

Sustainability Report

2024



**FIRENZE
FIERA**



Index

	Letter to the Stakeholders	4
1. Our identity	Our history	7
	Our facilities	8
	Our business strategy	13
2. Exhibitions and events	Events in 2024	16
	Our events	24
	Indirect exhibitions	38
	Congresses	40
	Cultural events	42
	Sustainable event management	43
3. Corporate governance and business model	Our corporate structure	49
	Our corporate governance model	50
	Our organisational structure	52
	The Organisation, Management and Control Model	54
	Data protection and privacy protection	58
	Our integrated management system	60
4. Materiality analysis and stakeholder relations	Our stakeholders	62
	The materiality analysis	68
	Our impacts	72

5.	Environmental protection	77
Environmental responsibility	Energy consumption	78
	Emissions	80
	Commitment to the circular economy	81

6.	Workforce composition	86
Human capital management	Inclusion and equal opportunities	90
	Recruitment	92
	Training and development programmes	93
	Personnel welfare	95
	The commitment to Occupational Health and Safety	97
	Firenze Fiera for people	100

	Methodological note	101
	GRI Content Index	103

Letter to the Stakeholders

Dear Stakeholders,

as every year, I would like to share with you the progress made by Firenze Fiera in the field of sustainability, with the aim of maintaining relations with our partners in a spirit of transparency and sharing.

We believe that enhancing best practices in circular economy and sustainability is essential to confirm our position as a leading and innovative company in the sector. We therefore consider it a priority to update you on our sustainability strategy, which has been adopted on the basis of feedback on specific issues that have emerged and on the needs and expectations of our customers, since we are convinced that sustainable success derives from good and transparent governance.

As can be seen from the attached '2024 Sustainability Report', Firenze Fiera – which has a Sustainable

Events Committee (Comitato Eventi Sostenibili, CES) – continues to promote responsible business practices at all levels and in all company processes, implementing the certifications obtained with ISO 45001 (Occupational Health and Safety Management), ISO 14001 (Environmental Management System) and ISO 20121 (Sustainable Event Management System); this latter recognises 'good management' of events, also involving customers in proactively managing the social, economic and environmental impacts of events in a responsible manner, to offer added value in terms of transparency, ethics and attention to the local area. The next certification we are working towards (ISO 9001, expected in 2026) will guarantee optimal quality parameters for products and services in all the exhibition and conference facilities.

In the field of 'green' initiatives, with the #werecycle programme, Firenze Fiera promotes a virtuous cycle of

waste management with 75% waste segregation, the donation of surplus food (thanks to the “Food for Good” project), a green catering service, the reuse of waste and prunings from the trees in the Villa Vittoria park, and the choice of eco-friendly, fair trade or locally produced gadgets.

In terms of inclusivity and accessibility to physical spaces and beyond, we built an architectural concrete walkway to facilitate access and connection between the Palazzo degli Affari and the Palazzo dei Congressi, and we have removed all digital barriers on our website (www.firenzefiera.it). Our customers and visitors will also be able to use tactile maps located in the new Palazzo degli Affari, which has recently been renovated with a focus on eco-sustainability thanks to the use of energy from renewable sources and the reduction of indoor electromagnetic pollution, priorities that are also at the heart of the ongoing construction of the new Bellavista

pavilion in the Fortezza. Finally, we would like to point out that since 2023 we have been purchasing exclusively energy from 100% renewable sources.

It is also worth mentioning Firenze Fiera's ongoing commitment to training and staff development, with 182 hours of training provided in 2024 on various topics such as Legislative Decree 231/01, sustainability, safety and various specialist training courses.

We look to the future with confidence, aware of the importance of a shared vision focused on good corporate governance, which is the basis for sustainable success, for the benefit of the entire community.

Florence, 29 September 2025

Lorenzo Becattini
President of Firenze Fiera

Our identity

Firenze Fiera - Congress & Exhibition Centre is the main hub for the management of facilities dedicated to events, conferences, business meetings, trade fairs and exhibitions in Florence.

Our history

Firenze Fiera - Congress & Exhibition Centre is the main hub for the management of facilities dedicated to events, conferences, business meetings, trade fairs and exhibitions in Florence. With its consolidated know-how and professional expertise, it offers high-quality venues and services ensuring high standards and the success of any event.

1534

Laying of the foundation stone of the Fortezza da Basso

1966

Inauguration of Palazzo dei Congressi

1974

Opening of Palazzo degli Affari

1998

Establishment of Firenze Fiera S.p.A.

2021

Renovation of Palazzo degli Affari

2023

Start of construction work on the new Bellavista Pavilion

2024

New construction works at Palazzo degli Affari

Firenze Fiera was established in December 1998 through the merging of three companies founded to manage the exhibition spaces of the Fortezza da Basso, the Palazzo dei Congressi and the Palazzo degli Affari.

These companies decided to pool the experience and know-how they had gained over time and establish the exhibition and conference centre of Florence, with the aim of promoting and encouraging the development of the region.



Our facilities

Firenze Fiera manages an exhibition complex characterised by functional and versatile structures which integrate historic and modern architecture. By using these structures for the realisation of the events, the company preserves and enhances these buildings, thus contributing to keep alive the historical and artistic heritage of the territory.

The integration of ancient and modern elements offers visitors an experience that combines the charm of the past with the comforts and technologies of the present. This combination is the distinctive feature of Firenze Fiera, and allows it to host a variety of events in distinctive settings that effectively combine tradition and modernity.

The exhibition centre, located in the heart of Florence, is one of Italy's main exhibition and conference venues, with over 100,000 square metres of floor space, 65,000 of which are covered.

The buildings have been renovated with the construction of new, modern structures that blend in with the historical elements, in keeping with the vision of the original architects, from Antonio da Sangallo to Pierluigi Spadolini.

The strategic position of Firenze Fiera represents an important logistical advantage: located in front of

the Santa Maria Novella main train station and 5 km from the Amerigo Vespucci airport, the facility is easily accessible by any means of transport. Furthermore, its proximity to Florence's main historical monuments and shopping streets makes it an ideal location for events that combine business, culture and hospitality.

Firenze Fiera stands out for being specialised in the design and management of high-quality venues and services, devised to host events of any type and size. The company offers its customers a wide range of cutting-edge services and technological solutions to meet their constantly changing needs.

Thanks to its team of highly qualified professionals, Firenze Fiera provides comprehensive and tailor-made services at every stage of the project: from the conception of the event to its realisation.

Firenze Fiera hosts major trade fairs every year and prestigious national and international conferences and congresses, especially in the medical and scientific sectors.



Fortezza da Basso

Where history
and innovation meet

Medicean Fortress with **55.000** sq. m.
of covered space



Fortezza da Basso is one of the largest fortified complexes built during the Renaissance period. It is a historic landmark and an important example of the military architecture of that time. Alessandro de' Medici, the first Duke of Florence, ordered its construction in 1534, entrusting the project to Antonio da Sangallo the Younger and Pierfrancesco da Viterbo. Throughout its history, the fortress not only served defensive functions, but it was also the temporary residence of the Medici family. Over the centuries, Fortezza da Basso was occupied several times: during

the Second World War, it was seized by German troops for military purposes, and also following the Unification of Italy in 1861, this Medicean fortress maintained its military function, until 1865, when it was acquired by the Kingdom of Italy. This long period of military use reflects the strategic importance of the structure in Florence's historical context and in Italy. The transformation of Fortezza da Basso into a modern exhibition and congress centre preserved its historical importance by merging its Renaissance architectural heritage with the needs of a modern event venue.

Villa Vittoria

Historical elegance and modern innovation

Built on multiple floors, it can accommodate **1.500** people and features a **1.000**-seat auditorium



Villa Vittoria was commissioned by Marquis Massimiliano degli Strozzi of Mantua and built between 1886 and 1891 to designs by Gerolamo Passeri, a student of the architect Giuseppe Poggi. The villa features a monumental staircase leading from the ground floor to the main floor, a gallery with reception rooms, lunette vaults on the ground floor, decorated coffered ceilings on the first floor, marble and terracotta mosaic floors, stone doorways with marble inlays, elegant coats of arms, wrought-iron railings and painted glass windows. Over the years, Villa Vittoria has undergone several

transformations and changes of ownership. In 1931 it was bought by an art dealer, Count Alessandro Contini Bonacossi. Later, in 1964, it was passed over to the Florence Tourism Agency, which converted it into the International Congress Centre. Villa Vittoria, home to Palazzo dei Congressi, is surrounded by a centuries-old park and offers elegant and technologically-advanced facilities for hosting events and congresses of various types, including a 1000-seater Auditorium and a futuristic open-air amphitheatre surrounded by greenery.

The new Palazzo degli Affari

An icon of sustainable innovation in the heart of Florence

A multifunctional venue of over **4.000** sq. m. with a capacity of **1.300** people



Designed by the architect Pierluigi Spadolini, Palazzo degli Affari was inaugurated in 1974 and is a remarkable example of the modern Italian architecture of the 1970s. With its essential and functional lines, the building stands out from the traditional Florentine architectural landscape, characterised by historical and Renaissance buildings.

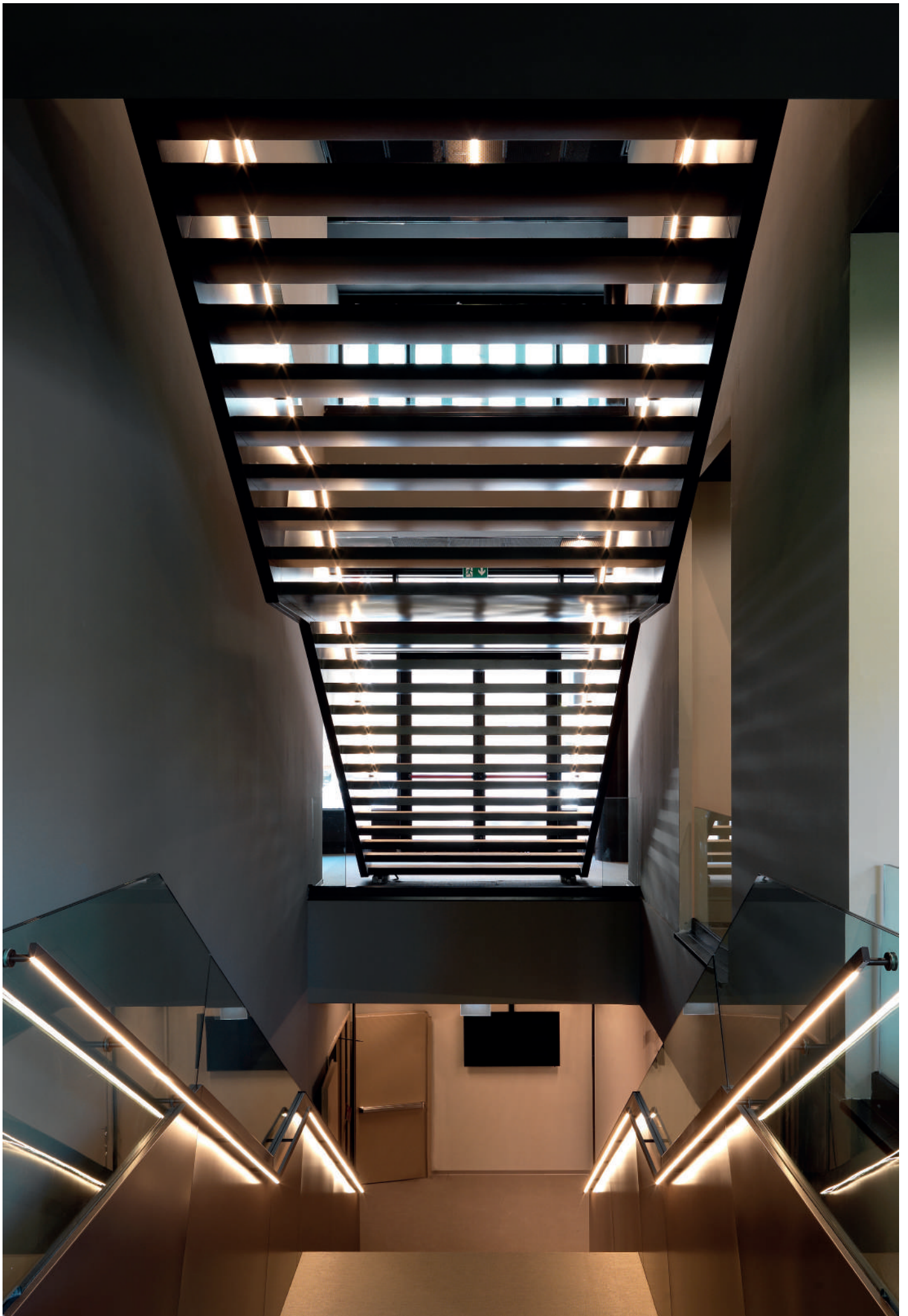
Between 2021 and 2022, Palazzo degli Affari underwent a renovation that was carried out in collaboration with Politecnica and architect Elio Di Franco, Consilium for the utilities part and engineer Riccardo Chiti for energy-related aspects: the innovative technology

used, called HBIM¹, has enabled a major improvement in the energy efficiency of the building, ensuring the use of sustainable materials.

The project favoured the use of renewable resources that ensured high standards with regards to the maintenance, durability and replaceability of the elements, as well as their compatibility.

The renovation has further enhanced the complex, transforming it into a landmark, and contributed to the improvement of the company's image, offering a high-quality experience to both visitors and event organisers.

¹ Heritage Building Information Modelling (HBIM) is a specialised approach to Building Information Modelling, which is applied to the renovation and restoration of existing buildings of particular historical and artistic value.

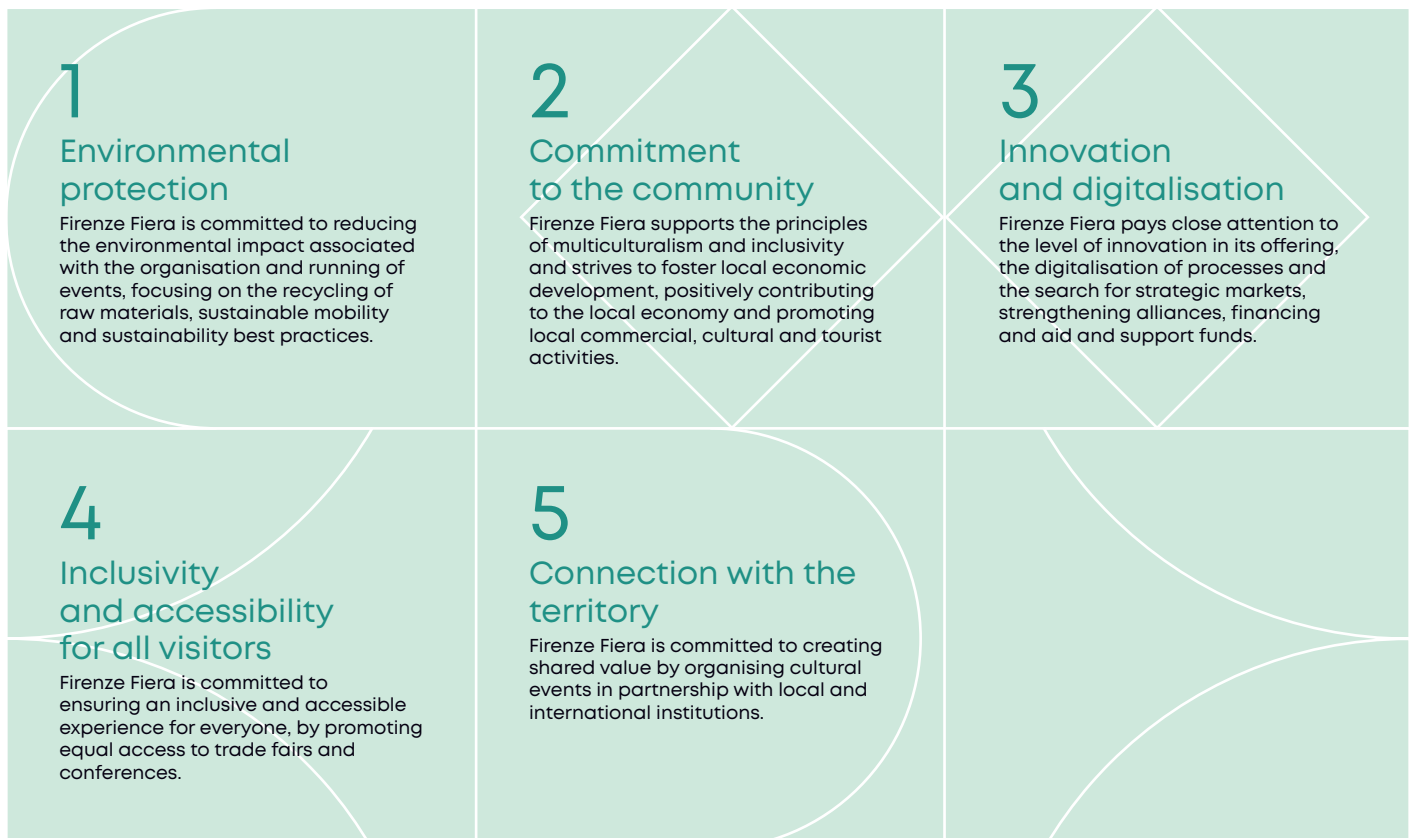


Our business strategy

GRI 2-22 *Firenze Fiera aims to integrate responsible and transparent practices into its business strategy, with the goal of minimising the environmental impact of its activities, promoting social responsibility and generating a positive effect on the territory in which it operates.*

Firenze Fiera aims to integrate responsible and transparent practices into its business strategy, with the goal of minimising the environmental impact of its activities, promoting social responsibility and generating a positive effect on the territory in which it operates. Firenze Fiera has made it its target to consolidate a sustainable business model that

fosters collaboration, responsibility and mutual trust between the company and its stakeholders. Through an integrated approach, the company is committed to achieving lasting results, for the shared benefit of the company itself and the community as a whole. The values that inspire Firenze Fiera and underpin its business strategy are based on **five main pillars**:



GRI 2-6

Our Activities

The peculiar activities carried out by Firenze Fiera include:

- Organising cultural events, Mida and Didacta.
- Renting spaces and services to third parties for conferences, events and business meetings that promote tourism and economic and cultural development of the area.
- Staging and organising events and exhibitions both
 - on its own behalf and on behalf of third parties, ensuring that all activities and operations will be carried out in a cost-effective manner.
- Preserving and enhancing of movable and immovable property used, in order to enhance its value and ensure its effectiveness in exhibition and conference activities.
- Organising of exhibition activities and offering of all services necessary for the realisation of events, including catering services.

Investments for a more accessible and modern convention centre

In 2024 Firenze Fiera carried out – in partnership with the Florence City Council, the Tuscany Region and the Superintendence of Archaeology, Fine Arts and Landscape of Florence – major renovation works to improve the accessibility and functionality of the Palazzo degli Affari exhibition and congress centre.

The most significant interventions include:

- Construction of the new main entrance to Piazza Adua, including a large steel canopy to protect visitors from the elements. The construction of this structure, in keeping with the 20th-century architectural style of Palazzo degli Affari, allowed to upgrade a previously neglected urban area, improving its aesthetics and safety.

- Installation of an architectural concrete walkway to facilitate access to the structures adjacent to the garden: Palazzo degli Affari, Limonaia and Palazzo dei Congressi.

These are the latest in a series of construction projects carried out by Firenze Fiera, which has invested a total of approximately € 650,000, in addition to another € 1,150,000 allocated to works at the Fortezza da Basso, for a total of almost € 2 million.

Our business lines

Direct exhibitions

Direct exhibitions are fairs organised and managed directly by Firenze Fiera, for which the company designs, builds and sets up customised installations for each event, from internal spaces to signage. Event guests can access exclusive services and suggestions for guided tours or excursions during their stay.

Indirect exhibitions

Indirect exhibitions are fairs organised and managed by other companies. For example Pitti Immagine, an Italian company that promotes fashion design, organises trade fairs, communication events and cultural initiatives at the central pavilion of Fortezza da Basso.

Congresses

Congresses mainly consist in national and international meetings that bring together participants with the same professional and cultural interest.

Exhibitions and events

Eventi 2024

Events in 2024

In 2024 Firenze Fiera reaffirmed its role as a cultural hub of national and international importance, hosting within its prestigious spaces a variety of cultural, scientific and educational events that have enriched its annual programme with events of great artistic, social and educational value.

From the Fortezza da Basso to the Palazzo dei Congressi, several events have livened up the Florentine cultural scene, providing an excellent stage for the encounter between tradition and innovation. Events such as DanzaInFiera, the Japanese Festival and Tourisma – Salone dell'Archeologia e del Turismo Culturale not only attracted a diverse and international

audience, but also helped to promote culture in an inclusive and sustainable way.

Numerous events, congresses and exhibitions organised in the spaces of Firenze Fiera reflected the principles of the United Nations Sustainable Development Goals (SDGs), in particular the following.



SDG 3 Good health and Wellbeing

Various meeting and conferences focused on health promotion and prevention, and contributed to the dissemination of the latest medical knowledge and good health practices.



SDG 4 Quality Education

The facilities of Firenze Fiera have hosted several courses and events organised in collaboration with schools and universities, promoting the interaction among the education sector, young people and the job market.



SDG 8

Decent work and economic growth



SDG 10

Reduced inequalities



SDG 11

Sustainable cities and communities



SDG 7

Affordable and clean energy



SDG 13

Climate action



SDG 15

Life on land

The 2024 programme included a wide variety of cultural events, of local and international relevance, contributing to the enhancement of artistic and cultural heritage, the creation of inclusive and accessible spaces for citizens, and respect for all people.

Important scientific events dedicated to renewable energy, ecological transition and climate policies have been held in the exhibition spaces, thus confirming the focus of Firenze Fiera on the most pressing environmental issues.

2024 events

Date	Event	Location	SDG
09-12 January	PITTI IMMAGINE UOMO 105	Fortezza da Basso	–
11 January	ISI FLORENCE WINTER MEETING	Palazzo dei Congressi	4
17-19 January	PITTI IMMAGINE BIMBO 98	Fortezza da Basso	–
18-19 January	BUSINESS COURSE	Palazzo degli Affari	–
18 January	CORPORATE CONVENTION – AUTOMOTIVE SECTOR	Palazzo dei Congressi	–
19 January	POLITICAL EVENT	Palazzo dei Congressi	–
23 January	OPEN DAY	Palazzo degli Affari	–
24-26 January	PITTI IMMAGINE FILATI WINTER 2024	Fortezza da Basso	–
02-03 February	29th SIVE Congress 2024	Palazzo dei Congressi	3
03-05 February	TASTE 2024	Fortezza da Basso	–
09-10 February	MEDICAL CONFERENCE	Palazzo dei Congressi	–
09-10 February	Skills for High Precision Aesthetic Medicine	Palazzo degli Affari	–
10-12 February	Firenze Home TexStyle 2024	Fortezza da Basso	–
10-12 February	IMMAGINE ITALIA & CO. 2024	Fortezza da Basso	–
15-16 February	BIGMARKET 2024	Fortezza da Basso	–
15-17 February	MEDICAL CONFERENCE	Palazzo dei Congressi	–
18 February	Preview of Chianti Lovers 2024	Fortezza da Basso	–
21 February	CONVENTION OF A BANK GROUP	Palazzo degli Affari	–
23-25 February	TOURISMA - Salone Archeologia e Turismo Culturale	Palazzo dei Congressi	11
23-25 February	DANZAINFIERA 2024	Fortezza da Basso	11
29 February - 03 March	UNDERSTANDING AND TREATING THE HEART	Fortezza da Basso	3
04 March	BIRRIAMO	Fortezza da Basso	–

2024 events

Date	Event	Location	SDG
06-09 March	ATTD 2024	Fortezza da Basso	3
07-09 March	MEDICAL CONFERENCE	Palazzo dei Congressi	–
15 March	ROADSHOW INSURANCE GROUP	Palazzo dei Congressi	–
20-22 March	DIDACTA ITALIA 2024	Fortezza da Basso	4
20-24 March	37TH EPF ANNUAL CONFERENCE	Palazzo dei Congressi	3
27 March	CONVENTION OF A BANK GROUP	Palazzo degli Affari	–
03-07 April	SIRS 2024 ANNUAL CONGRESS	Palazzo dei Congressi	3
10-11 April	BUY WINE 2024	Fortezza da Basso	–
10-13 April	AIP CONGRESS 2024	Palazzo dei Congressi	3
16-18 April	EUROPEAN CLIMATE SUMMIT - ECS 2024	Palazzo dei Congressi	13
19 April	CONFERENCE ON ECONOMICS AND LAW	Palazzo degli Affari	–
20 April	MEDICAL AND SCIENTIFIC CONFERENCE	Palazzo dei Congressi	–
25 April - 01 May	MIDA – INTERNATIONAL CRAFTS FAIR 2024	Fortezza da Basso	11
03-04 May	MELANOMA & NON MELANOMA SKIN CANCER	Palazzo degli Affari	3
07-10 May	SELECTION TESTS FOR SUPPORT TEACHERS	Fortezza da Basso	–
7 May	REFRESHER COURSE	Palazzo degli Affari	–
07-11 May	Open House 2024 “Il nostro prodotto siamo noi” ("Our product is us")	Fortezza da Basso	–
08-11 May	MEDICAL AND SCIENTIFIC CONFERENCE	Fortezza da Basso	–
9 May	REFRESHER COURSE	Palazzo degli Affari	–
10-11 May	SIDP REFRESHER COURSE 2024	Palazzo dei Congressi	3
13 May	REFRESHER COURSE	Palazzo degli Affari	–
14-16 May	10TH NATIONAL MEETING OF THE ITALIAN GROUP OF MOLECULAR PATHOLOGY AND PREDICTIVE MEDICINE	Palazzo degli Affari	3

2024 events

Date	Event	Location	SDG
14 May	AEFI EVENT	Palazzo degli Affari	11
16 May - 15 October	SUMMER IN VILLA	Palazzo dei Congressi	11
15 May	Architects Foundation event	Palazzo degli Affari	–
16-18 May	2024 FESTIVAL OF WORK, ETHICS AND SAFETY	Fortezza da Basso	8
16 May	WORLD ACCESSIBILITY DAY	Palazzo degli Affari	10
19-21 May	CONGRESS OF THE INTERNATIONAL UNION OF SOIL SCIENCES & CENTENNIAL OF THE IUSS 2024	Palazzo dei Congressi	15
23-24 May	REFRESHER COURSE	Palazzo degli Affari	–
23 May	CNA event	Palazzo degli Affari	–
23-25 May	3RD 2024 SIPRO INTERNATIONAL CONFERENCE	Palazzo dei Congressi	3
28 May	UNIVERSITY ENTRANCE EXAMS	Fortezza da Basso	–
28-31 May	TORQUE 2024	Palazzo degli Affari	7
28 May	REFRESHER COURSE	Palazzo degli Affari	–
30 May	SCEGLI CON LA NAZIONE: DEBATE WITH MAYORAL CANDIDATES IN FLORENCE	Palazzo dei Congressi	–
02-06 giugno	ESCAPE34 - PSE24	Palazzo dei Congressi	–
08-21 giugno	SECOND LIFE. EVERYTHING COMES BACK	Palazzo dei Congressi	11
11-14 giugno	PITTI IMMAGINE UOMO	Fortezza da Basso	–
14 giugno	CAMST MEETING	Palazzo degli Affari	–
19-21 giugno	PITTI IMMAGINE BIMBO 99	Fortezza da Basso	–
20-22 giugno	ESMO GYNAECOLOGICAL CANCERS CONGRESS 2024	Palazzo dei Congressi	3
25-27 giugno	PITTI IMMAGINE FILATI	Fortezza da Basso	–
4 July	Convention on cybersecurity	Palazzo degli Affari	–
05-07 July	Medical and scientific conference	Palazzo degli Affari	–

2024 events

Date	Event	Location	SDG
09 July	TUSCANY 2035. LOCAL PUBLIC SERVICES IN THE TUSCANY OF THE FUTURE	Palazzo degli Affari	11
14-19 July	IEEE INT. SYMPOSIUM ON ANTENNAS & PROPAGATION + RADIO SCIENCE MEETING	Fortezza da Basso	4
19 July	Association event	Palazzo degli Affari	–
19-27 July	SUMMER ARCHITECTURE WORKSHOP 2024	Palazzo degli Affari	11
20-22 July	MAREDAMARE 2024	Fortezza da Basso	–
29 July	CONVENTION – PRODUCT LAUNCH	Palazzo degli Affari	–
25-29 August	37th European Peptide Symposium & 14th International Peptide Symposium	Palazzo dei Congressi	4
01-04 September	75TH EAAP ANNUAL MEETING - European Federation of Animal Science	Palazzo degli Affari	3
07-11 September	ECP European Congress of Pathology 2024	Fortezza da Basso	3
09-12 September	Congress of the International Council of the Aeronautical Sciences ICAS 2024	Palazzo dei Congressi	–
19 September	CORPORATE CONVENTION	Fortezza da Basso	–
23-25 September	CORPORATE CONVENTION	Palazzo degli Affari	–
25-27 September	WATER FESTIVAL & EARTH TECHNOLOGY EXPO 2024	Fortezza da Basso	13-15
27-28 September	EAHP - European Association of Hospital Pharmacists	Palazzo dei Congressi	3
02-03 October	EVENT ON WORK, HEALTH AND SAFETY	Palazzo dei Congressi	–
03 October	New design ideas for contemporary architecture	-	11
04-06 October	EVERYTHING FOR BRIDE AND GROOM – 31TH EDITION	Fortezza da Basso	–
07-12 October	IICC ITALY 2024 CONFERENCE	Palazzo degli Affari	8
7 October	SOCIAL-ECONOMIC CONFERENCE	Palazzo degli Affari	–
08-10 October	TUSCAN JOBS FAIR	Fortezza da Basso	8
09-12 October	MEDICAL AND SCIENTIFIC CONFERENCE	Palazzo dei Congressi	–
9 October	SOCIAL-ECONOMIC CONVENTION	Palazzo degli Affari	–

2024 events

Date	Event	Location	SDG
16-18 October	Didacta Italia – Apulia Edition 2024	Fiera del Levante, Bari	4
17-19 October	NATIONAL MEDICAL AND SCIENTIFIC CONFERENCE	Palazzo degli Affari	–
17-19 October	SIDO 2024 INTERNATIONAL CONGRESS	Fortezza da Basso	3
18-19 October	DIGITAL DENTISTRY SOCIETY STATE OF THE ART CONFERENCE	Palazzo dei Congressi	3
18 October	SOCIAL-ECONOMIC CONGRESS	Palazzo degli Affari	–
18 October	MAIOR USER MEETING 2024	Palazzo degli Affari	–
23-25 October	IUMS International Society of Microbiology 2024	Palazzo dei Congressi	3
23-24 October	BUY FOOD TOSCANA	Palazzo degli Affari	11
29-30 October	SCALE ITALIA	Palazzo degli Affari	–
29-31 October	13TH EURONEURO 2024	Palazzo dei Congressi	3
03-05 November	National medical and scientific conference	Palazzo dei Congressi	–
07-09 November	SYMPOSIUM 238: IMMUNO-MEDIATED DISEASES OF THE GI TRACT: WHERE DO WE STAND?	Palazzo dei Congressi	3
8 November	PHARMA MICROBIOLOGY CONGRESS 2024	Palazzo degli Affari	3
08-09 November	CONVENTION TOURISM INDUSTRY	Fortezza da Basso	–
9 November	CONVENTION AUTOMOTIVE SECTOR	Fortezza da Basso	–
11-12 November	SEMINAR COURSE ON ECONOMICS AND FINANCE	Palazzo degli Affari	–
14-15 November	18TH UIA ASSOCIATIONS ROUND TABLE EUROPE 2024	Palazzo degli Affari	–
15-16 November	CONFERENCE ON PEDIATRICS	Fortezza da Basso	–
16-17 November	JAPAN FESTIVAL 2024	Fortezza da Basso	11
19-23 November	NATIONAL CONGRESS ON PEDIATRICS	Palazzo dei Congressi	–
20-23 November	FASHION INDUSTRY EVENT	Fortezza da Basso	–
28-30 November	KNOWING AND ACKNOWLEDGING CHILDHOOD	Palazzo dei Congressi	4

2024 events

Date	Event	Location	SDG
28-30 November	41TH SIMG NATIONAL CONGRESS	Fortezza da Basso	3
29 November	GENERAL CONFERENCE ON CAR RENTAL WITH DRIVER	Palazzo degli Affari	3
29-30 November	31TH SITI NATIONAL CONFERENCE	Palazzo degli Affari	11
04-06 December	MEDICAL AND SCIENTIFIC CONFERENCE	Palazzo dei Congressi	–
05-08 December	OPHTHALMOLOGY CONGRESS	Fortezza da Basso	–
9 December	CONFERENCE ON EDUCATION AND TRAINING	Palazzo degli Affari	–
12-14 December	CONGRESS OF GERONTOLOGY AND GERIATRICS	Palazzo dei Congressi	–

Our events

The core business of Firenze Fiera is the organisation of direct exhibitions, where the company plays an active role in event planning, promotion and management. These events provide exhibitors and visitors with an exclusive platform, thereby facilitating direct interaction, the presentation of products and services and the development of new business opportunities.

Firenze Fiera organises various major events, the two most important being:



MIDA
International Crafts Fair 2024
25 April - 01 May 2024

Mostra Internazionale dell'Artigianato (MIDA) is an event of great prestige attracting artisans from all over the world and offering them the opportunity to present their art and craft creations and works of the finest quality.

The exhibition celebrates traditional and contemporary craftsmanship, by enhancing cultural diversity and promoting excellence in this field. In 2024, the exhibition totalled 513 exhibitors and 65,319 visitors.

didacta
italia

Fiera Didacta Italia
20-22 March 2024

Fiera Didacta Italia is acknowledged as Italy's leading event on innovative education.

The event represents the essential meeting place for schools, educational institutions and companies and professionals in the sector, and provides them with an exclusive platform for showcasing new educational methods, teaching materials and innovative solutions in the field of learning.

In 2017 Didacta began to expand into other regions, which in October host spin-offs of the event organised by Firenze Fiera. Two editions have already taken place in Sicily and one in Bari.

The next one will be held in Riva del Garda. In 2024, the event attracted 408 exhibitors and 14,530 visitors.



www.abitafirenze.it

L'EXPO
ALLA CASA

DEDICATA

ABITA
MOSTRA DEL VIVERE OGGI

FIRENZE - FORTEZZA DA BASSO

25/04 - 01/05

SC sircio

CON LA COLLABORAZIONE DI

CON LA COLLABORAZIONE DI

CON LA COLLABORAZIONE DI

MIDA 88A MOSTRA INTERNAZIONALE DELL'ARTIGIANATO

25 APRILE • 1 MAGGIO - FORTEZZA DA BASSO, FIRENZE

MIDA

International Crafts Fair 2024

2022

334 exhibitors of which 91 foreign,
56.851 visitors

2023

438 exhibitors of which 116 foreign,
65.528 visitors

2024

513 exhibitors of which 187 foreign,
65.319 visitors



The 88th edition of the Florence International Handicrafts Exhibition (MIDA) took place from 25 April to 1 May 2024 at the Fortezza da Basso.

The first edition of MIDA dates back to 1931, and today this event is an annual landmark for craftsmanship at national and international level.

The 2024 edition, organised by Firenze Fiera in collaboration with Artex, CNA, Confartigianato and local institutions, saw a significant growth, with its 513 exhibitors: +17% compared to 2023.

The event saw the participation of artisans, designers, young makers and start-ups: protagonists of a creative proposal that combines tradition, sustainability and technological innovation. A wide variety of sectors

were represented: fashion, jewellery, design, furniture and food and wine. This year's main new features include the ninth edition of the Restoration Fair with the Florence Heri-Tech international conference, art installations, interactive workshops and cooking shows. Special projects such as "Bardini Workshop", "Goldsmithing" and the "Feltrosa" textile network further enriched the visitors' experience.

In its 2024 edition, MIDA reaffirmed its role as a multicultural platform for "artisanal know-how", promoting craftsmanship as an expression of quality, beauty, ethics and innovation. The event favoured direct interactions between artisans and the public, creating a concrete dialogue between producers and consumers and promoting artisan excellence as a living and dynamic heritage.

International exhibitors by nation



187

International exhibitors



33

Nepal



27

People's Republic of China



23

Iran



18

India



11

Senegal



9

Morocco



7

Pakistan



7

France



6

Egypt



5

Turkey



4

Vietnam



4

Spain



4

Peru



4

Madagascar



4

Ivory Coast



3

Tunisia



3

Lithuania



3

Ecuador



2

Ukraine



2

Indonesia



1

Syria



1

Singapore



1

Poland



1

Mali



1

Iraq



1

Germany



1

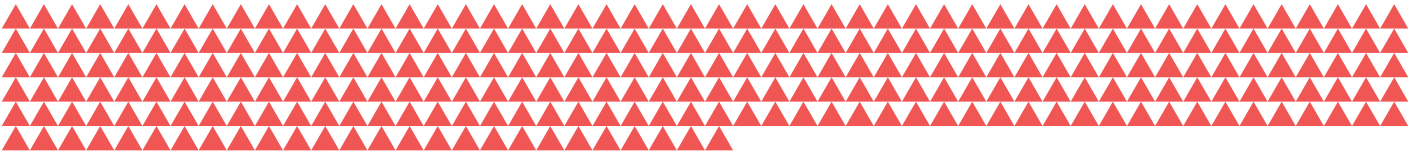
Chile



1

Burkina Faso

Italian exhibitors by region



326

Italian exhibitors



172

Tuscany



20

Lombardy



17

Sicily



17

Lazio



16

Veneto



13

Campania



12

Emilia Romagna



10

Marches



8

Umbria



7

Sardinia



7

Apulia



7

Piedmont



7

Liguria



4

Trentino South Tyrol



3

Calabria



2

Friuli Venezia Giulia



1

Aosta Valley



1

Molise



1

Basilicata



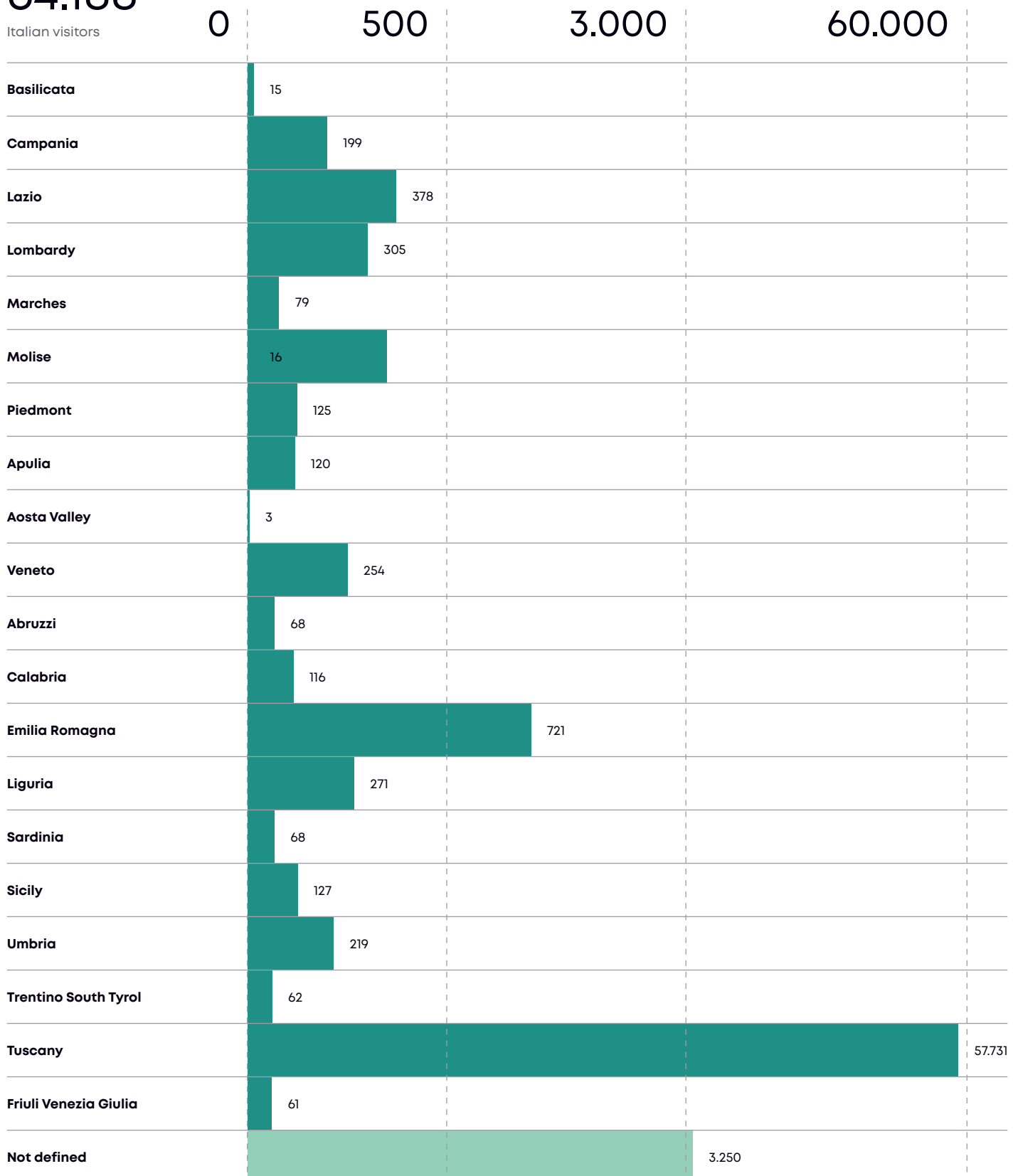
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Abruzzi

Italian visitors by region

64.188

Italian visitors



International visitors by nation

Nation	Total visitors	Nation	Total visitors
Albania	3	France	75
Argentina	6	Georgia	3
Armenia	2	Germany	67
Australia	19	Greece	4
Austria	8	Honduras	1
Azerbaijan	2	Hungary	41
Belgium	23	Iceland	16
Brazil	30	India	11
Canada	31	Indonesia	1
Chile	4	Iran	1
People's Republic of China	43	Eire	8
Colombia	5	Israel	16
Croatia	60	Japan	10
Cuba	2	South Korea	6
Cyprus	5	North Korea	1
Czech Republic	9	Latvia	3
Denmark	5	Malaysia	3
Ecuador	2	Malta	2
Egypt	1	Mexico	12
Eritrea	1	Monaco	2
Esthonia	4	Holland	31
Finland	7	Norway	3

International visitors by nation

Nation	Total visitors	Nation	Total visitors
Pakistan	3	Ukraine	8
Palestine	1	United Arab Emirates	4
Panama	3	Great Britain	40
Peru	7	U.S.A.	339
Philippines	6	Uruguay	1
Poland	15	Venezuela	2
Portugal	10	Total	1.131
Qatar	1		
Romania	10		
Russia	8		
Guadeloupe	2		
Senegal	3		
Serbia	1		
Slovakia	10		
Slovenia	4		
South Africa	3		
Spain	24		
Sweden	6		
Switzerland	23		
Taiwan	3		
Tunisia	2		
Turkey	3		

Didacta Italia

The most important event dedicated to education and innovation in Italy

2022

227 exhibitors of which 59 foreign, 12.599 visitors

2023

255 exhibitors of which 59 foreign, 19.466 visitors

2024

408 exhibitors of which 84 foreign, 14.530 visitors



The 7th edition of the Fiera Didacta Italia took place in Florence, at the Fortezza da Basso, from 20 to 22 March 2024. This is a leading national event, designed for education professionals to support the school of the future and innovative teacher training.

The event is aimed at staff at all levels of education and training: nurseries, pre-schools, primary schools, lower and upper secondary schools, vocational schools, technical colleges, universities and scientific research and vocational training institutes, as well as businesses and sector experts.

The 2024 edition was dedicated to Don Giovanni Bosco and was organised by Firenze Fiera with scientific coordination by INDIRE and the collaboration of the Ministry of Education and Merit. The event saw the

participation of many industry stakeholders, including technical colleges, universities, research institutions and businesses, and was divided into two main sections: a large exhibition area and a rich programme of educational events (conferences, seminars, workshops). The main topics covered included artificial intelligence, the metaverse, immersive environments and technologies for sustainability (photovoltaics, lighting, energy saving). The Ministry actively participated with an institutional stand and numerous high-level thematic meetings. The Didacta fair attracts a wide audience of exhibitors and visitors, including teachers, trainers, school administrators, representatives of public bodies, publishers, educational software and hardware manufacturers, as well as representatives of organisations and associations which are active in the field of education and training.

International exhibitors by nation



84

International exhibitors



17

Great Britain



12

U.S.A.



12

People's Republic of China

11

Germany



7

Spain



4

Japan



4

France



3

Taiwan



3

Holland



3

Belgium



2

Denmark



1

Poland



1

Switzerland



1

Israel



1

South Korea



1

Cyprus

Italian exhibitors by region



324

Italian exhibitors



63

Lombardy



59

Lazio



46

Tuscany



31

Emilia Romagna



20

Piedmont



20

Campania



19

Apulia



18

Veneto



14

Marches



11

Sicily



6

Trentino South Tyrol



4

Liguria



4

Abruzzi



2

Umbria



2

Umbria



2

Friuli V. G.



1

Aosta Valley



1

Sardinia



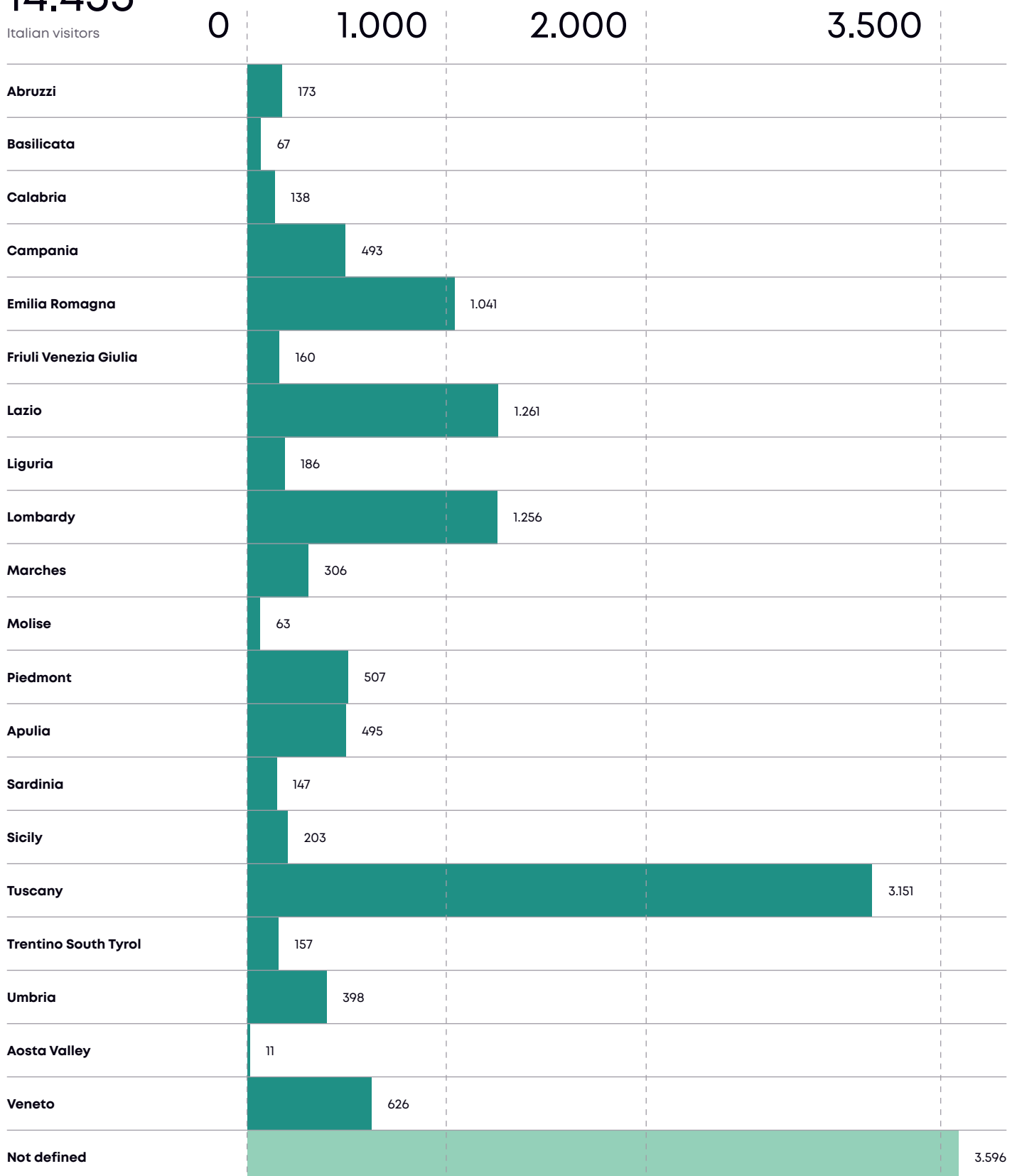
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Basilicata

Italian visitors by region

14.435

Italian visitors



International visitors by nation

Nation	Total visitors	Nation	Total visitors
Albania	3	Switzerland	3
Belgium	2	Great Britain	8
Canada	5	U.S.A.	13
People's Republic of China	5	Russia	1
Croatia	3	Total	95
Czech Republic	1		
Denmark	1		
Finland	3		
France	9		
Germany	14		
Greece	1		
Hong Kong	2		
Hungary	3		
Jordan	1		
North Korea	2		
Mongolia	1		
Holland	4		
Republic Of San Marino	3		
Romania	1		
Slovenia	1		
Spain	4		
Sweden	1		



Indirect exhibitions

Firenze Fiera offers comprehensive support also in the organisation of external events, such as trade fairs organised by third parties. The company supports organisers at every stage of the project, offering experience, expertise and available infrastructures, to ensure the success of each and every event.

Our support includes strategic consultancy in the planning phase, for logistics management and operational assistance during the staging of events. Through an active collaboration with promoters, Firenze Fiera contributes to creating high-profile events in a context designed to stimulate effective connections and memorable moments. Firenze Fiera assists and supports its customers in the

planning and realisation of customised installations for every type of event, and guarantees state-of-the-art services and high-level performance. The facilities provided by Firenze Fiera represent a benchmark for the organisers of all event types, also thanks to a network of selected hotels close to the exhibition and congress venues that offers an accommodation capacity of more than 31,500 bedrooms.



The indirect exhibitions organised in 2024 include:

TASTE

Taste

3-5 February 2024

Annual event dedicated to professionals in the Food & Beverage industry, now in its 17th edition.



Open House Celada

7-11 May 2024

An opportunity for enthusiasts of mechanics, machine tools, Industry 5.0 and innovation to meet and exchange views.



Festival del Lavoro (Festival of Work)

16-18 May 2024

Event organised by the National Council of the Order of Labor Consultants and the Study Foundation of Labor Consultants, which this year addressed the topic of technological innovation in relation to the principles of legality and ethical work.



Maredamare

20-22 July 2024

The leading international trade fair in Europe for the beachwear sector



Fiera del Lavoro (Jobs fair)

8-10 October 2024

An opportunity for job seekers and companies looking for candidates to meet. The fair is enriched by seminars, workshops and conferences on the topics related to work and professional training.

Congresses

Congresses are a key component of Firenze Fiera's operations, as they constitute special occasions that bring together participants with the same cultural and professional interests from all over the world.

The company enthusiastically focuses on providing comprehensive services for the management and organisation of these events, while creating a stimulating and functional setting that favours encounters, presentations and knowledge exchange. Firenze Fiera is committed to ensuring that every conference is an enriching experience for participants, promoting opportunities for networking

and personal and professional growth. Through meticulous planning and a close partnership with organisers, Firenze Fiera offers customised solutions to meet the specific needs of each convention. The services proposed are innovative and designed to capture the attention of the public, arouse interest and ensure success and the satisfaction of all participants. More specifically:



Audiovisual services

Events benefit from high-quality products and services for their audiovisual installations, accompanied by comprehensive design consultancies offering innovative and spectacular technical solutions.



Set-ups

Firenze Fiera provides customised set-ups for all event types, from large-scale meetings to small conferences, through the rental of materials and the design and construction of sets, favouring, wherever possible, eco-friendly materials (wood, bamboo or third-party certified eco-friendly materials).



Catering

Firenze Fiera offers a high-quality catering service, promoting, if requested, locally sourced produce. The exhibition facilities include a restaurant as well as several refreshment points and bars. Quality is further guaranteed by the fact that the kitchens are located within our venues, to ensure the freshness of the dishes served.



Hospitality

Event participants enjoy exclusive services and can obtain advice on guided tours and day trips, thanks to the company's partnership with Destination Florence CVB. It also offers an online hotel booking platform customised to suit the characteristics of the congress and that offers delegates special rates.



Ecological approach

Through its #werecycle programme, Firenze Fiera provides organisers and visitors with the tools required to promote a virtuous waste management cycle and minimise the environmental impact of the events. The disposable tableware and cutlery used by our catering service are manufactured using Mater-Bi, a compostable material, and kits are provided for the separate collection of paper, plastic and biodegradable materials.

The aim is to ensure that the congresses organised in Firenze Fiera venues are not just professionally-stimulating, but also offer the opportunity to discover and appreciate the extraordinary cultural

and artistic riches of Florence and that, as well as growing professionally, each and every participant lives a unique and immersive experience, and draws inspiration from the beauty and history of the city.

Among the conferences hosted in 2024, the following are of particular note:



ATTD
Advanced Technologies
& Treatments for Diabetes
6-9 March 2024

An internationally renowned conference showcasing the latest technologies and treatments for diabetes. The event attracted more than 5,000 professionals from the medical and tech sector from 95 countries.



ECP
36th European Congress of Pathology
7-11 September 2024

ECP 2024 is an event organised by the European Society of Pathology and the Italian Society of Pathology, and is a global benchmark in the field of pathology. For several days, Florence was the hub of the international scientific community: around 5,700 experts from all over the world gathered to discuss the latest innovations in the fields of diagnostics, research and education.



European Climate Summit
16-18 April 2024

This event focuses on highly relevant environmental issues, in line with the Sustainable Development Goals (SDGs), and has attracted institutional stakeholders, companies and international organisations committed in the fight against climate change.



UIA Roundtable
Union of International Associations
14-15 November 2024

This initiative is now in its 18th year and was held in Florence for the first time, welcoming delegates from all over the world. The event provided an important opportunity to discuss best practices for optimising and increasing the accessibility of services both on site and on the web. During the two days-event, various successful case histories were presented, including the one that has seen the collaboration between Firenze Fiera, Destination Florence Convention Bureau and OIC Group for the award of Vision 2025, the International Conference of the International Society for Low Vision Research and Rehabilitation (ISLRR).

Cultural events

In 2024, the Economy and Culture office carried out cultural initiatives aiming to promote the participation of the citizenship.

The most significant ones are listed below:

Exhibition **“Second Life: tutto torna”**

This exhibition was held from 11 to 21 June 2024 in the Limonaia of the Palazzo dei Congressi, in conjunction with the summer edition of Pitti Uomo. It was a contest aimed at young artists and students from Italian academies to celebrate the creativity of young people through the realisation of works that raise awareness of sustainability in its various forms, starting with environmental and social sustainability.

Event **“Il Vino de’ Medici”**

A wine and music event celebrating Cosimo III de’ Medici’s proclamation ‘On the Declaration of the Boundaries of the Four Regions of Chianti, Pomino, Carmignano, and Val d’Arno di Sopra’ of 1716. It was held at the Teatrino Lorenese on 24 September 2024, in collaboration with the Chiave di Vino Association.

Firenze Fiera participated at **“Stati Generali della Cultura”**

Firenze Fiera participated, with a speech by the President, in the “Stati Generali della Cultura” (General Assembly of Culture) organised in Turin by Il Sole 24 Ore on 5 November 2024;

Cultural festival **“Villa Vittoria Cultura”**

Cultural festival “Villa Vittoria Culture”, during which the following book presentations took place:

- 16 May – “Villa Vittoria” in collaboration with the Florence Architects Foundation;
- 12 June – “Dentro della cerchia antica” by Lorenzo Conti Lapi;
- 26 June – “Titanic. Storia di un sogno” by Dario Becattini;
- 17 July – “Milena Q – assassina di uomini violenti” by Elis Giobbi;
- 19 September – “Cosimo I de Medici. Il padre della Toscana Moderna” by Eugenio Giani.

Presentation of the book **“Villa Vittoria. Una storia tutta da scrivere”**

Presentation of the book (Villa Vittoria: A Story Yet to Be Written), held on 27 September in collaboration with FAI (Italian Environmental Fund) at Villa Necchi Campiglio, FAI headquarters in Milan.

Presentation of the book **“Dante scopre l’Europa. La geografia europea nella Divina Commedia”**

Presentation of the book (Dante Discovers Europe: European Geography in the Divine Comedy) at the ADI Design Museum, during BOOK City Milano on 11 November 2024.

Sustainable event management

Firenze Fiera is increasingly committed to sustainability and inclusivity, promoting events that contribute to the reduction of environmental and social impact and that promote accessibility and care for the needs of all people.


To this end, in the planning phase of events, Firenze Fiera evaluates all the initiatives that could potentially be implemented, considering the specific nature of

the event and the stakeholders involved, operating according to specific criteria:

Mobility planning

Mobility accounts for a large part of the climate-changing emissions resulting from the organisation of events, due to the use of private transport to reach the venue and the travel of staff and suppliers. To reduce the environmental impact of mobility, Firenze Fiera considers various possible areas of intervention on a case-by-case basis, including the promotion of

hybrid events to reduce the need for long journeys, the provision of shuttle services and raising awareness among participants of sustainable alternatives to private transport, such as trains, bicycles, buses and carpooling. In addition, it mainly selects local suppliers to reduce GHG emissions associated with transport.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Eco-friendly transport	Discount on admission tickets for green travel from outside the municipality	Provide discounts on admission tickets to MIDA 2024 for train ticket holders	Target achieved	90%
	Local economy	% Suppliers/ products within 10 km	100%	100%	100%



Waste segregation


Firenze Fiera takes all necessary measures to manage separate waste collection during the event, to foster the correct disposal of waste in separate collection

bins and to reduce the amount of waste destined for disposal.

Set-ups

Temporary set-ups used for events require large quantities of materials, often produced using virgin raw materials.
To reduce the environmental footprint associated with the use of newly manufactured installations, Firenze

Fiera chooses preferably to hire equipment, thereby reducing the pollution damage caused by extraction and production processes and, where possible, favours the use of certified wood products or recycled materials to avoid the use of new raw materials.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Hire of recycled and recyclable materials	Number of events with the use of aluminium and fabric installations for stands and structures such as backdrops, etc., out of the total number of events	7%	12,8%	9%
		Number of events with the use of signs for stands and wall graphics made from recycled used carpet out of the total number of events	2 sul totale	1 sul totale	2 sul totale

Lighting and services

Lighting is one of the most energy-consuming components in exhibition spaces. To reduce energy

consumption, in the pavilions where events are held Firenze Fiera has installed LED lighting fixtures


using the currently most energy-efficient technology available.
Furthermore, with regard to audio, video and lighting

services, the company favours cutting-edge services, with latest generation audio equipment, to ensure safety and high energy efficiency.

Gadget offer

In choosing gadgets for events, Firenze Fiera prefers to purchase eco-friendly products made from recycled or certified materials, fair trade products, products

made by local companies or virtual products (e.g. discount coupons or free gifts for museum visits or local purchases).

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Corporate solidarity gifts	Number of solidarity gifts / total gifts	40%	40%	50%

Catering management

Firenze Fiera minimises the distribution of water in plastic bottles, preferring tap water served in jugs, glass bottles or water bottles. For the serving of food we favour the use of washable and reusable tableware or, if this is not possible, of biodegradable and compostable disposable plates, glasses and cutlery, informing participants about the correct disposal methods.

In choosing the event menu, preference is given to organic food and beverages, produced from short supply chains and in season, with alternatives for vegetarians, vegans, coeliacs and allergy sufferers; and initiatives are planned for the reuse of leftover food in order to avoid waste.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Social catering	% of fair trade products	5%	5%	5%
	Food for good	No. of meals donated to charity/No. of leftover meals	100%	100%	100%

Event accessibility

Firenze Fiera is developing structural and organisational solutions to ensure the full use of spaces, autonomy for participants with disabilities, and an equitable and welcoming experience for all. Among the projects planned for 2025, the following are particularly noteworthy:

- the creation of an accessible, barrier-free route connecting the Palazzo degli Affari and the Palazzo dei Congressi;
- the design of a new corporate website with technological solutions allowing to improve accessibility for people with visual impairments;
- the set-up of a tactile map of the Palazzo degli Affari for blind and visually impaired people and of acoustic floor indicators in the lifts.

This approach translates into increasingly inclusive and people-centred planning and provision of spaces,

events and services, consolidating Firenze Fiera's role as a point of reference also on a social level.

To ensure the efficiency and quality of the events hosted, Firenze Fiera has set precise requirements, criteria and standards that organisers are required to comply with in order to access the spaces. These parameters are based on current regulations and internal rules on safety, risk management, accessibility and environmental sustainability. Through these measures, Firenze Fiera is committed to promoting a safe, sustainable and efficient operating environment, encouraging good social and environmental responsibility practices in the events sector. The aim is to guarantee both organisers and participants a high-profile experience, whilst reducing the environmental impact and promoting virtuous practices in the trade fair sector.

SDG	Item	KPI	Obiettivo 2024	Risultato 2024	Obiettivo 2025
	Economic return on the local community	Linked activities generated	160.000.000 €	195.425.856 €	200.000.000 €
	People/audience	No. of visitors/year trade fairs	50% increase	Trade fairs: 298.152	5% increase
		No. of visitors/year conferences		Conferences: 74.945	
		No. of visitors/year total		Total: 373,097	
	No. of events	No. of events/year per type	To be defined	Trade fairs: 35	5% increase
				Other events: 119	
	Stakeholder involved	N. Stakeholder involved/year	To be defined	Suppliers: 139	5% increase

Corporate governance and business model

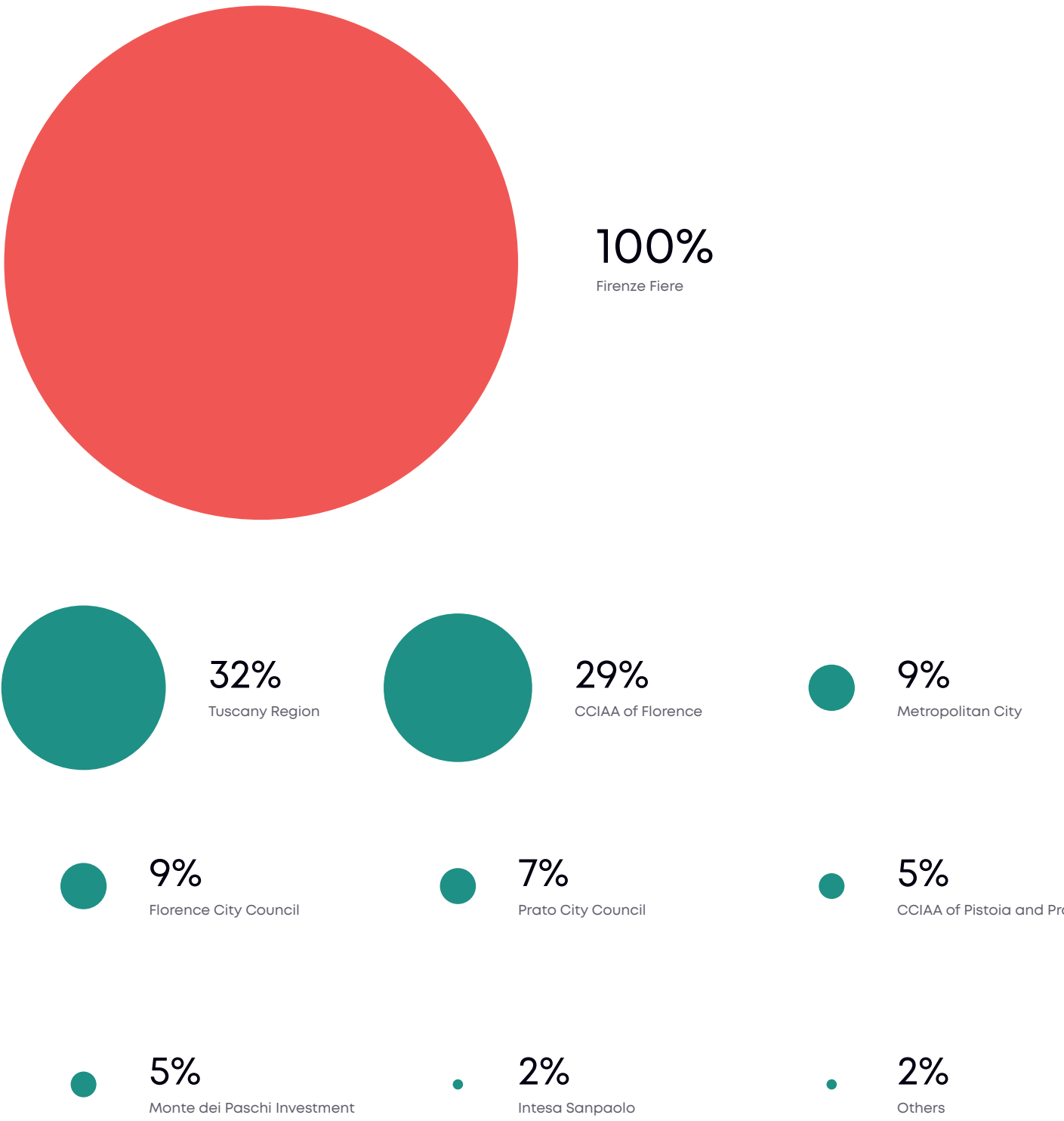
Firenze Fiera considers the compliance with current regulations, ethical principles and best practices to be an essential prerequisite for carrying out its activities.

The company has adopted a structured internal control system with the aim of preventing unlawful conduct and promoting a culture of integrity, responsibility and legality.

This system actively involves all the organisation's personnel - employees, corporate bodies, external collaborators and consultants - and, through training, awareness-raising and continuous dialogue, helps to ensure a transparent management in line with the expectations of the stakeholders and the principles of responsible development of the company itself.

Our corporate structure

GRI 2-1 Firenze Fiera is a publicly owned joint-stock company with a share capital of **€ 21.778.035**.



Our corporate governance model

GRI 2-9 **GRI 2-10** *Firenze Fiera has a traditional administration and control system (known as governance model), consisting of a Board of Directors and a Board of Statutory Auditors.*

More specifically, the governance of Firenze Fiera is divided as follows:

The Board of Directors

The Board of Directors, the highest governance body, consists of three members (the Chairperson, Deputy Chairperson and one Advisor).

The directors are appointed by the shareholders at the Annual General Meeting, hold office for three years and can be re-elected.

The members of the Board of Directors, who are non-independent, represent the shareholders and promote the representation of the main shareholders on the Board of Directors.

The current Board of Directors consists of two men and one woman², all aged fifty or over.

Firenze Fiera's Board of Directors plays a crucial role in the management of the company, being vested with full powers for both its ordinary and extraordinary management, and has the authority to manage all operations within the scope of the company's corporate purpose, except those that are

peremptorily reserved to the Shareholders' Annual General Meeting. To date, the Board of Directors has not been formally assigned responsibility for overseeing the management of the organisation's impact on the environment and society, which are only dealt with indirectly in the exercise of ordinary or extraordinary administrative powers.

The remuneration of the members of the Board of Directors is set on a fixed basis by the Shareholders' Meeting, without involving any remuneration consultant. At present, there are no plans to assess the performance of directors on the basis of sustainability criteria, nor are there any initiatives aimed at increasing their expertise in sustainable development. The Chairperson of the Board of Directors, who is appointed by the Board, represents the company vis-à-vis third parties and may appoint attorneys with specific duties.

GRI 2-11 **The Chairperson also serves as Chief Executive Officer within the company, while the other two members of the Board of Directors are non-executive.**

This dual role in management was dictated by the need to ensure unified and consistent leadership, to lead the company with a clear strategic vision.

² The Board of Directors is composed of 33% women and 67% men. 33% per cent of the members of the Board of Directors are between the ages of thirty and fifty, while the remaining 67% are over the age of fifty. To date, there are no representatives of minorities or vulnerable groups on the Board of Directors.

To prevent and mitigate conflicts of interest, Firenze Fiera has implemented various measures, including:

- the separation of executive and non-executive roles among the members of the Board of Directors. Only the Chairperson holds the position of Chief Executive Officer, while the other two members are non-executive;
- the possibility of establishing advisory or propositional committees to support the Board of Directors in strategic and operational decisions;
- the adoption of a governance model that promotes the independence and autonomy of control bodies, such as the Board of Statutory Auditors and the Supervisory Body, which continuously monitor also the work of the Chairperson and the Board of Directors.

These measures ensure that strategic decisions are always in line with the company's interests, thus ensuring transparent and effective management of the organisation.

The appointment of directors is made public on the company website, which also contains the CVs of the members of the Board of Directors, indicating the other significant positions and commitments undertaken by each member.

Furthermore, Firenze Fiera's Code of Ethics sets out the values that inspire the company and expresses the general principles and rules of conduct that Firenze Fiera has decided to comply with in the conduct of its business and in its relations with all stakeholders. These include a commitment to avoid situations that could give rise to conflicts of interest.

The Board of Statutory Auditors

The Board of Statutory Auditors plays an important role in the proper management of the company, as it is responsible for supervising compliance with the law and the statute, guaranteeing the proper organisational and accounting management of the company, and ensuring its smooth running.

The Board of Statutory Auditors consists of five members: the Chairperson, two standing auditors and two alternate auditors.

Its members, who are appointed by the Shareholders' Meeting, must comply with the independence criteria and must be registered in the Register of Auditors.

The Board of Statutory Auditors consists of three women and two men. Auditors hold office for three financial periods and can be re-elected; their remuneration is set by the Shareholders' Meeting.

To strengthen its internal control mechanisms, Firenze Fiera has set up a Supervisory Body, which is responsible for monitoring the application and effectiveness of the Organisation, Management and Control Model (MOGC) for the prevention of offences.

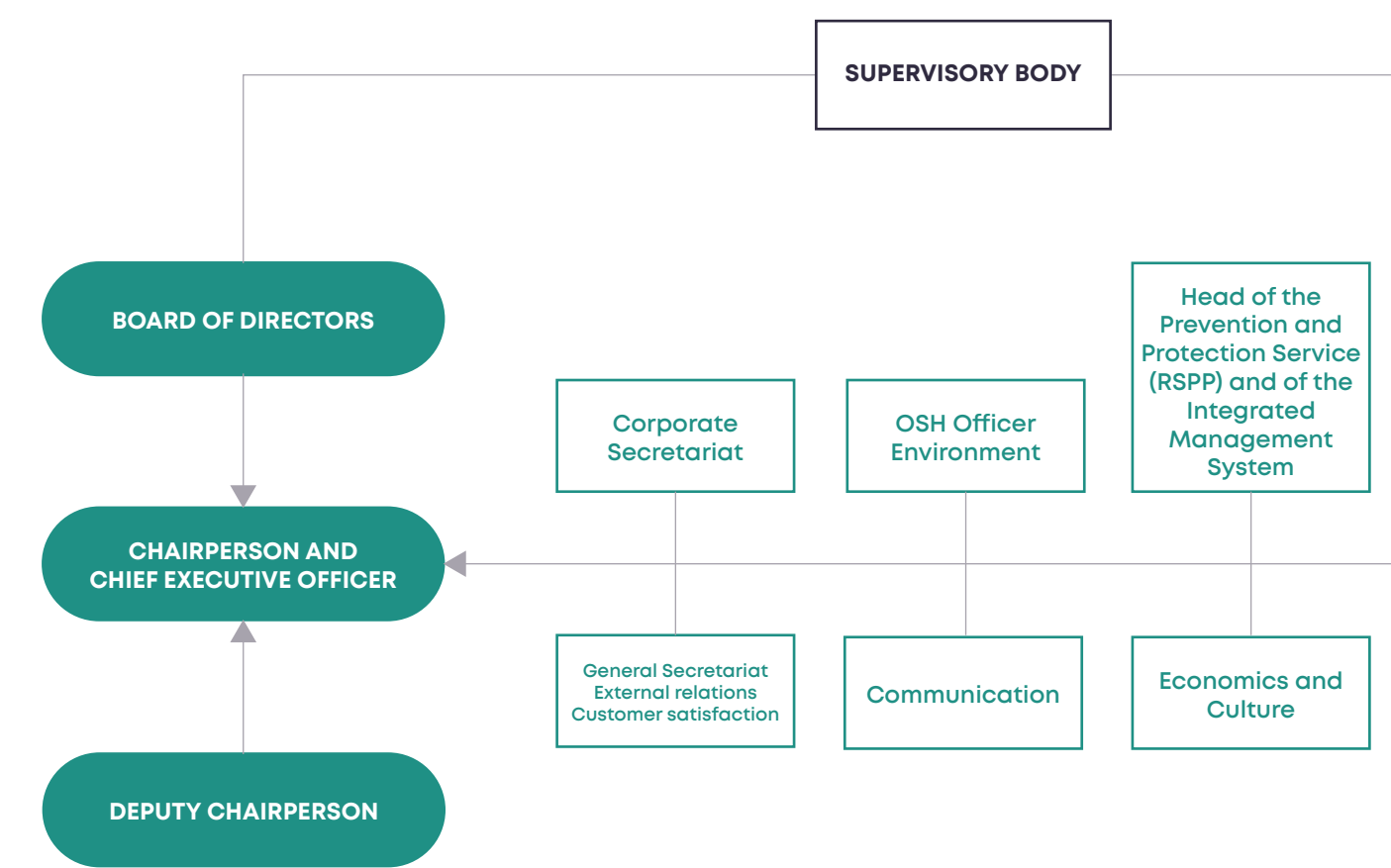
The Supervisory Body is a single-member body appointed by the Board of Directors, which must operate autonomously, independently and professionally in order to guarantee the effectiveness and objectivity of the control carried out.

Specifically, the Supervisory Body has the duty to:

- monitor the effectiveness and correct application of the Organisation Management and Control Model pursuant to Italian Legislative Decree no. 231/2001;
- ensure that the Model is continuously updated in line with regulatory and organisational developments;
- report regularly to the Board of Directors on the outcomes of the activities carried out and on any amendments made to the Model;
- ensure that the Model is effective in preventing the risk of offences being committed.

Our organisational structure

The organisational structure of Firenze Fiera includes six staff bodies that report directly to the Chairperson of the Board of Directors; the six staff bodies are: Corporate Secretariat, General Secretariat, Communication, Economics and Culture, Health and Safety Officer Environment, Head of the Prevention and Protection Service (RSPP) and of the Integrated Management System. The company is divided into three main functional areas.





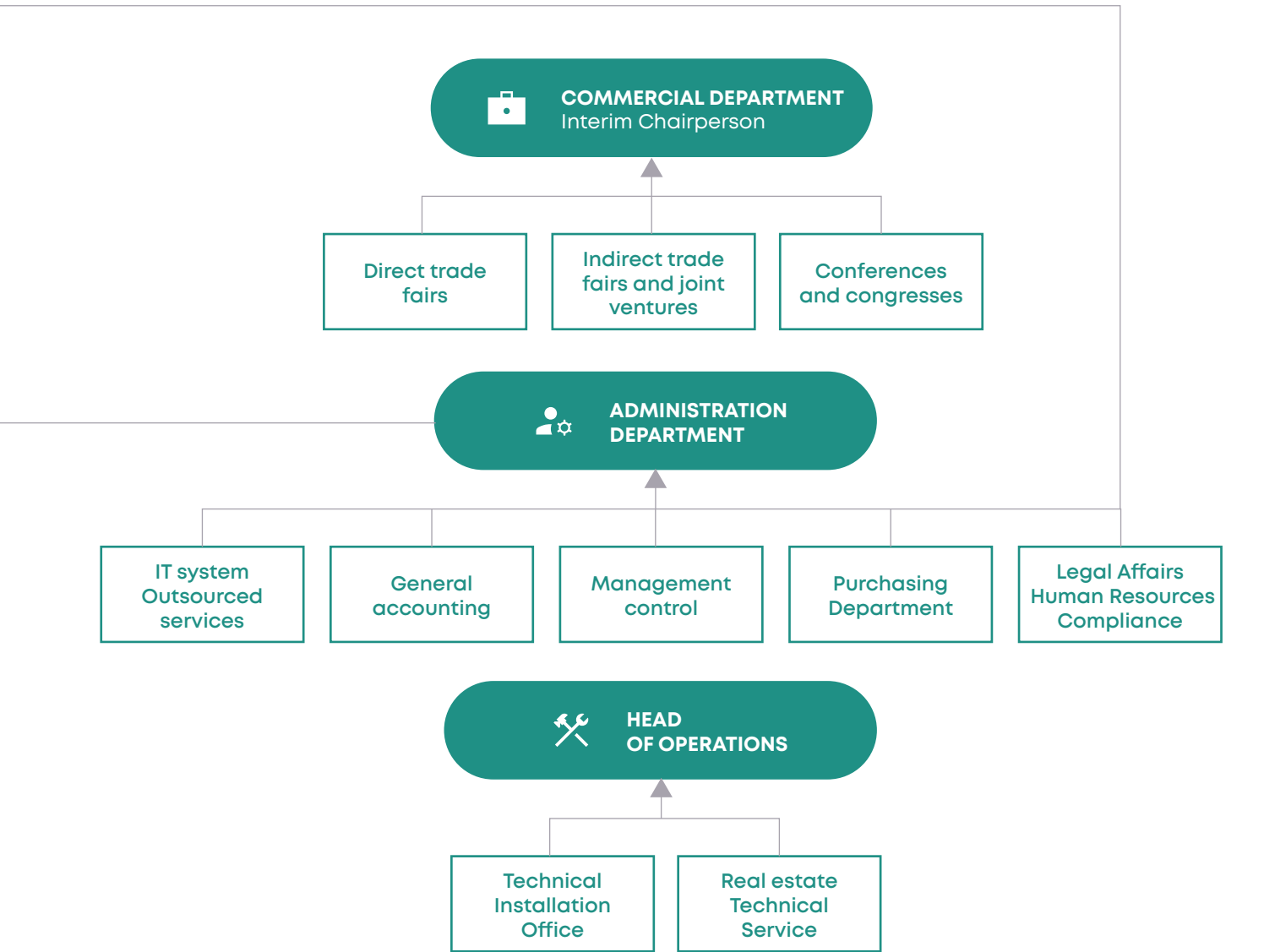
Operations, which includes the Technical Installation Office and the Real estate Technical Service.



Administration, responsible for managing the IT system and outsourced services, general accounting, management control, the Purchasing Department, Legal Affairs, Human Resources and Compliance.



Commercial, department, which is responsible for organising and managing trade fairs (direct, indirect and joint ventures), conferences and congresses.



The Organisation, Management and Control Model

GRI 2-23 **GRI 2-24** *Firenze Fiera has adopted an Organisation Management and Control Model pursuant to Italian Legislative Decree 231/2001. The Model (so-called Model 231) identifies all those company activities and processes that may be exposed to the risk of offences being committed and defines the management and control practices required to prevent unlawful behaviour.*

The purpose of the Model is to set up a structured prevention and control system that applies to employees, corporate bodies, staff, consultants and suppliers.

Through the definition of specific procedures, policies and guidelines, which enable the company to constantly monitor and verify compliance with internal rules and policies, Firenze Fiera aims to ensure transparency and integrity in its administrative activities, in line with the principles of sustainability and corporate responsibility.

With Model 231, the company aims to:

- identify activities within company processes that are susceptible to criminal offences;
- define protocols, procedures and organisational controls to prevent the commission of offences;
- promote policies of integrity and transparent behaviour towards employees, corporate bodies, collaborators, consultants and suppliers, helping to strengthen the trust of internal and external stakeholders.

The effectiveness of Model 231 is ensured by a disciplinary system that is proportionate and consistent with the violations found, applicable to both employees and third parties, as well as by the presence of the Supervisory Body, an autonomous

and independent body responsible for supervising the implementation of the MOGC, verifying the effectiveness of the measures adopted, proposing updates in line with regulatory or organisational changes, and receiving and managing any reports of non-compliance or unlawful conduct through secure and confidential channels.

Firenze Fiera has adopted a zero-tolerance approach towards corruption, fraud and all forms of illegal activity, and cooperates fully with the competent authorities in the event of investigations or inspections. To reinforce the benefits deriving from the establishment of Model 231 and promote the principles on which it is based, Firenze Fiera has adopted a Corporate Code of Ethics, which represents the charter of fundamental rights and duties for all those who work on behalf of the company.

The Code of Ethics: the key principles

GRI 2-23 **GRI 2-24** **Firenze Fiera considers the Code of Ethics an important means for disseminating the culture and ethics of the company.**

The purpose of the Code is to define a coherent system of ethical and behavioural principles that must be adhered to by all those who work in the name and on behalf of the company. Representatives of corporate



bodies, employees, external collaborators, as well as suppliers, consultants and business partners are required to comply with it, actively contributing to the protection of the company's reputation and the creation of value over time. The Code establishes the principles

of conduct to be adopted in relations with public and private entities, in the management of internal relations, in relations with trade unions, associations, the media, and the community. Firenze Fiera operates in accordance with the following criteria:

Legality Acting in full compliance with applicable national and international laws, regulations and standard.	Impartiality Avoiding any form of discrimination based on gender, ethnicity, religion, political opinions, age or personal circumstances	Honesty Conducting all activities in a transparent and responsible manner, in compliance with company rules and applicable regulations
Fairness Preventing conflicts of interest and acting in the best interests of the company.	Relations with supervisory bodies Ensuring the completeness, clarity and accuracy of information provided to public bodies, supervisory authorities and stakeholders	Confidentiality Protecting sensitive company information, preventing unauthorised disclosure and access to irrelevant data.
Value of employees Considering people as a key resource for business success, promoting an inclusive, safe and motivating work environment.	Quality of services Offering reliable, transparent services focused on customer satisfaction and local growth.	Market freedom Acting in accordance with market rules and the principles of free competition, promoting a healthy and transparent economy

Relations with public institutions and companies, private companies and other stakeholders

Firenze Fiera maintains its relations with the Public Administration according to the principles of transparency and fairness, by prohibiting offers of money or advantages to civil servants, in compliance with the roles and functions assigned by law and the statute, with a view to maximum cooperation.

Relations with representatives of public institutions are limited to designated and duly authorised functions, in strict compliance with the provisions of law and regulations, and may in no way compromise the integrity and reputation of the company.

The company also avoids any undue pressure on political and trade union exponents. Firenze Fiera is aware of the economic and social impact of its activities on the territory and actively collaborates with public institutions. In its business dealings with private companies Firenze Fiera encourages a conduct characterised by professional fairness, efficiency and effectiveness, assessing suppliers on the basis of the quality and price of the goods and services offered.

Corruption risk management

Firenze Fiera has developed a specific system for preventing corruption, in accordance with the National Anti-corruption Plan approved by the Italian National Anti-corruption Authority (ANAC). To ensure transparency, the company has published its three-year anti-corruption plan on its website, making it readily available for consultation by any interested parties. The company is conscious of the importance of training and awareness-raising as effective prevention

tools. For this reason, it has set up a programme aimed at employees, corporate bodies and collaborators, with the aim of increasing awareness of the risks of corruption and providing information on the principles and rules of the Organisation, Management and Control Model and the Code of Ethics.

GRI 205-3 GRI 206-1 In 2024, as well as in the previous three years, Firenze Fiera did not detect any episodes of corruption and no public lawsuits related to corruption, anti-competitive behaviour, antitrust or monopolistic practices were taken against the company or its employees

This result demonstrates the constant commitment of the company society to the prevention of such risks, through the adoption of a solid internal control system. Firenze Fiera applies specific protocols, carries out regular monitoring activities and promotes targeted training, with the aim of guaranteeing full compliance with regulations, transparency and correctness in acting in the market and in relations with stakeholders.

GRI 2-25 GRI 2-26 In support of this commitment, Firenze Fiera has made available on its website an anonymous channel for reporting illegal behaviour, through the whistleblowing platform set up by ANAC (Italian National Anti-corruption Authority), which ensures confidentiality, protection of the identity of the whistleblower and independent management of the reports presented.

This tool allows Firenze Fiera employees and collaborators to report in total safety any suspicious activity or incorrect behaviour that could put the integrity of the company at risk. Reports are treated with the utmost seriousness and adequate measures are taken to investigate and resolve the reported situations.

GRI 205-2 Board of Directors · Anti-corruption policies communication

Year	2024	2023	2022
Number of Board members to whom anti-corruption policies and procedures have been communicated	3	3	5
	100%	100%	100%

GRI 205-2 Employees • Anti-corruption policies communication

Year	2024	2023	2022
Number of employees who have undergone anti-corruption training and to whom anti-corruption regulations and procedures have been communicated	36	33	33
	100%	100%	100%
Middle management	2	3	3
Senior management	1	1	1
White collars	33	25	5
Blue collars	–	4	4

GRI 205-2 Partners • Anti-corruption policies communication

Year	2024	2023	2022
Total number of business partners to whom anti-corruption policies and procedures have been communicated	3	3	5
	100%	100%	100%

GRI 205-3 Proven incidents of corruption

Year	2024	2023	2022
Proven incidents of corruption	0	0	0

GRI 205-3 Number of lawsuits related to improper practices

Year	2024	2023	2022
Number of lawsuits related to corruption, anti-competitive behaviour, antitrust or monopolistic practices	0	0	0

Data protection and privacy protection

Firenze Fiera acknowledges the strategic importance of personal data protection and information security, considering them fundamental elements of its corporate and social responsibility.

The company's activities, focused on the organization of events, fairs, and exhibitions, involve in fact a constant exchange of data with customers, exhibitors, suppliers, employees, and other stakeholders.

To ensure the correct processing of data, Firenze Fiera has adopted a privacy management model that complies with Regulation (EU) 2016/679 (known as GDPR - General Data Protection Regulation) and Legislative Decree 196/2003 (Privacy Code), which identifies roles, responsibilities, and appropriate technical and organizational measures for each stage of personal data processing.

The company has appointed a Data Protection Officer (DPO), who performs continuous supervision and support activities to ensure regulatory compliance and the effective protection of the rights of data subjects. The processing of personal data is based on the principles of lawfulness, fairness, transparency, minimization, and integrity. Advanced privacy-by-design and privacy-by-default measures are adopted to ensure the security, availability, and resilience of the systems, preventing unauthorized access, loss, or unlawful processing.

Privacy by design

Privacy by design means that data protection must be considered from the outset when designing a service or process.

Some key aspects of privacy by design include:

- **Proactivity:** preventing personal data breaches rather than reacting once they have occurred.
- **Default protection:** systems must be designed

to automatically protect privacy and personal data without the user having to take specific action.

- **Privacy maximization:** only data necessary for the specific purpose should be collected and processed.
- **Transparency and control:** users must be informed about how their data is processed and have control over it.

Privacy by default

La privacy by default si concentra sulle impostazioni predefinite dei sistemi e dei servizi. Alcuni aspetti chiave della privacy by default includono:

- **Privacy-friendly default settings:** Services must be configured so that, by default, they only

collect personal data that is strictly necessary.

- **Access restriction:** only authorized persons should have access to personal data, based on operational needs.
- **Data security:** data must be protected with appropriate measures to prevent unauthorized access, loss, or unlawful processing.

All employees authorized to process data receive specific training and up-to-date operating instructions.
Data is stored for the time strictly necessary to achieve the purposes for which it was collected and, in any case, no longer than the limits set by current legislation: ten years for contractual purposes and twenty-four months for marketing purposes.
Firenze Fiera extends its data protection obligations

to its supply chain, requiring suppliers to comply with privacy regulations and to promptly report any breaches to enable a timely response by the organization.

GRI 418-1 In 2024, no reports of proven privacy violations relating to customers, exhibitors, employees, or other parties involved in the activities of the company were received.

GRI 418-1 Personal data security

Year	2024	2023	2022
Total number of confirmed reports received regarding breaches of customers' privacy	0	0	0
Total number of detected leaks, thefts or losses of customers' data	0	0	0

Our integrated management system

GRI 2-23 *Firenze Fiera adopts an Integrated Management System for Environment, Safety, and Sustainability of events. This Management system, combined with the strategic aspects of the company's activities, allows the company to respond to different operational needs, increasing efficiency and transparency, reducing risks, and carrying out activities with a view to continuous improvement.*

ISO 14001 certification

Firenze Fiera has implemented an Environmental Management System that complies with the international standards established by ISO 14001. This system has been designed to monitor, control, and progressively improve the company's environmental performance, promoting sustainable use of resources, waste reduction, and climate change mitigation. Specifically, the organization has identified and assessed the environmental aspects related to its activities and services, defining measurable policies and objectives to reduce its environmental impact. Specifically, the company has identified and assessed the environmental aspects related to its activities and services, defining measurable policies and objectives to reduce its environmental footprint.

ISO 45001 certification

Firenze Fiera has adopted an Occupational Health and Safety (OHS) Management System compliant with ISO 45001. This system is a fundamental element in the protection of workers, as it ensures that specific policies, procedures, and controls are in place to prevent accidents, incidents, and occupational illnesses, as well as promoting the physical and psychological well-being of employees.

ISO 20121 certification

The organization of events is the core business of Firenze Fiera. To strengthen its sustainable approach to managing this strategic area, in 2024 the company obtained UNI ISO 20121 certification, an international standard that sets out the requirements for sustainable event management. This certification attests to Firenze Fiera's commitment to reducing the environmental,

social, and economic impacts associated with the entire life cycle of events, through stakeholder engagement, the adoption of responsible practices, and the efficient use of resources. The certified system applies to direct events and to spaces leased, promoting sustainability criteria shared with third parties and offering added value in terms of transparency, ethics, and attention to the territory.

Materiality analysis and stakeholder relations

Collaboration with stakeholders is crucial to the success of any organisation, including those in the trade fair sector that Firenze Fiera represents.

Our stakeholders

The company is conscious that its ability to create lasting value depends to a great extent on the quality of the relationships it is capable of establishing with its stakeholders, such as customers, suppliers, business partners, institutions and local communities.

More specifically, Firenze Fiera is committed to playing an active role in its relational network, by promoting the values that characterise its operations. This means that the company attempts to make its stakeholders aware of the ethical principles that inspire its activities, such as innovation, quality and a customer-oriented approach.

In this context, the ongoing involvement of stakeholders is fundamental for the company's development, as it makes it possible to acquire a comprehensive picture

of the expectations and requirements of interested parties and to adapt its policies, practices, and strategic initiatives accordingly.

Approach to the management of stakeholder relations

Firenze Fiera acknowledges the importance of dialogue and collaboration with all the parties that, in various ways, influence or are influenced by its activities.



The company is committed to building and maintaining strong relationships with its stakeholders, based on trust, transparency, and a long-term vision, with the aim of generating shared and lasting value for all parties involved.

GRI 2-29 Stakeholders are involved in different ways, tailored to the specific role and interests of each individual.

GRI 2-29 Company's main stakeholders and how they are involved

Category	Stakeholder	Description	Way of engagement
Shareholders	Public and private shareholders	Public Administrations and private individuals holding shares in the company (Tuscany Regional Authority, Florence Chamber of Commerce, Metropolitan City Authority, Florence City Council, Prato City Council, etc.)	Shareholder meetings
			Committees and interinstitutional round tables
			Letters, reports, and formal communications
Governance bodies	Board of Directors	Members of the company's Board of Directors who are responsible for governing and making decisions for the company (Chairperson and Board Members)	Formal meetings of the Board of Directors
			Dedicated committees
	Board of Statutory Auditors	The Board is responsible for reviewing and verifying the proper management of the company and its compliance with laws and regulations (Chairperson and Regular Auditor)	Meetings with the Board of Directors and Management
			Internal audits and reviews
Workers	Senior management	Company management, definition of the strategic objectives and planning	Strategic meetings
			Steering committees
			One-on-one meetings
	Middle management	Personnel management, organisation of work, monitoring of company processes	Operational meetings
			Regular reporting
			Alignment calls/meetings
	White collars	Support in the company's administrative activities, document management, data processing, event organisation	Satisfaction surveys
			Company intranet
			Newsletters and team meetings
	Blue collars	Maintenance and operational activities	Department meetings
			Notice boards
			Listening sessions
	Trade union representatives	Members or representatives of the trade union organisations to which the company's employees belong	Regular roundtable discussions
			Formal agreements and negotiations
			Consultations
	External staff	Members or representatives of the trade union organisations to which the company's employees belong People or companies that provide services or support to the company on a temporary or occasional basis	Project meetings
			Initial and final briefings
			Continuous email/telephone exchanges

GRI 2-29 Company's main stakeholders and how they are involved

Category	Stakeholder	Description	Way of engagement
Associations	National associations	Organisations that represent interests and values at national level (Italian Convention Bureau)	Membership in national networks and federations
			Participation in conferences and industry events
			Consultations on policy and system initiatives
	Local associations	Organisations that represent interests and values at local level (Firenze Convention Bureau, Confindustria Firenze, CNA Firenze, Confartigianato Firenze, Confesercenti, Fondazione Ente Cassa di Risparmio di Firenze)	Regular local meetings
			Collaboration on local initiatives and projects
			Working groups and co-planning on economic development and promotion of the local area
Competitors and peers	Other national and international exhibition centres	Other companies operating in the same market or the events industry	Occasional collaborations on shared projects
			Joint participation in consortia or calls for tenders
Institutions	Local administrations	Organisations and institutions at local level, such as city councils and provincial or regional authorities	Participation in institutional round tables and territorial planning
			Collaboration on events, urban planning, mobility, tourism
			Sending reports or periodic communications on activities and projects
	Social security and insurance institutions	Organisations that provide social security and insurance services (INAIL, INPS, etc.)	Regulatory compliance and mandatory communications
			Technical or informational meetings on new provisions
			Collaboration on health and safety initiatives
General public	Local communities	Groups of individuals who live and work in the area where the company operates	Public meetings and local assemblies
			Local questionnaires or surveys
	Hotel owners	Local hospitality businesses	Coordination meetings with tour operators
			Collaborations on events and regional promotion
	Sports, cultural and social promotion organisations	Associations and groups that promote art, culture and education (MUSE, Firenze Città Nascosta, etc.)	Partnerships for shared events and activities
			Sponsorship or co-organization of initiatives

GRI 2-29 Company's main stakeholders and how they are involved

Category	Stakeholder	Description	Way of engagement
Media	National and local media operators	Newspapers and media with national and local coverage	Press release distribution
			Press conferences and media days
			Arranged interviews and articles
			Collaborations for special editorials
	Internet/social media users	People who use the internet and social media to access news and information	Regular posting on social media
			Targeted digital campaigns
			Direct interaction through comments, polls, messages, and live streams
			Online sentiment monitoring
Representatives of future generations	Young citizens, students and interns	Individuals and groups representing the interests of future generations, including children and young people	Involvement in workshops, competitions, themed events
			Collaborations with schools and universities
Banking and insurance institutions	Banking institutions	Organisations that provide banking and financial services	Economic and financial reporting meetings
			Dialogue on investment and development projects
	Insurance companies	Organisations that provide insurance cover	Contractual and operational management of insurance relationships
			Regular meetings on regulatory updates
Assessment supervisory bodies	Auditors	Board of Statutory Auditors of the Florence Metropolitan City Authority, who review and check the accounting records and financial statements of a company	Audit meetings and periodic reviews
	Supervisory Body	Body responsible for monitoring the company's responsibility regarding offences committed to obtain an advantage for the company	Regular update meetings
			Mandatory communications on risks and violations
			Access to relevant information flows
	Certification bodies	Organisations that issue certifications to affirm compliance with standards and regulations (DNV GL)	Documentary and on-site audits and verifications
			Pre/post certification comparison sessions

GRI 2-29 Company's main stakeholders and how they are involved

Category	Stakeholder	Description	Way of engagement
Suppliers	Service providers	Companies or individuals that provide the necessary services (Gerist, TMVisio, Exposervice, L'Orologio, SV Impianti, Merkur, Baldanzi, etc.)	Periodic operational meetings
			Performance and quality assessments
			Exchanges by telephone, email or digital portals
	Providers of indirect goods and services	Companies or individuals that provide goods and services not directly related to the production of the company's services	Exchanges by telephone, email or digital portals
Customers	Visitors (direct trade fairs)	End users of the company's services	Post-event satisfaction questionnaires
			Social channels and website
			Direct assistance during events
	Exhibitor (direct trade fairs)	Guests of the company who use its facilities to offer certain categories of services	Pre/post event meetings
			Dedicated support during organization
			Personalised feedback reports
	Event organisers, agencies, scientific societies	Players outside the organisation that participate in activities to offer certain categories of services	Project calls and technical briefings
			Logistics and contractual documentation exchange
			Coordination meetings
Partners	Company partners	Companies with which the organisation has stable and structural business relationships (Convention Bureau Firenze)	Periodic strategic meetings
			Co-development of promotional projects and initiatives
			Definition of common objectives and integrated planning

In order to identify the main subjects to involve in the management of its business activities, Firenze Fiera uses the relevance criterion, which considers the level of the organisation's dependence on the stakeholder and its ability to influence the company's strategic and operational processes. This allows the company to focus on those subjects that have or can have a significant impact on its activities and require more structured engagement. The company considers it important to have an open and constructive dialogue with its stakeholders, in order to understand their needs and

concerns and forge solid and lasting relationships. Stakeholder relations are managed in a horizontal manner by all company functions, so as to actively involve all those people who can contribute to strengthen the relationship with external parties. Engagement is therefore not relegated to a single company function but integrated into the routine management of business operations. In this manner, the company can obtain the maximum benefit from its relations with stakeholders, thereby generating value for all the parties involved.

Our association membership

Conscious of the importance of cooperation and collaboration with the economic and institutional players of the exhibition industry, Firenze Fiera has decided to join several national and international associations, in order to enhance its know-how and improve its competitive position.

The major national associations that Firenze Fiera belongs to include Federcongressi, Associazione Industriali di Firenze (the organisation that represents the manufacturing and services industries in the city and province of Florence). The company also participates actively in the activities of Federazione del Sistema Turistico della Toscana (Federation of the Tuscany Tourism System) and the Regional Tourism Committee in addition to the UNI (Italian Standards Authority), whose associates play an active part in defining the rules of their industry.

At international level, Firenze Fiera collaborates with

several exhibition industry associations, including the UFI (the Global Association of the Exhibition Industry), the AEFI (the Italian Exhibitions and Trade Fairs Association) and the International Congress and Convention Association (ICCA), as global community and network within the congress industry, and the International Association of Convention Centres (AIPC).

The company is also actively involved in promoting the Florence area, by sponsoring various cultural and artistic initiatives. To this end, it takes part in the activities of Fondazione Sistema Toscana, which promotes culture, art and tourism in Tuscany. Membership in these associations is a concrete commitment on the part of Firenze Fiera to promote cooperation between the major exhibition industry players, to improve its knowledge of market dynamics and to actively participate in the debate on the sector's hot topics, thus contributing to the development of the entire exhibition system.

Together with Destination Florence Convention Bureau for the development of the local area

Firenze Fiera considers its partnership with the Destination Florence Convention Bureau, MICE division of the Foundation Destination Florence Convention & Visitors Bureau, a strategic opportunity for promoting the city as a location for congresses and events at international level. As main partner, Firenze Fiera has undertaken to collaborate actively with the Destination Florence Convention Bureau to elevate the importance of the partnership and spearhead the development of the local area and its community as a pillar of its business model.

The objective of Firenze Fiera is to be the trade fair-congress point of reference for Tuscany and all of Central Italy, capable of generating long-term socio-economic value for the city area and its community.

Its partnership with Destination Florence Convention Bureau gives the company access to a network of international contacts in the

congress and events industry, with which to share experiences and knowledge, in order to constantly improve the range and quality of the services offered.

In this way, the company makes an active contribution to promoting Florence as a premium destination for the MICE (Meetings, Incentives, Conventions and Exhibitions) sector, and support the touristic and economic development of the city and local community.

The partnership with Destination Florence Convention Bureau therefore represents an important undertaking for Firenze Fiera S.p.A., which confirms its role as an active and responsible player in the area in which it operates.



The materiality analysis

GRI 3-1 *For the identification of the material topics to be covered within the Sustainability Report, i.e. to identify the most significant issues for the company, Firenze Fiera has updated and integrated the impact materiality analysis previously carried out. In particular, the impacts have been aggregated, renamed and rationalised, in order to improve their readability and consistency with the most recently published regulatory references and reporting standards.*

In the context of sustainability reporting, impact means the effect that a company has or could have on the environment and people, including their human rights, along the entire value chain –both in upstream and downstream activities – through its operations, the products and services offered, as well as through the commercial relationships it maintains. Impacts represent the contribution that the organization makes, in a positive or negative sense, to sustainable development and include the environmental, social and governance dimensions (Environment, Social and Governance, ESG).

An impact can be actual, i.e. already occurred, or potential, i.e. possible, even though it has not yet occurred and can have either a negative connotation, when it causes damage to individuals, communities or the environment, or positive, when it contributes to generating sustainable value.

Moreover, impacts may be intentional, if they result from planned and conscious or unintentional actions, if they

arise as unforeseen consequences and, based on their nature, may be irreversible, if they cause a permanent deterioration of natural resources, ecosystem or human or reversible living conditions, when it is possible instead to restore the pre-existing condition with respect to the determined effect.

The analysis carried out according to these parameters has allowed us to identify the impacts associated with the activities of Firenze Fiera, both because they are generated directly by the company and because they are connected to its commercial activities.

The results of this analysis led to the definition of the material topics to be reported within the Sustainability Report, in line with the provisions of the GRI 3 Standard: Material Topics and with what is indicated for the impact materiality analysis by the European Sustainability Reporting Standards (ESRS).

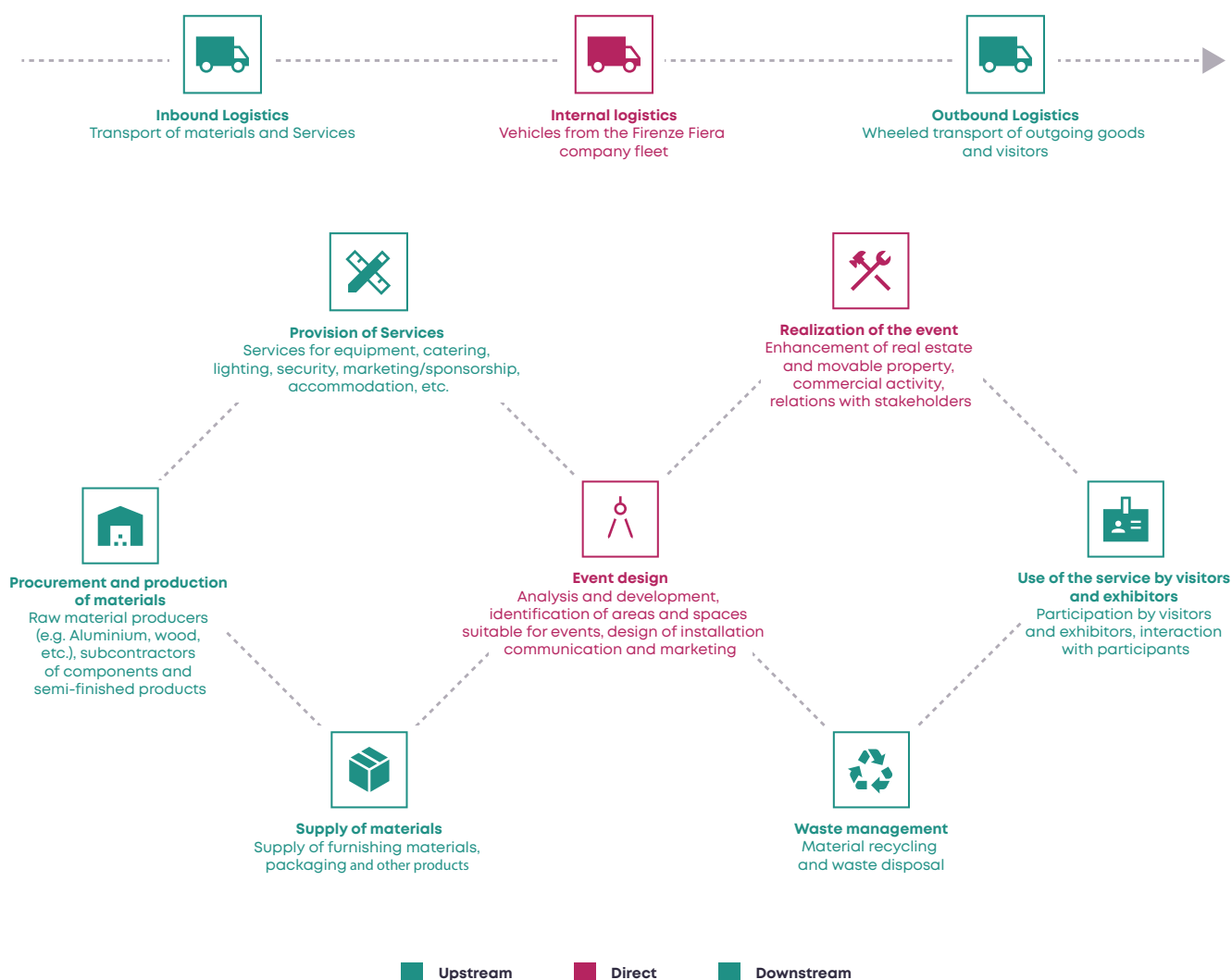


Step 1 • Comprehension of the context

- Analysis of the company mission, the activities carried out, the services offered and the reference sector
- Analysis of certified management systems (ISO 20121, 14001, 45001) as a basis for understanding the business context.
- Study of the main reports of the exhibition sector and the related relevant ESG trends.
- Examination of key regulatory and voluntary frameworks (CSRD, ESRS, GRI Standards 2021).
- Benchmark analysis with respect to sustainability reporting of peers, competitors and comparable companies at a national and international level.

Step 2 • Value chain mapping

- Detailed representation of activities, including phases upstream of the value chain – upstream phase - and downstream of the value chain – downstream phase.



Step 3 • Identification and evaluation of impacts

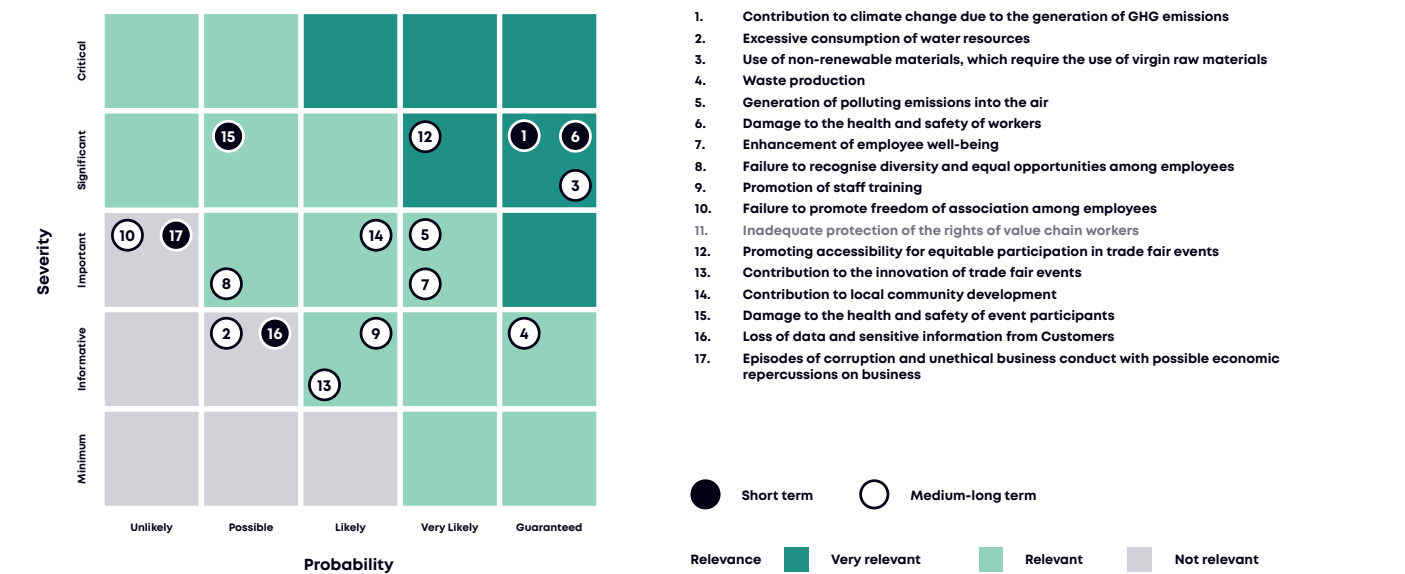
- Analysis of the universe of impacts associated with business activities and their evaluation according to the following criteria:
 - Intensity: magnitude of impact on people or the environment;
 - Perimeter (scope): geographical extent of impact and diffusion along the value chain;
 - Irremediableness character: possibility of remedying an impact, once it has occurred;
 - Probability: eventuality that the impact occurs, regardless of any mitigation measures already taken by the company;
- Time horizon: the period within which an impact could occur. In particular, an impact is considered short-term if it is believed that it can occur within a year; medium-term, if it refers to a time span between one and five years; long-term, in the case of impacts with an expected horizon exceeding five years.

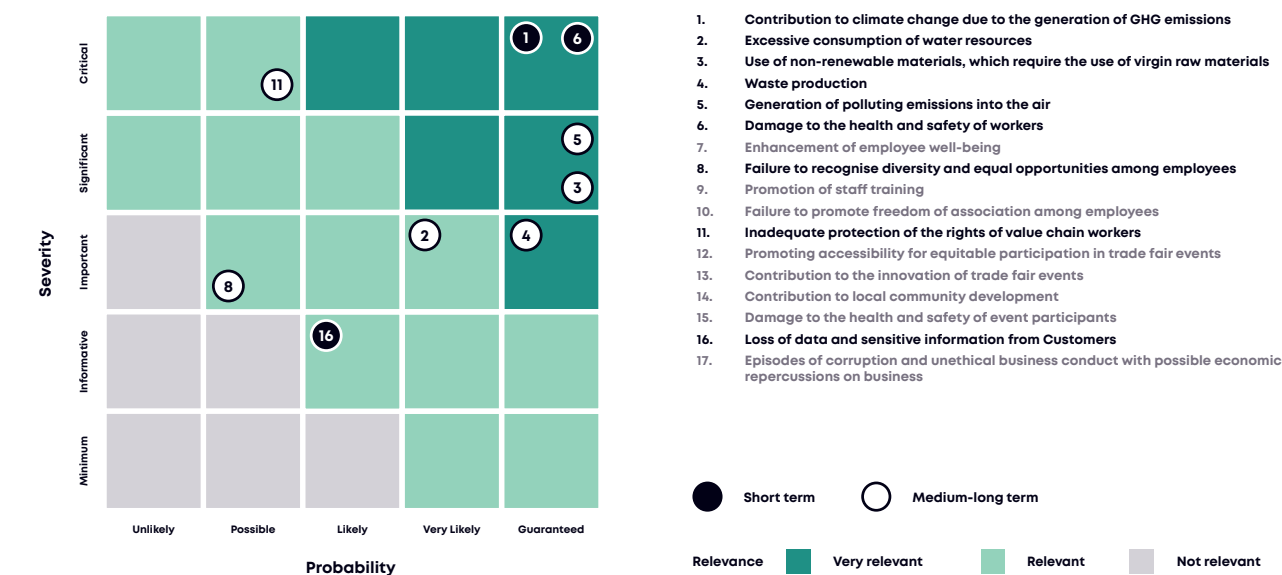
Step 4 • Involvement of company functions and internal stakeholders

- Structured consultation of the main internal functions to validate the impacts detected, also taking into account their role in the company and their experience in the sector.
- Gathering evidence and feedback to enrich the analysis and ensure greater internal sharing.

Step 5 • Prioritization and validation of impacts

- Validation of the identified impacts and their priority by the company management.





Step 6 · Selection of material topics

- Aggregation of results into a coherent set of material topics that guide the reporting and ESG strategy of the organization.

In the wake of the analyzes carried out for the previous year of reporting, the material topics for Firenze Fiera have been updated:

1. Polluting and climate-changing emissions
2. Waste management
3. Health and Safety
4. Well-being of workers
5. Accessibility of exhibition venues and safety of trade fair events
6. Sustainable supply chain management
7. Contribution to the sociocultural and economic development of the local area and community
8. Transparency and effectiveness of communication
9. Ethics and integrity in business operations

GRI 3-2 There are some differences between the relevant topics identified in 2023 and those proposed in 2024.

Some of these have been reformulated because they were considered so important that they needed to be given greater autonomy, as in the case of the topic “Health, Safety, and Well-being of Workers and Visitors,” which has been divided into three distinct topics: Health and Safety, Well-being of Workers, and Accessibility of Venues and Safety of Trade Fair Events. On the contrary, neither the topic “Water consumption,” which was reevaluated downward in terms of its impact, nor the topic “Promotion of initiatives with a positive impact on sustainable development” were included in the new mapping, due to the desire to ensure a more operational and less declarative approach. Based on the results of the materiality analysis process, Firenze Fiera structured the contents of the Sustainability Report.

Our impacts

As described above, in order to integrate the latest best practices in non-financial reporting, in 2024 Firenze Fiera conducted a methodological review of its impact materiality analysis, to which it subsequently added the dimension of financial materiality.

The update involved a reformulation of the impacts, also with the aim of making a clearer distinction between:

- the **inside-out** perspective, typical of impact materiality, which focuses on the impacts generated by the organization on the environment and society;
- the **outside-in** perspective, typical of financial materiality, which investigates sustainability risks and opportunities with possible economic implications for business activities.

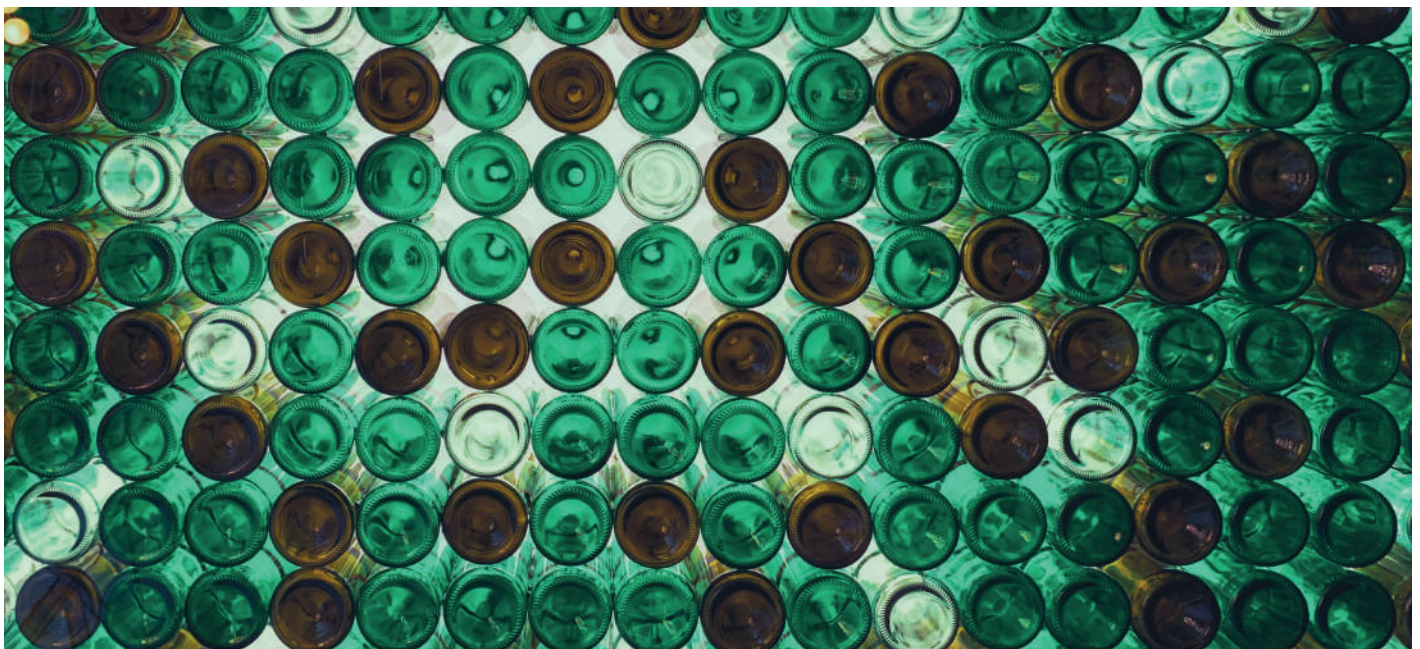
This methodology made it possible to focus on the impacts generated by Firenze Fiera and, in particular, on the significant ones, which were associated with the Sustainable Development Goals (SDGs).

The Sustainable Development Goals (SDGs) are 17

global goals adopted by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, which aim to address global challenges, including those related to poverty, inequality, climate change, environmental degradation, peace, and justice.

The materiality analysis process, which is dynamic in nature, will be adapted over time to the evolution of the organization and its stakeholders, ensuring strategic consistency and up-to-date reporting.

The results of the analysis are reported in the following pages. Each material topic will be discussed in depth in the respective chapters.



Environmental impacts

Topic	Impact	Description				
Polluting and climate-changing emissions	Contribution to climate change due to GHG emissions	Human activities, particularly those related to energy consumption—when linked to the purchase of energy produced from non-renewable sources—production processes, and transportation generate significant amounts of greenhouse gas emissions. GHG emissions contribute to global warming, influencing climate patterns and increasing the frequency and intensity of extreme weather events.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		7 - 13	Negative	Actual	Direct/Indirect	Very relevant
	Generation of air pollutant emissions	Trade fairs, which attract large crowds of visitors and require the use of various resources and infrastructure, can generate significant air pollutant emissions. In particular, the setting up and dismantling of events requires the use of heavy equipment and vehicles to transport materials and structures, which can generate significant pollutant emissions. In addition, participants' travel to and from trade fairs can generate high emissions of air pollutants due to the use of private vehicles, buses, taxis, and airplanes, which contribute to local air pollution by increasing levels of CO ₂ , NO _x , and particulate matter.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		15	Negative	Potential	Direct/Indirect	Relevant
Waste management	Use of non-renewable materials, which require the use of virgin raw materials	The use of non-renewable materials has a significant environmental impact as it requires the extraction of virgin raw materials and contributes to the depletion of natural resources. In particular, trade shows require the use of temporary structures, stands, displays, and staging materials, which are often made from non-renewable materials such as plastic, metal, and non-certified wood. In addition, exhibitors and event organisers frequently use promotional materials such as brochures, flyers, and gadgets, which are often made from non-recycled paper and plastic. Finally, trade shows often offer food and beverages, whose packaging may include single-use plastic and non-biodegradable materials.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		12	Negative	Actual	Direct/Indirect	Relevant
	Waste production	A significant amount of waste is generated during trade fairs. In particular, this includes: installations, which require the use of materials such as cardboard, plastic, wood, and which can become waste at the end of the event, especially if they are not designed to be reused or recycled; packaging and disposable materials used for packaging and distributing food and beverages, such as plates, cutlery, and glasses; promotional materials, such as brochures, flyers, and gadgets, which can become waste if they are not used or distributed to participants; electronic equipment, such as screens, computers, and audio systems, which can become electronic waste at the end of the event; packaging used to transport materials and equipment for the event, such as plastic, polystyrene, and cardboard.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		12	Negative	Actual	Direct/Indirect	Very relevant
—	Excessive consumption of water resources	Water consumption can be linked to various stages of organizing a trade fair. Cleaning exhibition areas, restrooms, and facilities requires significant water consumption, especially during and after the event. In addition, exhibition spaces that include gardens, fountains, or other water features may involve additional water consumption. Furthermore, events with a large number of participants require restroom facilities, which require water to operate.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		6	Negative	Potential	Direct/Indirect	Not relevant

Social impacts

Topic	Impact	Description				
Health and Safety	Damage to the health and safety of workers	Ineffective health and safety measures can lead to accidents at work (e.g., falls, crushing) due to unsafe equipment, inadequate work procedures, or insufficient training of workers, and to the onset of occupational diseases caused by exposure to risk factors in the workplace (e.g., noise, excessive workloads, tight deadlines).				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		3	Negative	Actual	Direct/Indirect	Very relevant
	Damage to the health and safety of event participants	Failure to provide adequate health and safety measures during events may result in physical injury, illness, accidents (e.g., due to poorly designed facilities, defective equipment, or overcrowding), and emergency situations (e.g., fires, evacuations) that may compromise the safety and well-being of participants.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		3	Negative	Potential	Direct	Rilevante
Well-being of workers	Enhancement of employee well-being	The adoption of policies, practices, and initiatives that promote employee well-being (e.g., physical, psychological, and emotional well-being) and recognise the importance of work-life balance fosters a sense of satisfaction, fulfilment, and engagement. Furthermore, they contribute to creating a positive corporate culture, where respect, collaboration, and inclusion are central, promoting a healthy and stimulating work environment.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		4 - 5	Positive	Potential	Direct	Relevant
	Failure to recognise diversity and equal opportunities among employees	The potential lack of effective diversity and inclusion policies can create a work environment in which the principles of fairness and inclusion are not respected (e.g., during recruitment or career progression). This can result in a decline in people's motivation and well-being and a weakening of their sense of belonging, with negative impacts on the corporate climate.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		5 - 10	Negative	Potential	Direct	Relevant
	Promotion of staff training	The commitment to providing learning opportunities for employees improves their technical and professional knowledge and skills, but also promotes their personal development (e.g., soft skills such as communication, leadership, time management, and teamwork).				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		4	Positive	Potential	Direct	Relevant
Accessibility of venues and of trade fair events	Promoting accessibility for equitable participation in trade fair events	Offering accessible services tailored to the needs of people with disabilities promotes full enjoyment of events without barriers or discrimination, improving the overall experience for participants. Furthermore, the participation of small businesses with a strong social and environmental focus helps to make trade fairs more inclusive, representative, and consistent with the principles of fairness and sustainability.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		10	Positive	Potential	Direct	Very relevant

Social impacts

Topic	Impact	Description				
Sustainable supply chain management	Inadequate protection of the rights of value chain workers	Marginal involvement of suppliers can lead to non-compliance with regulations and good practices that guarantee decent and fair working conditions for workers in the value chain. This can result in excessive working hours, inadequate wages, failure to respect trade union rights, and a lack of occupational safety measures.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		8	Negative	Potential	Indirect	Relevant
	Contribution to the innovation of trade fair events	The adoption of new technologies and practices that improve the overall experience for exhibitors and visitors can enhance interaction and engagement among participants, for example through the integration of advanced technologies such as augmented reality, virtual reality, and artificial intelligence. Innovation in trade shows helps improve the image of the sector, positioning it as cutting-edge and responsive to market needs.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		9	Positive	Potential	Direct	Relevant
Contribution to the sociocultural and economic development of the local area and community	Contribution to the local community development	The activities carried out contribute to the generation and distribution of economic value, the creation of business opportunities for companies, also at international level, and the increase in local employment. This can have positive effects on the economic development of the territory and on improving the quality of life of the community, strengthening the resilience and attractiveness of the area.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		11	Positive	Potential	Direct	Relevant
Transparency and effectiveness of communication	Loss of data and sensitive information from Customers	Ineffective communication or inadequate management of data privacy can lead to the improper disclosure of confidential information, compromising the protection of corporate interests and the confidentiality of sensitive data (relating to the workforce, visitors, and suppliers).				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		9	Negative	Potential	Direct/Indirect	Relevant
-	Failure to promote freedom of association among employees	Failure to protect freedom of association, i.e., the right to form or join trade unions to represent interests and rights in the workplace, constitutes a violation of a fundamental right of workers and a limitation of their bargaining power, making it more difficult to obtain fair working conditions, adequate wages, and other benefits.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		8	Positive	Potential	Direct	Non relevant
-	Episodes of corruption and unethical business conduct with possible economic repercussions on business partners and the local community	Inadequate enforcement of ethical business conduct principles can lead to corruption, illegal practices such as bribes, fraud, favouritism in the selection of suppliers or in recruitment processes based on personal relationships rather than objective merits, and violations of regulations (e.g. environmental or occupational safety regulations) in order to reduce costs or increase profits. Such behaviour can have significant consequences for business partners and the local community.				
		SDG	Positive/Negative	Actual/Potential	Direct/Indirect	Relevance
		17	Negative	Potential	Direct	Non relevant

Environmental responsibility

Firenze Fiera's commitment towards the environment is a fundamental pillar of its corporate strategy, making it stand out as a model of sustainability in the trade fair sector.

Environmental protection

Located in a city internationally recognised for its historical and cultural value, Firenze Fiera actively works to harmonise its activities with environmental protection, supporting the preservation of natural heritage and the adoption of advanced ecological practices.

The company has integrated environmental criteria into every stage of its operations, implementing targeted measures such as optimising energy consumption, using cutting-edge water resource management technologies and promoting responsible consumption of resources.

Key initiatives include increasing the use of renewable energy, improving the efficiency of venues and reducing waste, demonstrating a concrete commitment to reducing the company's ecological footprint.

In addition to internal initiatives, Firenze Fiera also stands out for its collaboration with local, national

and international partners aimed at implementing innovative and sustainable projects, promoting eco-sustainable events and greater environmental responsibility among visitors and exhibitors.

Aware of the close link between environmental sustainability and welfare of the community, Firenze Fiera actively supports local initiatives dedicated to the conservation and development of natural heritage.

This integrated and collaborative approach reflects the company's desire to consolidate its role in promoting sustainability and environmental protection in the trade fair sector.



Energy consumption

GRI 302-1 **GRI 302-2** *Energy efficiency is a key factor in business competitiveness, enabling operating costs to be reduced and environmental impact to be limited, and represents an effective way of addressing the challenges posed by climate change. For Firenze Fiera, it is a strategic component of its sustainability strategy, which aims to integrate economic, environmental and social benefits.*

Electricity consumption shows variable trends. The company also uses natural gas and diesel fuel to power the boilers used to heat the pavilions. These consumption levels are influenced by external climatic conditions, factors beyond the direct

control of the company's activities. The fluctuation observed is also attributable to the high number of events organised during the year, which requires the continuous operation of the systems and the lighting of the various pavilions and buildings.

GRI 302-1 Energy consumption

Energy consumption within the organisation	2024		2023		2022	
	kWh	GJ	kWh	GJ	kWh	GJ
A - Total consumption from non-renewable sources (302-1a)		6.622		6.573		5.175
B - Total consumption from renewable sources (302-1b)		19.430		16.017		-
Electricity purchased under the green agreement	5.397.093	19.430	4.449.128	16.017	-	-
C - Total electricity or other consumption (302-1c)				3.627		18.039
Electricity purchased from the grid (national energy mix)	-	-	1.007.537	3.627	5.010.858	18.039
D - Electricity or other energy sold (302-1d)		-		-		-
E - Total energy consumption within the organisation (A+B+C-D)		26.052		26.217		23.217
Energy intensity	UM		2024	2023	2022	
Energy intensity per workforce	GJ/n		723,66	749,04	663,35	
Energy intensity per turnover	GJ/k€		1,05	1,28	1,70	

Since consumption exceeds the expected threshold of 1,000 TOE/year, Firenze Fiera has appointed an Energy Manager to provide support in implementing policies to reduce energy consumption – and therefore costs – to efficiently manage energy and to report annually the energy consumption on the FIRE (Italian Federation for the Rational Use of Energy) portal.

As part of its programme to reduce environmental impact, Firenze Fiera continued to replace lighting

fixtures with low-energy LED solutions and maintained its energy supply contract with ENEL for electricity produced exclusively from renewable sources, resulting in a reduction in climate-changing emissions (indirect GHG emissions – Scope 2). Firenze Fiera has established certain behaviours to be adopted in order to raise employee awareness and reduce energy and water consumption within the organisation, also with a view to mitigating climate change:



Efficient lighting management

Employees are asked to pay close attention to electricity waste, keeping only strictly necessary lighting on and taking particular care to switch off lights at the end of the working day.



Methane consumption for heating

All employees are asked to regulate temperatures in the workplace, turning off the heating outside working hours and at weekends in order to reduce energy waste.



Water consumption

All employees are asked to reduce water consumption as much as possible by turning off taps after use and reporting any leaks promptly.

Emissions

GRI 305-1 **GRI 305-2** **GRI 305-3** In 2024, total emissions attributable to Firenze Fiera's activities saw a significant reversal in the trend: climate-changing emissions, particularly indirect emissions related to energy consumption (market-based), underwent a drastic reduction, a result facilitated by the signing of a contract for the supply of energy sourced entirely from renewable sources.

Climate-changing emissions can be divided into:

- Direct greenhouse gas emissions (Scope 1), associated with sources owned or under the direct control of the company. Examples include GHG (Greenhouse Gas) emissions from the combustion of fuels in boilers and company vehicles or from refrigerant gas leaks from air conditioning systems. These emissions are always attributed directly to the company
- Indirect greenhouse gas emissions from energy consumption (Scope 2), associated with the

purchase of electricity, heat, steam or cooling from third parties. Although not associated with sources under its direct control, the company is responsible for these emissions because they are related to its energy demand. There are two methods for calculating Scope 2 emissions:

- location-based, reflecting the national energy mix;
- market-based, which takes into account the company's purchasing choices (e.g. certified renewable energy).

GRI 305-1 Emissions

Total greenhouse gas emissions	UM	2024	2023	2022
Direct GHG emissions (Scope 1)	tCO ₂ eq	413,55	427,88	337,62
Indirect GHG emissions (Scope 2)				
Indirect GHG emissions (Scope 2) – Location-based	tCO ₂ eq	1.700,08	1.718,85	1.578,42
Indirect GHG emissions (Scope 2) – Market-based	tCO ₂ eq	0,00	504,3	2.290,71
Total greenhouse gas emissions (Scope 1 and Scope 2 LB)	tCO ₂ eq	2.113,63	2.146,73	1.916,04
Total greenhouse gas emissions (Scope 1 and Scope 2 MB)	tCO ₂ eq	413,55	932,18	2.628,33
Emission intensity³	UM	2024	2023	2022
Emissions intensity per number of employees	tCO ₂ eq/n	11,48	28,24	79,64
Emissions intensity per turnover	tCO ₂ eq/k€	0,017	0,046	0,19

³ The total greenhouse gas emissions (Scope 1 and Scope 2 Market-based) were used to calculate the emission intensity.

Commitment to the circular economy

Firenze Fiera has formally adopted the principles of the circular economy, an economic model based on reducing waste and optimising resources. This model is implemented through good practices that promote the reuse, recycling and regeneration of materials and products, thereby reducing environmental impact and promoting more responsible and sustainable development.

Firenze Fiera is committed to ensuring the following on a daily basis:

- the prevention of pollution in all activities carried out by or on behalf of the company and, in particular, the improvement of waste segregation;
- the fight against hunger and poverty through the support of fair trade economies and the recovery of food surpluses;
- optimised use of material resources through the

reuse of installations and of electrical and electronic equipment.

The company is committed to achieving its annual target of recovering at least 75% of the waste it produces.


This objective is pursued through rigorous and traceable management of both municipal and special waste.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
<div><div>12</div><div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div></div></div>	Waste destined for recovery	% of waste destined for recovery facilities out of total waste	75%	75,9%	75%

In addition to the results achieved in terms of the percentage of waste sent for recovery, Firenze Fiera has implemented a series of structural measures to improve waste management and promote sustainable behaviour among exhibitors, visitors and operators. The company has adopted the #werecycle programme, which involves the adoption of sustainable practices in the provision of services, with a focus on waste prevention in order to reduce environmental impact.

First and foremost, Firenze Fiera implements tools and best practices aimed at recovering and reusing installations from trade fairs and conferences, with the aim of reducing the amount of waste produced.

In collaboration with Exposervice, the transition from purchasing to renting materials such as carpeting has been completed, significantly reducing the use of single-use products.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Reuse of exhibition materials	Reduction of the materials purchased for events	Switch from purchasing to renting carpeting for installations commissioned by Firenze Fiera	Achieved	Maintenance

As part of the #werecycle programme, Firenze Fiera provides organisers and participants with tools to promote a more efficient waste cycle and reduce the environmental impact of events.

In 2024, approximately 13% of the events used recyclable materials such as aluminium and technical fabrics: a significant increase compared to previous years.


The disposable tableware and cutlery used by the catering service are made from compostable Mater-Bi, while kits are provided for the separate collection of paper, plastic and biodegradable materials. In addition, a comprehensive waste sorting system has been installed at all venues, with easily accessible and clearly marked collection points for paper, plastic, glass, metals and organic waste.

At the same time, a programme of collaboration with companies specialising in recycling has been launched to ensure that the materials collected are effectively recovered and transformed into new resources. In collaboration with Florence City Council, a “plastic-eating” machine has been installed at the entrance to Porta Santa Maria Novella for visitors to the Fortezza da Basso: an initiative that is part of the city’s “Firenze Città Circolare” (Florence Circular City) project, aimed at encouraging separate plastic collection and promoting urban sustainability. Another key area of Firenze Fiera’s environmental commitment concerns the reuse of proprietary materials and the reduction of waste. Thanks to its collaboration with Cooperativa Orologio, the company has drawn up and updated a detailed list of furniture, equipment and electronic devices which have been reused and not disposed as waste.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Reuse of proprietary materials (e.g. electronic devices, furniture)	List of furniture, materials, electronic equipment recovered and not discarded as waste	Update list	Achieved	Update list

In terms of procurement, a selective criterion has been adopted for the purchase of recycled and reusable products, reaching a rate of 85% in 2024 for the purchase of recycled materials, such as copy paper, cups and stationery.

In addition, among the initiatives implemented to reduce waste, one that stands out is the participation in ‘Food for Good’, a programme through which, in 2024, over 10,000 portions of surplus food (approximately 450 kg) were recovered and redistributed to people in need, in collaboration with Banco Alimentare (a food bank).

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Purchase of recycled/reused products	% of recycled products purchased	100%	85%	100%

Human capital management

Firenze Fiera adopts a human-centred approach, recognising the strategic importance of people both inside and outside the organisation as a key element in fostering future innovation.

With this in mind, the company is committed to actively promoting an inclusive environment aimed at enhancing individual potential, encouraging personal and professional development in full compliance with the principles of inclusivity.

Firenze Fiera pays particular attention to the recognition of merit, respect for diversity and equal opportunities, as well as the values of multiculturalism and accessibility. This organisational philosophy establishes the solidity and continuity of relationships as fundamental principles, with the aim of increasing the value of human capital through a healthy, productive and long-term-oriented work environment, encouraging the growth of resources.

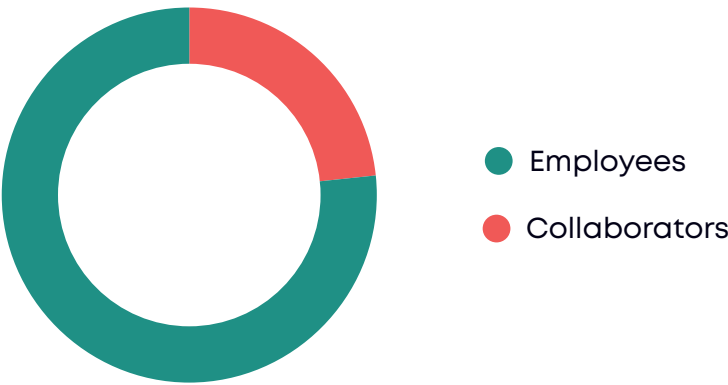
The organisation also attaches great importance to building lasting relationships with both internal collaborators and external partners, so as to contribute to sustainable development for the benefit of all stakeholders involved.

Workforce composition

GRI 2-7 **GRI 2-8** As of 31 December 2024, Firenze Fiera has a workforce of **36 employees**, all hired on full-time, permanent contracts, plus **11 collaborators**.

GRI 2-7 Total personnel (n)

Year	2024	2023	2023
Employees	36	33	33
Collaborators	11	10	10
Total	47	43	43



Firenze Fiera pays particular attention to the wellbeing of its employees and is committed to building a stable

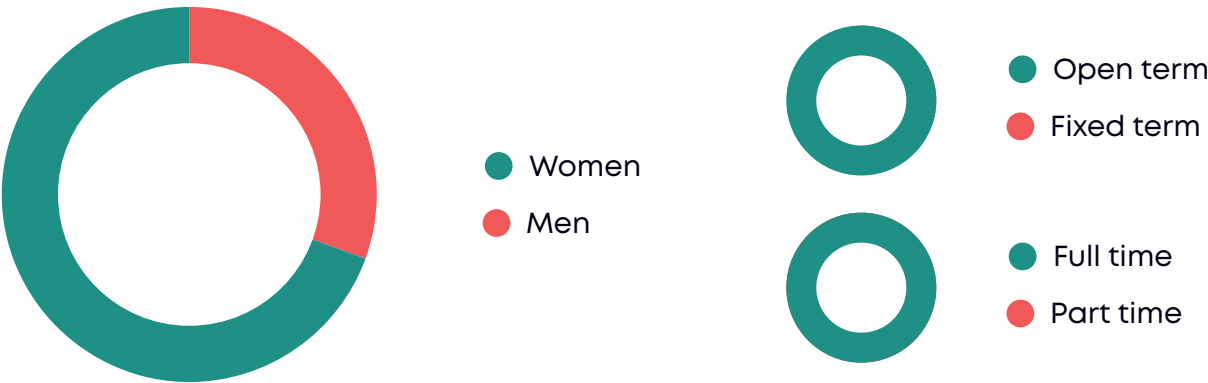
and lasting relationship of trust with its staff.

GRI 2-7 Employees by type of contract and gender (n)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Open term	25	11	36	21	12	33	21	12	33
Fixed term	0	0	0	0	0	0	0	0	0
Total	25	11	36	21	12	33	21	12	33

GRI 2-7 Employees by contract type and gender (n)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Full time	25	11	36	21	12	33	21	12	33
Part time	0	0	0	0	0	0	0	0	0
Hours not guaranteed	0	0	0	0	0	0	0	0	0
Total	25	11	36	21	12	33	21	12	33



All Firenze Fiera employees are covered by the national collective bargaining agreement for employees in the “Tertiary sector: trade, distribution and services” and

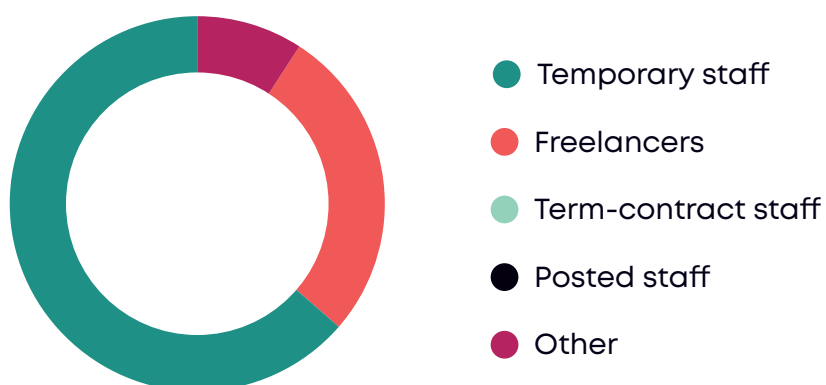
by a supplementary company agreement, which offers improved conditions.

GRI 2-30 Employees covered by collective bargaining agreement (n/%)

Year	2024	2023	2022
Total number of employees	36	33	33
Total number of employees covered by collective bargaining agreement	36	33	33
Total percentage of employees covered by agreements (%)	100%	100%	100%

GRI 2-8 Non-employee workers by employment contract (n)

Year	2024	2023	2022
Temporary staff	7	2	0
Term-contract staff	0	6	4
Posted staff	0	0	0
Freelancers	3	2	2
Other	1	0	0
Total	11	10	6

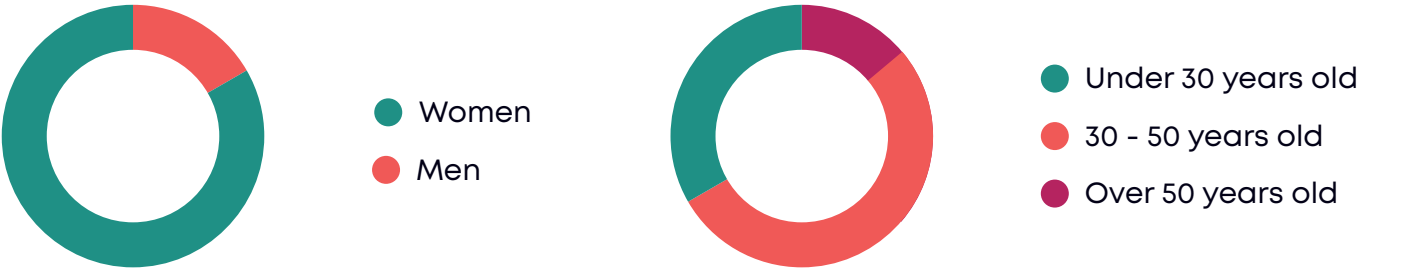


During 2024, Firenze Fiera hired six new employees for the commercial, direct trade fair and technical areas. At the same time, there were three terminations due to the retirement of the employees concerned. The employment balance therefore shows positive

turnover, with new hires exceeding departures, confirming the company's commitment to promoting generational change and gender diversity, thanks in part to the inclusion of new female figures in different operational sectors.

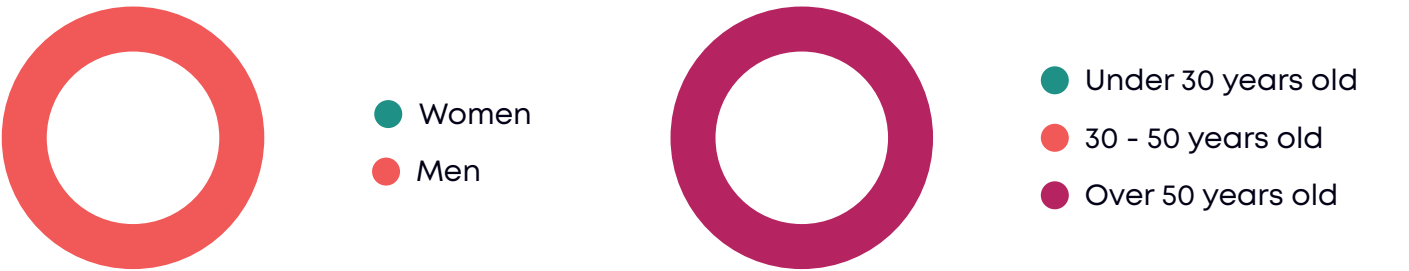
GRI 401-1 Positive personnel turnover rate (%)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Under 30 years old	6%	0%	6%	0%	0%	0%	0%	0%	0%
30-50 years old	9%	0%	9%	0%	0%	0%	0%	0%	0%
Over 50 years old	0%	3%	3%	0%	0%	0%	0%	0%	0%
Total	15%	3%	18%	0%	0%	0%	0%	0%	0%



GRI 401-1 Negative personnel turnover rate (%)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Under 30 years old	0%	0%	0%	0%	0%	0%	0%	0%	0%
30-50 years old	0%	0%	0%	0%	0%	0%	3%	0%	3%
Over 50 years old	0%	9%	9%	0%	0%	0%	6%	0%	6%
Total	0%	9%	9%	0%	0%	0%	9%	0%	9%



Inclusion and equal opportunities

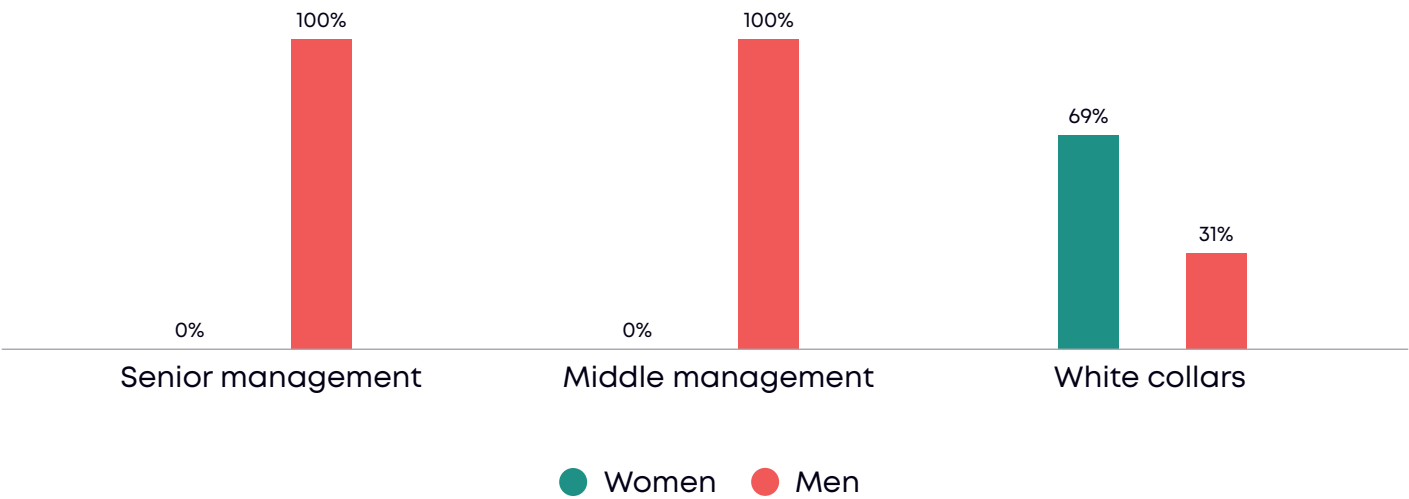
Firenze Fiera shows that it is conscious of the importance of a respectful and inclusive professional environment for all its employees of all ages and genders, not only as an ethical value, but also as a strategic element of its success and innovation in the industry.

The majority of people working at Firenze Fiera are women, accounting for 69% of the workforce, mainly in the over-50 age group. The company also employs two people from protected categories, representing 6% of the total workforce.

GRI 406-1 As proof of its Firenze Fiera’s commitment to promoting diversity, no incidents of unequal treatment or gender discrimination were reported during the reporting period.

GRI 405-1 Women out of total employees by professional category (%)

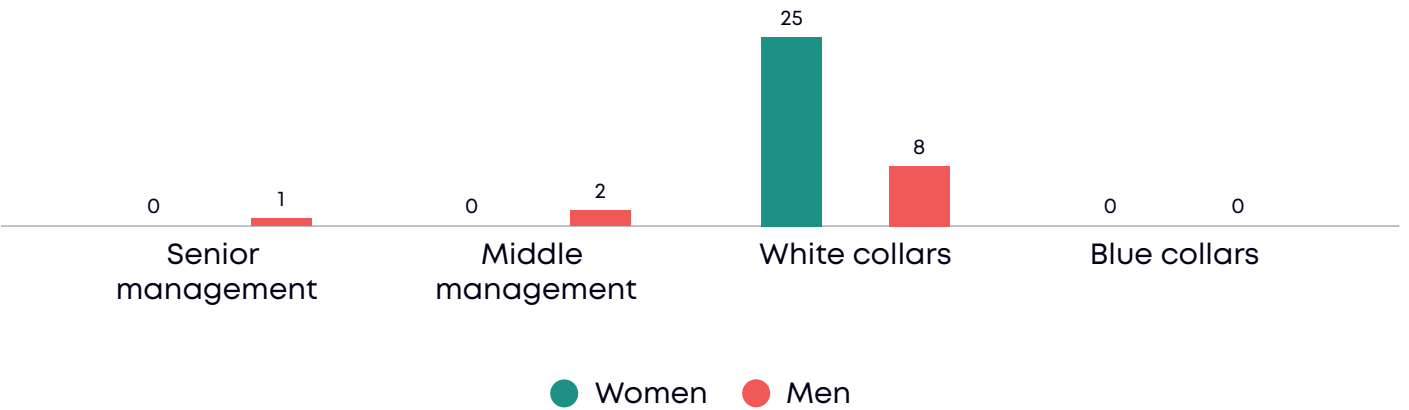
Year	2024	2023	2022
Senior management	0%	0%	0%
Middle management	0%	33%	33%
White collars	69%	79%	79%



GRI 405-1

Employees by professional category and gender (n)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Senior management	0	1	1	0	1	1	0	1	1
Middle management	0	2	2	1	2	3	1	2	3
White collars	25	8	33	19	5	24	19	5	24
Blue collars	0	0	0	0	4	4	0	4	4
Total	25	11	36	21	12	33	21	12	33



GRI 405-1

Representation of female employees (%)

Year	2024	2023	2022
Women	69%	64%	64%
Men	31%	36%	36%



Recruitment

Firenze Fiera is actively committed to ensuring a working environment based on fairness and transparency, founded on principles such as professionalism, competence and meritocracy. This objective is pursued through the adoption of internal regulations dedicated to formalising aspects relating to personnel management.

The regulations establishing the procedures for selecting and recruiting staff on employment contracts have been drawn up in accordance with the principles of the Consolidated Law on Publicly Owned Companies. Firenze Fiera applies industry regulations at all stages of the recruitment process, ensuring compliance with current provisions.

The absence of any form of discrimination or external interference in the allocation of positions or assignments is guaranteed. All managers, employees and collaborators are required to act with respect, impartiality and fairness, contributing to a working environment in which the dignity and uniqueness of each person is fully protected.



Training and development programmes

Firenze Fiera makes significant investments in personnel training, recognising the importance of the professional growth of its employees.

In 2024, the company delivered 182 hours of training, with a particular focus on Legislative Decree 231 on crime prevention and sustainability, the latter recognised as a fundamental training area to ensure that staff are prepared to operate in a corporate environment that is increasingly oriented towards responsible practices.

New recruits have completed the mandatory courses on Occupational Safety and Health, and refresher courses on fire prevention and first aid have been held.

Firenze Fiera provides its employees with training opportunities tailored to the specific needs of different professional categories. On average, in 2024, five hours of training were provided to women and four hours to men. Analysing the data by professional category, senior managers were assigned an average of 18 hours of training per year, middle managers an average of three hours, and employees five hours.

GRI 404-1

Hours of employee training by category (n)

Year	2024	2023	2022
Senior management	18	27	3
Middle management	6	61	6
White collars	158	590	142
Blue collars	0	65	24
Total	182	840	181

GRI 404-1 Hours of employee training by gender (n)

Year	2024
Training hours provided to women	114
Training hours provided to men	44
Total	182

GRI 404-1 Average hours of employee training by category (average hours)

Year	2024	2023	2022
Senior management	0	27	3
Middle management	3	20	2
White collars	4	25	6
Blue collars	0	16	6

Personnel welfare

Corporate welfare is a matter of paramount importance for Firenze Fiera. In addition to the national collective bargaining agreement for the relevant sector, a supplementary company agreement has also been signed. These instruments provide for supplementary healthcare, supplementary social security, lifelong learning, company benefits and tools for balancing personal and professional life.

The WELL JOB platform

To meet workers' requirements, Firenze Fiera has joined the WELL JOB platform, which offers a wide range of services, such as paying expenses for kindergartens, schools, masters and universities, as well as language courses or reimbursement for the purchase of text books.

Through this platform, Firenze Fiera allows its employees to use untaxed funds for previously-selected expense categories, while ensuring great freedom in the management of these resources. Employees can ask to receive the value of the bonus directly in their payslip or to manage it themselves using the dedicated platform,

according to their needs and preferences.

The timely communication of operational changes is an important sign of Firenze Fiera's commitment to its employees' welfare. The company complies with national collective bargaining agreements, according to which employees must be informed of significant changes with at least four weeks' notice. These changes can cover a range of issues, from outsourcing to company expansion, restructuring, sales and mergers. This practice allows employees to adapt to new work conditions and plan their professional future, while minimising the negative effects on their professional and personal life.

GRI 401-2 Benefits provided to employees

Year	2024	2023	2022
Life insurance	NO	NO	NO
Healthcare cover	YES	YES	YES
Insurance cover in the event of disability or invalidity	NO	NO	NO
Parental leave	NO	NO	NO
Pension contribution ⁴	NO	NO	NO
Shares	NO	NO	NO

GRI 401-3 Parental leave by gender (n)

Year	2024			2023			2022		
	Women	Men	Total	Women	Men	Total	Women	Men	Total
Number of employees entitled to parental leave	25	11	36	21	12	33	21	12	33
Number of employees who took parental leave	3	1	4	0	0	0	3	1	4
Number of employees who returned to work, after taking parental leave, before the end of the year	0	0	0	3	1	4	3	1	4
Number of employees who returned to work, after taking parental leave, and are still employees in the 12 months following their return	0	0	0	3	1	4	3	1	4

Year	2024			2023			2022		
	Donne	Uomini	Totale	Donne	Uomini	Totale	Donne	Uomini	Totale
Return rate after parental leave	0%	0%	0%	0%	0%	0%	100%	100%	100%
Position retention rate after parental leave	0%	0%	0%	100%	100%	100%	0%	0%	0%

⁴ The employer contributes to the supplementary pension fund by paying contributions equal to a percentage of the remuneration paid, provided that the employee pays the minimum contribution required.

The commitment to Occupational Health and Safety

Firenze Fiera places Occupational Health and Safety (OHS) among its strategic priorities, for the benefit of both its internal staff and the employees of external companies involved in the organisation of events. To this end, the company maintains a constant commitment to the continuous improvement of the safety levels achieved, periodically renewing this commitment through its Company Policy, with which the Management defines and communicates specific objectives, placing people and the environment at the centre of its actions.

GRI 403-1 GRI 403-2 GRI 403-8 Management system and risk assessment

Firenze Fiera has gradually improved the tools it uses to identify hazards and assess the risks to which its personnel are exposed.

This process has led to the implementation of an Occupational Health and Safety Management System compliant with the international standard **ISO 45001:2018**, integrated with the company's Environmental Management System.

This system covers all workers and all operations carried out by the company, including the venues used to organise events.

Responsibility for maintaining and updating the System is assigned to a qualified internal figure, with the support of the Head of the Prevention and Protection Service (RSPP). These figures ensure the efficiency of the System through internal audits and cross-functional monitoring tools that involve all areas of the company.

The procedures comprising the System include tools with which the appointed technical roles identify hazards and assess the corresponding risks; this process is implemented systematically and regularly, to allow the timely adaptation of the prevention, protection and emergency measures to safeguard all affected personnel. These include the Risk Assessment Document (Documento di Valutazione dei Rischi, DVR), which

identifies hazards, analyses and assesses risks, and establishes the prevention and protection measures necessary to ensure a safe working environment.

The risk assessment document is periodically updated and revised to maintain its effectiveness and relevance.

Firenze Fiera also confirms its commitment by maintaining an active Organisation, Management and Control Model pursuant to Italian Legislative Decree 231/01, which includes a chapter dedicated to the prevention of the predicate offences relating to Occupational Health and Safety.

GRI 403-3 Health surveillance

Firenze Fiera duly carries out all the activities required by the applicable regulations on health surveillance; to this end, the Occupational Health Physician appointed ensures the conduct of medical examinations that, in the interests of personnel convenience, are carried out directly on company premises. In compliance with the obligations assigned, the doctor also takes part in the risk assessment and ensures the confidentiality of the personal information acquired in the course of their duties.

This confidentiality is also guaranteed in the management of health records, whose storage is the responsibility of the Human Resources Office.

GRI 403-4 Worker participation

All operators are provided with appropriate safety equipment, when required for field activities during the supervision of event set-ups, and regularly participate in training and information sessions on topics related to health and safety at work. The engagement and participation of personnel are considered indispensable for achieving the ongoing improvement goals described; to this end, the Management System includes a specific procedure to ensure that this participation is systematic and effective, without limiting itself to merely carrying out the consultation activities required by the applicable regulations.

In addition to guaranteeing the possibility to report any anomalies or suggestions for improvement through dedicated channels, the company shares the outcomes of monitoring activities and of the periodically-recorded performance indicators with all its personnel.

This approach allows the dissemination of a safety culture and increases the level of individual awareness, which are indispensable for ensuring that everyone adopts safe behaviour.

In addition, personnel from the Operations and Technical departments are directly involved and participate monthly in compiling a checklist, noting any critical issues encountered and contributing to the identification of potential risks in the operational environment.

GRI 403-5 Training on Health and Safety

Once a year, Firenze Fiera draws up and approves a training plan based on the needs identified for

the entire company population, in compliance with the applicable provisions of Occupational Health and Safety regulations.

The courses, which take place during working hours only, are organised in collaboration with a training provider that guarantees compliance with the requirements of the applicable legislation and selects qualified teachers for the specific topics to be addressed.

The training offered is not limited to fulfilling regulatory obligations, but also addresses additional contents. All the training courses required by law conclude with a test to assess learning on the specific subject.

In 2024, a total of 88 hours of training were provided in the field of health and safety at work, covering:

- Training for low-risk activities for new recruits (eight-hour module);
- Fire safety course (four-hour module);
- First aid refresher course (four-hour module).

The annual variations in the number of hours are attributable to the scheduling of mandatory refresher training and other variables that are typical of company organisation (e.g. personnel turnover).

GRI 403-9 GRI 403-10 Work-related injuries and ill health

In the course of the last three years, there have not been any injuries involving the company population while carrying out their professional activities and there has not been any work-related ill health.

When an injury incident occurs, the company applies an investigation process by means of which it analyses the causes and identifies any corrective or improvement measures.

GRI 403-9 Work-related injuries

Year	2024	2023	2022
Number of hours worked	61.020	51.677	47.884
Number of injuries reported	0	0	1
Injury frequency index	0	0	4,17

GRI 403-7

Event safety and supply chain management

In the context of event management, Firenze Fiera guarantees full compliance with current health and safety regulations, even in the presence of third parties operating within its facilities. Event management itself presents various complexities due, in particular, to the presence of multiple contractors carrying out different activities in the same locations; depending on the role covered and the type of event, the company implements the processes provided for by the Management System, first and foremost by ensuring the qualification of its suppliers and operational coordination aimed at managing interference risks properly.


To this end, the company exercises direct operational control over external companies, particularly during the set-up and dismantling phases.

Activities are monitored by internal technicians responsible for supervising these operations, who draw up detailed reports on any non-conformities found, such as the absence of identification badges, failure to use personal protective equipment or non-compliance with safety regulations (e.g. structures not correctly secured).

Any critical issues identified are dealt with through the prompt implementation of corrective measures and, if necessary, through the revision of the operating procedures adopted.

All event venues are provided with safety equipment and intervention plans, making it possible to protect those present in the event of an emergency.

Firenze Fiera also provides an infirmary room and dedicated doctor when this is requested by the organisers of an event or when it is deemed appropriate. This allows swifter first aid in case of a medical emergency during an event.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Occupational health and safety and social responsibility	Number of audits carried out in the field at suppliers' premises	18	18	18

Firenze Fiera for people


In pursuing a people-centred approach, Firenze Fiera has promoted a series of initiatives aimed at generating a positive impact both within the organisation and in the social fabric of the local area.

Through the collaboration with Gerist and the Food for Good project, all leftover meals from events were donated to the Banco Alimentare (a food bank), reducing waste and supporting those in need. In the two-year period 2023-2024, over 23,000 portions were recovered, equal to approximately 900 kg of food.

In the catering sector, the integration of fair trade products into catering services has been

promoted, with the aim of encouraging a more ethical and responsible supply chain.

Furthermore the company has chosen, as supplier for its corporate gifts, socially responsible organisations such as Made in Sipario and PicEo, providing concrete support for the work of people with intellectual disabilities and Down's syndrome.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Corporate solidarity gifts	Number of solidarity gifts/total number of gifts	40%	40%	50%

Finally, through collaboration with the Red Cross, numerous volunteers participated in social initiatives in

the area, consolidating Firenze Fiera's active role within the local community.

SDG	Item	KPI	2024 target	2024 outcome	2025 target
	Local community	Number of volunteers involved	Involve a number of volunteers equal to or greater than 5	41 volunteers involved	Involve a number of volunteers equal to or greater than 20

Methodological note

Nel 2024, Firenze Fiera S.p.A. ha ribadito il proprio impegno verso la promozione della cultura della sostenibilità attraverso la pubblicazione volontaria del suo quarto bilancio di sostenibilità, redatto su base annuale.

In 2024, Firenze Fiera S.p.A. has renewed its commitment to promote sustainability culture by voluntarily publishing its fourth Sustainability Report, drawn up on an annual basis.

The aim of this Report is to facilitate an open and transparent dialogue with all our stakeholders, based on mutual trust and cooperation.

Within a context characterised by complex challenges, the company acknowledges the importance of integrating sustainability into its operations and decision-making processes, as it is one of the essential keys to the future growth and resilience of the company.

The Report was prepared as a joint effort involving various corporate functions and was approved on 3/11/2025. Currently, the document is not subject to review by third parties.

Scope of the Report

The scope of the Report includes the company's head office and its operational premises, which consist in the exhibition and conference venues in Florence, namely Fortezza da Basso, Palazzo dei Congressi and Palazzo

degli Affari. The Report covers 2024 and all the data provided refer to the period from 1 January 2024 to 31 December 2024.

Process and indicators

The Report was drawn up in compliance with the GRI Standards issued by the Global Reporting Initiative (reporting option "with reference to GRI Standards") in accordance with the principles of accuracy, balance, clarity, comparability, completeness, the sustainability context, timeliness and verifiability.

As far as the selection of the topics to be addressed in the report is concerned, the materiality analysis was updated in line with the provisions of the 2021 GRI Standard 3: Material topics. The process is described in detail in section 4.3 of this report. All the material topics are reported on in this document and supported by quantitative and/or qualitative data.

In order to ensure the reliability of the reported information, mainly directly-measurable data were used, and estimates were avoided wherever possible. The aim is to provide a clear and accurate

representation of the company's sustainability performance.

The information provided in a descriptive manner in the text is accompanied by an analytical counterpart in the relevant tables and is presented, as far as possible, in a time series with reference to the 2022-2024 three-year period, to provide a picture of the development of the information reported over time.

Turnover

For the purposes of determining positive and negative turnover rates, new hires and terminations of employment during the year were examined in relation to the total number of employees working for the company as of 31 December 2023.

Injury frequency index

During 2024, the number of hours worked was estimated, as it was not possible to obtain accurate data on the actual hours worked. For the purposes of the calculation, the working days scheduled for the year, overtime hours worked and annual leave accrued by staff were taken into account, excluding any periods of absence due to illness.

Specifically, the calculation was based on 250 working days, equivalent to 1,780 hours, with an average of 131 hours of overtime, 85 hours of mandatory closure and 216 hours of holiday and leave accrued during the year. Based on these parameters, approximately 1,695 hours of work were estimated for each employee, a value that was then multiplied by the total number of employees in 2024 (36), resulting in a total of 61,020 hours worked.

The following formula was used to determine the injury frequency index:

$$[\text{number of recorded accidents/hours worked}] \times 200,000.$$

It was not possible to obtain data relating to non-employees.

Energy consumption and GHG emissions

The conversion factors provided by DEFRA for the relevant reference years were used to estimate energy consumption in gigajoules.

Similarly, DEFRA emission factors for the same periods

were used to determine Scope 1 GHG emissions.

In the overall calculation we have excluded the company vehicle: it is used exclusively for transporting materials and for short urban journeys, and it was therefore considered insignificant in relation to overall consumption.

A dual approach was adopted for calculating Scope 2 GHG emissions:

- Location-Based, for which the TERNAL 2019 national emission factor was used;
- Market-Based, in which data provided by the AIB (Association of Issuing Bodies) for the respective reference years was used.

Appendix

Please note that, following a methodological update and a review of the available data, restatements have been made in the calculations of greenhouse gas emissions for the period 2022–2024. In particular, for indirect GHG emissions (Scope 2), emissions have been recalculated according to both methods provided for by the GHG Protocol and the GRI Standard: location-based and market-based.

This change made it necessary to recalculate the emission intensity.

Furthermore, in calculating parental leave, all employees were considered eligible for leave, in line with the GRI reporting guidelines, according to which “employees eligible for parental leave” means those who, under regulations, agreements or contracts with the organisation, are entitled to parental leave.

These updates have been implemented to ensure greater accuracy and consistency in reporting, in line with the principles of transparency, comparability and reliability required by the main sustainability frameworks.

Contacts

Requests for clarification and/or further information on the contents of this report may be sent to: sustainability@firenzefiera.it.

GRI Content Index

Standard GRI		Indicator		Position in the report
GRI 2	General disclosures 2021	2-1	Organisational details	Page 49
		2-3	Reporting period, frequency and contact point	Page 101
		2-4	Restatement of information	Page 102
		2-5	External assurance	Page 101
		2-6	Activities, value chain and other business relationships	Page 11
		2-7	Employees	Pages 86, 87
		2-8	Workers who are not employees	Pages 86, 87
		2-9	Governance structure and composition	Page 50
		2-10	Nomination and selection of the highest governance body	Page 50
		2-11	Chair of the highest governance body	Page 50
		2-22	Statement of sustainable development strategy	Page 13
		2-23	Commitments made through policy	Pages 54, 60
		2-24	Integration of commitments into policy frameworks	Pages 54, 60
		2-25	Processes designed to address negative impacts	Pages 72, 73, 74, 75
		2-27	Compliance with laws and regulations	No significant cases or penalties for non-compliance with laws and regulations were reported in the period 2022-2024.
		2-28	Membership associations	Page 67
		2-29	Approach to stakeholder engagement	Page 63, 64, 65, 66
		2-30	Collective bargaining agreements	Page 88

Standard GRI		Indicator		Position in the report
GRI 3	Material topics 2021	3-1	Process to determine material topics	Page 67
		3-2	List of material topics	Page 71

Anti-corruption

GRI 3	Material topics 2021	3-3	Management of material topics	Pages 54, 55, 56, 57
GRI 205	Anti-corruption 2016	205-1	Operations assessed for risks related to corruption	
		205-2	Communication and training about anti-corruption policies and procedures	Pages 56, 57
		205-3	Confirmed incidents of corruption and actions taken	Pages 56, 57
GRI 206	Anti-competitive behaviour	206-1	Legal actions for anti-competitive behaviour, antitrust violations, and monopolistic practices	Pages 56, 57

Energy

GRI 3	Material topics 2021	3-3	Management of material topics	Pages 77, 78, 79
GRI 302	Energy 2016	302-1	Energy consumption within the organization	Page 78
		302-3	Energy intensity	Page 78

Emissions

GRI 3	Material topics 2021	3-3	Management of material topics	Pages 77, 80
GRI 305	Emissions 2016	305-1	Direct (Scope 1) GHG emissions	Page 80
		305-2	Energy indirect (Scope 2) GHG emissions	Page 80
		305-4	GHG emissions intensity	Page 80

Employment

GRI 3	Material topics 2021	3-3	Management of material topics	Pages 85, 86, 87, 88, 89, 95, 96
GRI 401	Employment 2016	401-1	New employee hires and employee turnover	Page 89
		401-2	Benefits provided for full-time employees, but not for part-time or fixed-term contract employees	Page 96
		401-3	Parental leave	Page 96

Standard GRI		Indicator		Position in the report
Occupational Health and Safety				
GRI 3	Material topics 2021	3-3	Management of material topics	Pages 97, 98, 99
GRI 403	Occupational Health and Safety 2018	403-1	Occupational health and safety management system	Page 97
		403-2	Hazard identification, risk assessment, and incident investigation	Page 97
		403-3	Occupational health services	Page 97
		403-4	Worker participation, consultation, and communication on occupational health and safety	Page 98
		403-5	Worker training on occupational health and safety	Page 98
		403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Page 98
		403-8	Workers covered by an occupational health and safety management system	Page 97
		403-9	Work-related injuries	Page 98
		403-10	Work-related ill health	Page 98
Training and education				
GRI 3	Material topics 2021	3-3	Management of material topics	Pages 93, 94
GRI 404	Training and education 2016	404-1	Average hours of training per year per employee	Pages 93, 94
Diversity and equal opportunity				
GRI 3	Material topics 2021	3-3	Management of material topics	Pages 90, 91
GRI 405	Diversity and equal opportunity 2016	405-1	Diversity within governance bodies and among employees	Pages 90, 91
Non-discrimination				
GRI 3	Material topics 2021	3-3	Management of material topics	Page 91
GRI 406	Non-discrimination 2016	406-1	Incidents of discrimination and corrective actions taken	Page 91
Customer privacy				
GRI 3	Material topics 2021	3-3	Management of material topics	Pages 58, 59

Standard GRI		Indicator		Position in the report
GRI 418	Customer privacy 2016	418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Page 59