. At the same time, this approach enables us to prepare for future reporting obligations under the Corporate Sustainability Reporting Directive (CSRD). The DEAG Group currently remains below one of the two new thresholds for CSRD reporting obligations, however, as we are consistently pursuing our growth trajectory through our buy-and-build strategy and organic growth, it is likely that the relevant regulatory requirements will apply to us in the future. We therefore already view our ESG reporting in accordance with the VSME as strategic preparation for these foreseeable regulatory obligations.

### **Comprehensive data collection**

A comprehensive, data-driven approach is yet another key component of the successful implementation of our ESG strategy. In order to meet the requirements for data collection, ESG management is closely integrated into DEAG's ongoing digitalisation process. Our goal is to establish a powerful and efficient IT infrastructure that enables the precise, Group-wide collection and analysis of our ESG data.

For the first time ever, a comprehensive data collection exercise was carried out across the entire Group to prepare the ESG reporting. In doing so, we have laid the foundations for our future KPI-based ESG strategy. We will continuously develop this strategy based on the key performance indicators. We will formulate and align targets, make progress measurable and steer our actions in a targeted manner.

**Sustainability projects**

This report not only meets the VSME’s information requirements; through specific projects and initiatives, we also demonstrate the diverse and practical ways in which we put sustainability into


practice. You will gain an in-depth insight into the Kessel Festival 2025, which has been nominated for the “Helga! Festival Award for the Greenest Site” sustainability prize due to its consistent focus on the environment. We also introduce ROCKHARZ as a new member of the DEAG Group – a festival that, through its inclusive nature, makes culture accessible to all and incorporates a fundraising campaign for social projects.

We hope you enjoy reading this report.

The Executive Board, April 2026



**Detlef Kornett**  
Group CEO



**David Reinecke**  
CFO



**Moritz Schwenkow**  
CTTO



# GENERAL INFORMATION

## INTRODUCTION

DEAG Deutsche Entertainment AG (DEAG) has prepared this report to transparently present information on the ESG-related risks, opportunities and impacts of the company's business activities.

The report is based on the Voluntary Sustainability Reporting Standard for Small and Medium-sized Enterprises (VSME) developed by the European Financial Reporting Advisory Group (EFRAG) in 2024. As a voluntary standard, the VSME is aimed at small and medium-sized enterprises that are not subject to the reporting requirements of the Corporate Sustainability Reporting Directive (CSRD). Compared to the extensive requirements of the CSRD, the standard creates a simplified framework for sustainability reporting while ensuring that key ESG aspects are disclosed transparently. It also aims to standardise the presentation of sustainability strategy and material topics. The VSME is based on two reporting modules: a basic module for fundamental information and an extended module for companies wishing to expand their reporting.

For DEAG, the VSME represents a practical, structured solution for sustainability reporting and provides the basis for transparent communication regarding the impact of its business activities on people and the environment. DEAG uses both the basic and the extended modules and supplements the VSME data points with additional content.

## BASIS FOR PREPARATION (B1)

DEAG uses both the Basic and Extended Modules for reporting in accordance with the VSME; formally, therefore, it reports in accordance with "B1 – 24. a Option B." In order to produce a coherent and reader-friendly report on this basis, the disclosure requirements of the Extended Module have been assigned to the corresponding thematic chapters of the Basic Module. Accordingly, the report is structured into General Information and the chapters on the Environment, Social and Governance (ESG). To improve readability and user-friendliness, the terminology of the VSME is not adopted verbatim throughout this report, but is slightly adapted where appropriate.

DEAG does not report on all data points of the VSME. For instance, those points that are confidential are not disclosed. Secondly, this report focuses on the subject areas identified as material in the double materiality analysis conducted in 2024/2025. The double materiality assessment was carried out on the basis of the list of topics from ESRS 1, Appendix A, AR 16 (Version 2024); it corresponds to the list of sustainability topics in Appendix B of the VSME Standard. An overview of the topics identified as material can be found in the section B2, p. 23. Accordingly, there is no comprehensive reporting on those topics that are considered not-material to the company and therefore not relevant for reporting. These are: environmental pollution, marine resources and biodiversity.

Data collection within the Group is currently being established step by step as part of the initial implementation. As a result, not all subsidiaries are currently able to provide all relevant data at this stage. Where possible, existing data gaps are filled using estimates or projections based on the information available. In individual cases, however, the quality or availability of the underlying data does not permit a reliable estimate. In such cases, publication is currently being withheld. Where applicable, such disclosures are marked as estimates or relate to selected sub-sectors of the Group. Overall, reporting is carried out on a consolidated basis, in line with financial reporting under IFRS.

DEAG Deutsche Entertainment AG is a public limited company (AG) with its principal activities and significant assets in Germany, the UK, Italy, Spain, Denmark and Switzerland. (Further information on the subsidiaries covered in this report and their locations can be found in the Group Report, in the sections “DEAG’s Core Markets,” p. 1 and “Consolidation Principles,” p. 77). DEAG currently has no Group-wide ESG certificates or eco-labels.

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**NACE sector classification codes**

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- 90.20 – Activities of performing arts
  - 90.30 – Support activities to performing arts
  - 90.40 – Operation of arts facilities
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Balance sheet total (EUR)	Turnover (EUR)	Number of employees (headcount)
388,3 Mio.	490,0 Mio.	603

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**STRATEGY: BUSINESS MODEL AND SUSTAINABILITY (C1)**

DEAG is a leading live entertainment service provider in Europe. Its core business areas include Rock & Pop, Classical & Jazz, Family Entertainment, Arts & Exhibitions and the Spoken Word. Operating internationally, DEAG has 25 locations in its core markets of Germany, the UK, Switzerland, Ireland, Denmark, Spain and Italy. The entire Group currently has around 603 employees.

With its vertically integrated business model, DEAG covers large parts of the live entertainment value chain. This includes artist acquisition, the planning and execution of tours, and the production of events by local promoters or festival organisers. In addition, the company has its own venues and operates its own ticketing platforms. The offering is complemented by professional services, in the areas of recruitment, as well as technical services such as lighting and event equipment, for example.

When designing, organising, marketing and staging live events, the DEAG subsidiaries organising them therefore rely on expert services both from one another and from comparable external partners and service providers.

In line with its business model, DEAG generates no revenue from controversial weapons (anti-personnel mines, cluster bombs, chemical weapons or biological weapons), the cultivation and production of tobacco, fossil fuels or the manufacture of chemicals.

DEAG's revenues do not exceed the thresholds for EU benchmarks relating to the Paris Agreement.

Detailed information on its strategy and business model, as well as markets and locations, can be found in the condensed Management Report and in the Group Report in section, 1.1 "Business model, including objectives and strategy", p. 45.

### **Systematic Sustainability in Practice**

As a live entertainment provider, we place people at the heart of everything we do: we seek to create a unique experience for the visitors to our events, one that will stay with them for a long time to come. To achieve this, we need dedicated staff who can expect to find a healthy, safe and fair working environment here. Furthermore, good cooperation with business partners and public authorities forms the basis for successful events. However, our actions do not only affect the people for whom we provide live entertainment and with whom we make events possible. The way we conduct our business also has an impact on the climate, for example through the energy consumption at our events. We carried out a dual materiality assessment in 2024/2025 aimed at systematically managing the impact of our actions on people and the environment – and thus actively counteracting the negative effects of our business activities. In this assessment, we identified the key sustainability-related impacts of our business activities on the environment and society. We also identified the financial opportunities and risks arising from changing environmental and social conditions. These key issues form the basis for our Group-wide ESG strategy process and ESG-related risk management.

The double materiality assessment (DMA) was divided into several phases: initially, we grouped all companies with comparable business activities into the following clusters: the touring business, local promoters/festivals, ticketing, venues and others. We then analysed the value chains of the individual clusters as well as that of the entire Group and assigned potential ESG topics to stages in the value chain – such as technical services, catering or waste management at festivals.

In the next step, we created a comprehensive stakeholder mapping to ensure that the perspectives of both internal and external stakeholders were taken into account. We also grouped the identified stakeholder groups into clusters and determined their influence on and significance for sustainability-related requirements in order to assess their relevance.

In the third phase, the relevant business activities and sustainability topics were identified based on the previous steps and the DEAG context analysis. Impacts, Risks and Opportunities (IROs) were identified for each sustainability issue. Based on the ESRS guidelines, the Sustainability Board, the cluster contacts and the Executive Board finally assessed the IROs and derived the material issues from them. Following external validation of the results, the material issues were approved.

The key issues are listed in the table below.

## PRACTICES, POLICIES AND FUTURE INITIATIVES FOR TRANSITIONING TOWARDS A MORE SUSTAINABLE ECONOMY (B2)

ESG Topic	Material topics in accordance with DEAG DMA and ERSR topics	Practices, policies and future Initiatives	Publicly available	Targets
Climate change	Climate adaption	✓	X	X
	Climate protection	✓	X	X
	Energy	✓	X	X
Pollution	Not material			
Water and marine Resources	Water	X	X	X
Biodiversity and Ecosystems	Not material			
Resource use, circular economy and waste management	Resource use	✓	X	X
	Waste management	✓	X	X
Own workforce	Working conditions	✓	X	✓
	Equal treatment and opportunity	✓	X	X
Workes in the value chain	Working conditions	X	X	X
Affected communities	Not material			
Consumers and end-users	Information-related impacts	✓	X	X
	Personal safety	✓	X	X
	Social inclusion	✓	X	X
Business conduct	Corporate culture	✓	X	✓
	Protection of whistleblowers	✓	X	X

The descriptions of individual strategies, guidelines, objectives and measures are set out in the relevant thematic sections of this report.



# ENVIRONMENT

## CLIMATE CHANGE AND ENERGY (B3)

### DESCRIPTION OF PRACTICES, POLICIES AND FUTURE INITIATIVES FOR THE TRANSITION TO A MORE SUSTAINABLE ECONOMY (C2)

Environmental and climate protection are an integral part of the corporate responsibility of DEAG and its Group companies. Ever since DEAG was founded, it has been our goal to organise events in a way that is as resource-efficient and environmentally friendly as possible. Accordingly, we are constantly developing our environmental initiatives and implementing measures that protect people and nature. Where impacts cannot be completely avoided, we work to reduce them significantly. We intend to place a particular focus on climate protection and the reduction of our CO<sub>2</sub> emissions. In 2025, we therefore began compiling a Group-wide greenhouse gas inventory (GHG inventory) for the first time. It transparently discloses our emissions and highlights the areas where the greatest potential for further CO<sub>2</sub> reduction lies. It thus forms the basis for long-term, data-driven emissions management.

The initial GHG inventory covers Scope 1 and 2 emission sources in accordance with the Greenhouse Gas Protocol. Scope 1 includes all CO<sub>2</sub> emissions resulting directly from combustion, from the operation of generators, for example. Scope 2 covers indirect emissions from the use of purchased energy, in particular electricity and heat. In the future, the accounting is to be extended to Scope 3, i.e. to emissions along the value chain, such as those from procurement or disposal processes.

Based on this data, we will seek to develop targeted strategic measures to steer DEAG onto an emissions reduction pathway, aligned with the German Climate Protection Act that is aimed at greenhouse gas neutrality by 2045.

## ENERGY CONSUMPTION (B3)

Energy consumption in MWh <sup>1</sup>	2025
<b>Total energy consumption</b>	<b>1,882 MWh</b>
Consumption of renewable energy	1,287 MWh
Consumption of self-produced renewable energy	59 MWh
Consumption of non-renewable energy	536 MWh
<b>Total consumption of fuels</b>	<b>539k litres</b>
Consumption of heating oils	353k litres
Consumption of diesel	159k litres
Consumption of bio diesel (HVO)	12k litres
Consumption of gasoline	15k litres
<b>Total consumption of gas</b>	<b>546 MWh</b>
Consumption of natural gas	469 MWh
Consumption of other fuel gases (propane, butane, LPG)	77 MWh
<b>Total consumption of district heating and cooling</b>	<b>2,349 MWh</b>

<sup>1)</sup> Calculation of key performance indicators in accordance with the accounting and definition requirements defined in the VSME standard. The energy performance indicators were determined largely on the basis of primary consumption data. In cases where consumption data was missing, the indicators were estimated using expenditure-based projections.

GHG emissions in tCO <sub>2</sub> e <sup>2</sup>	2025
Scope 1 CO <sub>2</sub> e emissions	1,562 tCO <sub>2</sub> e
Scope 2 CO <sub>2</sub> e emissions (location based)	977 tCO <sub>2</sub> e
Scope 2 CO <sub>2</sub> e emissions (market based)	807 tCO <sub>2</sub> e
Total CO <sub>2</sub> e emissions scope 1 and 2 (location based)	2,539 tCO <sub>2</sub> e
Total CO <sub>2</sub> e emissions scope 1 and 2 (market based)	2,369 tCO <sub>2</sub> e
Scope 3 CO <sub>2</sub> e emissions	-
Total-CO <sub>2</sub> e emissions scope 1, 2 and 3	-

## CO<sub>2</sub> REDUCTION TARGETS AND CLIMATE TRANSITION (C3)

DEAG plans to develop and implement a strategy to reduce greenhouse gas emissions. A specific time-frame for strategy development and the setting of quantified CO<sub>2</sub> reduction targets cannot yet be provided, as a solid data foundation must first be established to build a reliable and consistent carbon footprint. Only on this basis can a well-founded strategic approach be defined and concrete, measurable reduction targets be derived.

Even without an already adopted, Group-wide strategy for emissions reduction, DEAG is continuously working on measures to reduce CO<sub>2</sub> emissions at both the Group level and at the level of its subsidiaries. The goal is to gradually make operational processes more climate-friendly and to systematically address sources of emissions.

One of our key objectives is to gradually align our internal policies more closely with overarching climate protection goals. For example, the Group-wide travel policy is to be revised so that the choice of transport mode is more closely linked to climate-friendly criteria in the future. We plan to introduce a decision-making hierarchy that prioritises the use of local public transport and other climate-friendly forms of mobility. Given the high volume of travel in the events industry, we do not currently consider a complete ban on domestic flights to be realistic; nevertheless, we are pursuing the goal of reducing their share as much as possible in the long term.

In addition, technical and infrastructural measures are being implemented within our Group to reduce CO<sub>2</sub> emissions. These include, in particular, the ongoing expansion of energy-efficient LED lighting and the increased use of electricity from renewable energy sources. The procurement of green electricity was already implemented at several sites during the reporting year and will be considered for further sites in the future.

A significant share of emissions in the events industry arises along the value chain, particularly through visitor mobility (Scope 3). Against this backdrop, DEAG promotes measures that enable more climate-friendly travel. These include, among other activities, the inclusion of free public transport journeys in the ticket to the event as well as additional mobility options. For events outside urban areas, such as festivals, shuttle services and supplementary public transport options are organised. We also encourage carpooling via social media channels to reduce emissions from visitor travel.

<sup>2)</sup> Calculation of the greenhouse gas emissions inventory in accordance with the GHG Protocol guidelines for Scope 1 and Scope 2.

## CLIMATE RISKS (C4)

As part of our materiality analysis, we have identified which potential developments arising from climate change could have a negative impact on our business activities, value chain and financial situation. In doing so, we have identified two key risks: a physical risk and a transition risk – that is, a risk associated with the transition to a low-carbon economy.

Whether it's heavy rainfall, storms, or extreme heat, (extreme) weather events caused by climate change pose a growing challenge for the events industry and thus also for DEAG. Outdoor events and their infrastructure, such as camping sites at festivals, can be particularly adversely affected by such weather conditions. To ensure the safety and health of visitors, staff and service providers at all times, we therefore rely on proactive risk prevention based on forward-looking measures. This includes, for example, securing the site. Depending on the weather event, however, this can also result in partial cancellations or, where necessary, complete cancellations, associated with high costs and consequently negative economic impacts for DEAG. The tour business, local organisers and festivals are particularly affected by these weather risks.

In the transition to a low-carbon economy, rising raw material costs – such as those for fossil fuels – pose a particular risk. For instance, we must still use fossil fuels to operate generators and vehicles. Similarly, higher prices for low-carbon products can lead to higher operating costs. Rising CO<sub>2</sub> prices or geopolitical conflicts, which bring about price fluctuations, also mean higher costs for DEAG, especially in the areas of power generation, transport and logistics. This also makes the mobility of artists, staff and visitors more expensive. This transitional risk, which is nevertheless relatively moderate, mainly affects the touring business, local promoters and festivals.

### Planned climate risk analyses

In the coming years, we plan to conduct a comprehensive climate risk analyses for our operational sites – including festival grounds and event venues. The goal is to be able to identify, assess and effectively mitigate physical climate risks in a more targeted manner in future. In this way, we will seek to develop a better understanding of how extreme weather events or other climate changes can affect our events. Based on these findings, we will develop measures at an early stage to reduce risks and protect our venues, teams and guests as effectively as possible.

## ENVIRONMENTAL POLLUTION (B4)

We have not identified environmental pollution as a material issue. This is because we do not emit any pollutants subject to reporting requirements in the course of our business activities, and we do not contribute significantly to water pollution. However, we are aware that outdoor events can have an impact on the ground at the venue. We therefore always ensure that the areas used are restored to their original condition after events and take the utmost care during planning and implementation.

## BIODIVERSITY AND ECOSYSTEMS (B5)

DEAG does not hold any events near areas classified as biodiversity-sensitive at the European or international level. Accordingly, biodiversity is not currently considered a key issue. However, some of our open-air events take place in natural surroundings. To minimise any potential negative impact on plants and animals, species conservation, nature conservation and animal welfare are essential components of the planning for these events. In doing so, we coordinate closely with partners from the animal welfare and environmental protection sectors.

## WATER (B6)

### DESCRIPTION OF PRACTICES, POLICIES AND FUTURE INITIATIVES FOR THE TRANSITION TO A MORE SUSTAINABLE ECONOMY (C2)

The increasing water scarcity in some parts of Europe also presents new challenges for the events industry. After all, it relies on a reliable water supply for infrastructure, hygiene and catering. Prolonged periods of drought, regional restrictions on water use and rising costs make the responsible use of water a key component of sustainable event planning.

To lay the groundwork for this, DEAG began collecting operational data on water consumption for the first time, at festivals or at permanent event venues, for example, in 2025. The results will be analysed in 2026 to identify strategic steps and assess the need for Group-wide approaches.

## WATER WITHDRAWAL

Water withdrawal <sup>3)</sup>	2025
<b>Total water withdrawal</b>	<b>42,547 m<sup>3</sup></b>
water withdrawal at office locations	3,402 m <sup>3</sup>
Water withdrawal from event operations	28,460 m <sup>3</sup>
Water withdrawal at venues	10,685 m <sup>3</sup>
Water withdrawal in areas of water stress	0 m <sup>3</sup>

<sup>3)</sup> Calculation of key performance indicators in accordance with the accounting and definition requirements defined in the VSME standard. The water-related key performance indicators were determined based on the primary data available. In cases where primary data was missing, the key performance indicators were estimated using expenditure-based extrapolations. For venues, the key performance indicators were extrapolated based on capacity.

## RESOURCE USE, CIRCULAR ECONOMY AND WASTE (B7)

### DESCRIPTION OF PRACTICES, POLICIES AND FUTURE INITIATIVES FOR THE TRANSITION TO A MORE SUSTAINABLE ECONOMY (C2)

The responsible use of resources and waste prevention play an important role in environmental protection in organising events. Major events, such as festivals, in particular, can involve significant resource consumption. We are therefore continuously committed to improving our environmental performance and finding more sustainable solutions.

In the reporting year, our focus was on the systematic collection of operational environmental data, including waste generation at events. This data collection forms the basis for making well-informed strategic decisions in the future and for deriving targeted measures to further reduce our environmental footprint.

### CIRCULAR ECONOMY

In our day-to-day operations, we implement various measures to keep resources in circulation and thereby reduce the use of new raw materials. For instance, we make the best possible use of products that can be reused or recycled. In catering, for example, we largely use reusable systems and are also exploring the use of biomaterials. In event technology, we reduce resource consumption by making repairs and dismantling devices.

For instance, in the reporting year, we purchased durable production materials in some subsidiaries, such as furniture or elements for stage construction. As these materials allow for long-term use, we save resources and reduce transport distances. And depending on the target audience, we sell exclusively digital tickets for some events to save paper, printer ink and reduce shipping emissions. We intend to further expand all circular economy measures in the future; however, we have not yet developed a specific strategy for applying circular economy principles.

### WASTE VOLUMES

Waste volumes in tonnes <sup>4</sup>	2025
<b>Total waste generated</b>	<b>1,486 T</b>
Waste generated at office locations	4 T
Waste generated from event operations	1,425 T
Waste generated at event venues	57 T

<sup>4)</sup> Calculation of key performance indicators in accordance with the accounting and definition requirements defined in the VSME standard. The waste-related key performance indicators were determined based on the primary data available. In cases where primary data was missing, the key performance indicators were estimated using expenditure-based extrapolations. For event venues, the key performance indicators were extrapolated based on capacity.

## **PROJECT EXAMPLE: SUSTAINABILITY – THE STAR OF THE KESSEL FESTIVAL**

Besides the many top musical acts, the 2025 Kessel Festival in Stuttgart had a “green” star of the show: Sustainability. From travel and the energy supply to the provision of food and the disposal of waste, environmental responsibility permeated the entire festival. Thanks to this consistent approach, the 2025 Kessel Festival has been nominated for the Helga! Festival Award for the Greenest Site.

Music, sports and culture merged at the Cannstatter Wasen in Stuttgart to create a unique experience for all generations for the fifth time in July 2025. Consistently designed with sustainability in mind, the festival demonstrated how a major event can be ecologically minded, generation-friendly and forward-looking – without losing any of its light-heartedness or creativity.

Around 50,000 visitors came to the Cannstatter Wasen – and the vast majority did so in an environmentally friendly way. More than 80% of the visitors travelled by bus, train or bicycle. The festival itself provided incentives for this: for instance, the Stuttgart VVS combined ticket for public transport was included in the price of the festival ticket. At the same time, there were hardly any parking spaces available. And at the festival, the Bike World dedicated increased attention to cycling by presenting e-bikes, test tracks, a mobility dialogue and an accessories exhibition.

### **100% green electricity across all areas**

When it came to energy consumption, the Kessel Festival, in collaboration with Stadtwerke Stuttgart, adopted the principle of Avoid. Reduce. Offset. To implement this principle, a CO<sub>2</sub> analysis has been carried out across all festival areas since 2024. This enables concrete measures to be identified for reducing CO<sub>2</sub> emissions in transport, catering, materials and logistics. In 2025, for example, all stages and areas were powered by 100% green electricity, and solar parasols and a large-scale battery storage system were introduced. To raise visitors’ awareness of the responsible use of energy, an interactive energy playground on the site provided information about electricity, storage and sustainable technology.

The wide range of catering options also adhered to the principle of sustainability. Together with its recycling partner Karle Recycling, the organisers had developed a comprehensive waste and reusable container scheme that they expanded further in 2025: drinks were served in reusable cups and food was served on biodegradable tableware. Any waste that was unavoidable was collected separately and disposed of. In addition, workshops on the circular economy and upcycling raised visitors’ awareness of the need to use resources sparingly. The food concept was also deliberately climate-friendly: with a growing range of vegetarian and vegan options, regional suppliers and transparent sourcing.

### **Working together to be more environmentally friendly**

The Übermorgen Markt, the largest interactive sustainability event of its kind in Germany, provided a platform for sustainable products and initiatives. Around 100 exhibitors gathered across more than 3,500 square metres. Fair fashion labels, natural cosmetics start-ups, mobility providers, NGOs, environmental education initiatives and social innovators engaged with visitors and offered workshops, discussion forums and hands-on stations.

Last but not least, the Kessel Festival brings generations together. A creative experience zone for children and families was created in the riding arena. At the same time, the FUTUROMUNDO conference brought sustainability to the main stage with over 100 speakers, workshops and artistic formats that interwove science, culture and shaping the future.



# SOCIAL

## OWN WORKFORCE (B8 – B10)

### DESCRIPTION OF PRACTICES, POLICIES AND FUTURE INITIATIVES FOR THE TRANSITION TO A MORE SUSTAINABLE ECONOMY (C2)

The success of our events is based on the commitment, creativity and sense of responsibility of our employees. Their interests are therefore one of the most fundamental aspects of our company culture. In the materiality assessment, we have accordingly identified two key issues relating to our own workforce: working conditions and equal opportunities.

Workers in the value chain, as well as consumers and end-users, are also fundamental to our business and have therefore been identified as material topics. However, as the VSME Standard does not contain any explicit disclosure requirements on these topics, they are not dealt with in a separate chapter but are incorporated selectively in the following sections.

#### Working conditions

We want our employees to enjoy fair, safe and attractive working conditions, which include both occupational health and safety as well as flexible working arrangements and ongoing training and development opportunities. DEAG and its subsidiaries therefore offer employees various part-time options and flexible working hours, allowing them, for example, to set their own daily working hours depending on their workload. We place great importance on providing a healthy and safe working environment for our employees, not only by complying with the laws and regulations on health and safety at work, but also by actively contributing to promoting their health. An annual health day, where health checks are carried out and talks and workshops on health-related topics are offered, are among the measures taken in some Group companies. The option to book discounted sports activities via a corporate benefits platform is also part of our health promotion efforts. Other benefits include a company pension scheme or a public transport pass, for example. To ensure that our employees can continuously develop their skills and confidently navigate changes in the events industry, such as those driven by digitalisation and AI, we have revised our training and development programme. As part of this, our subsidiary Fyusion has been training all employees on data protection since 2024 and will provide training on the use of artificial intelligence in the future (further information on this can be found in the Corporate Governance and Compliance section, p. 40). This also includes Chamber of Industry and Commerce (IHK) training courses and programmes.

#### Equal treatment and opportunities

As a company that embraces diversity, we promote equal opportunities. Our goal is to create a non-discriminatory, respectful and inclusive working environment in which all employees can realise their potential, regardless of gender, background, age or identity.

Discrimination or harassment in the workplace are not tolerated by either DEAG or its Group companies. Regardless of their position within the company, we treat every employee fairly and do not discriminate against them.

The issue of “gender equality” is also a key focus at DEAG. For example, when the Supervisory Board and Executive Board organise the management structure, particular consideration is given to the representation of women in leadership positions.

**Further development of material topics**

For DEAG, an attractive working environment characterised by appreciation and diversity also means that employees can get involved and continuously develop their skills. To understand how employees perceive their working environment, what they consider to be good and what they believe could be improved, we conducted our first employee survey in 2024. We were able to draw valuable insights from the results and derive measures which we implemented in 2025. These include the “Brainy Breakfast” for the Berlin sites, for example. Employees explore their soft skills and improve their qualifications together at this event.

While the subsidiaries have managed many areas of human resources independently thus far, DEAG is seeking to centralise certain areas more effectively in order to standardise, professionalise and streamline processes. As a first step, this applies in particular to the areas of occupational health and safety and data protection. In the reporting year, we began introducing a standardised system for recording and implementing occupational health and safety risks and measures across our subsidiaries in Germany. This system replaces the subsidiaries’ previous individual systems. A gradual roll-out to other companies outside Germany is currently being considered. In 2026, standardised training on occupational health and safety will also commence for all employees of the German subsidiaries. With a view to possible future standardisation, we are currently evaluating Group-wide processes for feedback and development reviews as well as onboarding processes. We are also aiming to improve our communication channels. Part of standardising these processes involves advancing the expansion of centralised digital structures.

**GENERAL CHARACTERISTICS OF OUR WORKFORCE (B8)**

<b>Type of contract</b>	<b>Number of employees (headcount)</b>
Temporary contract	74
Permanent Contract	529
<b>Total number of employees</b>	<b>603</b>

<b>Gender</b>	<b>Number of employees (headcount)</b>
Male	256
Female	347
Other	0
<b>Total number of employees</b>	<b>603</b>

Country (of employment contract)	Number of employees (headcount)
Germany	353
Great Britain	167
Switzerland	29
Spain	22
Denmark	16
Italy	7
Ireland	4
Australia	5
<b>Total number of employees</b>	<b>603</b>

	2025
<b>Employee turnover rate<sup>5</sup></b>	1,94%

## ADDITIONAL WORKFORCE CHARACTERISTICS (C5)

	2025
<b>Gender ratio at management level<sup>6</sup></b>	1:3

## HEALTH AND SAFETY (B9)

	2025
<b>Work-related accidents</b>	
Number of recordable work-related accidents	3
Rate of recordable work-related accidents <sup>7</sup>	5,58

	2025
<b>Work-related fatalities</b>	
Number of fatalities as a result of work-related injuries	0
Number of fatalities as a result of work-related ill-health	0

<sup>5)</sup> Calculation of the key performance indicator (KPI) in accordance with the accounting and definition requirements defined in the VSME standard, based on 58% of the entities operating in Germany, excluding short-term employees.

<sup>6)</sup> Calculation of the key performance indicator (KPI) in accordance with the accounting and definition requirements defined in the VSME standard. The management level includes members of the executive management as well as employees holding power of procuration (Prokura).

<sup>7)</sup> The percentage of reportable workplace accidents is calculated based on the rate per 1,000 employees (TMQ) as defined by the German Social Accident Insurance (DGUV).

## HUMAN RIGHTS POLICIES AND PROCESSES (C6)

Ethical conduct is a key component of the company culture at DEAG and its subsidiaries. Internal guidelines, in particular the Code of Conduct, are designed to ensure that labour and human rights are upheld within our Group. The Code of Conduct covers, among other matters, the following topics: the prohibition of child and forced labour as well as discrimination, ensuring occupational health and safety, and other issues.

During the reporting year, we comprehensively revised the Code of Conduct for our own workforce and adapted it to developments in recent years, such as the introduction of the Whistleblower Protection Act. Accordingly, the Code of Conduct now also describes the newly established complaints mechanism in line with the whistleblower protection system. The whistleblower system is available to all employees and other stakeholders of DEAG companies to report irregularities or misconduct within the company (for more details, see the Corporate Governance and Compliance section, p. 40).

## SEVERE HUMAN RIGHTS VIOLATIONS (C7)

DEAG has no information regarding severe or confirmed human rights incidents in connection with its own workforce, workers in the value chain, affected communities, consumers or end users.

## REMUNERATION AND COLLECTIVE AGREEMENTS (B10)

All DEAG employees receive remuneration that is at least equal to the applicable minimum wage for the respective country and employment relationship. No DEAG employees are covered by collective agreements.

<b>Percentage gap in pay between its female and male employees<sup>8</sup></b>	<b>2025</b> 5.9%
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<sup>8)</sup> Calculation of the key performance indicator in accordance with the accounting and definition requirements defined in the VSME standard, based on 58% of the entities operating in Germany, excluding short-term employees.

## SOCIAL RESPONSIBILITY AND PROMOTING THE COMMON GOOD

As a live entertainment provider that places people at the heart of everything we do, taking on social responsibility is an integral part of our identity. We promote cultural participation and social inclusion, projects for social cohesion and fair educational opportunities, as well as climate and environmental protection. In addition, several DEAG companies are actively committed to the common good through corporate citizenship and corporate volunteering.

### Helping through fundraising campaigns

Our events bring together many people who can make a positive difference alongside us. We support social projects through fundraising initiatives linked to ticket sales, directly at events, or within the company. With financial support, we assist, amongst other parties, those who are ill, socially disadvantaged groups, those with physical or mental disabilities, refugees, as well as children and young people.

In Switzerland, for example, Good News Productions AG regularly raises funds through its guest lists. Each place on the guest list is subject to a donation fee of five Swiss francs; the donations benefit different organisations each year. In 2025, Good News Productions will support the Parkinson's Foundation with the CHF 15,000 it raised.

Year after year, Concert Concept enables UNO-Flüchtlingshilfe e.V. to hold a fundraising campaign at the Berlin Philharmonic's end-of-season concerts at the Waldbühne in Berlin. In addition, visitors can donate their cup deposit.

For over 12 years now, the DEAG subsidiary Mewes Entertainment Group (MEG) has been committed to the FLY & HELP Foundation, supporting it through donations from concert-goers, amongst other things. As part of this commitment, a school in Rwanda was built in collaboration with I-Motion. With the support of the NATURE ONE Community, over EUR 50,000 in donations were raised. As part of the project, six classrooms and a toilet block with a cistern were built. Further donations are being collected on an ongoing basis to ensure the school's long-term provision of facilities and to improve them.

In addition to this joint project, I-Motion also supports the "Vor-Tour der Hoffnung" initiative independently with an annual donation of EUR 2,500. The goal of this support is to further increase the initiative's fundraising proceeds and thereby promote important aid projects.

Since 2024, Fane has supported the Shannon Trust, an organisation that helps people in prison to learn to read and thereby improve their future prospects. To support this work, a GBP 1 donation option was introduced when purchasing tickets for all live and streaming events. Fane was also the first corporate partner to offer this organisation a platform to raise awareness of its valuable work.

The ROCKHARZ Festival is collaborating with Rock'n'Recycle – an organisation launched in 2022 by pupils at a secondary school in Ballenstedt. During the festival, the pupils collect donations in kind, such as unopened tinned food, sleeping mats, tents and cutlery. These are mostly items that are slightly damaged but still usable. They are donated to the railway station charity or the animal shelter, for example (More about donations at ROCKHARZ on page 38).

In 2025, Wizard Live organised the “Heavy Padel” tournament for the first time in collaboration with the Heavy Metal Truants, held high above the rooftops of Berlin. The tournament combines sporting ambition with a good cause: donations are collected on the day for the children’s charity Save the Children Germany. Around EUR 8,335 were raised in 2025. The event is entering its second year this year.

Gigantic Tickets in the UK donates monthly to 124 charitable organisations; in 2025, the total amount stood at around GBP 23,250. Among those supported are Child Bereavement UK – a charity supporting families who have lost a child – and the Nordoff-Robbins Foundation, which promotes music therapy for socially isolated and disabled people. The charity Macmillan Cancer Support also receives donations. Furthermore, Gigantic Tickets is a sponsor of the local charity festival “Hockley Hustle.” At the Belladrum Festival in Scotland, around ten charitable organisations are given the opportunity each year to engage with festival-goers and collect donations free of charge in the so-called “Charity Alley.” The festival organisers themselves also provide support through various measures, including the provision of tickets for charitable purposes, voluntary donations when purchasing tickets, and other fundraising initiatives. Thanks to these initiatives, over GBP 100,000 was raised for charitable causes in 2025.

lit.COLOGNE regularly hosts fundraising events, the proceeds of which go towards various causes.

### **Enabling cultural participation**

Cultural events foster connections, open up new perspectives and strengthen social cohesion. As an organiser of live events, the DEAG Group therefore sees it as part of its social mission – and at the same time as a long-term economic opportunity – to enable as many people as possible to access cultural offerings. Our goal is to break down barriers and ensure that events can be enjoyed regardless of income, social background or individual limitations.

A key lever for this lies in the area of ticketing. We strive to offer tickets within a socially responsible price range. At the same time, we work with partner organisations to enable socially disadvantaged groups to attend events and specifically invite people for whom cultural offerings would otherwise be difficult to access. For example, we allow people with disabilities to bring a companion to almost all events to ensure that their visit is as accessible and self-determined as possible.

Good News Productions has been an official partner of KulturLegi – a personal discount card for people on a low income, since July 2025. KulturLegi holders receive a 30% discount on selected concerts from the Good News programme. Through this partnership, Good News is working to make it easier for people on a tight budget to access live events.

During the reporting year, Global Concerts provided various organisations with free admission to selected events. These organisations included KulturRaum München e.V. and Wohnhilfe e.V., which received free tickets for the Night of Freestyle and the Harlem Globetrotters.

C2 Concerts donates event tickets to organisations including Children First e.V., the Stuttgart Children’s Foundation, various refugee aid initiatives and local clubs. Furthermore, the Stuttgart-based concert promoter has been supporting the Olgäle Foundation since 2016 by raising funds at events for seriously ill children at the Olgahospital Stuttgart and donating tickets to family events for sick children, as well as their parents and siblings.

The Fane Group publishes an annual Accountability Charter to promote social responsibility across the Group. To enable as many people as possible to access cultural activities, it offers discounted and free tickets in collaboration with partner organisations. It has been offering fully accessible tickets at the Barbican Centre with a 50% discount in collaboration with Scope since 2024.

lit.COLOGNE, which we have already covered in great detail in previous ESG reports, also hosts various charitable initiatives, such as the provision of free tickets, to promote cultural participation and support people on low incomes. Free tickets are arranged in the Ruhr region via KulturpottRUHR and in Cologne via Kulturliste e.V.

### **Promoting biodiversity**

I-Motion is collaborating with Wilde Wälder gGmbH to support the protection of forests. Wilde Wälder GmbH takes over threatened forest areas, designates them as protected areas and thereby preserves them.

### **Corporate citizenship and corporate volunteering**

As a long-standing partner of FLY & HELP, MEG takes on the complete preparation and running of the annual FLY & HELP fundraising gala with the support of several employees who regularly organise this event on a voluntary basis. The Managing Director of MEG is also personally committed to the FLY & HELP Foundation and advocates for the construction of schools in developing countries to sustainably improve educational opportunities for children in disadvantaged regions of the world.

## **PROJECT EXAMPLE: WE ARE ROCKHARZ – A FESTIVAL FOR EVERYONE**

As one of Germany's largest Rock and Metal festivals, ROCKHARZ in Ballenstedt attracts around 25,000 visitors every year. In addition to its friendly atmosphere and a top-class music line-up, the festival stands out for one thing above all else: its social and community engagement. The festival is even making a lasting impact with its inclusion project "Culture for All" and the collection and fundraising campaign GLÜCK IN DOSEN.

Music brings people together – regardless of their background, age or physical abilities. It is precisely this philosophy that the ROCKHARZ Festival follows with its inclusion project "Culture for All." The goal is to offer a festival experience that is truly open to everyone. The organisers are therefore constantly working to break down barriers and create structures that enable people with disabilities or limitations to participate independently and safely.

The Inclusion Camp on the festival site is one important component. Here, guests with special needs find an environment tailored to their requirements: with its own power supply, adapted infrastructure and a free hire service for all-terrain electric wheelchairs, which facilitate access to the festival site. They are also given the option to bring a companion free of charge. The central point of contact in the Inclusion Camp is a reception desk staffed around the clock, which also provides support with medical care. As a festival partner, Lebenshilfe Braunschweig ensures 24-hour care, ranging from general nursing to intensive care. Added to this is a particularly innovative concept: decommissioned conveyor belts from the mining industry serve as pathways. They function not only as stable wheelchair routes but also as tactile guidance for visually impaired guests, enabling them to move independently between the festival, the camp and the sanitary facilities.

The infrastructure has also been specifically adapted. Special toilet facilities and low-barrier cable bridges make it easier to move around the site. Wheelchair-accessible bridges at key points ensure that routes can be navigated with as few obstacles as possible. And an infield grandstand, primarily intended for wheelchair users, offers a good view of the stage. Furthermore, an additional grandstand in the VIP area is open to all guests of the Inclusion Camp.

### **GLÜCK IN DOSEN fundraising campaign**

The GLÜCK IN DOSEN fundraising and collection campaign, which has been an integral part of ROCKHARZ since 2013, is yet another sign of social commitment. The principle behind the campaign is for festival-goers to donate their bottle deposits, thereby supporting projects for children and young people. Around 100 volunteers from "Glück in Dosen e.V." collect the deposit money at the campsite. The proceeds have risen sharply year on year: the campaign began in 2013 with proceeds of EUR 5,400, and the current record of EUR 105,000 was achieved in 2025. That's 420,000 deposit cans. With this sum, more charitable causes than ever before can be supported. "Children are the future, and only happy children can grow into strong and happy adults. It is our duty as adults to do everything we can to ensure this. We are delighted that our guests see it this way too, and that we can turn this into something so significant," said Daniela Glogner, Managing Director of ROCKHARZ, in reference to the 2025 campaign.



# CORPORATE GOVERNANCE AND COMPLIANCE

## DESCRIPTION OF PRACTICES, POLICIES AND FUTURE INITIATIVES FOR THE TRANSITION TO A MORE SUSTAINABLE ECONOMY (C2)

In the double materiality assessment, we identified our company culture as a material topic. It forms the foundation of our governance structure and shapes our daily actions at all levels. It stands for value-oriented behaviour based on integrity, responsibility and transparency. Accordingly, ethical conduct and compliance with legal requirements are firmly embedded in the company culture of DEAG and its subsidiaries. All employees are obliged to comply with all applicable laws and regulations of the respective country.

The basis for ethical and legally compliant conduct is our Code of Conduct, which we comprehensively revised during the reporting year and expanded to include the areas of competition and financial integrity, human rights and the supply chain, reporting channels and whistleblower protection.

### Expansion of compliance structures

With the introduction of the role of the Compliance Manager, we took a further important step in the reporting year towards the targeted development and sustainable strengthening of the current compliance structure. In parallel, the Compliance Management System was professionalised and expanded, so that compliance risks can now be systematically identified and preventive measures effectively implemented, always taking the legal requirements, such as those relating to occupational health and safety, into account. These measures not only ease the burden on our subsidiaries but also ensure consistently high and professional standards across the entire Group.

In 2025, a further focus in the governance and compliance area was on the revision and standardisation of internal guidelines and policies, such as those relating to travel expenses or the Code of Conduct. The goal is to simplify processes and structures in the long term and make them more efficient. In doing so, minimum standards are defined across the Group. Subsidiaries may adapt or expand these to suit the specific circumstances and requirements of their respective business activities – provided that compliance is ensured.

To further embed compliance at all levels, the Compliance and HR departments will work more closely together in future. The German subsidiaries will be the first to implement this. Targeted integration will make it possible to better incorporate relevant compliance issues into onboarding processes or training programmes, and to further raise awareness of ethical and compliant behaviour across the board.

### Focus on data protection, AI and the whistleblower protection

During the reporting year, we focused intensively on the ever-increasing requirements regarding data protection and the use of AI. Both topics are of great importance to us, as we handle personal data on a daily basis, particularly in our own ticketing operations, but also in our collaboration with partners and service providers. The design and implementation of guidelines, measures and training for employees in the areas of data protection and AI have been in the hands of our Group subsidiary Fyusion since 2025. It is the expert for digital compliance within the DEAG Group and implemented various measures during the reporting year to further strengthen data protection. For example, employees at the German subsidiaries

received training in data protection. In addition, Fyusion supported digital projects to assist the teams with ensuring data protection. For example, the experts advised individual companies on matters such as regulatory requirements and implemented measures to raise awareness of data protection.

Another focus was on the introduction of the new whistleblowing system. To protect whistleblowers, the system is designed so that reports can be made anonymously, whistleblowers receive confirmation of receipt, and communication always takes place via a confidential channel.

To equip DEAG employees to deal with AI, particularly with regard to data protection, Group-wide AI training sessions will be held for all staff throughout 2026. Separate training sessions have been prepared and conducted for the Executive Board and senior management, which deal in depth with the topics of AI and compliance. The goal of all training sessions is to foster a comprehensive understanding, convey clear rules and reliably prevent compliance risks. The development of a dedicated AI governance framework also serves this objective.

## GENDER DISTRIBUTION IN THE HIGHEST GOVERNING BODY (C9)

	2025
Gender diversity ratio in the governance body	1:6

## CORRUPTION AND BRIBERY (B11)

During the reporting period, there were no breaches of anti-corruption and anti-bribery laws, nor were there any convictions or fines relating to breaches of these laws.



# APPENDIX

## VSME INDEX

Disclosure	Data point	Description	Page(s)	Remarks
B1	24. a – c, e i- v	Basic information and metrics	p. 6	
B1	24. d	List of subsidiaries included in the reporting	p. 6-7	See Annual Report, section 1.1 “Principles of consolidation”, p. 77
B1	24. e vi	Country of primary operations and location of significant asset(s)	p. 6-7	See Annual Report, section „DEAG’s Core Markets“, p. 1
B1	24. e vii	Geolocations of sites		Not reported
B1	25.	Sustainability certifications	p. 6-7	
C1	47. a-d	Strategy: Business model and sustainability	p. 7	
C8	63. a-d, 64.	Revenues from certain activities and exclusion from EU benchmarks	p. 7	
B2	26. a – d	Practices, policies and future initiatives for the transition to a more sustainable economy	p. 9	
C2	48.	Description of practices, policies and future initiatives for the transition to a more sustainable economy	p. 11	Climate change and energy
			p. 14	Water
			p. 15	Resource use, circular economy and waste
			p. 18	Own workforce
			p. 27	Governance
C2	49.	Disclosure of the most senior level of management accountable		Not reported; no uniform regulations in place
B3	29., 30.	Climate change and energy	p. 11-12	
B3	31.	CO <sub>2</sub> intensity		Not reported due to lack of reliable data
C3	54. a-e	CO <sub>2</sub> e emission reduction targets and climate transition	p. 12	
C3	55., 56.	Climate-intensive sectors		Not applicable
C4	57. a-d, 58.	Climate risks	p. 13	

## VSME INDEX (CONTINUED)

Disclosure	Data point	Description	Page(s)	Remarks
B4	32.	Pollution	p. 13	Detailed reporting not applicable; no pollutant emissions subject to reporting requirements. No environmental management system established.
B5	33., 34. a-d	Biodiversity	p. 14	Detailed reporting not applicable; no pollutant emissions subject to reporting requirements. No locations near biodiversity sensitive areas.
B6	35.	Water withdrawal	p. 14	
B6	36.	Water consumption		Not applicable; no production processes
B7	37., 38 a-b	Resource use, circular economy and waste	p. 15	
B7	38., c	Significant material flows		Not applicable; no significant material flows
B8	39. a-c, 40.	General characteristics of the own workforce	p. 19	
C5	59.	Gender ratio at management level	p. 20	
C5	60.	Self-employed and temporary workers	p. 20	Not reported due to lack of reliable data
B9	41. a-b	Health and safety	p. 20	
C6	61. a-c	Human rights policies and processes	p. 21	
C7	62., a-c	Severe human rights-related incidents	p. 21	
B10	42. a, b	Remuneration and collective bargaining agreements	p. 21	
B10	42. b, d	Gender pay gap and training	p. 21	Not data reported for training hours due to lack of reliable data
C9	65.	Gender diversity in the administrative, management and supervisory bodies	p. 28	
B11	43.	Corruption and bribery	p. 28	

# LEGAL NOTICE

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## MORE INFORMATIONEN

This Financial Report and the latest information on DEAG and the DEAG bond are available on the company's website under: [www.deag.de/ir](http://www.deag.de/ir)

## EDITING

DEAG Deutsche Entertainment Aktiengesellschaft

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