

Global Compact

Communication on Progress
Messe Frankfurt
2013/2014

Setting a sustainable example

Foreword by the Executive Board



Trust is the foundation of all successful business relationships – and we are unceasing in our efforts to further strengthen the trust of our customers and stakeholders worldwide. That is why respect and fairness in dealing with business partners, the principles of sustainable business and the recognition of our social responsibility are embedded in our company philosophy. This provides important guidance for our actions – both at our home base in Frankfurt and at more than 30 locations worldwide.

Since 2010 we have made this philosophy a matter of public record as the first German trade fair company to become an official member of the United Nations Global Compact, committing ourselves to its ten principles in the area of human rights, labour, the environment and anti-corruption. We feel it is our obligation to uphold these principles and we will continue to adhere to them in future.

From May 2013 to May 2014, the period covered by the current Communication on Progress, we were once again able to launch numerous projects large and small, creating opportunities for sustainable development.

At our home location in Frankfurt we operate one of the world's largest exhibition grounds, and measures targeting its sustainable development offer us a tremendous opportunity to make a difference in the environmental sphere in particular. One recent example is our just-opened Kap Europa congress centre, the first convention building worldwide to be awarded a DGNB Gold Certificate.

Many of our Group and guest events are also increasing their focus on sustainability and its many facets. The addition of Watertech India has allowed us to further expand our trade fair portfolio in the area of environmental technology. Ecostyle, the first trade fair for verified sustainable consumer goods, enjoyed a very promising debut, while sustainability and the paramount issue of energy efficiency were the primary focus of our Light+Building flagship fair.

These are but a few examples of our ongoing activities in the field of sustainability that we would like to present to you in greater detail in this Communication on Progress, while also offering a preview of future developments.

I hope that you find this an interesting and stimulating read.

Best regards,

A handwritten signature in blue ink, which appears to read 'W. Marzin'.

Wolfgang Marzin
President and Chief Executive officer (CEO)
of Messe Frankfurt GmbH

A global leader

Messe Frankfurt

Messe Frankfurt is synonymous with new ideas, innovations and trends, not only at its home base in Frankfurt, but around the globe. Regardless of whether it be on the exhibition grounds, within the framework of events or as part of its digital products and services, the company opens up international markets to its customers and creates opportunities for people to come into contact with one another – an indispensable foundation for sound and sustainable business relationships.

With approx. 543* million euros in sales (including profits of approx. 40 million euros) and 2,026* employees, Messe Frankfurt GmbH is one of the world's leading trade show organisers. The company has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries.

Messe Frankfurt is comprised of Messe Frankfurt Venue GmbH and Messe Frankfurt Exhibition GmbH, two independent and wholly owned subsidiaries of the holding company Messe Frankfurt GmbH. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

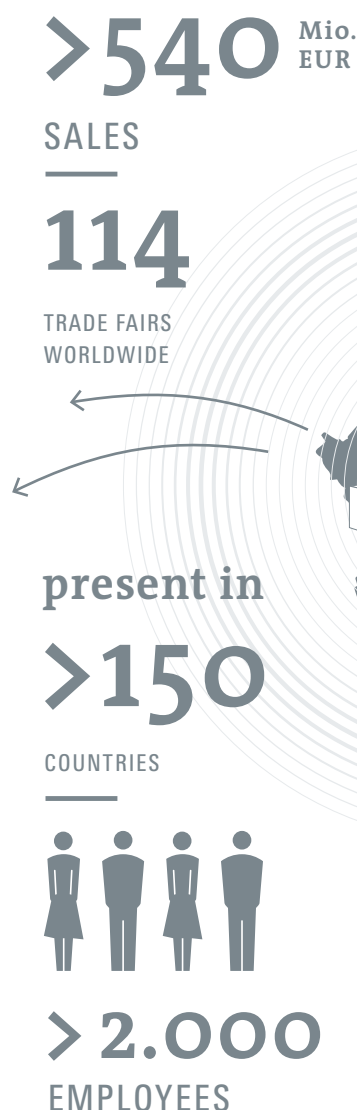
Messe Frankfurt's business activities are focused on the organisation and implementation of trade fairs, exhibitions and conventions. The company also offers its customers a wide range of supporting services for all aspects of its events – including logistics, stand construction, catering, publishing and digital services.

Messe Frankfurt's events in the fields of "Technology & Production", "Consumer Goods & Leisure", "Textiles & Textile Technologies", "Mobility & Infrastructure" and "Entertainment, Media & Creation" shape markets and trends worldwide. Leading trade fairs such as Ambiente, Automechanika, Light & Building and ISH are among the highlights in their industries, while high-profile international events such as the

International Motor Show (IAA), the Frankfurt Book Fair and Achema, the world's largest trade fair for the chemicals industry, are guests in Frankfurt on a regular basis.

In 2013, Messe Frankfurt organised a total of 114* trade fairs and exhibitions, of which 71 took place outside Germany. We were able to welcome more than 78,500* exhibitors and over 3.6* million visitors to our events, and served as a host for our customers at more than 30 locations around the globe. Messe Frankfurt is also a top address for the congress and convention business: in 2013 some 93,000* participants came to the 72 events held in Frankfurt.

(*Preliminary figures for 2013)



Thinking and acting responsibly

Our philosophy

Sustainability as part of our corporate culture

At Messe Frankfurt, sustainability means responsible business practices, something which encompasses economic, ecological and social factors. Accordingly, sustainability has always been a key component of our corporate culture, something

that is reflected in the activities of all parts of the Group worldwide. We are also careful to emphasise our ties to the city and region, not only at our base in Frankfurt, but all around the world.

Our past shapes our future

The roots of our philosophy can be found in our past: more than 750 years of trade fair history have given rise to a close connection with the City of Frankfurt and the State of Hesse, who are now the

owners of Messe Frankfurt. Time and again, trade fairs have helped to spark progress, playing a key role in the development of Frankfurt into a prosperous international financial and service centre.

Working with partners

Today, one of the areas in which our commitment to CSR is put into practice is through our participation in sustainability networks: since 2010 Messe Frankfurt has been a member of the United Nations Global Compact – the first German trade fair organiser to become a member. In addition, as a participant in the “Charter of Diversity” initiative, Messe Frankfurt has also committed itself to recognising and promoting the valuable role of diversity in its corporate culture. Since 2013, Congress Frankfurt has been supporting the “fairpflichtet – rightandfair” codex for the

sustainable organisation and implementation of events. These public efforts are supplemented by continuous stakeholder involvement and by participation in trade fair association task forces – such as its collaboration on the certification system for convention buildings newly developed by the German Sustainable Building Council (Deutsche Gesellschaft für nachhaltiges Bauen e.V. – DGNB) and its participation in the Sustainability Committee of the international trade fair association UFI.

Emphases of our CSR activities

Since 2012 we have been summarizing Messe Frankfurt's many CSR activities in the four areas Environment/Sustainability, Social Responsibility, Education/Science and Cultural Involvement. By the designation with the "simply sustainable" slogan and logo we are able to increase the focus on sustainability while also raising awareness of

this issue. All of our new initiatives are tailored to local conditions and implemented on an individual basis, and we give great weight to long-term impact and credibility. These initiatives are good fits for our portfolio and cover the following areas of activity:

Environment/ Sustainability

In this field we have implemented numerous measures to conserve resources and protect our environment, such as the energy-efficient development of our exhibition grounds.

Social Responsibility

entails an obligation to our employees, our stakeholders and society. This includes offering above-average working conditions wherever we are active and supporting regional social institutions.

Cultural Involvement


at Messe Frankfurt includes support for such events as the Luminale, the "Lighting Culture Biennale" which takes place alongside Light + Building, and the presentation of prizes such as the PRG Live Entertainment Award (LEA) at the Musikmesse.

Education/ Science

is an area in which Messe Frankfurt has been taking long-term steps – for example with its endowment of the Professorship for International Economic Policy at Frankfurt's Johann Wolfgang Goethe University.

Sustainability

An indispensable component of trade fair operations



1.100 kWp
GREEN ENERGY



Operator of one of the world's largest exhibition grounds

In 2013 Messe Frankfurt played host to 36* trade fairs in Frankfurt alone – that is why energy efficiency and the conservation of resources are so important to us. We are continually looking for ways in which we can reduce our consumption of electricity, water and heating energy through efficient exhibition hall technology and tailoring systems operation to our actual needs. The utilisation of innovative technologies has also allowed us to make our own contribution to sustainable power generation. For example, as part of a public-private partnership we have been operating photovoltaic

systems on the exhibition grounds since 2009, and their total output of approx. 1,100 kWp of green electricity is enough to meet the needs of up to 350 households. Sustainability also plays an important role in the continued development of the exhibition grounds. The new Kap Europa congress centre was the first convention building worldwide to be awarded DGNB Gold Certification – a new standard for whose development Messe Frankfurt shares responsibility. The DGNB certification process looks at a building's entire life-cycle.

(*Preliminary figures for 2013)

Conserving resources

Dealing responsibly with resources includes dedicated efforts to separate and recycle waste, and we ensure that as much as 90 percent of the

waste generated at the Frankfurt exhibition grounds each year is fed back into the material cycle.

Optimised mobility and logistics

One of the foundations of our environmentally friendly mobility is our location, which features optimum transportation connections. In addition, practical "combination tickets" allow exhibitors and visitors to use public transportation free of

charge, while an integrated logistics concept helps reduce the volume of traffic relating to our events. We also offer a barrier-free access and connection network that provides mobility-impaired visitors with the freedom of action they need.

Being an employer entails responsibility

Combining working and family life

Messe Frankfurt sets great store by good working conditions for all of its employees. We want to ensure that our staff enjoy working for us, so we strive to provide them with the best possible support. At our Frankfurt base we work with external partners to deliver professional assistance that helps people combine working and family life. Since 2008, for example, working parents have

been able to take advantage of an emergency childcare service that steps in if their regular childcare becomes unavailable or schools are closed at short notice. Furthermore, since 2012 employees have also been able to take advantage of professional and confidential consultations as part of the Employee Assistance Programme.

Fit through health management

Messe Frankfurt's occupational health promotion programme "Messe Vital" helps to create a healthy workplace – through targeted health promotion efforts and the provision of information, consultation and concrete services. The services offered under this initiative are expanded on a regular basis and include such things as preventive medical programmes, massages, back exercises

and seminars to help people quit smoking. "Health days" are scheduled on a regular basis to give employees an opportunity to obtain comprehensive information and to try out a range of different programmes. 2014 will see the third "health day", and the focus this time will be on: "How can I stay fit and healthy?"

Successful basic and advanced training

Basic and advanced training plays a crucial role at Messe Frankfurt. We currently have 26 trainees who are learning the ropes in a variety of different jobs. During the reporting period, four commercial trainees and five students in work-study pro-

grammes started their training with us. One of the highlights for all trainees is the organisation of the annual company party, which offers them the chance to demonstrate their newly acquired skills.

The Messe Frankfurt Group against corruption

Messe Frankfurt works actively to prevent corruption. Clear and binding rules and employee training serve as a reliable means of preventing corruption while providing employees with the opportunity to contact an external ombudsman if illegal methods are suspected. Additionally, all new employees participate in a course of training that raises their awareness of this issue. Messe Frankfurt continued

to increase its efforts in this area during the reporting period, introducing a Compliance Management System that aims to adherence to legal requirements, contractual agreements and internal company guidelines. The Group-wide programme is to prevent compliance violations while allowing us to quickly identify any that do occur so that we can respond in an appropriate and transparent manner.

Raising awareness

Sustainability needs impulses

Our trade fairs are drivers of sustainability in action: with special exhibitions, workshops, presentations and publications, we inform visitors and exhibitors of relevant developments and challenges in their industries. In this way, we are able to serve as a platform for all aspects of sustainability, throwing a spotlight on this important issue.

Driving environmental technologies forward

Investments in modern environmental technologies are increasing sharply worldwide, as they are essential for the lasting protection of the natural resources we need. In the highly innovative field of green technology, Messe Frankfurt offers a growing range of international trade fairs, with eight events in three countries promoting the global transfer of technology and knowledge in this area. This offers manufacturers, users and the political sphere an opportunity to discuss pressing issues of sustainable environmental management and develop solutions. Messe Frankfurt's portfolio of environ-

mental fairs covers the gamut from recycling and waste, water and energy management to renewable energies and sustainable building materials. Messe Frankfurt further expanded its efforts in the environmental sector during the reporting period, as Watertech India 2013 provided impetus to the expansion of India's water management sector for the first time. Thanks to the tremendous response, Watertech India 2014 is being expanded with the addition of new exhibition areas for waste management, renewable energies, air pollution control, noise control and recycling.

Sustainable event management

Sustainability is also playing a larger role at events organised by Messe Frankfurt's subsidiaries. RailLog Korea, a trade fair organised by Messe Frankfurt Korea Ltd., is Asia's most important international event for trade and networking in the railway industry. The event is officially supported by UNESCAP, the United Nations Economic and

Social Commission for Asia and the Pacific. The organiser's sustainability efforts extend beyond the event's focus on environmentally friendly transportation systems to the organisation of the event itself – including the utilisation of energy-saving heating and air conditioning systems, green electricity and the elimination of carpeting.

The new “Zukunft Lebensräume” congress trade fair

Demographic change is having an impact on society, and with the new “Zukunft Lebensräume” congress fair for the construction, housing and healthcare sectors, Messe Frankfurt is showcasing solutions – with an event that focuses on the consequences of this change for the construction and housing sectors. Representatives of the

construction, housing and healthcare sectors come together here alongside Light + Building to find out about new solutions and exchange ideas. At the accompanying trade exhibition, manufacturers will be presenting successful concepts and best practice examples for senior living.

“Green Salon” – a special showcase for the hair-dressing and beauty sector

The demand for fairly-produced ecological products that conserve resources is also experiencing continuous growth in the hairdressing and beauty sector, with health concerns playing a particularly large role. The new “Green Salon” special show-

case, which debuted as part of “Hair and Beauty” in May 2014 in Frankfurt am Main, is devoted to the issue of sustainability in the hairdressing and cosmetics sector and features a select group of products which satisfy specific ecological criteria.

“Ecostyle” trade fair for sustainable consumer goods

There is a growing market for green products in the home, office, leisure time and gift areas, and Messe Frankfurt has responded to this development with Ecostyle, a European trade fair for sustainable consumer goods.

What sets Ecostyle apart is the fact that all of the products to be exhibited are evaluated in advance by an independent advisory council in accordance with five criteria: minimal ecological footprint, a high level of product quality, efficient utilisation of materials and energy, positive social and cultural impact and outstanding transparency. Only those companies and organisations which are able to

demonstrate that the submitted products have been produced responsibly in accordance with these criteria will be permitted to exhibit. Messe Frankfurt successfully launched the event in 2013, when more than 5,000 trade visitors visited the stands of 77 exhibitors to find out about sustainable trends during the three-day event. In addition, presentations, panel discussions and workshops addressed the issue of “sustainability in retail”, illuminating particular aspects such as the sharing economy. Ecostyle will be taking place again in 2014, when it will be extended from three to four days.



Sustainability for the textile industry

Sustainability is becoming ever more important in the textile industry, resulting in the development of more and more new materials, manufacturing processes and production technologies that point the way towards a greener future. As an international trendsetter, Messe Frankfurt provides a comprehensive platform for these themes in the form of trade fairs, trend forums, seminars and awards that honour efforts to foster sustainability in the textile sector.

Europe's largest platform for ecological and fair fashion

Since 2011, Messe Frankfurt has been organising the Greenshowroom and Ethical Fashion Show Berlin twice each year for the Berlin Fashion Week. The Greenshowroom presents exclusive, sustainable design from the fields of high fashion and accessories, while Ethical Fashion Show Berlin offers "eco-fair" street and casual wear. The events themselves are also becoming increasingly environmentally aware:

in January 2014, the event switched to the sustainable stand construction offered by Messe Frankfurt's subsidiary Fairconstruction. The individual system modules are long-lasting, can be reused and are made from FSC-certified wood on site. Most of the materials used are produced in Germany, while energy-saving LEDs are used to reduce electricity consumption.

Upcycling and intensified efforts to promote up-and-coming talent

Manufacturers of apparel, home textiles and home furnishings are increasingly confronting the issue of how best to practice conservation in the use and re-use of materials. This has led to the development of a new concept: upcycling, i.e. the use of "waste" to produce new products. As part of Heimtextil, the trade fair for home and contract textiles, Messe Frankfurt has been presenting the "Young Creations Award: Upcycling" prize since

2013 to honour new talent in order to raise awareness of this creative principle. This prize, which is worth 5,000 euros in all, honours original upcycling creations for the interior and is awarded to the students and graduates of design schools. In 2015 Heimtextil will be opening this competition to international contestants for the first time by inviting European universities to take part.



Toaster Fire-extinguisher | Source - Messe Frankfurt Exhibition GmbH / Jens Lieberman



Upcycling Award | Source - Messe Frankfurt Exhibition GmbH / Jens Lieberman

Sustainability at Light + Building

Messe Frankfurt organises some 50 events worldwide that are grouped together in the “Technology” business segment, and it should be no surprise that energy efficiency and intelligent energy management to ensure sustainable use of resources are a key focus. These issues have been dealt with by leading international trade fairs such as Light + Building for a number of years now. The motto of Light + Building 2014 was “Explore Technology for Life – the best energy is the energy that is not consumed”.

The “Building Future Award”

The Building Future Award has been presented as part of Light + Building since 2012. This award is sponsored by the Federal Ministry of Economics and Energy (BMWi) and is presented by Messe Frankfurt, the German Electrical and Electronic Manufacturers' Association (ZVEI) and the German Association of the Electrical and Information Technology Trades (ZVEH). Every two years, this award is given to an outstanding public figure whose scientific research or commitment to society has helped foster the sustainable development of

society. In conjunction with the innovations showcased at this leading international trade fair, the award helps to focus the attention of the public and of the media on projects promoting a sustainable future. The 2014 Building Future Award was given to the renowned climate researcher Prof. Helga Kromp-Kolb, an Austrian scientist who has served this cause in the field of environmental meteorology, particularly with regard to the dispersion of pollutants in the atmosphere and climate change.

Relevant and attractive special exhibitions

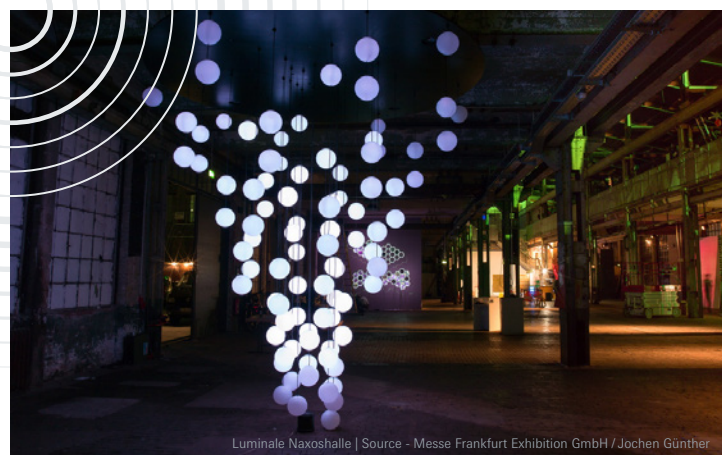
For Light + Building 2014, Messe Frankfurt expanded two of its successful special exhibitions in order to highlight the development and application of sustainable technologies. The special “Smart Powered Building – Your building in the smart grid” exhibition showcased technologies for intelligent and efficient energy management in smart grids – so that buildings not only use energy, but generate and store it as well. In addition, the ZVEH

“E-House” offered a demonstration of how intelligent energy management can be implemented at the consumer level: the “energy-saving power station” provided a realistic and up-to-date depiction of how the move towards sustainable energy sources can function in actual practice and how it is already possible to combine energy efficiency with increased convenience, security and safety.

50



TECHNOLOGY
EVENTS



The UN Global Compact's ten principles

Human rights

01: Businesses should support and respect the protection of internationally proclaimed human rights; and

02: make sure that they are not complicit in human rights abuses.

Environment

07: Businesses should support a precautionary approach to environmental challenges;

08: undertake initiatives to promote greater environmental responsibility; and

09: encourage the development and diffusion of environmentally friendly technologies.

Labour

03: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

04: the elimination of all forms of forced and compulsory labour;

05: the effective abolition of child labour; and

06: the elimination of discrimination in respect of employment and occupation.

Anti-corruption

10: Businesses should work against corruption in all its forms, including extortion and bribery.

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
Tel. +49 69 75 75-56 61
csr@messefrankfurt.com
www.messefrankfurt.com
V.i.S.d.P. Kai Hattendorf
Redaktion Corinna Züge